



IS YOUR PRACTICE WEBSITE HEALTHY?

TOP 10 WAYS YOUR WEBSITE CHASES PATIENTS AWAY

As a practice manager, you work hard to make sure that your practice runs smoothly. You want the patients to have a positive experience from the time they schedule an appointment to the time they leave. But, what if your website is chasing patients away from your practice?

These days, everyone looks for everything online. From looking up symptoms to finding the right doctor, we all search for nearly everything on our smartphones or our laptops, but for many practice managers, digital marketing is simply mystifying.

That's why we've put this checklist together- to help you identify problems you may be having with your website that you don't even know about.

HERE ARE THE PROBLEMS WE'VE SEEN:

- 1. Your website isn't clear about what you do.**

We live in a world of instant gratification. This means that when someone visits your website, if it isn't incredibly clear what you do, that person is likely to bounce away. Some experts say you have less than a second to "hook" the browser to view more of the site.
- 2. Do you have a clear call to action?**

When a visitor comes to your website, what do you want them to do? Fill out a form? Call to schedule an appointment? You'd be amazed at how many website owners say they want phone calls but don't have the phone number where someone can easily see it or find it.
- 3. Is your website mobile friendly?**

You've probably heard by now that over half of all searches are made on smartphones. Google has even shifted their search algorithm to make mobile sites a priority. While many websites are technically "mobile friendly", not all of them look good on the phone and even more aren't very user friendly. How does yours look on the phone?
- 4. Is your website modern looking?**

These days, websites are all about establishing trust. When patients land on a website that looks like it was built in the 90s, it doesn't reflect well on the practice. In fact, it can steer younger to middle aged patients away quickly.
- 5. Is your site user friendly?**

Websites are built for your visitors, so it's imperative that yours has what your patients are looking for. This could be anything from information about the services you provide to the proper forms. Without the information your patients are looking for, there's a higher chance they'll find it somewhere else.
- 6. Multiple Contact Points.**

People have their own favorite way of communicating. Not everyone wants to use the phone. Some people want to fill out forms, others want to email. That's why it's important to have different ways for your patients to reach you.
- 7. Security On Your Site.**

These days, Google requires a website to have something called an SSL which helps protect the site. You can tell if you have one if your site begins with <https://yourdomainname.com> rather than <http://yourdomainname.com>. Without an SSL, your site may be flagged by Google as "Not Secure" which will definitely chase patients away.

TURN VISITORS INTO PATIENTS

8. Got Chat?

A recent study found that having a chat feature on your home page helped improve conversions (browser becoming patients) by nearly 40%. It's a great way to help onboard patients into your practice.

9. Page Load Speed.

Because people want what they want quickly, just know that potential patients are leaving your site if it takes more than 3 seconds to load. You can test your site with a tool like <https://gtmetrix.com/>. Google considers your page load speed as a significant ranking factor in the search results.

10. Digital Marketing Tools.

You can have the best looking website on the planet, but if you're not actively marketing your website/practice, you are losing out to the doctors who do.



DON'T SETTLE FOR GOOD ENOUGH WHEN IT COMES TO YOUR BUSINESS.

Drive More Patients To Your Practice.

Increase Your Revenue.

Some Marketing Components To Consider Would Include:

- **Search Engine Optimization**- getting the site on page one of the search engines.
- **Google Ads**- Getting your practice on the first page using and Adwords campaign or pay per click.
- **Facebook Ads**- putting your business in front of potential patients where they spend over a third of their time online.
- **Conversion Optimization**- Getting people to the site is important, but this element helps turn more website browsers to actual patients.
- **Reputation Management**- it's important to have a system in place to monitor and respond to reviews from patients. This can help your visibility as well as bring in more patients.

DRIVE PATIENTS TO YOUR PRACTICE.

In today's healthcare market, it's not enough simply to have a website, it's important to have the right website from both a design and technical perspective. Using this checklist can help you understand if your practice has the basics necessary to take your next patient from your digital front door to your actual front door.

Not every digital marketing firm understands the needs of a busy medical practice. At Make It Loud, we have people on staff that were in the medical field for decades. We understand digital marketing for your practice.

If you find that your site is missing some of the items on this checklist, contact us and let's talk about getting things up to speed for your practice. We can help you manage the digital marketing aspects of healthcare.