

BROWN BEAR DIGITAL

The Plastic Surgeon Homepage Checklist

The 11 homepage elements that book consultations, in the order they need to work.

A practice owner's guide | 2026 edition

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The short answer

01

Most plastic surgery homepages have every right element and still don't convert. The hero looks polished, the gallery exists, the credentials are there, and consult requests stay flat. A beautiful homepage and a converting homepage are two different things. The first wins design awards. The second books surgery.

The four moves that matter most:

1

Put proof in the first screen.

The surgeon's name, board certification, a real result, and one consultation button.

2

Lead with three to five procedures.

Name the ones you want to be known for and link each to its own dedicated page.

3

Make one call to action ruthlessly singular.

One loud consult button, repeated at least three times in the same language and color.

4

Build the foundation most redesigns skip.

Mobile speed, local signals, and schema that confirm who the surgeon is.

FROM BROWN BEAR RESEARCH AND CASE STUDIES

In our 101-city breast augmentation study, 52% of the pages ranking first were practice homepages, most without the procedure in the title tag. One practice's gallery rebuild, written up in our plastic surgery gallery case study, took its gallery queries from 13 to 52 top-3 rankings.

Who this guide is for

The solo surgeon whose name is the practice and the group where four surgeons share one homepage. Owners will find the calls only they can make, like which procedures to lead with. Marketing leads will find checks they can run this week. And if you are about to brief a web designer, this is the list to hand over before the mockups start.

Why beautiful homepages fail

02

Surgeons hire web designers who treat the homepage as a brand statement. Then a patient who has spent four weeks researching breast augmentation lands on it and bounces in eight seconds. She is in evaluation mode and wants proof, credentials, results, and a clear next step. The homepage is giving her ambience. It is also often the ranking page, not just the front door.

52%

of #1 breast augmentation results across 101 US city markets were practice homepages. Most never named the procedure in the title tag.

1,381

median words on the 53 winning homepages, with 26 unique images. 58% embedded video.

Source: Brown Bear 101-city breast augmentation study, brownbear.digital/data/procedure-page-ranking-factors-2026.

What the winners share: the city in the title tag at 90% or higher, an H1 that is usually the surgeon's name or a brand line, the conversion spine of gallery, surgeon authority, reviews, and a consult CTA, and a prominent link to a dedicated procedure page. Candidacy, implant-option, and risk sections were almost absent. That teaching lived on the procedure page.

Which page will rank depends on your market

	Small or mid-size metro	One of the largest metros
Likely #1 page	The homepage, if the site is tightly themed around a few procedures	Overwhelmingly a deep dedicated procedure page
Homepage's job	Carry the procedure. Name it in the hero subline and a procedure card linked to the dedicated page	Feed the dedicated page, built to the 2,000 to 2,500 words competitive-metro winners carry, with a named link

BUILD BOTH, AND KNOW THE LIMIT

Every #1 site in the study had a dedicated page for the procedure. The study measured on-page factors for one procedure. Backlinks, reviews, and Google Business Profile strength clearly carry a lot of the weight, since homepages without the keyword won half the markets.

Proof that lands early: elements 1 to 4

03

1. Above-the-fold proof, not above-the-fold poetry

The first 600 pixels carry more conversion weight than the next 6,000. Show the surgeon's name and credentials, a procedure-specific result, and one primary action. A solo practice leads with the surgeon. A group leads with the practice, then gives each surgeon a named card in the first scroll that links to their bio.

SAME PIXELS, DIFFERENT JOB

A Scottsdale hero reads "Artistry meets precision" over a pan of the lobby. Swap in "Board-certified plastic surgeon Dr. Lee, specializing in rhinoplasty and facial surgery," one healed result labeled with the procedure and months since surgery, and a single consult button.

2. Credentials written as words, not logos

Credentials reassure the patient and give Google plain-text facts it can match against board, society, and hospital directories. Put these above the fold or in the first scroll:

- ◆ American Board of Plastic Surgery certification, named in text, not only shown as a logo
- ◆ Society memberships such as ASPS and The Aesthetic Society, hospital affiliations, and academic appointments
- ◆ Years in practice and procedure volume, where it is accurate to claim

3. A gallery preview that earns the click

The homepage's job is to get patients into the gallery, not to replace it. Show three to six results across your focal procedures, each labeled with the procedure and time since surgery, and link each to that procedure's full gallery. In our 50-procedure gallery study, 82% of practice pages ranking for "[procedure] before and after" were dedicated per-procedure gallery URLs, and only 15% of ranking galleries stated the post-op interval on even one photo.

4. Three to five focal procedures, linked by name

A surgeon who lists 47 procedures on the homepage ranks for none of them. Pick three to five you want to be known for, with the strongest results and the highest local search volume. Give them larger image blocks, name them in the hero subline, and link them first with named anchors, so "deep plane facelift" goes to that page, not "learn more." The procedures the homepage links most prominently are the ones the practice will rank for.

The persuasion layer: elements 5 to 8

What fails, and what to put in its place.

04

Element	What fails	What works
5. Video	A 12-second loop of the building, the lobby, and soft piano. It can add seconds of mobile load time and often becomes the Largest Contentful Paint element	→ Video that shows the surgeon: a 30-second consult introduction, a procedure walkthrough, or a patient story shared with consent. Keep any hero loop muted, compressed, and poster-first
6. Testimonials	Five testimonials that all start "Dr. [Name] is amazing"	→ Two to three specific stories, led by the one matching your highest-intent traffic, with first name, consent, and procedure type. Link to a deeper page for the rest
7. Primary CTA	A four-CTA hero: schedule a consultation, call the office, take the quiz, join the newsletter	→ One action that books surgery, usually the consult request. The loudest button on the page, repeated at least three times in the same language and color
8. Trust signals	Web design awards, "patients' choice" graphics with no source, "5-star rated" claims without a Google review aggregate	→ An ASPS badge linked to the public directory, Castle Connolly or RealSelf recognition with a verifying source, hospital privileges linked to that directory, press with archived references

ONE PRIMARY ACTION PER DEVICE

If calls are answered live and coordinators convert them well, tap-to-call can lead on mobile with the form leading on desktop. If calls roll to voicemail at lunch and after five, make the short form primary everywhere.

Accessibility is part of trust

Medical offices count as public accommodations under Title III of the ADA, and Justice Department guidance applies its requirements to services offered on the web. The minimums: descriptive alt text on every image, keyboard-navigable menus and CTAs, enough color contrast, headings in proper order, and labeled form fields.

Element 9: mobile speed

More than 70% of plastic surgery homepage traffic is mobile.

Most homepages are designed for desktop, then made responsive after the fact. These are the patterns that decide whether a phone visit turns into a consult.

Fails on mobile	Works on mobile
A primary CTA you have to scroll to find	→ A sticky bottom-bar CTA that follows the scroll
A consult form with eight fields	→ A two-field form, name and phone, that triggers a callback
A hero video that fails to load before the bounce	→ A hero image that loads in under two seconds
Procedures hidden behind a hamburger menu with no mobile entry point	→ A swipeable gallery preview

2.5s

or less for Largest Contentful Paint, often the hero image, video, or headline block.

200ms

or less for Interaction to Next Paint. Heavy animations and pop-up forms are the usual culprits.

0.1

or less for Cumulative Layout Shift. Reserve image dimensions in the HTML.

Google judges each at the 75th percentile of real visits. Check Search Console's field data, and test on a four-year-old iPhone with mid-tier signal.

Local signals and schema: elements 10 and 11

The part most redesigns skip, and the part Google checks.

06

10. Local signals Google can match

- ◆ **NAP consistency.** Name, address, and phone visible on the homepage and identical to your Google Business Profile, the ASPS directory, and the hospital staff page. A different suite number or tracking phone can break the entity match.
- ◆ **An actively maintained Google Business Profile** with current photos, accurate procedure categories, posts, and a steady cadence of reviews with practice responses.
- ◆ **A location page for every office,** linked from the homepage with named anchors such as "our Bellevue office," not "locations."
- ◆ **An embedded map** that is easy to see on the homepage, not buried in the footer.

11. Schema that confirms the entity

Schema won't make a homepage rank on its own, but it removes guesswork. Every value has to match what the visible page says. Use MedicalBusiness or its Physician subtype for the practice's name, address, phone, hours, and geo coordinates. Add a Physician entry for each surgeon with specialty, hospital affiliation, and sameAs links to board, society, and hospital profiles. Add WebSite and Organization basics.

SKIP WHAT GOOGLE RETIRED

Self-served star ratings can't earn review stars on LocalBusiness or Organization pages, a policy since 2019, yet 37 of the #1 pages in our study still carried that markup. SearchAction powered the sitelinks search box Google retired in November 2024. Of 33 surgeon Person entities on winning pages, exactly one linked out with sameAs. Six winners had no schema at all.

Google states that no special schema is needed to appear in AI Overviews or AI Mode. The bigger levers are a page crawlers can read without heavy JavaScript and a clear answer under a clear heading. When a patient asks an AI assistant for the best surgeons in her city, the practices named are the ones whose entity is confirmed across the web. Schema makes that record easier to read. It doesn't replace it.

How to tell whether your homepage is working

07

Measure the homepage by what it hands off, not by how long people stay on it. Four numbers tell you whether it is doing its job.

- 1 Consultation requests from sessions that started on the homepage.** In GA4, use the landing page report filtered to the homepage, with consult form submissions and calls set as key events.
- 2 Click-through to the gallery and focal procedure pages.** If patients aren't leaving for the pages that sell the procedure, the preview blocks and procedure cards aren't earning the click.
- 3 Mobile Core Web Vitals from field data,** in Search Console's Core Web Vitals report.
- 4 Which page Google shows for your procedure and city,** from the Pages tab of Search Console's Performance report.

Track referrals from AI assistants like ChatGPT and Perplexity on their own. In the practices we work with, those visitors arrive further along and convert to consultations at a higher rate than other channels. The volume is still small, which is why it is worth watching early.

How to test changes

Enough volume for a split test

If the homepage produces enough consult requests each month for a split test to reach a verdict in a few weeks, test the hero and the primary CTA one at a time.

A handful of requests a month

Skip the split test. Make one change, hold everything else still for 60 to 90 days, and compare consult requests against the same months a year earlier.

WHAT A WORKING HOMEPAGE LOOKS LIKE

A practice replaces its hero loop with a still result image and moves the consult button into the first screen in March. Organic sessions stay flat, but consult requests from homepage sessions rise over the next quarter while gallery click-through climbs. No traffic chart moved, and the homepage is working.

Score your homepage

08

Open your homepage on your phone and answer for the page as it is today. If half the answers are no, the homepage is leaving consultations behind. The fix is rarely a redesign. It is a re-prioritization of what each element is doing on the page.

Question	Yes	Partly	No
PROOF			
Does the first screen show the surgeon's name, board certification, a real result, and one consult button?	☐	☐	☐
Are credentials and society memberships named in text, not only shown as logos?	☐	☐	☐
Does a gallery preview show labeled results, each linking to that procedure's dedicated gallery?	☐	☐	☐
Do your featured procedures match the three to five you want to be known for, each linked by name?	☐	☐	☐
PERSUASION			
Does your video show the surgeon, not the building, without becoming the slowest thing on the page?	☐	☐	☐
Are homepage testimonials capped at two to three specific stories that name the procedure?	☐	☐	☐
Is there one primary CTA, repeated at least three times in the same language and color?	☐	☐	☐
Can a search engine verify every trust badge, and does every image have alt text and the menu work by keyboard?	☐	☐	☐
FOUNDATION			
On a phone, does the hero paint in 2.5 seconds or less with a CTA in reach?	☐	☐	☐
Is your NAP visible and identical to your Google Business Profile and directories?	☐	☐	☐
Are LocalBusiness, Physician, and WebSite schema in place, validating, and free of self-served star ratings?	☐	☐	☐
MEASUREMENT			
Do you know which page Google shows for your top procedure and city, and why?	☐	☐	☐

YES

PARTLY

NO

Frequently asked questions

09

Q What belongs above the fold on a plastic surgeon homepage?

The surgeon's name, board certification, a real result labeled with the procedure and time since surgery, and one consultation button. That answers a patient's first three questions before the first scroll.

Q Does my homepage need to target my top procedure keyword?

It may already be your ranking page. In our 101-city study, 52% of #1 breast augmentation results were homepages, most without the procedure in the title tag. Name the procedure in the hero subline and a procedure card, and link it to a dedicated page.

Q How many procedures should the homepage feature?

Three to five. A homepage that gives equal weight to every procedure sends a flat signal. Weight the focal ones and keep the rest one click deeper.

Q Should the homepage have a hero video?

Only if it earns its load time. Video that shows the surgeon talking helps. A loop of the building slows the page and tells the patient nothing. If you keep a loop, make it muted, compressed, and poster-first.

Q Does schema help me appear in AI Overviews?

Google says no special schema is needed for AI Overviews or AI Mode. The page has to be indexed and eligible for a snippet. The bigger levers are a page crawlers can read without heavy JavaScript and clear answers under clear headings.

Q Do I need a full redesign?

Rarely. Most homepages need a re-prioritization of what each element does, made one change at a time and measured against consult requests.

Next steps

10

- 1 **Run the scorecard** on your phone, then fix in the order patients meet each element, starting with first-screen proof and the single CTA.
- 2 **Measure consult requests, not traffic**, and give each change time to show.

WORK WITH BROWN BEAR

Brown Bear Digital audits, restructures, and optimizes plastic surgery homepages around the elements that book consultations. brownbear.digital/contact | bryan@brownbear.digital



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