

— FREE GUIDE FOR JERSEY BUSINESSES

Beauty, wellness and clinic website design in Jersey

A calm, polished site that builds trust and makes booking a treatment simple.

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BEAUTY, WELLNESS & CLINICS

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Read it online: jerseyweb.je/services/beauty-wellness-website-design/

In beauty and wellness, how you look is part of the service. A website that feels calm and well kept tells a client they are in safe hands before they ever walk through your door.

We design a site that reflects the care you take: set out your treatments clearly, make pricing easy to find, and point clients straight to booking or enquiry. Nothing that adds friction, nothing that undermines trust.

WHO IT'S FOR

Salons, spas, therapists, aesthetic clinics, wellness practitioners and complementary health providers.

Why it matters

A look that reassures

Soft, professional design that matches the quality of experience you deliver in person.

Treatments made clear

Services, prices and what to expect, set out so there are no awkward questions.

Simple to book

A clear path from the site to booking or enquiry, linked to your existing system where possible.

WHAT'S INCLUDED

- ☐ Treatment and price pages
- ☐ Calm, on-brand design
- ☐ Booking link or enquiry form
- ☐ Client testimonials
- ☐ Practitioner bio or team page
- ☐ Before and after gallery option
- ☐ Mobile-friendly layout
- ☐ Secure hosting and SSL

How it works

1 Tell us your treatments, style and brand

We talk through what you offer, who your clients are and what feeling the site should create: calm, clinical, luxurious or somewhere in between.

2 We design a site that matches your practice

A bespoke design built around your brand and treatments, with a clean layout clients trust before they have even read a word.

3 We launch and keep it looking its best

We handle hosting and maintenance, and update treatment pages and prices whenever you ask.

Jersey registration and advertising rules for beauty and wellness

Some treatments need registration before you offer them. Under the [Piercing and Tattooing \(Jersey\) Law 2002](#), acupuncture (including dry needling), body and ear piercing, electrolysis and tattooing (including semi-permanent make-up and microblading) need both the practitioner and the premises to be registered with the [Jersey Care Commission](#), renewed every year. Class 3B and 4 lasers used for hair or tattoo removal and skin treatments must be registered with the Commission too.

Your website should reflect that. Show your registration and insurance, state the age rules from the Commission's code of practice (no tattoos or body piercing under 16, and written parental consent from 16 to 18), and link to the public register so a new client can check you in seconds.

Be careful with wording as well. The UK advertising code, which counts the Channel Islands as part of the UK and covers businesses' own websites, does not allow prescription-only medicines such as Botox to be advertised to the public, so aesthetic clinics advertise the consultation rather than the product. And using a title that suggests you are a registered health professional when you are not is an offence under the [Health Care \(Registration\) \(Jersey\) Law 1995](#).

Common questions

Can I show before and after photos?

Yes, with appropriate client permission. A results gallery is one of the most effective things a wellness or aesthetic site can show.

Can it link to my booking system?

Yes. We can link to most popular booking tools, or add a simple enquiry form if you take bookings by phone or message.

Will I show up when people search for my services in Jersey?

The site is built with local search in mind, so people searching for your specific treatments in Jersey have a better chance of finding you first.

Can the design match my existing brand colours?

That is exactly how we work. The design starts from your brand (your colours, fonts and logo) and we build outwards from there.

Do I need to show my Care Commission registration on the site?

If you offer piercing, tattooing, semi-permanent make-up, microblading, electrolysis or acupuncture, you must be registered with the Jersey Care Commission. Showing it on your website, with a link to the public register, is the quickest way to reassure a new client.

Talk to us about your website

Buils start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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