



ESSENTIAL CLINIC WEBSITE PLAN

A PROFESSIONAL DIGITAL FRONT DOOR FOR YOUR CLINIC

A professional, patient-friendly website designed to build trust and turn online visitors into calls, WhatsApp inquiries and clinic visits.

BEST FOR GETTING STARTED



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01 | PLAN FIT

A clear digital front door for your clinic

For practices that need credibility, visibility and direct contact without a booking database or staff dashboard.

WHAT THIS PLAN DELIVERS

A focused informational website using verified clinic content, clear service explanations and direct contact actions. It supports patient discovery and informed contact while keeping reception responsible for every inquiry.

How patient inquiries work

1 VISIT

Patient opens the clinic website

2 REVIEW

Patient checks services, team and hours

3 CONTACT

Patient calls, messages, emails or opens directions

4 RESPOND

Clinic reception handles the inquiry directly

CLEAR BOUNDARY

The Essential Plan provides direct contact links. It does not include an appointment-request database, staff dashboard or automated booking system.

Good fit for



Independent doctors, dentists and consultants



Clinics using calls and WhatsApp for inquiries



New or relocating practices needing a professional launch



Practices replacing an outdated or generic website



Teams that can provide and approve verified content



Clinics that do not need booking, CMS or patient portals

02 | WEBSITE STRUCTURE

Five pages with a clear patient journey

The same content may also be combined into one long-form website when that structure better suits the clinic.

1 HOME

Clear positioning, trust signals, priority services, contact actions and location summary.

2 ABOUT / DOCTORS

Verified clinic story, practitioner profiles, qualifications and approach to care.

3 SERVICES

Approved service categories with clear explanations and suitable next actions.

4 GALLERY / REVIEWS / FAQ

Clinic environment, approved public review excerpts and helpful questions.

5 CONTACT / LOCATION / HOURS

Phone, WhatsApp, email, opening hours and privacy-friendly directions.

ONE LONG-FORM ALTERNATIVE

A single scrolling website can combine these same content groups into clear anchored sections. The choice between one long page and up to five linked pages is confirmed before development begins.

HOW THE FIVE-PAGE SCOPE IS CONFIRMED

Final page names, section count, content quantity and supplied media are listed in the written scope before payment. Additional pages, extensive copywriting, new media production or added functionality are quoted separately.

03 | WHAT YOU RECEIVE

A complete Essential website package

The project combines a polished public website with the practical files, links and access information needed at handover.

1 Responsive website

One long-form website or up to five approved static pages.

2 Custom visual system

Approved logo, colors, typography and responsive presentation.

3 Clinic content

Verified doctors, services, hours, location, FAQs and approved media.

4 Direct contact actions

Working call, WhatsApp, email, social and directions links.

5 Local SEO foundation

Metadata, relevant schema, semantic structure and indexable content.

6 Accessibility basics

Alternative text, keyboard focus, readable contrast and clear labels.

HANDOVER PACKAGE

What the clinic receives after final payment

- | | |
|--|--|
|  Published responsive website |  Completed project source files |
|  Approved text and media organization |  Working contact and directions links |
|  Basic SEO metadata and relevant schema |  Deployment information |
|  Agreed account and access details |  Backup copy of the delivered website |

04 | PROJECT PROCESS

A controlled path from scope to launch

You review the website privately, provide consolidated feedback and approve the final result before publication.

1 Confirm scope

Written pages, features, content responsibilities and timeline are approved.

2 Provide materials

Clinic supplies verified content, branding, media and required access.

3 Build and check

The website is produced and checked on desktop, tablet and mobile.

4 Review privately

A staging link is shared for clinic review before public launch.

5 Refine

Up to three consolidated revision rounds are applied within scope.

6 Approve and launch

Final payment, written approval, deployment and handover complete the project.

INITIAL WORKING PREVIEW

TARGETED WITHIN

24 HOURS*

The target begins only after payment, approved scope, complete content, branding and required access are received. This is the first working preview, not the completed launch. Added scope, missing materials and third-party delays pause the timeline.

LAUNCH CONTROLS

- The first complete version is shared through a private staging link.
- Three consolidated revision rounds are included within the approved scope.
- Nothing is published without written clinic approval.
- The final 50% is due after staging approval and before launch or source-code handover.
- Fourteen days of technical defect support begins after production launch.

05 | COST CLARITY

One fixed project fee and two hosting choices

The signed Statement of Work and official invoice confirm the final scope, payment method and any third-party costs.

PROJECT FEE

PKR 60,000

Fixed approved Essential scope

TO BEGIN

50%

After scope and invoice approval

BEFORE LAUNCH

50%

After private staging approval

24-HOUR INITIAL DELIVERY*

24 HOURS*

After readiness conditions

CONSOLIDATED REVISIONS

3 ROUNDS

Within the approved scope

TECHNICAL DEFECT SUPPORT

14 DAYS

Delivered-code defects

First-year cost comparison

COST ITEM	CLIENT-OWNED HOSTING	BUKHARI AI MANAGED
Website build	PKR 60,000	PKR 60,000
Hosting	Paid directly to provider	PKR 5,000 per year
Domain	Actual provider cost	Actual provider cost
Business email	Depends on provider plan	Provider rate confirmed before renewal

FUTURE-SAFE PROVIDER PRICING

Hosting, domain and business-email services remain governed by the provider. Renewal is charged at the provider's current rate and confirmed before renewal. Introductory offers and included mailboxes may change.

Managed hosting means Bukhari AI publishes through its hosting account for PKR 5,000 per year. Client-owned hosting means the clinic pays the provider directly and supplies temporary deployment access.

RECOMMENDED ACCOUNT OWNERSHIP

Keep important business accounts under clinic control

- The clinic should own its domain, business email and essential service accounts wherever practical.
- Temporary access may be shared for deployment and removed after handover.
- The clinic remains responsible for renewals, recovery details and account security.
- Bukhari AI provides the agreed deployment information and access handover.

A polished desktop dental website direction

The Carrigdean Dental Centre desktop concept demonstrates a clear, trustworthy patient journey for a dental practice.

CARRIGDEAN DESKTOP MOCKUP

Carrigdean Dental Centre**SEE DEMO**

WHAT THIS PROOF DEMONSTRATES

A polished desktop dental website direction showing trust-building hierarchy, service discovery, patient feedback, location guidance and clear appointment actions. Demonstration only, not a client project or performance result.

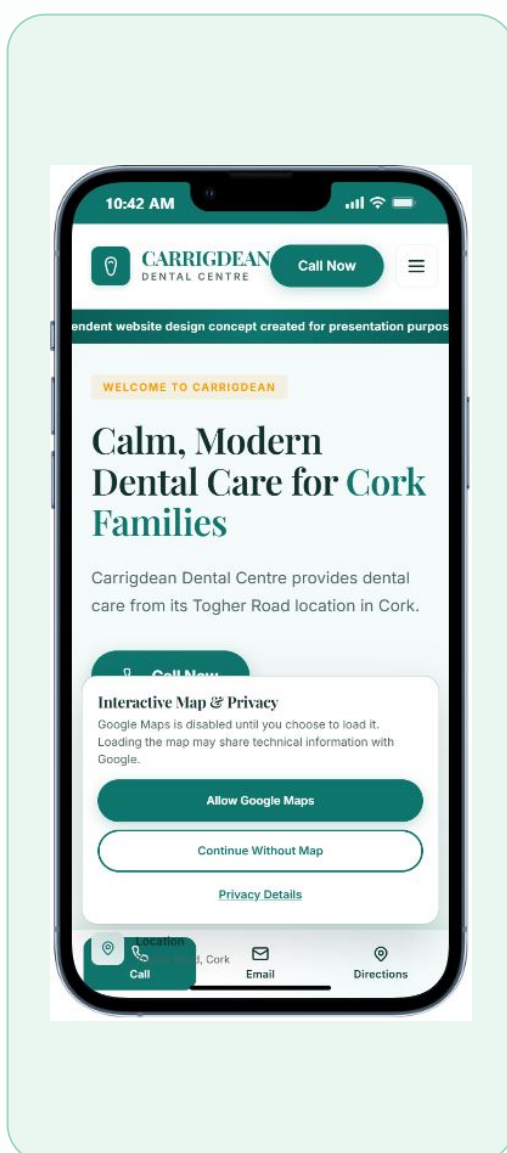
A responsive mobile dental website direction

The Carrigdean mobile concept keeps essential trust, contact and location actions visible on smaller screens.

CARRIGDEAN MOBILE MOCKUP

Carrigdean Dental Centre

SEE DEMO



WHAT THIS PROOF DEMONSTRATES

A focused mobile dental website direction showing how the clinic experience adapts to smaller screens while keeping trust, contact and directions easy to reach. Demonstration only, not a client project or performance result.

07 | YOUR PROJECT CONTACT

One accountable point of contact from scope to handover

Direct communication supports faster decisions, clearer approvals and a more controlled clinic launch.

LEAD PROJECT CONTACT

Adnan Bukhari

Bukhari AI | Pakpattan Sharif, Pakistan

I help doctors, dentists and healthcare practices create clear patient-facing websites that present their services professionally and make it easier for patients to contact the clinic.

Your project will be planned, built and reviewed directly with me, giving you one point of contact for content, workflow decisions, staging feedback, deployment and handover.

✉ admin@bukhari.ai

📞 0321 4854145

What you can expect

WRITTEN SCOPE

Know what is included. Every selected page, responsibility and dependency is documented before development.

PRIVATE REVIEW

Approve before launch. The working website is demonstrated privately before production deployment.

DIRECT ANSWERS

Stay informed. Questions about scope, implementation and handover come to one accountable contact.

CLEAR HANDOVER

Retain agreed files. Approved project files and deployment information are supplied after full payment.

No payment is required before the project scope and official invoice are reviewed and approved.

08 | CHOOSE THE RIGHT LEVEL

Essential stays focused on professional presence

Booking management and AI automation belong in separately scoped plans so the Essential offer remains clear and dependable.

Plan comparison

PLAN	BEST SUITED FOR
ESSENTIAL	Professional clinic presence, verified information and direct contact actions.
BUSINESS	Appointment requests, staff dashboards and operational tools.
AI	AI-assisted conversations, structured intake and workflow assistance.

Optional upgrades for future growth

Appointment system

Request database, calendar, schedule or confirmation workflow.

Staff dashboard or CMS

Protected editing, status controls or operational records.

Patient portal or records

Accounts, medical records, prescriptions or clinical documents.

AI receptionist

Automated conversations, intake summaries or workflow assistance.

Online payments

Payment gateway, billing, refunds or transaction management.

Custom integrations

External CRM, hospital, laboratory or third-party software links.

UPGRADE PATH

Advanced functionality can be scoped later without changing the purpose of the Essential launch. Business and AI configurations are quoted according to the selected operational tools.

A practical acceptance checklist

The clinic knows exactly what must work before written staging approval and production publication.

1 Responsive layout

Desktop, tablet and mobile views are visually checked.

2 Clinic facts

Name, services, qualifications, hours and location are approved.

3 Contact actions

Phone, WhatsApp and email links open the correct destination.

4 Directions

Google Maps directions use the verified clinic location.

5 Navigation

Internal, external and social links work as approved.

6 Search foundation

Metadata and relevant structured data are present.

7 Accessibility basics

Keyboard focus, labels and image alternative text are checked.

8 Layout integrity

No broken content, clipping or horizontal overflow remains.

9 Written approval

The clinic confirms staging acceptance before launch.

LAUNCH GATE

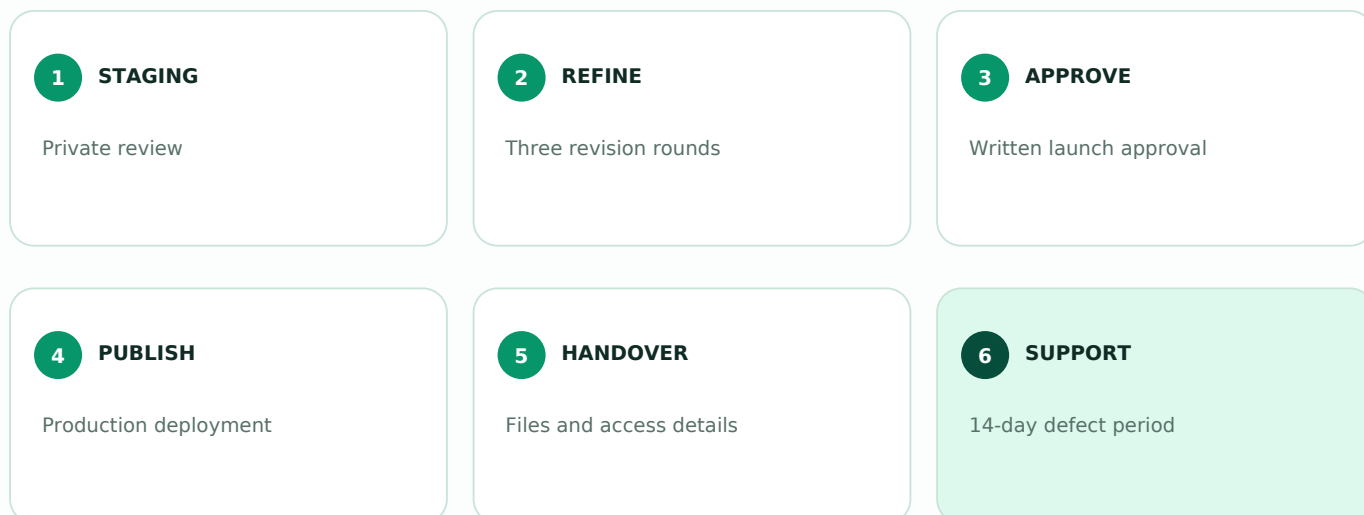
Written staging approval is required before publication.

Any unresolved factual, legal, access or third-party issue is recorded before launch. Approval confirms the website matches the agreed scope, not that future rankings, traffic or inquiries are guaranteed.

10 | AFTER DELIVERY

Clear review, handover and support

Support covers technical defects in the delivered code. New content, new features and third-party problems are quoted separately.



What 14-day technical support covers

INCLUDED DEFECT SUPPORT	QUOTED SEPARATELY
✓ Broken links caused by delivered code	+ New pages or sections
✓ Responsive-layout defects	+ Content changes
✓ Delivered contact actions not working	+ New functionality
✓ Deployment-related code defects	+ Provider, account or DNS problems

SUPPORT PERIOD

The 14-day period begins after production launch and covers reproducible defects caused by the delivered code. It does not extend the revision allowance or include new content, changed requirements, provider outages, expired services, account restrictions or third-party platform changes.

11 | WORKING AGREEMENT

A reliable launch depends on both parties

The clinic controls factual and medical approval. Bukhari AI controls implementation within the signed scope.

Before development begins

✓

Approved logo and branding

✓

Clinic hours and verified location

✓

Privacy, consent and emergency wording

✓

Doctor profiles and qualifications

✓

Approved FAQs and contact details

✓

Hosting, domain and email access

✓

Service information

✓

Authorized photographs and reviews

✓

One authorized project contact

Core commercial terms

SCOPE

Only written deliverables in the signed Statement of Work are included.

PAYMENT

A 50% advance starts work; the final 50% precedes launch or handover.

REVISIONS

Three consolidated rounds cover reasonable in-scope changes.

DELAYS

Missing content, access, approval or third-party issues pause dates.

CANCELLATION

Completed work and non-recoverable costs are deducted before any refund.

MAINTENANCE

Future requests are quoted separately; no maintenance is automatic.

OWNERSHIP

Delivered project files transfer after full payment, subject to third-party licences.

VALIDITY

The quotation remains valid for the period stated on the invoice.

HEALTHCARE AND PRIVACY POSITION

The clinic approves all medical, privacy, regulatory and emergency wording. The Essential website must not be used for diagnosis, emergency triage or sensitive patient-record submission. Bukhari AI provides website development, not medical or legal advice.

12 | READY WHEN YOU ARE

A professional website starts with a clear scope

Review your clinic requirements, choose the most suitable structure and receive a written scope before payment.

Ready to give your clinic a professional and trustworthy online presence?

Book a free 15-minute consultation. We will review your requirements, recommend the appropriate website structure and provide a written scope before payment.

[DISCUSS ON WHATSAPP](#)
[REQUEST WRITTEN SCOPE](#)
[VIEW ESSENTIAL DEMO](#)

Frequently asked questions

1 Does the Essential Plan include booking?

No. It provides direct call, WhatsApp, email and directions links. Appointment requests and dashboards require a Business configuration.

2 Can the site be upgraded later?

Yes. Booking, content management and AI-assisted tools can be scoped separately when the clinic is ready.

3 Does local SEO guarantee rankings?

No. The plan provides technical foundations, while indexing and rankings remain controlled by search platforms and market conditions.

4 Who owns the website files?

After full payment, the clinic receives the agreed completed project files. Third-party assets remain subject to their original licences.

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The signed Statement of Work and official invoice take precedence over this guide.