

THINK OF YOUR CLINIC WEBSITE AS YOUR MARKETING HUB

The most valuable marketing strategy to stay visible and relevant to existing patients and to attract new ones is a modern clinic website. Raising patients' awareness about your clinic even before they are ready to book a consultation and schedule a treatment, is vital to stay top of mind. An updated website that reflects the personality, culture and positioning of your practice is a key success factor. Below are the must-haves² for an effective clinic website!

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LANDING PAGE

Your landing webpage should contain the words and images that are already on the mind of your target clientele. Its look and feel should be consistent with your clinic marketing **to convince visitors that your website is worth their time to read on.** It should contain essential information such as: who you are, what you do, special expertise, contact details and scheduling form. Include social media links and highlight the most important treatments you offer.

SEARCH ENGINE OPTIMISATION

Because patients search for local clinics online, your content must be optimized with rich, Search Engine Optimised (SEO) words that draw them to your site. **Think of web queries consumers will make to find your clinic,** and establish a set of keywords for your page headlines, sub headlines, opening paragraphs, and a list of descriptive keywords along your clinic name. Include your complete address, as well as post codes from which you attract patients, on every page of your site. Listings on Google and Yahoo! are free and ensure that your clinic shows up on search engine maps. A mobile version of your website, optimized for smartphones and tablets, allows patients to access it on the go.

CLINICAL PHOTOGRAPHY

A key component of a well-designed website is a robust photo gallery of actual patients³ that match your target audience². This is usually where consumers tend to look first. Select high quality full face photos without makeup, hair pulled back, good lighting, taken at a consistent

There is no substitute for visuals when it comes to explaining treatment outcomes. Some clinics also have tablets or electronic photo frames in their waiting room, to display compelling illustrations of their most popular procedures. In complement to your website gallery, this is as an effective tactic to encourage patients to ask about your services and eventually sell additional treatments².

angle to look professional. The treatment performed and timing should be labelled. Having patients sign photo consents is not always easy, but collecting **good clinical photography is key to demonstrating the quality of the results you achieve.** This should be ongoing to build up a wealth of photos for every treatment you offer.

CLINIC BLOG

A blog is useful to add fresh content to your site and keep it current. Compile news from reliable sources (medical blogs and journals, professional organizations, companies you deal with ...) and add your own commentary. An average post should be about 500 words. Include images, videos, links and share buttons so readers can easily recycle the content on their social media platforms. **Posting weekly will keep the momentum going.**

WEB MARKETING

Designing an attractive modern website is an investment that requires a professional web developer experienced in the medical field. Websites change over time so it will require regular maintenance and frequent upgrades. Highlight **quality over quantity** to attract a loyal patient base, **and promote the treatments that are most profitable for your clinic,** rather than overloading the site with content that is not relevant to your clientele.

Set a reasonable budget for what you want to achieve in terms of number of visitors, new patients and increased revenue. Track results to see how you are doing and make improvements as needed.

Your website is the cornerstone of your marketing program.

1. This article is a follow-up to "Smart Social Media" previously published in Avant-Garde #05

2. Regulations may vary amongst countries. Check your local regulations prior to developing your clinic website

3. Provided you own the rights to broadcast these contents and obtained a written consent agreement from patients appearing in these pictures.

