

Physio Helvetia, from the day they opened.

A brand, a website and online booking, live in four weeks.

A new Swiss physiotherapy practice needed everything at once: a brand, a website, and a way for patients to book sessions. We built all of it on a startup budget, then stayed on for three years to keep it running.

CLIENT **PHYSIOHELVETIA**

CLIENT

Physio Helvetia

Physiotherapy practice ·
Switzerland

RELATIONSHIP

2020 – 2023

Launch, then ongoing support

WHAT WE DID

Brand & website

Logo, brand book, site, booking

STARTING POINT

A new business

No brand, no website yet

TECHNOLOGY

Squarespace

Online booking, domain, SEO

HEADLINE RESULT

Live in 4 weeks

Against a 6-week estimate

THE STARTING POINT

A practice about to open, with nothing to show yet.

We met Physio Helvetia at the very beginning, as the practice was being founded. There was no logo, no brand and no website. They needed a way to present their services and their therapists, and to let patients book sessions online.

Like every new business, there was no guarantee of success, so every franc had to count. Our aim was to give them something that looked established from day one, cost little to run, and could grow with them instead of being thrown away a year later.

"We need to look established on day one, without spending like we already are."

Three pieces, one foundation

1

BUILD A brand before a website

We designed the Physio Helvetia logo and wrote the brand book and guidelines, so the practice had one consistent identity across its website, signage and everything that came after.

2

BUILD A simple site that takes bookings

We recommended Squarespace: cost-effective, quick to build on, and the easiest platform for the team to manage themselves after handover. The site presents the services and the therapists, and lets patients book sessions directly. It went live in four weeks, against the six we had estimated.

3

GROW The technical side, handled, and then looked after

We bought the domain, connected it, set up the technical side and optimised the site for search, so it ran smoothly from launch without the practice having to think about any of it. After handover we stayed on, managing the site whenever they needed us over the next three years.

THE OUTCOMES

4 weeks

From brief to a live, bookable website, against a six-week estimate

Day one

A full brand, website and online booking in place from the start

3 years

Of ongoing site support after launch, whenever they needed it



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