

Website redesign for London's leading skin clinic

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[Medicetics Skin Clinic](#) approached Bluegrass Digital to implement the redesign and development of their website. Medicetics is one of London's leading skin clinics, specialising in non-surgical cosmetic treatments and skin surgery.

The aim was to ensure that the new website reflected their latest brand guidelines as well as meeting the technical advances of industry standards in SEO and design. As with any new modern website, it was designed as a responsive website to support user experience across desktop, tablet and mobile devices.

A noteworthy part in improving the entire online experience was looking at the key user journeys and call-to-actions to improve conversation rates.

One of the key features of the website is the treatment planner. The planner allows users to click on areas of interest on the body, then automatically creates a list of correlating treatments offered at the clinic. This allows users to build up their own desired treatment plan.

The website was built on WordPress using our custom-built theme. Bluegrass combined aesthetics and advanced features to provide a faster and user-friendly website.

About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With offices in London, Cape Town, Johannesburg and Lagos, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

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