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

Tip 1. Make it Responsive

What does it actually mean to make a website 'responsive'?

One of the most important things that we're coming across at the moment when we're re-designing client's sites, is that their site isn't responsive, meaning that it's not designed for smartphones or mobile tablet devices.

So first of all, when I mention to clients about a site being responsive, what I mean by that is that the client has one website and that website automatically detects whether the visitor (their customer) is using a mobile phone, a tablet or a desktop computer. This would then automatically respond to what's called the resolution of that device.

What we are finding is that last year, an equal amount of people are using mobiles and tablet devices compared to those using desktop computers to view a website.

From this year, 2015 onwards, we're finding a greater number of people are now moving over to viewing the web predominantly on smartphones and tablets, compared to those using desktops.

So if you've got a current website and it's not responsive, what that means is that when people are trying to view it on a mobile device, and it's not been designed for that, they are having to zoom in with their finger and thumb and swipe around as the content on the website is much smaller. This means it's taking them a lot longer to try and find the information that they need, to then decide whether to make an enquiry with your clinic or not.

Ultimately people have very little time, mobile download speeds are still relatively quite slow and frustrating, because most people are still on a 3G connection, though 4G is available now.

So most people will leave a website that's not responsive to go back to their Google results in favour of a site that is responsive, where they can easily find what they are seeking.

To give you an example of what a responsive website may look like…when you are looking at a website on a mobile phone, the navigation appears as horizontal bars, so when you click on say treatments or facial aesthetics, or laser hair removal or anything like that then the options just appear as horizontal bars in a vertical format, making the navigation much bolder, clearer, easier to see, easier to click on.
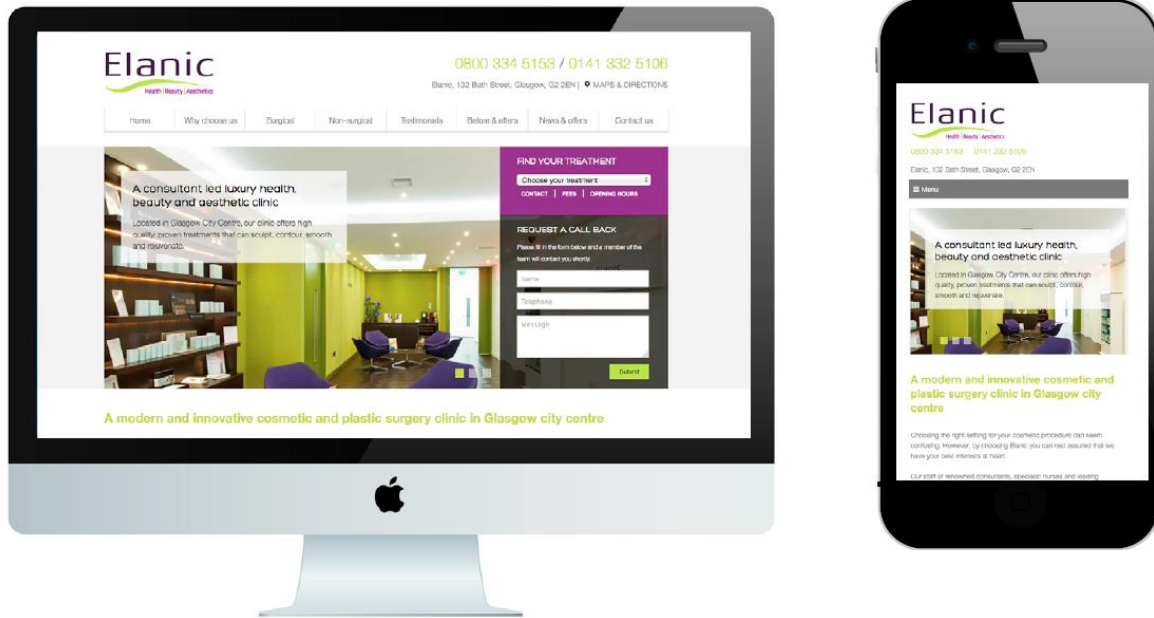
Another thing also that most people don't realise is that as web designers we can determine what information is included and also excluded when a site is viewed on a mobile compared to a desktop version. So, for example, on a desktop version you've got a much larger screen so when we design and build a client's site we'll put other kinds of marketing messages and download opportunities, and advertise other sorts of treatments and links on that version.

On a mobile version they really want the key essential information and so what we do is decide to hide some of the information. This does two things, firstly, it makes the key information stand out, clearer because it's just there, they're not being distracted by other marketing messages. Secondly, the pages are quicker to download on a smartphone because there's less information and fewer images being displayed on it.

What's the difference between a responsive website and an App?

A responsive website is really about how your website itself is coded or built, and how it appears and displayed on differing devices – such as a mobile phones (smartphones using Apple iOS, Android, Blackberry or Windows operating systems), or a tablet device (e.g., an i-Pad® or Samsung Galaxy Tab) or a desktop computer or laptop.

An App is almost like a program, with a visual interface that generally has a specific purpose. It is not the same as a website or part of one. Apps are downloaded to a mobile device via a marketplace area such as, the Apple AppStore™ or Google™ Play Store.

Often a lot of Apps that are available in the aesthetic industry are those that a clinic may use to help their existing customer base, their patients/clients, to book an appointment or review their treatment plans. There are very few Apps available, I believe, at the moment that offer real clear added value to the client; that they can't already get from calling or emailing the practice directly.

Would you agree that the primary investment should be in making sure your website is responsive and not in producing an App?

I think the most important thing is the website, because ultimately an App will be a marketing element of the main website; it will drive people to the website. But one thing that we try to make clear to clients is to understand what they are doing to attract patients to them, and also what they are doing to convert them. Before even looking at investing in an App, it's important to understand if you are achieving both exposure and conversion in your strategy.

Exposure is all about making sure people are aware of who you are on Google™, on Facebook™, Twitter™, You Tube™ etc., any sort of online and offline advertising, and this includes via your website.

A clinic may want to create an App, but they shouldn't do that by ignoring their website, because all they're doing then is ticking the exposure box, i.e., driving people to their website, but if their website isn't responsive then they're not going to convert that traffic into a paying customer. Investing in an App is only really worth it if you're already attracting traffic, and converting it, and you can see an added value from it for those converted individuals.

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 | **Email:** info@handpdesign.co.uk | **Tel:** 01159 140640