

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

Tip 3. Design to Get New Enquiries

How do you design a website to generate new enquiries? How do you achieve the conversion from reading the site to encouraging them to make an enquiry?

When we start the design process for a site it really is 'form follows function'. There are a couple of rules that we really have to stick to.

First of all we make sure the most important USPs (Unique Selling Propositions) of that client's clinic are shown clearly in the main visible areas of the site, such as contact details at the top, and that there's some sort of booking form/call-back option clearly on every page.

Ideally this should all be before anyone has to scroll down the page; that's what we call 'above the fold'.

We want to make sure that it looks attractive, that it's got that 'wow factor', but we also need to show that the clinic is experienced in aesthetics as much as we can.

So there's a whole variety of ingredients that we have to include within a design; other elements include reviews, before and afters and consultation photographs.

One of the things that we find people respond to first are photographs of faces. Studies show key messages are viewed more when next to faces and especially when the face is looking at the message.

It's also about not having too much either, which could mean people get confused. If there is lots of clutter people don't know where to go, but there's also a problem when there's not enough too; people draw conclusions that it's maybe too basic or a start-up clinic and assume that they don't have many treatments.

So it's all about having the right ingredients, in the right location on every page, and also having key content along the top and down the left hand side.

We always read in an 'F' and an 'E' shape, so anything that's at the top is generally read, anything that's at the bottom is generally ignored. So make sure on your treatment pages and on your home page that the content that are most important to communicate is across the top.

So, would you agree that you'd always put the clinic contact details at the top of the website, prominently on every single page? If you want to convert that potential client, surely you don't want them to have to go hunting around in order to find out how to contact you.

It's even more than just that.

As I've said it is paramount to have contact information at the top of the site, but we're looking at the language people use on their contact forms now too. Are we just saying 'contact us now', or are we saying 'call the clinic', are we using the word 'tel' or the word 'telephone', that maybe looks a little bit more established, professional, a little bit more traditional.

One of the things that we have found that work really well is putting the address at the top as well. Even though people don't need the address until they actually physically visit the clinic, by having the address it just shows that they clinic are not hiding anything, they're being very clear and confident about who they are and where they are.

As humans we make judgments on what we see. So, if there isn't anything else to go on, it's just little details and the language that shapes our perceptions.

For example, if the call to action said '**CALL NOW**' in big, uppercase, red font, it may look cheap and spam-like on your website, whereas if it used normal case, with a nice, subtle font and said '*Telephone us to book your appointment*', it may look more appealing and professional.

It's always worth experimenting with how you word that call to action, as well as whereabouts you place it on the page.

Earlier you referred to the concept of 'above the fold', can you explain in more detail what that means?

The concept of 'above the fold' comes from broadsheet newspapers which are large publications that are folded in half. Because of this the publishers have to ensure that all the key headlines are at the top of the newspaper, 'above the fold', so that when the public are walking past the newspaper vendor they can see the headlines and will buy that edition.

How that translates to a website is that all the important information, including the calls to action, have to really be 'above the fold', in this case the area before people need to scroll further down the page.

A couple of years ago people were very sensitive about this, they wanted to make sure that everything was above the fold or the scroll line.

Ultimately if you had *everything* above the fold it's going to look too cluttered and then when people scroll down there's nothing else there, so actually it looks like you've got half a website.

With brands like John Lewis and Apple that have larger websites, with lots of content on, most people are now much more used to scrolling to view content. One of the things that we find is that on a mobile device people do scroll much more, they're much more used to scrolling with their finger on a mobile phone because obviously the visible display is quite small.

This is done by calculating the device's resolution display in pixels which is a term that we use for measuring the size of images and the location of images on a website. We measure the number of pixels available vertically before things start to disappear below the horizontal fold-line.

What do you think about video marketing - the use of videos to try and generate new enquiries through a website?

Video marketing is massive, it's one of the biggest areas of growth last year and probably this year too.

Video marketing is used not just to educate people on a specific treatment, if they've never had that before, but also to really get across why somebody should choose a particular clinic, including testimonials from specific patients to give them the confidence to go with that clinic.

Ultimately when we design a website we try to convince people to stay on a website within the first 30 seconds. The truth is people make a decision about your website in the very first few seconds of landing on it.

Now if a client has been recommended to you then they are more likely to spend a lot more time looking around the site, and are more likely to be more patient.

But, for new clients that visit your website who don't know who you are, you've really got only a couple of seconds to convince them to then spend several more minutes learning more about what you do, and a video is a great way of doing that.

People are short of time, dare I say people are lazy, if we can just click a button and sit back and be given the content without having to read everything or click on more than one page, then we're going to do that.

People can often be voyeuristic and I think that's something that's worth really recognising. That's why the 'team page' is one of the most clicked on pages.

If there's somebody on there talking about their treatment experience or it's a before and after sequence, I think we want to know who they are, what they're saying, what their experience is and I think we want to know how bad they looked before and how great they looked after. I think we want to make judgments on how good they look now, whether they look better or worse for having had treatment.

I think its recognising that we shop, as I have said before, in different ways and it's about making sure that for those people that do prefer video, there is video on there.

What we try to do is make sure the video is not too long, that the content on there is quite dynamic and relevant to the point. I think it's more important to have content about why they should come to the clinic, rather than it be all about that treatment.

Videos are often too long and focus on the wrong content.

What we don't want to be doing is educating the potential client as much as possible about the treatment for them to then leave and shop on price elsewhere. What we want to do is convince the client that whatever they want and whatever they don't know about the treatment, that's fine; this is the clinic to come to, these are the staff to book a consultation with and they'll take the time to discuss whatever their concerns or questions are, and that they're the best place to go for that treatment.



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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.

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