

## Upgrade Your Website To Convert More New Patients

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In today's fast-paced world, technology is constantly changing, and your website can quickly go from fresh and modern to clunky and obsolete. To ensure your website keeps up with the times, use these tips to provide a smooth user experience. Doing so will ensure that your most effective marketing tool (your website) will convert more leads into new patients!

- 1. Engage visitors straight away with a short (1 minute) video testimonial reel from patients on your home page.** – Video testimonials are dramatically more effective than written ones in converting new patients. These testimonials should emphasize your practice's quality of care, including clinical expertise and customer service experience. Utilizing video testimonials gives your practice a competitive edge, since fewer than 10% of practices employ them.
- 2. Incorporate engaging visuals but maintain a simplistic and straightforward web design.** – Infographics are a great way to do this, but don't clutter your website with them. Make sure each page of your website has a clear intention, making it easy for visitors to digest the information. Speaking of...
- 3. Have a clearly defined navigation menu.** – Identify what the most important information a potential patient needs to know to choose your practice and make it easy for them find! You need to have the following:
  - **Home Page** – This is a patient's first impression of your practice. It should serve as an overview of what makes your practice special. In addition to your testimonial reel, consider including a "new patient" video introducing your practice. Ideas include an office "walk through" explaining what patients can expect to experience during their visit; showcasing your practice's atmosphere and company culture with pictures/video of you and your team assisting patients, doing charity work, or hosting patient events; and what inspired you to become a doctor and what you see as the core mission and values of your practice.
  - **Meet the Team** – Include pictures and bios of both the doctor and staff. This is a great way for potential patients to get to know your team and "develop a relationship" before they ever step through the front door.
  - **Contact Us** – This extremely important page should include your practice's phone number (if there's an "after hours" emergency number, include this as well), email, office address, and interactive map where patients can plug in their location for immediate directions. Be

sure to include an appealing photo of the exterior of your practice so patients can easily recognize it.

Finally, provide an appointment availability calendar so patients can schedule an appointment directly through your website. Having this feature is extremely important in today's convenience era. Plus, you can reduce broken appointments by redirecting them to your new patient forms once the appointment is confirmed. Use text and email reminders to require them to confirm (Yes or No) within 24-48 hours before their upcoming appointment. This technological boost reduces your front desk labor, freeing up time for them to tackle other projects.

How you structure the rest of your menu is up to you, but make sure your website includes the following information:

- **Before/After photos** – A picture speaks 1,000 words and there's no better way to convey your skill and expertise than with transformation photos. Remember: show, don't tell.
- **Patient Forms** – Give your patients the opportunity to fill out new patient intake forms, record requests, and other important documents straight from your website. Making these forms digital so that they integrate with your practice management software is best, but PDFs are an acceptable substitute.
- **FAQs** – What are the most frequently asked questions you and your team receive from patients? Potential new patients most likely have them too, so save time by answering their questions directly on your website for immediate resolution.
- **Testimonials** – If you haven't upgraded to video testimonials yet, be sure to use a carousel or slide feature so your written patient reviews will be visually stimulating. And include testimonials (video or written) on multiple pages of your website, not just the home page.
- **Resources** – Examples include a surgery after-care checklist, braces dos and don'ts, proper brushing and flossing techniques, etc. The point here is to create accessible guides and instructions (whether written or video) that are important for your patients' health.
- **Services** – If your practice provides specialized services that a patient might be looking for (TMJ consulting, Lip/Tongue ties, sleep apnea devices, etc.), establish your authority in that space by giving background information on the topic and how your practice can help.
- **BONUS: "In The News"** – If you, a member of your team, or your entire practice has been in the news or have given back to your community in some way, highlight that!

These suggestions are meant to provide patients with answers to as many of their questions as possible, so that they can convert faster and reduce phone tie-ups. But remember—use your analytics tools to see how visitors *currently* navigate through your website to inform your changes. Your assumptions and the reality can be vastly different.

And if your website currently ties into Google Analytics, be aware that their current platform, Universal Analytics (UA), is being phased out and will stop processing data on July 1, 2023. In its stead will be their new platform, Google Analytics 4 (GA4). If you do not create a new GA4 property, Google will

automatically create one for you using the same structure and site tagging as your UA property. However, Google recommends going into your account and manually managing this migration to ensure it is structured properly.

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