Fixing the bucket, then filling it

A month-by-month plan for your website, built on our November review

Prepared for Mr Jonathan Britto, Consultant Plastic Surgeon.
You described your website as a bucket with holes in it.
This plan fixes every hole first, then fills it.

Nick Burrage, The Ambitions Agency · Mark Slocombe, CreationVideo

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The plan at a glance

Fix every hole, then fill the bucket

Today your website has 65 pages and 134 articles. This plan touches every one of them, and it is deliberately ambitious. We are excited about what your practice can achieve, so we will put a great deal of time in at the start. Where we can find more, we will move faster than shown here.

What to expect, and when. You will see your website change from the first week. How quickly Google and AI respond varies: some changes show within days, others take months. Enquiries and surgeries follow after that. We will measure everything against two numbers: how many consultations you hold, and how many of them go ahead. A modest rise in each makes a large difference: a fifth more consultations, with the share going ahead rising from, say, 35% to 45%, means over half as many surgeries again.

Month 1

Fix the bucket

- Clear out the pages Google shouldn't see
- Restructure the 11 procedure pages
- Correct labels on every page
- Tell Google and AI who you are
- Start measuring
- Move your hosting

Month 2

The rest of the website

- Homepage and menu
- Medical aesthetics and lifestyle medicine
- Fees, reviews and practice details
- Contact page and enquiry form
- Trust pages

Month 3

The Learning Centre

- 134 articles reorganised and credited to you
- Every article linked to its procedure page
- One clear home, grouped by procedure

Month 4 onwards

Filling the bucket

- New articles answering patients' questions
- New videos every month
- The scorecard, reviewed every month

Alongside, from month 1: from enquiry to decision. What happens between a patient's first enquiry, their consultation and their decision to go ahead.

Already done

- Lower eyelid, facelift, neck lift and lip lift pages rebuilt with you this autumn, and Prepare & Repair added.
- The broken booking links fixed (4.1).
- The Times feature live across the website.

Numbers like (1.4) refer to the sections of our November review, where you will find what we found and why it matters.

Month 1

Fix the bucket

Clearing out the pages Google shouldn't see 1.4

- Retire 7 pages, each redirected to the right page so nothing is lost: the test page, the second homepage, the old Lifestyle Medicine page, the duplicate testimonials page, the two duplicate lower eyelid pages, and the empty authors page.
- Hide 4 pages from Google: the two thank-you pages and two newsletter steps.
- Correct the misspelt craniofacial page address, with a redirect.
- Correct the file that guides search engines (robots.txt), and replace the broken logo image on 14 pages.
- Bring the two gallery pages together into one, or give each its own clear job.

The 11 procedure pages, each one restructured 2.3 2.4 2.5 2.6 3.3 3.4 1.2

Upper eyelid · Lower eyelid · Facelift · Neck lift · Lip lift · Browlift · Rhinoplasty · Breast augmentation · Breast reduction · Combined uplift and implants · Craniofacial

Including the four we rebuilt this autumn. On every one of them:

1. A short, plain summary at the top.
2. A two-sentence answer under each question heading, with the detail beneath.
3. The most-asked questions (cost, recovery, risks, scars) brought into view, not hidden in collapsed boxes.
4. All text shown in full, with no "Read More" buttons.
5. Long paragraphs and sentences broken up, with everyday terms first.
6. "Is this right for you?", including who it isn't for and the alternatives.
7. A price range, and a proper answer to "how much does it cost?"
8. A "Your surgeon" panel, with your GMC number linked to the register.
9. Matching patient reviews, each with a short headline.
10. Your research cited where it supports the page.
11. One clear main heading naming the procedure and London.

Every page: labels for Google 1.2 1.4

- Remove the repeated "official site" phrase from every title.
- Remove the duplicate title and description the website adds to every page.
- Write a new meta title and meta description (what Google shows in its results) for each of the 54 pages we keep.
- Add descriptions to every meaningful image on those pages (274 of their 756 images have none).

Code that tells Google and AI who you are 1.1 1.5

- A description of you as a surgeon, linked to your GMC entry, PHIN, Doctify, YouTube, Instagram, LinkedIn and Facebook.
- A description of the practice and each of your three locations.
- A description of each procedure on the 11 procedure pages, with your questions and answers marked up for Google.
- Almost 40 website videos marked up, so Google knows they are there.
- Your author page rebuilt properly (it currently holds placeholder text).

Measuring from day one 6.1 6.2 6.4

- Google Search Console connected: what people search, where you rank, which pages Google lists.
- Google Tag Manager connected, so all tracking is controlled in one place.
- The old analytics tag removed, and one confirmed account.
- Every form sent, phone tap and video play counted, with where it came from.
- Call tracking on the website's phone number, so you can see which calls it produced.
- A simple scorecard from the start: enquiries, video calls, consultations, plans sent and surgeries, by procedure and source 6.3.

Patient names and video

- Patient names removed from every public file name, including the old server videos and the upper eyelid photos and videos.
- Mark films the first new videos, starting with your contact page.

Moving your hosting

- The website moves to hosting we manage, with backups, security and updates. You keep full ownership of the website, the domain and everything on it.

We must talk about review collection 3.2

On Google you have 2 reviews in the last 12 months, and reviews are one of the first things patients and Google look at. We want to capture a review from every single patient, grow your Google reviews quickly, and look at automating how we ask. Let's start with how many patients you see each month, and how many leave a review today.

End of month 1: the technical review. We re-run the review's checks on everything above, and show you each item fixed, with before and after.

Your part in month 1

- **Approvals:** the 11 procedure pages, plus the 54 meta titles and descriptions as one list.
- **The weekly hour:** going through that week's pages together, plus the review collection discussion.
- **Decisions as we go:** price ranges, which hospitals to list, and the correct practice details.
- **Access:** your agreement to the hosting move, and to connecting Search Console and Tag Manager.

Month 2

The rest of the website

Homepage and menu 2.1 2.2 3.3 3.6

- A new heading and opening lines saying what you do and where.
- Surgery first, with each main procedure linked.
- Your rating and review count, and your evidence beside each claim.
- The Doctify award written as text.
- Every procedure named in the Surgery menu, and a shorter top level.

Medical aesthetics and lifestyle medicine

- 9 medical aesthetics pages and 4 lifestyle medicine pages: headings, readability and consistent details.

Fees, reviews and practice details 2.5 3.3 3.5

- The fee guide turned into a real guide, with ranges, what is included and what affects the price.
- The testimonials page brought up to date, with a headline on every review.
- One practice name, one set of addresses and postcodes, one consultation fee and one set of years of experience, the same everywhere.

Enquiries 4.1 4.2 4.3 4.4

- One main button everywhere: the free video call, unless your figures show the consultation converts better.
- The contact page rebuilt with a short video of you, three clear steps, the form and reviews.
- One form, asking for phone number, procedure and clinic, with updated "How did you find us?" choices and one consent box.
- The quote request folded into the same journey.
- WhatsApp, and online booking for the video call.

Trust pages 3.7 3.3

- The cookie policy rewritten for your practice, and new pages linked from every footer: code of ethics, editorial standards, AI use, security, data protection, terms, concerns and a review policy.

Speed, access and patient media 1.7

- Homepage images compressed, zoom allowed on phones, contrast and heading order fixed.
- Upper eyelid photos and videos watermarked, and video covers and controls made consistent across almost 40 videos.

Your part in month 2

- **Approvals:** about 25 pages.
- **The weekly hour:** short interviews for the trust pages, so they describe how your practice really works.

Month 3

The Learning Centre

The Learning Centre is the new home for your articles: the answers to patients' questions, grouped by procedure. Many article titles and headings have been corrected since our November review, so this month concentrates on what remains.

- **Merge overlapping articles** into one strong guide per topic: 31 on facelifts, 28 on brow and forehead lifts, 17 on neck and jowl lifts, 17 on rhinoplasty. Every old address redirected 1.3.
- **Credit all 134 articles to you**, with a byline linking to your author page 1.1.
- **Rewrite in your own voice** the 20 articles that say "According to Mr Jonathan Britto" 1.1.
- **Finish the corrections:** the placeholder text still on 2 articles, and a main heading for the 6 without one 1.2.
- **Check and improve the meta titles and descriptions** on every merged guide.
- **Link every article to its own procedure page** (most carry only a general list today), and link each procedure page to its best articles 1.3.
- **One clear home:** The Learning Centre in the menu, replacing "Blog & Newsletters" under Social hub 2.2.

Your part in month 3

- **Approvals:** the merge list, one procedure at a time, before anything changes. Then the merged guides, in our weekly hour.

Month 4 onwards

Filling the bucket

- Our weekly hour becomes new articles answering the questions patients ask: cost, problems, comparisons, fit and choosing a surgeon, for each main procedure 3.1.
- Mark films new videos every month.
- The scorecard reviewed every month, with visitors added alongside enquiries, consultations and surgeries.

Alongside, from month 1

From enquiry to decision

Built from your A-to-Z list of every point where the practice is in touch with a patient, once we have it 5.4. We build on the systems you already have, rather than replacing them:

- A pre-consultation pack for each main procedure.
- A message making sure every plan arrives.
- Stronger content, including video, for the follow-up emails you already send.
- Every step from enquiry to surgery counted, building on your patient system 6.3.

This plan covers your website. Your Google Business Profile and YouTube channel matter just as much, and we will add them as time allows. Mark will lead a major push on YouTube.