

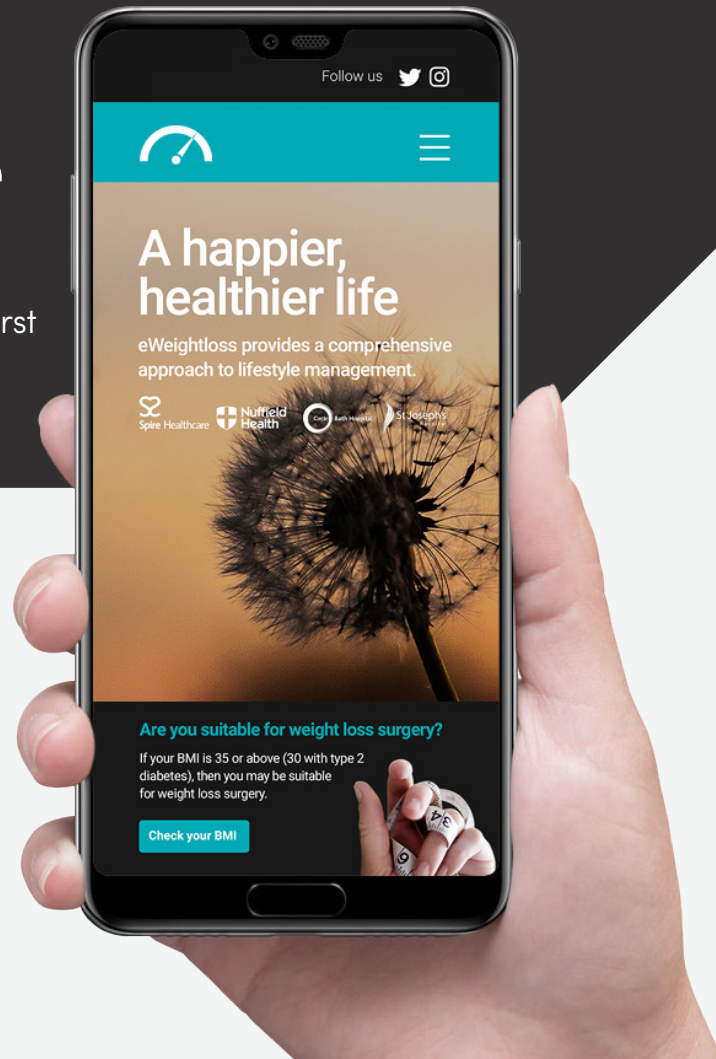


How to build a clinical website

So you've decided you need a website! Whether you already have one, or this is the first for your business, it's important to plan what's right for you and the services you provide.

A website is like a window to your business, and demonstrates the quality and professionalism of you and your services. First impressions are so important, and a good website helps give your patients confidence in you.

In addition to having a professional looking website, it needs to be current, and updated to reflect this. You could miss valuable custom if you haven't added or changed information regarding a service or treatment you do. Your website also needs to be easy to find, and easy to negotiate, as this will determine whether a patient books quickly, or goes elsewhere.



WHAT ARE YOUR COSTS?

A domain name

A domain name is the name of your website or your website address where users will find you online. Unique to you or your business, it's charged as a small annual fee.

Hosting

You also need to pay for the information stored on your website - this is called hosting. At Medeor Creative, we charge this at a low monthly cost.

Building your website

You can choose to build a website yourself using the various templated options available, or alternatively, you can use a designer to build a bespoke website with designs and logos tailored to you. This will require you to provide a design brief, information and text, and then work with the designer to create your unique website.

Decide on your budget and how much time you want to invest in building the website. Building it yourself will obviously be cheaper, but will take a considerable amount of extra time planning and preparing. At Medeor, we can make building the site easier for you, with an affordable tailored package.

Remember...

Investing in a great website from the start, will help reflect the quality of your services, whilst saving you more time for your patients and less time in having to update your website in the future.

At Medeor Creative, we have a range of affordable packages to suit you. Optimised for mobiles and tablets, it will include your first year costs for domain name, hosting, and Google search engine registration. For more details visit medeorceative.com



PLANNING YOUR WEBSITE

Your USP

Think about the unique selling points for your therapy or clinic. What do you stand for, and what are your aims when attracting clients?

Branding

Think about branding – do you have a logo, or is this something you need? At Medeor we can create a brand to represent you and the service you provide. Do you have a colour scheme in mind? Look at other peoples websites and work out what layouts you like and why, and make a list. This will help determine a style that reflects you and your business.

Site structure

Websites are often broken up into pages. Designers often work with a site map to plan a website.

For clinicians, this will commonly consist of the following basic pages:

Home page

Announce who you are and your USPs.

About us/me (or meet the team)

Highlight your clinicians and other relevant staff and why they are important to you.

How we can help you

What you do and what you treat. This may be broken down into two pages – a page for your operations or therapies, and a page for conditions treated.

Information page

This may be a booking page, or a page of useful information sheets. Maybe you want to highlight special awards or publications you have been involved with, or show testimonials from previous clients.

Contact us

This will show details of how to get in touch, opening hours and where they will come to see you. It can include a contact form for a client to directly contact you, which will be forwarded to your email address.

Bookings

Do you want patients to make online bookings via your website or by calling your secretary or clinic? This information needs to be easily accessible on every page, so that as soon as they decide to get in touch, they can easily find out how.

Domain names

A name for your website: it's worth looking at what name you want for your website and if its available; will it be the same as your company; will it be your name. Domain names are just that, a name, which you pay to own for a yearly fee.

Content

What text do you wish to include on the website? Once you have a plan of the pages, try and write the basic text for each page. This makes the process easier if you're doing it yourself, and also a designer will need this when putting it together.

OTHER CONSIDERATIONS

Search engine optimisation (SEO)

This is the ability for your website to be found when searching Google. 68% of online experiences start with a search engine (BrightEdge).

Do you need people to find your website easily, or do you only need a website to direct patients to using marketing, email or social media outlets?

Email & eNewsletter branding

It's important to consider other marketing options that can link to your website. For example, by preparing business cards, letterheads and creating banners customised for your social media platforms.

At Medeor Creative, we can help provide you with a consistent brand through both your offline and online marketing.

Creating your website is a complex process with lots to think about. Let Medeor Creative make it that much easier for you.

Contact Medeor Creative on **07723 190563**

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