

## **6 Proven Ideas to Improve Your Website and Attract New Patients - Interview With Adam Hampson**

### **Tip 5. Ensure Your Website is Future Proof**

**Business seems to move very quickly these days and technology and the Internet moves even faster. What are some of the key things that people need to be thinking about when they're getting their website designed so that they don't encounter problems a little while down the road?**

There's lots of problems that we find with websites when clients come to us that we have to solve. One of the things that unfortunately is quite prevalent in this industry is that the clinic can sometimes come to a difference of opinion with their web team. And sadly, the relationship breaks down and then they need to move their website.

Before having a website, you need to discuss with the web team that are building and designing your site just who will own it? Will you own it?

You need to determine which web language it is going to be built in, and is that a common language that can be then taken over to another web team for them to take over and work with?

Can the site be hosted anywhere else? Can you host it yourself or can it be taken over by another web team to be hosted by them?

Other things to consider include the Content Management System. Most websites that are built these days have what's called a Content Management System, CMS for short. This feature allows the client to make real-time changes and add updates to their site themselves.

However, often there are lots of different Content Management Systems that are built in different ways, using different languages, and sometimes unfortunately the site is only updatable via the Content Management System that is built by their own web team. I'm not saying that's right or wrong, what I am saying though is that if the site is built only to be updated by that web team's CMS you then have to ask the question can it be moved to another company's server?

Because, if you fall out with that web team or the relationship breaks down and its built in a language or built in a way that only that company has, then if you want to move you can't move your website with you as you may not be able to update it anymore. So it's all very well them saying that you own it, but then actually you can't do anything with it because you can't move it as you're tied to their CMS.

So in terms of future proofing what you're having built, make sure that it is currently in a language that's recognised across the industry, e.g., HTML5, CSS3, or WordPress. There are other languages, obviously there's quite a lot out there, so it might be done in PHP or ASP, but just make sure that you think about if the relationship could potentially break down, what are our options, how likely is it to be able to move the site.

Also the domain name, is the domain name registered in your name; is it registered in their name; who owns the domain name? All these things must be considered together as you may have the website ready to move, you may have access to the CMS and you may be able to move that, but if there's a grey area with the ownership of the domain name, then it's not going to work if you don't 'own' it.

It's also worth checking whether the website can be optimised (by you via the CMS)? We've often sadly taken over websites that the client has paid a lot of money for, because we do take on existing sites for clients, but the site can't be optimised to improve search engine results because of how it's built.

Other things like social media, can social media be added on and things like that?

Being able to add to and expand on the functions of the website in the future is very important. I mean you don't know what you don't know, so we don't know what is going to be the next big thing six months down the line. But what we do know is that there will be something that you will need to add to your website in the future.

The most common things that can cause a headache for the flexibility of a website are a Content Management System, the ownership and transferring the website, and which language it is built in. Ultimately most sites that are built (correctly) should be able to be added to and amended and tweaked and optimised as time goes on. So that when the next big thing does come along, you've got a platform that you can build on to, and amend, and change without having to re-design the whole site from the ground up.



**Adam Hampson BSc (Hons)**  
**Creative Director & Founder of H&P Design**

With 10 years in the industry H&P Design has become the UK's No.1 Agency for Medical Cosmetic Websites "We've seen many changes in that time including an increase in demand for treatment and tougher competition to attract the same new patients".

H&P Design support clinics in the UK and overseas to grow with successfully attracting new patients using their creativity, knowledge of the industry and expertise in Web design, Google, Marketing and Design.

**Web:** [www.handpdesign.co.uk](http://www.handpdesign.co.uk) | **Email:** [info@handpdesign.co.uk](mailto:info@handpdesign.co.uk) | **Tel:** 01159 140640