



Monthly Website Care Plan

Digital *partnership* for high-standard aesthetic clinics.



Your website should convert the right patients, not send them *away*.

You've worked hard to build a high-standard clinic, from the client experience to the results of your work. But too often, a clinic website gets built, launched, then left behind and starts working against it. This causes the clinic to look less credible, making potential patients hesitate and quietly send them away.

Our Monthly Website Care Plan exists to keep your website converting the **right** patients

Everything your site needs to stay sharp.

Monthly Updates

Each month you choose *one* of the following:

Option A – Targeted Update.

One specific element improved or updated across your entire website.

E.g. copy edits, imagery, CTAs, layout or brand asset.

Option B – Full Page Update.

One complete page reviewed and improved.

Including: copy edits, imagery, structure and calls to action.

Option C – New Addition

A brand new page, or content block added to an existing page, or blog post uploaded and scheduled.

e.g. New treatment page, FAQ section, patient journey section.

Plus

- **Quarterly Review**

Every three months we review your website against your clinic's current standard and make *design refreshes* to keep everything sharp and aligned.

- **Brand Consistency Oversight**

Continuous monitoring of your design, messaging and imagery so everything on your *website stays coherent* and on brand as your clinic evolves.

- **Technical Support & Priority Access**

Plugin updates, security, performance monitoring, so your *website stays running smoothly* and you have direct access to our team when you need it.

How it works.

On the first of every month, you'll receive an email with a short form about what you'd like updated. That's your input for the month. We take it from there.

1st of the month	<i>Your request form arrives. Three questions, five minutes.</i>
We confirm scope	<i>We review your request and confirm what we'll be working on.</i>
Work completed	<i>Your update is live within your agreed window.</i>
Completion email	<i>We let you know what changed, where to find it, and invite one round of revisions.</i>

Clear boundaries make for great partnerships

The care plan is designed to keep your existing site sharp and aligned, not to fully rebuild it.

Here's what sits *outside* the plan:

- Full website redesigns or new design builds
- New messaging strategy or copy
- Brand photography or multimedia shoots
- Logo design or full brand identity work
- New plugins or integrations
- SEO monthly management (available separately)

If something you need falls outside the plan, we'll always let you know.

Straightforward pricing. No surprises.

£297
Per Month

*3 Month
Minimum
Term*

Then rolling month

For new clients coming to us with a website built elsewhere, there is a one-off **onboarding fee of £150**. This covers a full website and brand audit, before your plan begins.

Ready to get started?

If you would like to join our monthly website care plan, simply click the button below and let us know.

Saffron Studios x

Get In Touch