

How To Use Your Dental Website Landing Pages Effectively To Build Client Loyalty

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by Naren Arulrajah, CEO of Ekwa Marketing

The importance and advantages of a landing page are manifold in digital marketing. It is a powerful marketing platform and the place where a visitor “lands” after clicking on your website link in Google search results, a Google AdWords ad or your social media pages.

If you want to make a great impression on your clients, an attractive and resourceful landing page is your best bet. Your clients and site visitors will interact with your dental practice if your landing page provides them an emotional connect and provides them the information they are looking for.

Building a loyal client base takes a while but having a good landing page is the first step to achieving your goal. The main objective of landing pages is to encourage audiences to visit your website and take a positive action like subscribing to your newsletter, booking an appointment, sending you a message or asking a question. Just doing this will get you a ready visitor information list along with some new patients.

No matter what niche, most businesses achieve significantly higher sales from returning customers than new customers. Connecting with your visitors from the moment they land on your website to the day they walk out of your dental clinic after a successful treatment is crucial to doctor-patient relationships.

There are various reasons as to why patients are loyal to one particular practice for their health requirements or dental needs, but understanding the basics and making necessary modifications can get you more footfalls at your dental practice.

1. Make sure your website looks pleasing

What a visitor sees on your site in the first few milliseconds is what will keep them on the page or have them move away. In order to build a loyal client base, you need to be able to keep your

visitor on your landing page for a considerable amount of time. That can only happen if your landing page is aesthetically pleasing to look at. If your website does not have an appealing design and colors, it will make your visitors quickly close the webpage and never return.

2. Place your contact information strategically

As soon as visitors land on your page, they must be able to spot your contact information. This should preferably be placed in the center or on the right hand side. No visitor or potential patient would stay on your site for long if they cannot find a way to get in touch with you.

Apart from your contact information, having a live chat feature on your website can increase visitor response because it assures them you are available to respond to their queries whenever needed.

All features like the contact details and live chat buttons should be above the fold so visitors can see them as soon as the page loads. Your website must also be compatible for mobile and tablet screens.

3. Focus on Voice Branding

About 27% of the population uses the voice search option on their smartphones. Podcasts are also gaining popularity each year with some people listening to several hours of audio content each day. Many Americans listen to weekly podcasts. Offering podcasts and a voice search feature to visitors who land on your site is a great way of ensuring visitor loyalty. This shows that you understand the way they function and consider their comfort while surfing your website.

4. Provide personalized results for searches

Creating more than one landing page allows you to cater to many segments of visitors by providing relevant content for each of them. For example- if your dental practice is spread across the state, you can target visitors from one particular city by making them reach landing page 1 and visitors from another city on landing page 2. This way, every visitor will be able to see content that is most relevant to them. Thinking about their specific requirements will endear you to them and create brand loyalty.

Real estate companies often use this tactic to target visitors specific to particular regions. So if you land on the page of Sotheby's International Realty, you'll find property options in your area, which will obviously be the most relevant search result for you.

Targeted search results can work very well for the dental industry as visitors who are looking for dental practices will most probably want one in their vicinity.

5. Provide a seamless surfing experience

Visitor experience on your site, the first time they visit and the impression it creates, stays with them for a long time.

People who come across non-functioning features or slow loading websites soon get frustrated and turn to a competitor's website. Having a high bounce rate and annoying your visitors is not going to help you build patient loyalty at all.

Ensure that your website loads at lightning speed and that all features on the site work without any interruptions, so visitors can seamlessly complete the actions you want them to do.

6. Create an emotional connection

If you are able to connect with your visitors on an emotional level, they are more likely to recommend your practice to their friends and family members. This can be done by finding out what matters to them the most. If you take an interest in their requirements and emotional situations like fear of dental procedures, lack of knowledge or misinformation about dental practices, you can target their problems and provide solutions for each. This will create loyal patients because you are addressing their issues.

7. Be consistent

Around 63% of clients say brand consistency influences their spending. So be consistent with your brand colors, logo, website and social media page designs. Contrasting looks will confuse people and cause them to doubt your legitimacy.

The Final Word: Gain patient trust

Reviews, patient experiences, testimonials and accreditations are trust indicators, showing visitors that people believe in your brand and services. When people see that others are happy with your services and that you readily share those experiences with everybody, they are more likely to become loyal clients and also recommend your dental practice to others.

About the Author



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.