

# How to Structure Your Practice Website for Success

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A well-designed healthcare practice website can prove to be one of the most effective ways of introducing a practice brand to potential patients. Patients today are extremely selective about their choices and will look at a variety of aspects of a brand before deciding whether or not it addresses their needs effectively. However, regardless of how extensive the digital presence of a brand is, one of the first places that prospects visit is the brand website.

This is one of the reasons why it is important to structure your practice website in a way that both appeals to your target base and builds credibility. Not only does this help in making it easier for potential patients to decide which practice brand is in sync with their needs and expectations but it also effectively improves the website's search engine rankings. The more relevant your practice website is to user queries, the better your rankings in search engine results page (SERP).

## User-friendly Website Design

A user-friendly website can go a long way in delivering improved user experience (UX). Everything from how easy it is to navigate your practice website, to accessing your content, and to the availability of contact information are important aspects of a user-friendly website. Here are a few more things to keep in mind.

### *Simple and Intuitive Navigation*

Site navigation is crucial to delivering high quality UX. Ensure that every element of your practice website is easy to access. Simplify your resources menu so visitors find it easy to access and navigate the other pages of your practice website.

### *Include a Search Bar*

A search bar can help your site visitors quickly access information that is specific to their needs. Ideally, the search bar should be located near the upper right side of the website page.

### *Update your Content on a Regular Basis*

Regular content updates not only help in keeping search engine bots happy and busy on your site, but they also keep you fresh in the minds of your target audience. In addition to updating your site with useful articles, maintain a blog

and address niche-focused topics that help you build a reputation as a thought leader. In addition to these, make sure to include visual elements such as videos, podcasts, Slideshare, webinars, and infographics to deliver information.

#### *Feature Links that are Highly Relevant and Useful*

The use of links can help improve your overall content structure as long as they are highly relevant to the topic and are of use to the reader. Whether you include internal links or external links, make sure they are appropriate and that they work.

#### *Easy Access to Contact Information*

Clearly feature all contact information on your practice website as well as directions or maps to your offline practice location. Your email address and phone number should be featured on the top right or in the footer of your web pages. Make sure to provide a contact form so potential patients can easily leave a name and return email address.

#### *Sophistication without Complications*

Website designs today include a lot of design trimmings that definitely make for pretty viewing. However, loud colors, auto-playing tracks in the background and flashing adverts don't appeal to today's audiences. This is why it is best to adopt design elements that add a level of sophistication while also giving your practice website a professional appeal. Try not to include too many elements on your web pages. Keep in mind that each page has a specific purpose. Remove unnecessary page elements as they only serve to distract the visitor.

## The Right Domain Name

One of the most important and critical aspects of a well-structured website pertains to the domain name. In addition to ensuring that your website domain name is appropriate to the services your practice provides, it needs to be easy enough for potential patients to remember. When planning your practice website domain name, spend a little time thinking of words that best describe your practice. A unique name that is not too long and is reflective of your practice brand is always a good choice.

## Search Engine Optimized Website

Search engine optimization or SEO can help boost your practice website in search engine rankings. Search engines prioritize websites based on the quality and relevance of their content in context to search queries. This means the best way to optimize your site for search engines is by providing highly relevant, useful and quality-based content. Make sure you update your content on a regular basis and use local optimization techniques to attract users searching for a doctor or medical professional nearby. Also ensure that you have a local landing page for your practice location(s) including an embedded Google Map in addition to featuring all other important contact information. Claim your Google+ page; build a robust social presence in addition to building a presence on leading review sites.

## Responsive Website Design is no Longer Optional

In addition to easy navigation, websites need to be completely responsive if they want to appeal to the growing number of mobile device users. Mobile is getting bigger and each day the number of potential patients who use their mobile devices to access your practice website is also increasing. Furthermore, Google has now made it official – [the search engine giant is prioritizing rankings for mobile-friendly websites](#).

The basic premise of a responsive site is simple – make it easy for people to access a website without having to zoom and scroll horizontally and vertically to see the entire page and regardless of the device type in use. If your practice website can be easily accessed and is readable on mobile and tablet devices, potential patients will find it easier to learn about your practice and to contact you.

# RESPONSIVE WEB DESIGN AND YOUR PRACTICE WEBSITE



## RESPONSIVE DESIGNS FOR MULTIPLE DEVICES



**Responsive Web Design** is not just for **smartphones** and tablets. Tomorrow's technology which includes smart watches and **Google** Glass among others will also depend on Responsive Web Design.

## Top 3 Advantages of Responsive Web Design for your Practice Website;



Responsive **Design** uses a **single URL**



Responsive **Design** allows easy access of web content over any browser of any **mobile device** and or a **desktop**



**Patients** can quickly and easily access your **healthcare practice website** regardless of their location and in any moment of their convenience.



## USER EXPERIENCE MATTERS TO GOOGLE AND TO YOUR PATIENTS - SWITCH TO RESPONSIVE WEB DESIGN NOW!



More than **58%** of American adults own a **smartphone**. In fact close to **60%** of all website traffic comes from mobile devices



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*With a team of 130+ full time marketers, [www.ekwa.com](http://www.ekwa.com) helps doctors who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.*