



# How to Improve the Conversion Rates of your Dental Website

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Conversion rate is probably the most important statistic that tells you whether your dental website is achieving its intended goals. Conversion rate refers to the percentage of new visitors to your website who finally make an appointment to visit your dental practice.

To begin with, your dental website should have an intuitive web design and compelling content to engage the new visitor. A seamless navigation and intuitive design will encourage the site visitor to explore more areas of your website and spend more time. If the website content is informative, relevant and convincing, it will allow the visitor to form a positive opinion about your dental practice.

The more time a site visitor spends on your website, the higher will be their familiarity level and the greater their chances to actually seek an appointment for a dental procedure. The second element of good engagement is creating opportunities for interaction through your website.

Introduce online polls, questionnaires, comment section, online inquiry, and contact forms, and make a judicious use of videos and graphics to improve the interaction levels of your dental website. When the site visitor takes some sort of action to interact with your website, it makes them feel more connected, and they may be more comfortable with the idea of seeking an online or phone appointment.

Provide your dental practice contact phone number and email address prominently on the home page as well as other landing pages of your website. A dedicated 'Contact Us' page must be included in the site, which not only provides the address details, but also visitor days and timings, a location map, nearby landmarks, and even parking information, if necessary.

Make sure that your dental website is fully integrated with your social media accounts such as Facebook or Twitter. This will encourage patients to respond or react through their favorite social channels, and improve their engagement with your practice.

Finally, your dental site design must be mobile responsive. Many of the local potential patients would like to view your site 'on the go' on their mobile device screen. If they have a satisfying mobile viewing experience, they are more likely to give a call to your office to make an appointment.

## About the Author

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of dentists. With a team of 140+ full time marketers, [www.ekwa.com](http://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.

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