Your Booking Page

Set-up Guide.
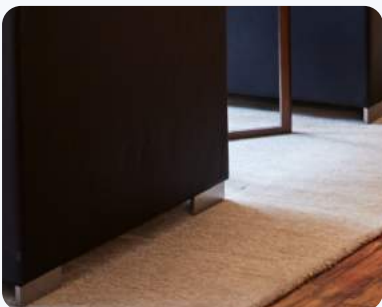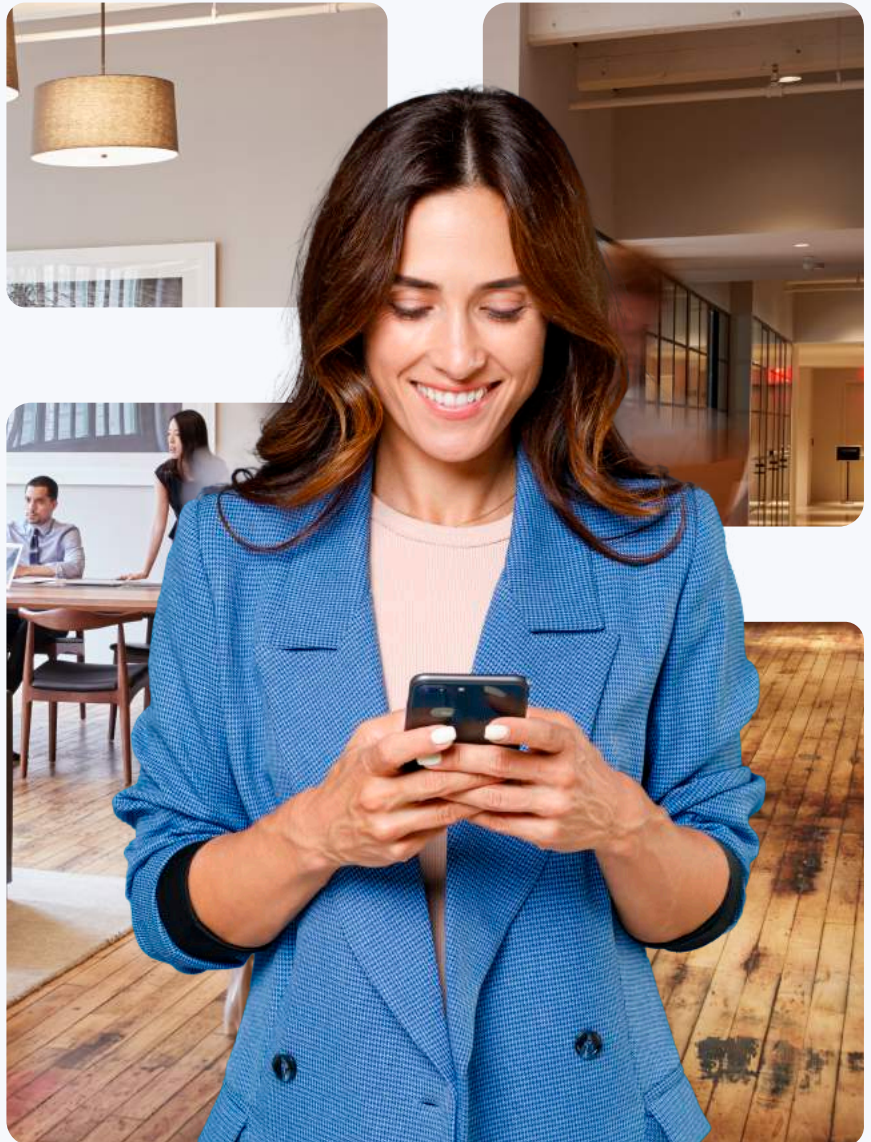
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Time to get seen and get booked. Here's how to start.

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Meet your Booking Page.

Your Setmore account comes with a free customer facing Booking Page that lists your company's staff, availability and services online. Customers can self-book their appointments 24/7 at a time that works for both of you. Automate the scheduling process and watch bookings automatically appear in your Setmore calendar.
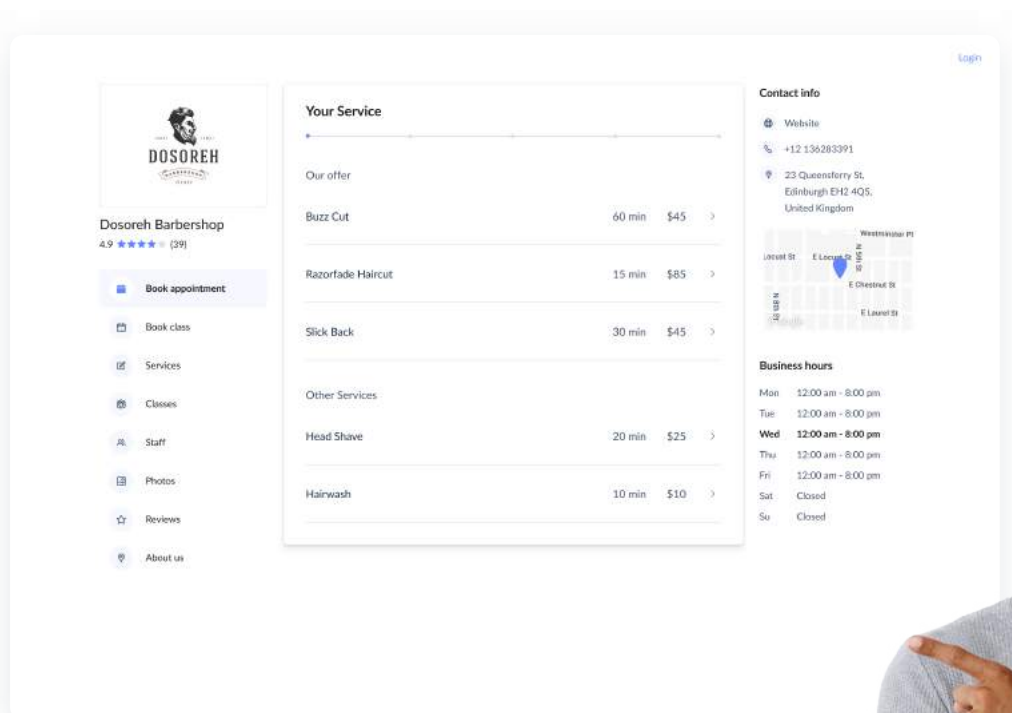
The magic of online scheduling

Answering multiple phone calls and emails takes up valuable time. You should be showcasing your skills, not manually confirming appointments.

With an automated booking system, you can bid adieu to the distractions. Let customers self-book around-the-clock, without the need to contact you. Take appointments while you work, after hours or even on-the-go.

This guide will help you set up your company's Booking Page so you can maximize your bookings. Grab a coffee and let's cover:

- Booking Page elements

- Customizing you Booking Page

- Understanding back-end configurations

- Taking payments from your Booking Page

- Tips to turn online traffic into new customers

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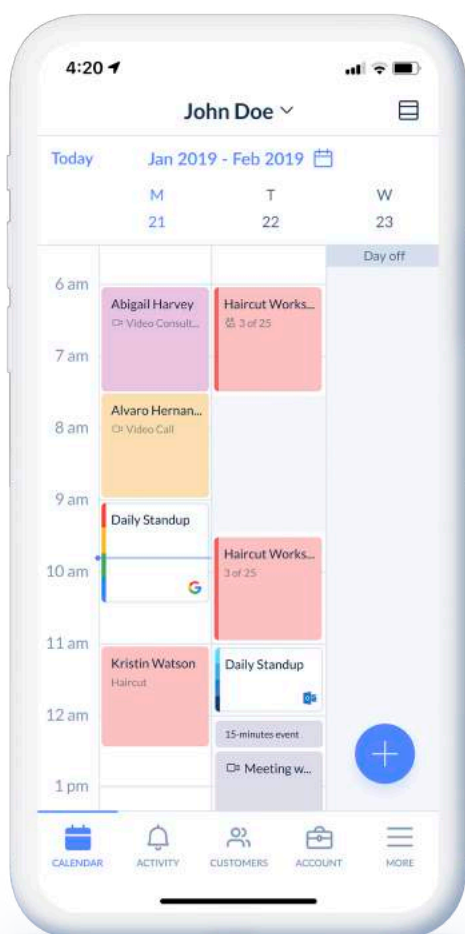
Booking Page elements.

Let's start with the Booking Page basics. Your customers will love how easy it is to pick their service type, appointment time and confirm. So long, back-and-forth!
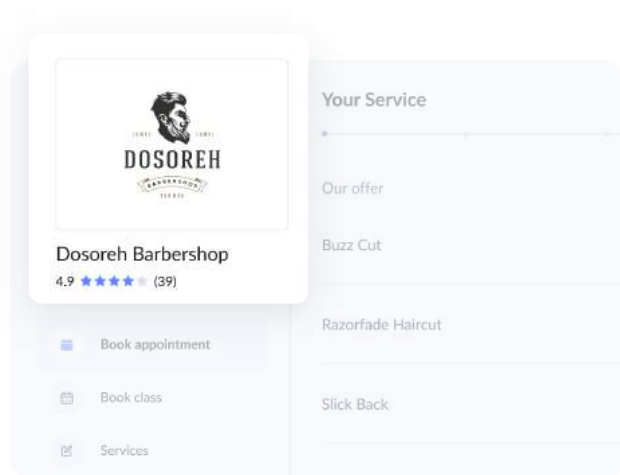
**Your logo**: For the sharpest look, use a logo image that is squared. Adding a horizontal image can leave a blank space around the edges.
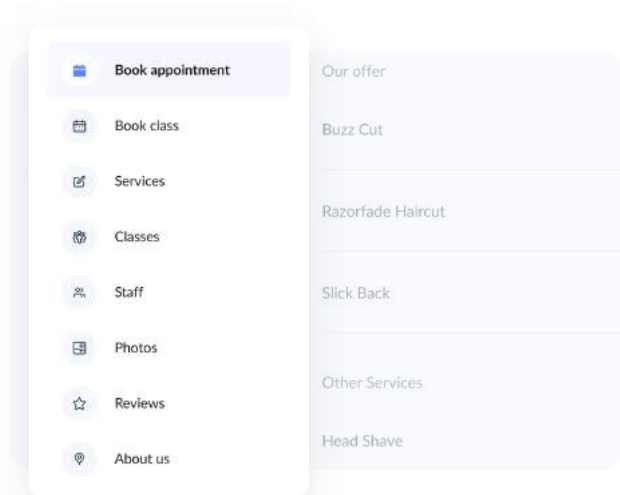

Navigation: Appointments, Classes, Services, About, Reviews, and Photos. All available for your customers to view

*Please note that you can customize certain elements but not the overall template of your Booking Page (e.g. the background color).
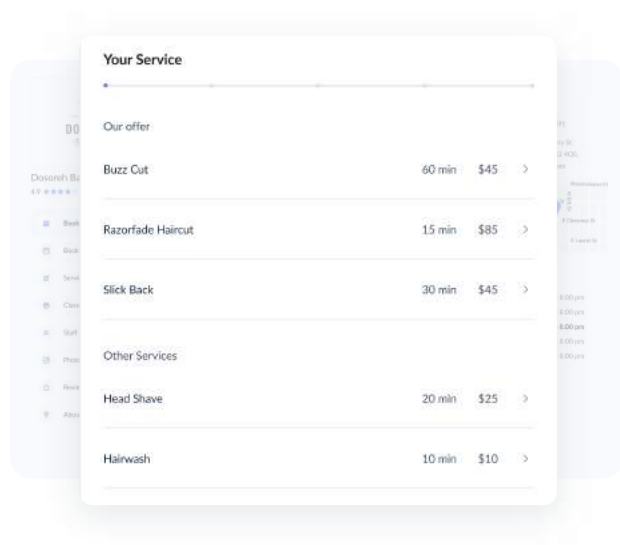
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The appointment zone: Here's where your customers choose a service, provider and pick their ideal time slot. They can also add personal information and make a payment if requested.
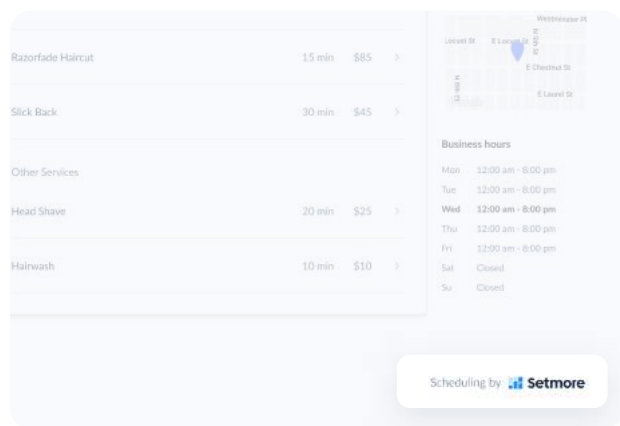
Setmore Branding: When you upgrade to the Premium or Pro plans, this can be removed.

*Please note that you can customize certain elements but not the overall template of your Booking Page (e.g. the background color).

Pro Tip: Your Booking Page is designed to automatically resize itself to fit the device screen your customer is using. A convenient and customer-friendly feature.

Customizing your Booking Page.

Create a sleek and professional experience by putting your personal stamp on your Booking Page. Give your Booking Page extra character by adding your logo and business information under:
Apps & Integrations > Your Booking Page (Configure) > Company Details.

- **Customize your .setmore.com URL**. The best ones are short, sweet and unforgettable!

- **Add your company logo** or a photo of your team.

- Let customers know how to reach you by **displaying your contact information**.

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No two businesses are the same: This is why Setmore has many more personalizable features to make your Booking Page you own.

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**Add thumbnail images to services and staff**

These thumbnails appear when a customer is choosing a service and provider. Visuals give your audience an elevated experience. Upload custom images to provide a booking process as high-quality as your service.
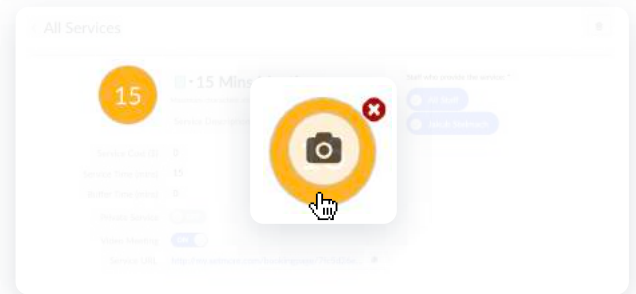
1. Navigate to *Settings > Services* to upload a service thumbnail.
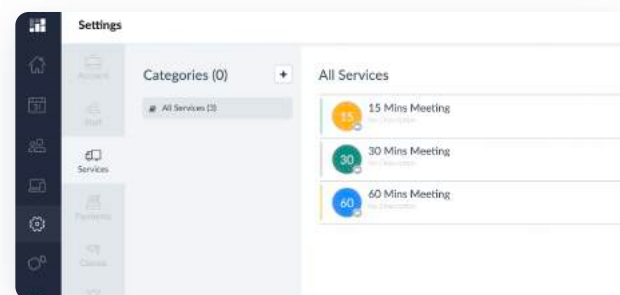
2. Click on the service of your choice to bring up it's Details menu.

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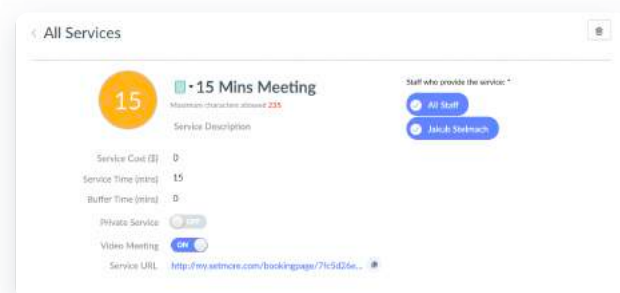
3. Clicking the thumbnail space lets you upload an image.

4. For staff thumbnails, navigate to *Settings > Staff* and repeat the above steps for each team member.

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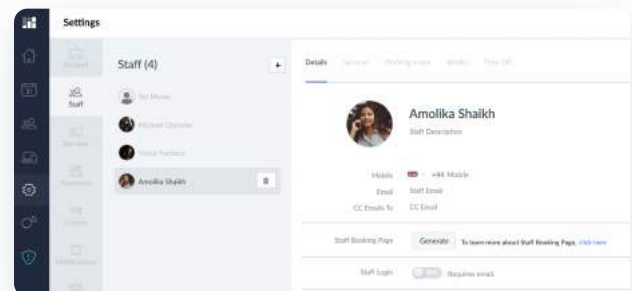
Pro Tip: Your Booking Page time slots sync with your staff's working hours. Only available times appear to your customers. Adjust your team members' availability under Settings > Staff > Working Hours. (Note that these hours are not determined by your business hours.)

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Scheduling, the way you want it.

If you're an account admin, you can dig into the back-end settings of Setmore. Edit appointment lengths, customize your Booking Page's intake questions, and more. Change how customers schedule appointments on your Booking Page by heading to *Apps & Integrations > Your Booking Page (Configure) > Booking Policies.*

Appointment lead time - Determines how soon before an appointment your customer can book.

Booking slot size - How often your time slots appear on your Booking Page. If you choose one hour, slots appear at 9:00, 10:00, 11:00 and so on.

Scheduling window - How far out in advance an appointment can be scheduled.

Contact fields - Add custom form fields to get to know your customers better. Phone and email details are taken by default. Need a little more info to tailor the experience? Ask more questions prior to booking.

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Want to dig even deeper?

As your business grows, you may need to exceed the Free plan's limit of 4 staff members and the Premium plan's limit of 2 staff members.

Notes for the customer - Catch your customer's eye with a customizable pop-up message as soon they land on your Booking Page. Greetings, T&Cs or instructions can be displayed front-and-center.

Show local time - Cater to customers from all over the world? Setmore automatically converts your availability to your customers' time zones. You can even share your Booking Page in different languages.

Customer logins - Prompt your customers to create a username and password before confirming their appointment. This feature is ideal to prevent duplicate bookings that take space on your calendar.

- On/Optional if you have an inflow of regular customers (say, for example, in salons)

- Off if your business typically offers one-time services (like scheduling a job interview)

These are just a few examples of how you can configure your Setmore account. Check out the Booking Policies menu for even more options. Go on, explore away!

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Transform traffic into customers.

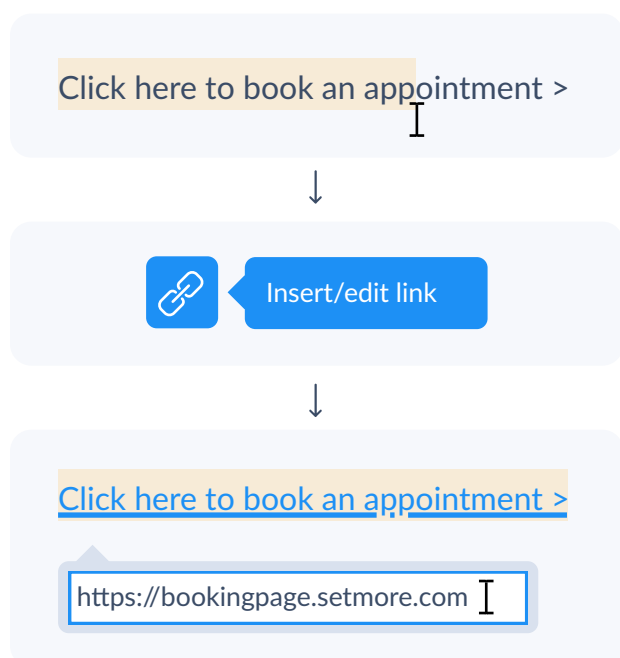Accept appointments from your website by embedding a 'Book Now' button connected to your Setmore Booking Page. Turn browsing into bookings by making it easy for customers to view your availability online.

Book now
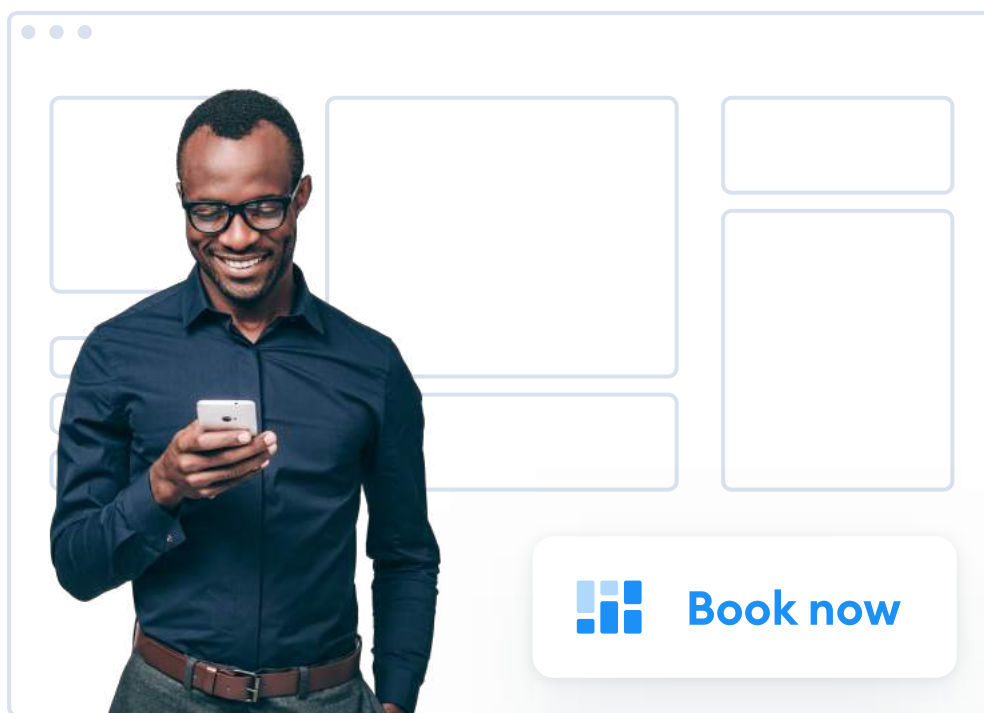
Pro Tip: Find out what your highest traffic site page is - for most, it's the home page. Add your booking button here so you get the most eyes on it!

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Hyperlinking text or images to your Booking Page

Most blogs, websites and social media platforms allow you to create hyperlinks for a string of text. Here's a simple way to connect a site page to your Setmore Booking Page.

Click here to book an appointment >

↓

🔗 ◀ Insert/edit link

↓

Click here to book an appointment >

https://bookingpage.setmore.com

1. In your Setmore account, go to **Apps & Integrations** to copy your Booking Page URL
2. In your webpage editor, select the text or image of choice and click the option to 'Insert/edit link'. Look for the **chain links** icon
3. Paste in your Booking Page URL, save the changes, and voila! One click and your reader sees your full service menu

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Adding a booking button using a website builder

Do you use WordPress, Wix, Squarespace or any other site builder? You're going to love how straightforward it is to feature a 'Book Now' button front-and-center..

1. In your Setmore account settings, go to **Apps & Integrations > Booking Widget**
2. Fill out the options and select "**I'll embed the code myself**". Copy the code you see
3. Follow the steps provided by your website builder to **embed/add a widget** on one of your pages. Open the details menu
4. When prompted, **paste in the HTML code** you copied earlier and hit 'Save'
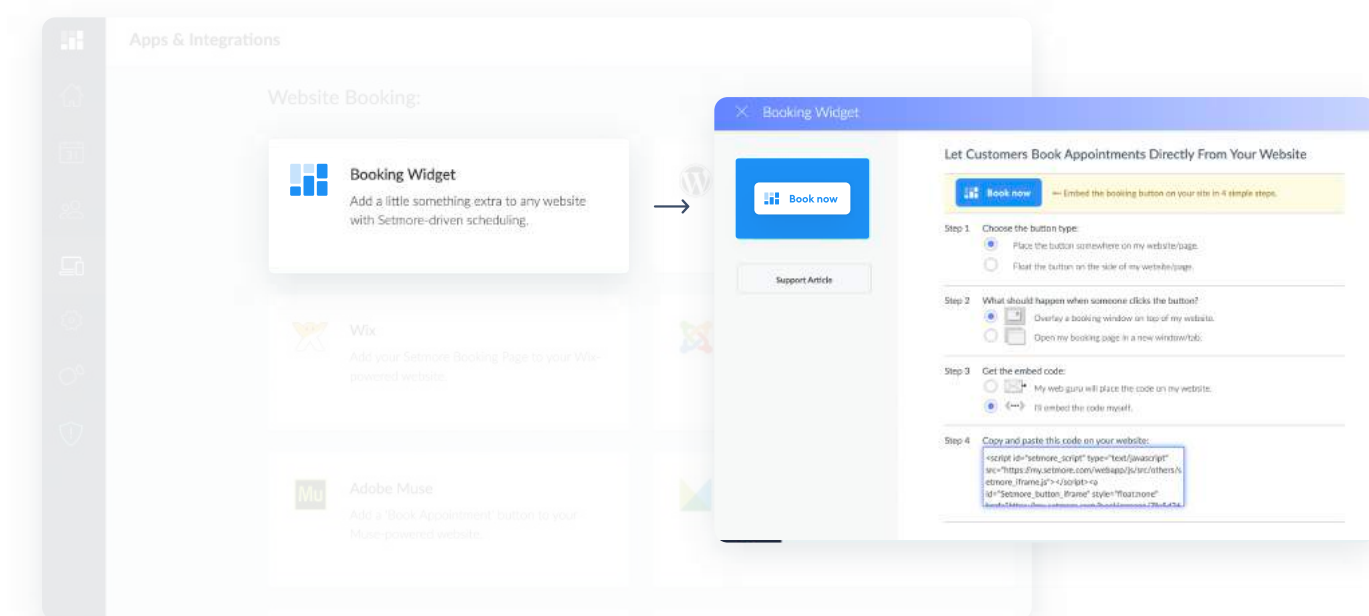
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Creating direct links within your website's HTML

Got full access to the HTML code of your website? This route lets you personalize the placement and look of your booking button.

1. On your Setmore account settings, go to **Apps & Integrations > Booking Widget**
2. Fill out the options and select "**I'll embed the code myself**". Copy the code you see
3. Open the HTML file of the page you want to add your 'Book Now' button. **Paste the code in the location you want it to display**
4. Save the file and changes to your server, and you're all set

Get paid from your Booking Page.
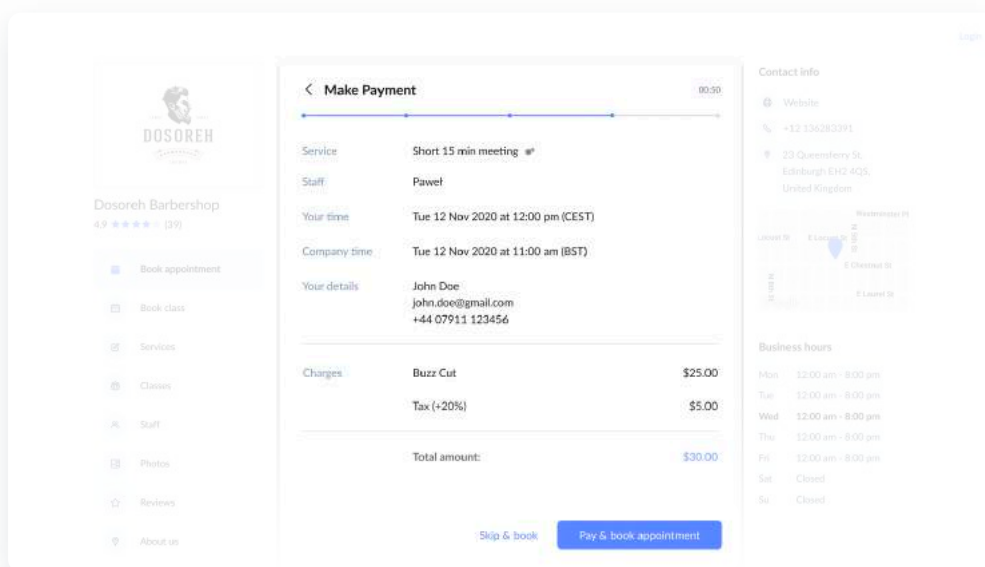
Forget about chasing invoices with Setmore's fuss-free payment integrations. Accept secure debit or credit card transactions directly from your Booking Page. Your customer picks their service and appointment time, and makes a payment upfront to confirm their booking.

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The Appointment Details menu will showcase all payments submitted on your Setmore calendar.

Requesting payment ahead of time is a great way to have customers commit to their appointment. Let Setmore automate customer payments while you focus on delivering your magic.

Pro Tip: To set up payment integrations, you require a Square or Stripe account. Click here to start accepting payments today.

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Get eyes on your Booking Page.

Make the world your stage and open your business to a wider audience. The easier it is to find and book your services increases your chances of turning prospects into customers. Here are Team Setmore's recommendations to help you promote your Booking Page.

- Email Signature - Add a "**Book an appointment with me**" Booking Page link to your email signature

- Social Media - **Connect your [Instagram](#) and [Facebook](#) profiles' 'Book Now' buttons** to your Booking Page. Let customers schedule your services while scrolling their feed
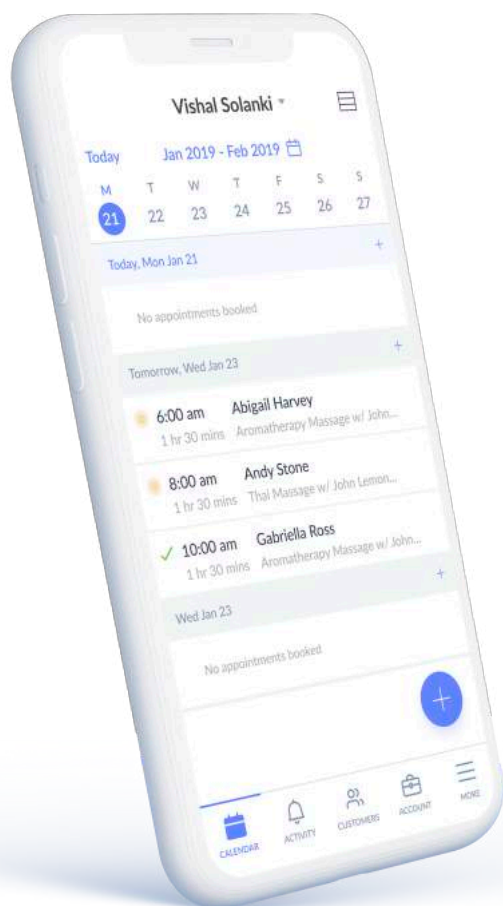
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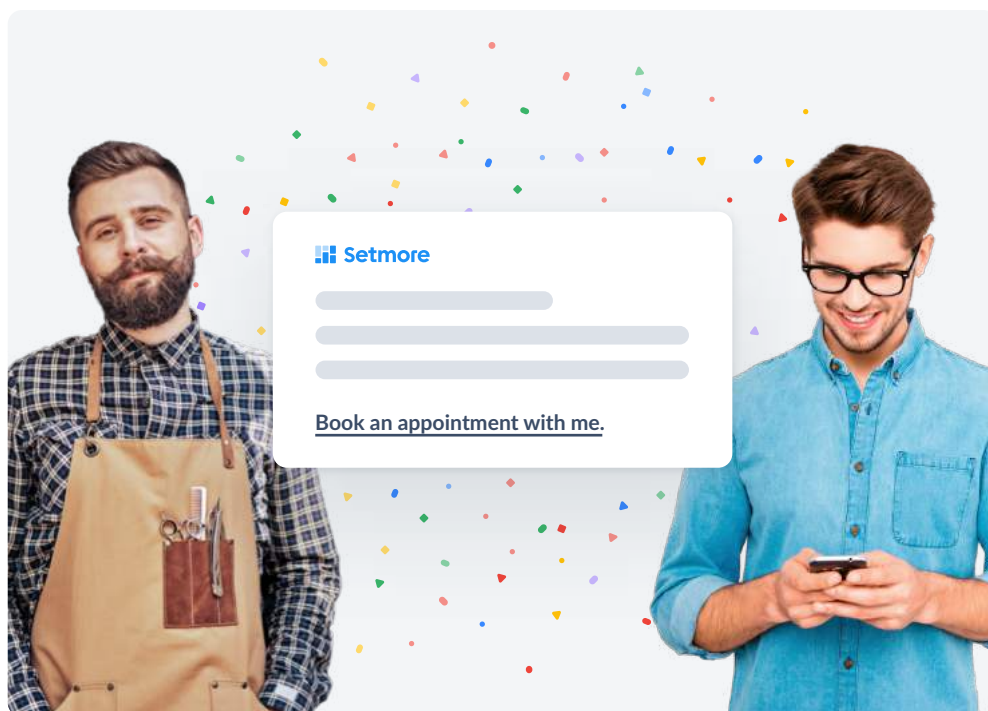
- Consistent Posts - Post **regular social media updates** on your calendar availability to keep prospects and clients in the loop

- Marketing and sales - Attach links within articles you publish online and your targeted email campaigns

- Print Materials - Include your Booking Page link in your business stationery or printed promotions, like flyers

Pro Tip: There are tons more ways to reach people around the world! Not only does offering more routes to book give you a competitive edge, your customers feel a whole new level of convenience. Hello return visits and client loyalty.

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So, what are the next steps?

Check out Setmore's Youtube tutorials

We have an extensive video bank of quick 1-minute how-tos for rapid-fire learning. Browse through a variety of topics and set up features to suit your business.

Subscribe now >

Head to Setmore's Support Center

Access 100+ articles on all things Setmore. Every article comes with detailed step-by-step instructions and screenshots help you get the most out of your app.

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Start a direct chat with Team Setmore

If you have any additional questions or need 1:1 guidance, we're here to help 24/7. Simply start an instant chat with us from the Setmore Support Center, call +1(877) 407-3560 or email help@setmore.com.

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Deliver your magic.

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