

Project: Age-Link

Website: <https://www.age-link.com/>

Prepared by: <https://sklentr.com/>

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This document presents an updated, structured content and UX recommendation for the Age-Link website.

The goal is to improve clarity, accessibility, trust, and conversion while ensuring the content is scalable and easy to maintain during redevelopment.

The recommendations are based on:

- Target audience needs (older adults, caregivers, professionals)
 - UX best practices for healthcare websites
 - Performance, accessibility, and maintainability considerations
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1. HOME PAGE CONTENT

1.1 Hero Section

Headline (H1): Geriatric Medical Care Focused on Healthy Aging

Subheading: Specialist assessment and ongoing care for older adults, helping patients and families make confident medical decisions.

Primary Call to Action: Book an Appointment

Secondary Call to Action: Call to Discuss Care

1.2 Key Value Propositions

Why Choose Age-Link

- Specialist geriatric medical expertise
- Comprehensive, whole-person assessments
- Clear guidance for patients and families
- Evidence-based, ethical medical care

1.3 Who We Help

Older Adults — Medical care designed for the complex health needs associated with aging.

Families & Caregivers — Clear explanations and professional guidance to support informed decisions.

Healthcare Professionals — Specialist geriatric input and collaborative care planning.

1.4 Services Overview

Our Core Services

- Comprehensive Geriatric Assessment
- Memory & Cognitive Disorders
- Medication Review and Optimization
- Falls, Frailty & Mobility Issues
- Chronic Disease Management

Call to Action: [View All Services](#)

1.5 Authority & Trust Section

Experienced Specialist Care

Age-Link is led by an experienced consultant geriatrician providing focused, patient-centered care for older adults.

Call to Action: Meet the Specialist

1.6 How It Works

1. Initial consultation and assessment
 2. Review of medical history and medications
 3. Individualized care plan
 4. Follow-up and coordination of care
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1.7 Final Call to Action

Take the Next Step in Care

If you are concerned about your health or that of a loved one, we are here to help.

Call to Action

Book an Appointment

2. ABOUT PAGE CONTENT

About Age-Link

Age-Link is a specialist geriatric medical practice focused on improving health outcomes for older adults through careful assessment, clear communication, and personalized care.

Our Philosophy

We believe effective geriatric care:

- Looks beyond single medical conditions
- Considers physical, cognitive, and social factors
- Involves patients and families in decisions
- Prioritizes independence and quality of life

Clinical Experience

Age-Link brings extensive experience in hospital and community geriatric medicine, supporting patients with complex and overlapping medical needs.

What Makes Age-Link Different

- Specialist focus on aging
- Longer consultation times
- Clear, jargon-free explanations
- Respect for patient independence

3. SERVICES PAGE CONTENT

Our Services

We provide specialist medical services designed to address the complex needs of older adults.

Comprehensive Geriatric Assessment

A detailed evaluation covering medical conditions, medications, mobility, cognition, and social support.

Call to Action: Learn More

Memory & Cognitive Disorders

Assessment and management of memory loss, dementia, and related conditions.

Medication Review

Careful evaluation of medications to reduce side effects and interactions.

Falls & Frailty

Assessment of fall risk and physical resilience with practical recommendations.

Chronic Disease Management

Coordinated care for long-term medical conditions in later life.

4. INDIVIDUAL SERVICE PAGE TEMPLATE

Page Title (H1): [Service Name]

Overview

This service focuses on identifying and managing issues related to [condition], with the aim of improving safety, function, and quality of life.

Who This Service Is For

- Older adults experiencing [specific concern]
 - Families seeking specialist guidance
 - Patients with complex medical needs
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What the Assessment Includes

- Review of medical history
 - Medication evaluation
 - Physical and cognitive assessment
 - Discussion of goals and concerns
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Expected Outcomes

- Clear understanding of health issues
 - Practical, personalized recommendations
 - Coordinated care planning
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Call to Action: Book an Appointment to Discuss This Service

5. PUBLICATIONS & RESOURCES PAGE

Publications & Clinical Resources

Age-Link contributes to clinical research and professional education in geriatric medicine.

For Patients & Families

Selected publications are shared to support understanding of health and aging.

For Healthcare Professionals

Peer-reviewed work reflecting engagement with evidence-based practice.

6. CONTACT PAGE CONTENT

Contact Age-Link

We are happy to discuss concerns and help you determine the appropriate next step.

Book an Appointment

Use the contact form below or reach out directly.

Contact Details

Phone: +65 6535 8833

Email: agelinkclinic@gmail.com

Address:

Mount Elizabeth Novena Hospital

38 Irrawaddy Road, #10-60/62 Mount Elizabeth Novena Hospital Singapore 329563

7. FOOTER CONTENT

- About
- Services

- Publications
 - Contact
 - Privacy Policy
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This content structure improves:

- Clarity and readability for elderly users
- Trust and professional credibility
- Conversion through clear calls to action
- Scalability for future development