

Best Practices for Dental Practice Landing Pages

It is a fair assessment that website landing pages cannot be perfect. There is no guarantee of a landing page converting each visitor into a serious query or a purchase request. However, there are ways to improve the probability of a landing page netting more leads!

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For a dental digital marketer, it is not about how much data you publish on a website or a blog but how well the content is created and promoted.

Most dental website landing pages don't seem to perform too well. Many fail to bring in queries that could be followed-up for potential conversion of sales. The reason? Actually, there are many. Whether it is an overly-cluttered layout or seeking too many details, a landing page can confuse the reader. Crowding the page with too many options can seriously hurt the readability and social sharing of your landing page.

Improving Your Landing Pages

For a dental marketer, their website cannot afford to have a low landing page conversion rate. That would mean that the buzz generated by their online marketing efforts stands nullified. Any underperforming landing page needs to be identified through Google Analytics and other assessment tools.

You might own a fleet of such web pages and it might be a good practice to re-groom them, considering your competitors will always come-up with new ways to lure readers and consumer sentiments can be fickle - often changing without a solid reason.

Determine the Purpose of the Page

As a digital marketer, you should know the exact purpose of a landing page as it can vary. Some businesses don't think of it as a direct sales funnel but just a means to gather data about users within and somewhat near to their consumer demographic. For others, landing pages are purely informational while some others might want to keep their landing page strategy highly versatile, always evolving to capture more leads.

Unless these priorities are clear, perfecting your page is nearly impossible. The anatomy of a landing page is such that it is constructed in tandem with your digital marketing goals. For instance, a landing page with a screen-popping discount tagline is meant to attract actual buyers.

A landing page with a snippet about the brand and its origins is more concerned about maximizing brand awareness, with sales becoming a secondary outcome. However, there are some landing page essentials that cannot be overhauled no matter what the expectations are.

Attention Grabbing Headline

For example, a contemporary landing page should have a clearly spelt-out, very compelling headline. This makes it captivating, boosts brand exposure and grabs attention of readers, even if they are not intent on actually buying the service or product. Typically, text-heavy landing pages don't perform too well.

The exception being people from highly qualified academic fields and professionals who are more likely to spend that extra time in thoughtfully filling-up every bit of data field as they expect real value addition from the website.

User-friendly Pages

Most readers like a landing page that is easy to navigate and does not demand too much data. Invariably, the page cannot have predictable or boring content. Only compelling content qualifies here and a landing page with interesting content and easy-to-do social media shares is more likely to deliver equally, across sales and for increasing brand awareness levels.

Another landing page essential that has universal application – the load time has to be at its bare minimum. Consumers are overburdened with clicking options and buying possibilities. Within a blink of the eye, your landing page can lose a likely sales lead if the web page is slow to upload - being incredibly fast works best!

For a dental digital marketer, it is not about how much data you publish on a website or a blog but how well the content is created and promoted. Developing a loyal audience for your blogs, emails or social media channels takes time. To convert regular or occasional readers into actual clients, you need to constantly raise the bar regarding the quality of your content.

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Naren Arulrajah is President and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of dentists. With a team of 180+ full time marketers, www.ekwa.com helps dentists 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 855-598-3320 to speak one-on-one with Naren.