

Medical & Dental Websites Are Different From Other Business Websites...

10 Deadly Mistakes To Avoid



www.medical-dentalwebsites.com

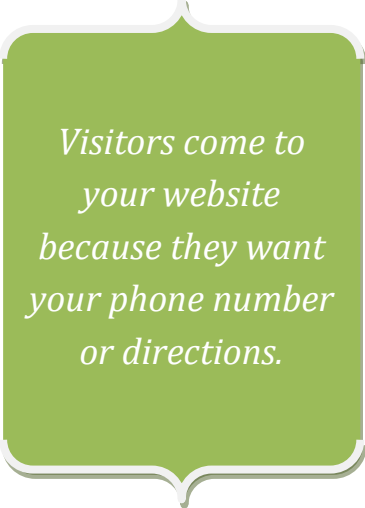
Why medical and dental websites are different from other professional websites

Multiple marketing studies have found that 87% of people never read an entire webpage. They skim-and-scan and generally only read the bullet points. For this reason, the initial pages that a visitor sees on a website should consist only of bullet points and easy to identify navigation links.

People don't want to read a lot of information while hunting. They switch from hunting to gathering and are ready to read only when they feel they are at the right place on your website. If they are interested in what you have to say, they are willing to navigate 3-4 pages deep to get the information.

Let's put these statistics into perspective with a medical or dental website. In a recent study by Google, it was discovered that when patients conduct a search for a medical practice or dental practice, 84% of the time they want one of two things:

1. They want the practice's phone number and/or
2. They want directions to the practice.



Visitors come to your website because they want your phone number or directions.

If 87% of the general population only skims the page and reads the bullet points, and 84% of your visitors only want your phone number or directions to your office; why is it that medical and dental websites make it difficult for the visitor to find the information they are seeking? They make a visitor muddle through large blocks of text to uncover the information that they seek. This is a huge mistake that is made by most medical and dental websites.

When it comes to website design for medical and dental practices, less is more.

Website design point:

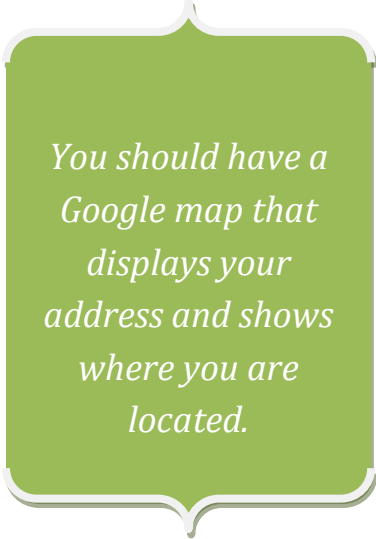
Your phone number should be clearly displayed so that it is easy to find on every page of your website! Most people will abandon a website if it requires

even one click to find this information. A medical or dental practice needs to have its phone number on every page of its website.

Website design point:

A navigation button for “Directions” should be on your navigation menu bar. It should not say “Contact Us”. Your contact information should be on your directions page.

Your directions page should have a Google map that displays your address and shows where you are located. If you don't have one on your website you are making a big mistake. Patients looking for a new doctor or dentist, want to see where the office is located. If they can't find it on a Google map there is a 75% chance that they will abandon the site and move on to a competitor's website.



You should have a Google map that displays your address and shows where you are located.

Website design point:

Do not put a “Contact Us” form on your website.

People hate to fill out forms and by putting a form on your contact us page, you are turning them off.

Second, online forms break don't always work as intended. When that happens, people get frustrated and that's the last thing you want to happen to your existing patients or potential new patients.

Third, forms attract spam bots that will infect your email accounts. So if you want a lot of spam, put a form on your website.

Please note: if you are a non-medical or dental professional, you may have a good purpose for having a form on your website, but not so with a medical or dental practice.

If you want your patients to be able to contact you by email, put a link to your email address below your address on your direction page and on your staff page.

Understand why your visitors are coming to your website...

As with any business, you have to understand why your visitor is coming to your website and **greet them with a clear message**. That message shouldn't be about you, it should be about how you can help solve their problem.


Website design point:

Your message needs to be clear and concise. If you can't convey your message in a single sentence, it's too long.

A website is built in layers. The first layer is your landing page, which most often is your home page. The second layer is similar to a table of contents in a book. It doesn't give a lot of detail but helps visitors to narrow their search.

Eliminate all the rhetoric on the first two layers of your website pages. It is just noise that someone has to go through to find what they are looking for and will cause most people to abandon your site before they ever read your information.

Ask yourself the question: What are the visitors to my website looking for? If you're not sure, do a survey among your friends. Then use that information to design your website.



What are the visitors to my website looking for?

Website design point:

People want to know if you accept new patients.

Does your website tell them that on the home page? If not, you need to change it.

Website design point:


People want to know your business hours. Does your website tell them your business hours on the home page? If not, you need to change it.

Website design point:

People want to know if you accept their medical or dental insurance. Those without insurance want to know if you work with an independent payment company and will arrange for financing. This information needs to be on your home page.

Marketing your website to show up on the first page of Google in your local community...

Think about how people search the Web when they are looking for a new doctor or dentist. When a person in Boston is looking for a Boston dermatologist or a Boston dentist, he doesn't want to conduct a search and find a dermatologist or dentist in California. He wants one in Boston. Therefore, you shouldn't focus on website marketing strategies that put you on the first page of Google for "dermatologist". Your aim is to be on the first page of "Boston dermatologists", or "Boston dentists".



Market to your local community instead of trying to rank high on a national search.

Website design point:

Your medical or dental website needs to adopt a marketing strategy to rank well for your geographic marketplace. There is no need to spend money on trying to get page rank on Google; instead your website marketing dollars should focus on local marketing. This requires a different website design than is required for a company that wants to rank well nationally.

Medical and dental new customers are different from the standard everyday prospect that most businesses get. They generally are looking for a new doctor or dentist for one of four reasons:

1. They are in pain (generally from an illness or a problem tooth) and are seeking immediate help. In most cases, pain and discomfort are high motivators to find a solution as quickly as possible.

2. They are new to the area and are looking for a new doctor or dentist for their family.
3. They need to find a new doctor or dentist because of insurance reasons .
4. Their current doctor or dentist has closed their doors.

When they arrive at your website, what message do they see? Are you extending a warm welcome, or is your website greeting them with a cold non-welcoming business theme?

Website design point:

Your website should be professional looking and soothing. It shouldn't have sharp edges, bold colors, have a hard look and feel, or look like a 5th grader designed it. It should have lots of round and curved edges, with warm and soothing colors. Most medical and dental websites make visitors feel that you're a business and will treat them as a customer, rather than a trusted counselor who will comfort them and put them at ease.


We see it happen all the time. A technical geek thinks that he knows how to design websites just because he possesses specialized coding skills.

Medical websites and dental websites are much different than the typical business website they design.

This is why so many medical and dental websites are poorly conceived:

1. They either have the look and feel of a cold business, or
2. The website is so poorly structured that it is abandoned before the visitor ever finds the information he is looking for.

At ***Medical & Dental Website Design***, we only create medical and dental websites. We apply all the website marketing strategies that you want and need to your website design. Our website designs make it easy for your patients to find the information they are seeking.



Your website should have lots of round and curved edges with inviting colors

Our message is simple; *You can get a Mercedes website for the price of a Chevy.*
Visit our website and you will see the quality of our sites.

If we can help you create a website that is a reflection of your medical or dental practice, please contact us at:

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