4 Critical Website Mistakes That Turn off Potential Patients

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Your online presence makes a huge impression on potential patients. So if your website hasn't been updated recently, you could be missing out on new appointments.

There are four common mistakes that ultimately impact the quality of your website, and can cause you to lose out on attracting and retaining patients. These mistakes include:

- A dated website design

- Confusing or incomplete content

- A website that isn't mobile-friendly

- Lack of an online booking option

In this guide, we'll discuss why these errors hurt your online presence, and what you can do to fix them.

# 1. Your Website is Crowded and Old-Fashioned

Nothing matters more than a first impression. When a potential patient arrives at your website, what do they think of your practice?

Does the style, design, and layout of your website inspire confidence in your practice? Does it give the impression that your office is modern and tech-savvy? If not, you could turn away website visitors who feel underwhelmed by the design, or experience long load times.

Here are a few main guidelines to develop a modern website:

- **Update to a modern, clean design** that's appropriate for a healthcare provider.

- **Select meaningful images to help your home page impress visitors.** Use relevant images that pack a punch and tell a story.

- **Showcase the most pertinent information:** your name, specialty, services, and contact information.

- **Include a sticky header or menu** that allows visitors to easily navigate your site no matter what page they're on.

- **Feature customer testimonials** near your contact information. This helps positively influence visitors' opinions of you from the start.

- **Include most of your website content on your home page.** Allow users to learn more about you and your practice as they scroll through the site.

Dr. Shamsah Amersi, a Santa Monica, California-based OB-GYN, has an impressive, modern website. She features her essential contact information behind a clean mosaic backdrop of relevant photographs. Her website is easy to navigate and features glowing testimonials. When visitors scroll down the website home page, they can quickly learn more about Dr. Amersi and her services.
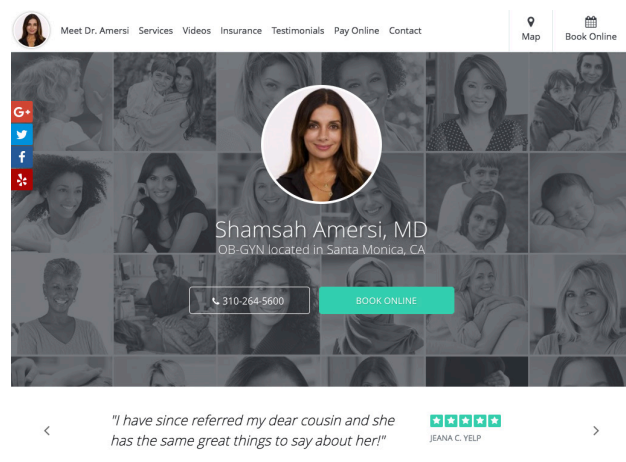
2. Your Content is Confusing and Incomplete

A website offers an opportunity to show off your knowledge and expertise. If your content is confusing, incomplete, or inaccurate, you risk losing prospects and decreasing your Google search engine ranking.

To impress Google and potential patients, create a specific page on your website for each speciality and service you offer. This provides more relevant content for Google and your patients to read. Include details about each service so Google knows to send people searching for a particular service to your site.
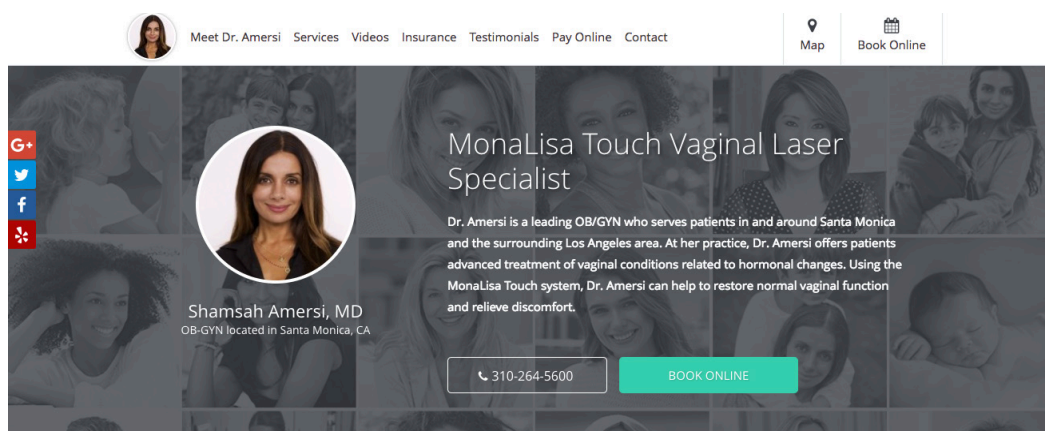
For instance, Dr. Amersi offers MonaLisa Touch Laser procedures. The service page shares information about the treatment while adding fresh relevant content to her site for search engine optimization. This makes it far more likely that patients searching online for providers who perform MonaLisa Touch in Los Angeles will happen upon her service page — where they can directly call her practice or book online.

Also, include a Frequently Asked Questions section on each specialty page. Since many smartphone users ask questions on their devices, it pays to write in question and answer format. List questions that your patients and prospects ask frequently, and provide thorough, informative answers so Google can surface your practice in search results.
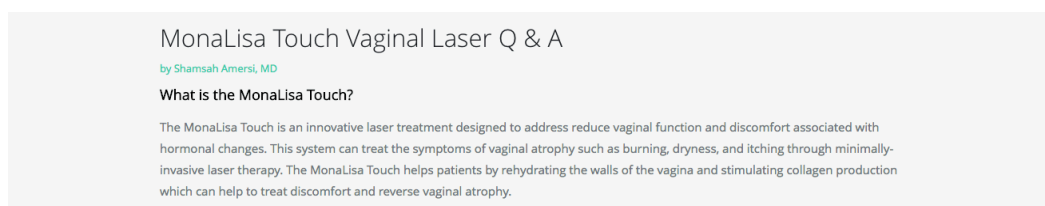
FEATURE ENGAGING CONTENT

Want to free up your administrative staff to focus on patients?

Make sure patients can get answers to commonly-asked questions on your website. This saves your staff time and allows them to concentrate on patient care. Essential information includes:

- Practice Name and Location
- Practice Phone Number and Fax Number
- Names of All Practitioners
- Hours and Days of Operations
- Emergency Contact Instructions

3. Your Site Doesn't Work Well on Mobile Devices

Did you know that half of all searches take place on smartphones[1]? If your website fails to function on tablets, smartphones, and other mobile devices, prospects may give up on your site rather than pinch and zoom to read your content.

And it's not just prospects who'll ignore your unresponsive website. Search engines also prioritize websites that are mobile-friendly, while penalizing those which aren't mobile-responsive.

Dr. Amersi's website is optimized for mobile devices. The site looks great on smartphones and tablets, and is easy to navigate. You'll notice on the top right that there is a navigation button. Websites that lack this feature frustrate visitors and cause them to click away.
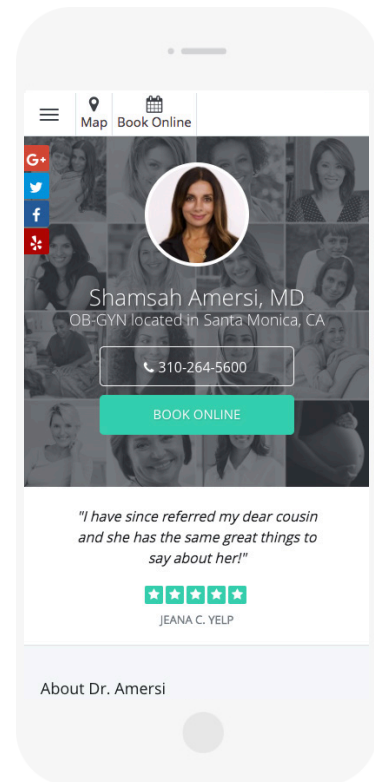
[1] It's Official: Google Says More Searches Now On Mobile Than On Desktop. Search Engine Land. http://searchengineland.com/its-official-google-says-more-searches-now-on-mobile-than-on-desktop-220369

4. Your Prospects Can't Book Online

Today, patients demand convenience, and want to book appointments online.

Online scheduling reduces the hassle of finding a time to call during business hours. It also minimizes the number of phone calls your staff receive, so they can focus on patient care and more strategic work.

With online booking, prospects who view your website at night or on a weekend don't have to wait to call you. This reduces the chance that they'll book with another practice that has an easier booking process. If prospects can complete a transaction with you instantly, they'll have little motivation to continue researching competitors.

Make your online booking capability stand out on your website by including a prominent 'BOOK NOW' button on every page. That way, prospects can schedule with you no matter where they are on your website.

Hudson's Bay Medical Group features a 'Book Online' button prominently on their home page.
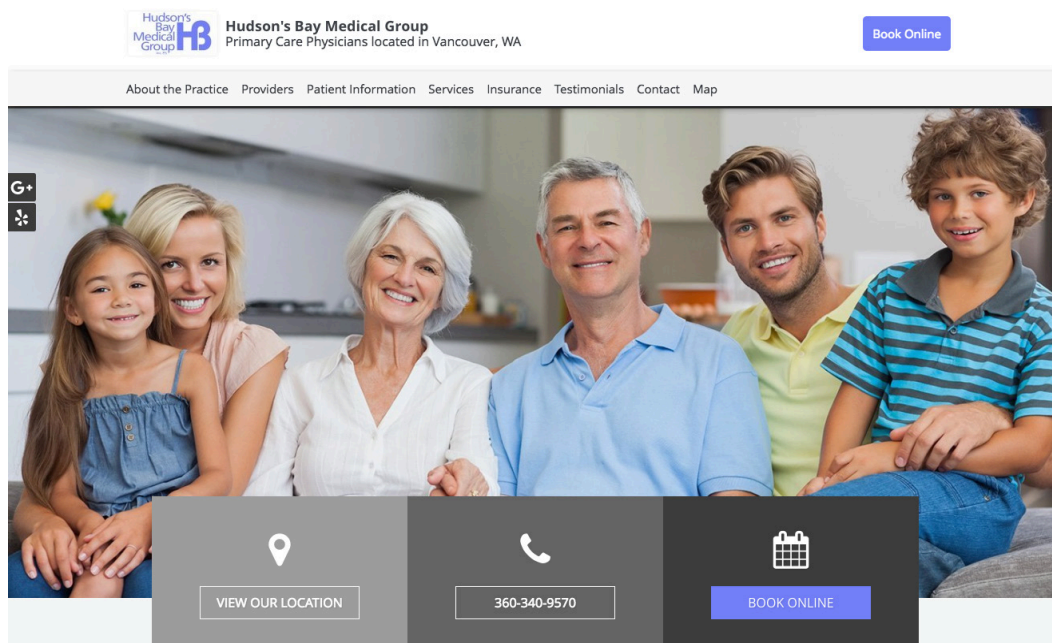
Reimagine Your Website to Help Your Practice Grow

Outdated, unresponsive, cluttered websites don't convert patients. Refresh your design, create specific services pages, ensure your website is mobile-friendly, and invest in online booking to ensure you capture attention.

And, if a website makeover sounds overwhelming, a Practice Growth Platform like PatientPop can create a mobile-optimized, beautiful site with integrated online booking for your practice, saving you time so you can focus on patients.

Our Solution

PatientPop is reinventing the way physicians market and grow their practice. Our smart technology provides an automated, all-in-one solution to enhance your online visibility and reputation, patient acquisition and retention, as well as business insights.

Diagnose your practice's online performance today with our free practice scan. This powerful diagnostic tool scours the internet for your practice's online visibility, reputation, and directory profiles to show you how you're performing and where you can improve.

If you're interested in seeing how our platform can transform your marketing and practice growth, request a demo or contact our sales department.

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