

# 5 Essentials Of The Best Clinic Websites

*...and the one thing you must avoid.*



CLINIC SITES



**Websites are an essential part  
of growing any business today.**

**Many clinics are missing out on growth opportunities because their website isn't performing like it could.**



# **We know why websites get neglected:**

- It's not a strength of ours
- We're busy enough already
- A website has no voice
- It can be time-consuming
- You are at risk of getting ripped off



**What I've learned working with over 300 clinics:**

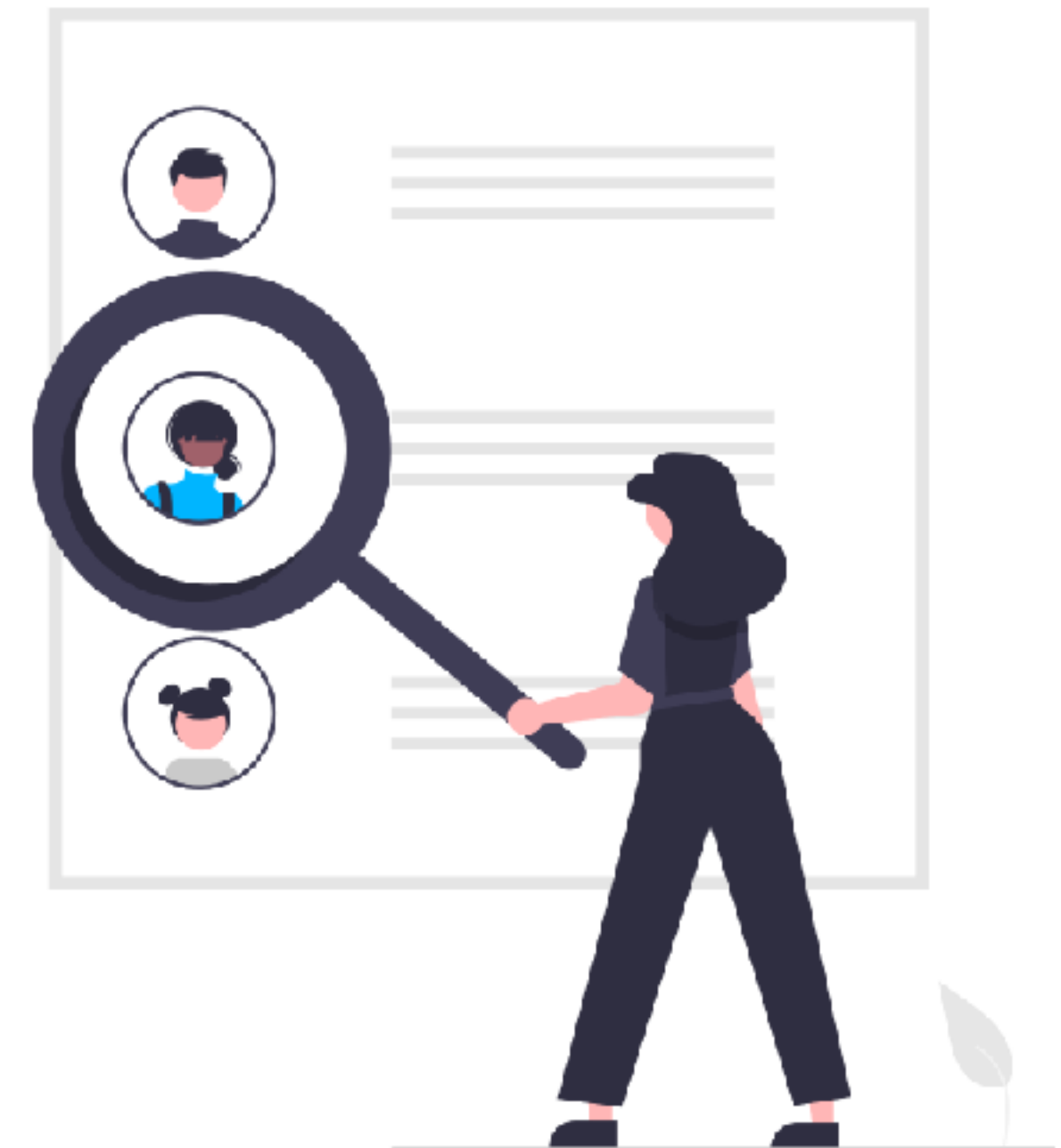
Clinic Website Essential #1:

# **Connect With Your Ideal Patient**



# How websites connect with patients:

- They know their Who
- The message is patient-centred
- Images reflect happy outcomes





Connection Is About Empathy

**“Does this place understand me?”**





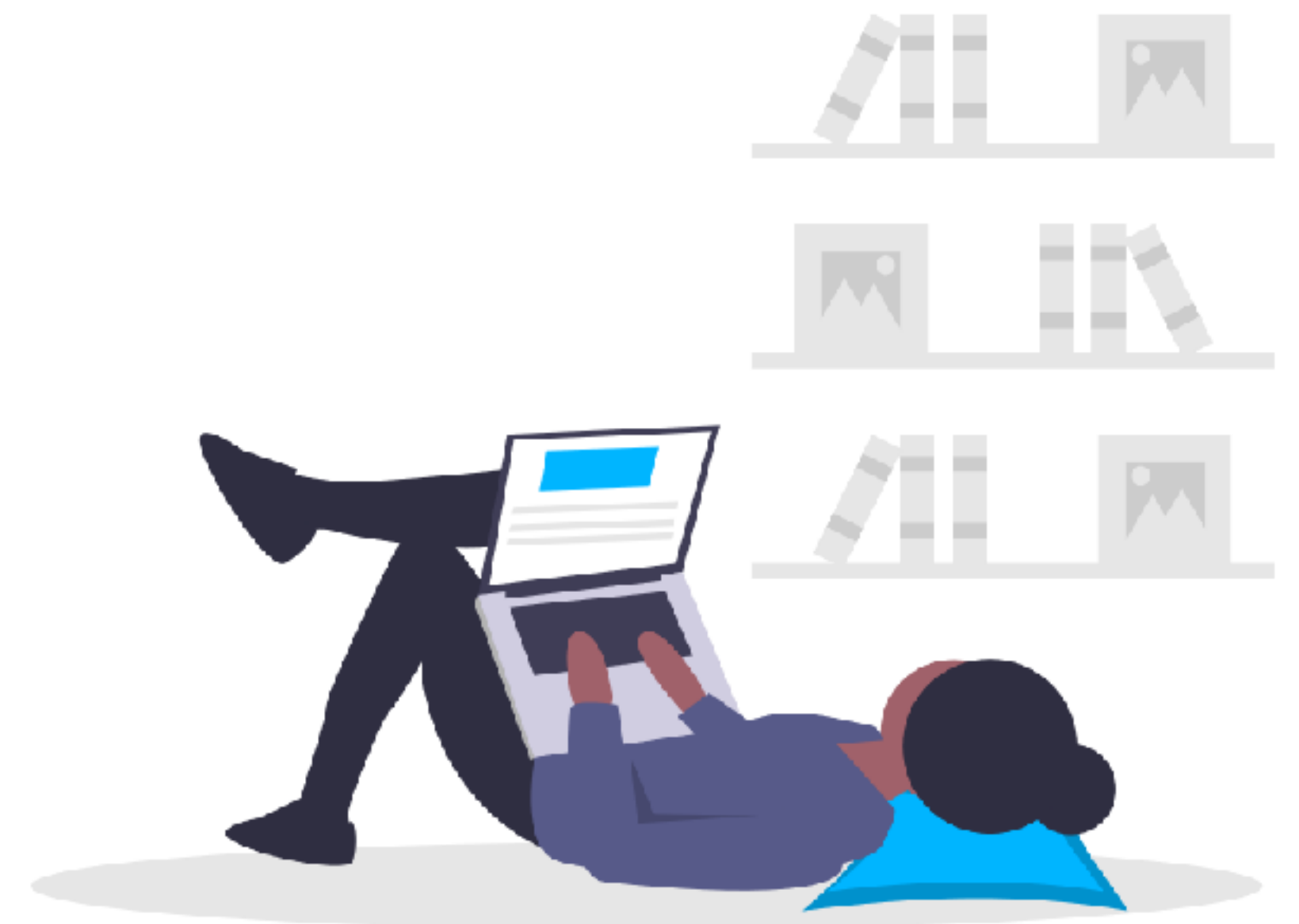
Clinic Website Essential #2:

# Establish Authority



# How websites establish authority:

- Solve problems
- Offer value
- Education



Clinic Website Essential #3:

***Easy To Manage***



## 3 keys to managing your website in a busy world:

- Software must be simple
- Solutions need to be quick
- Automate whatever possible

Clinic Website Essential #4:

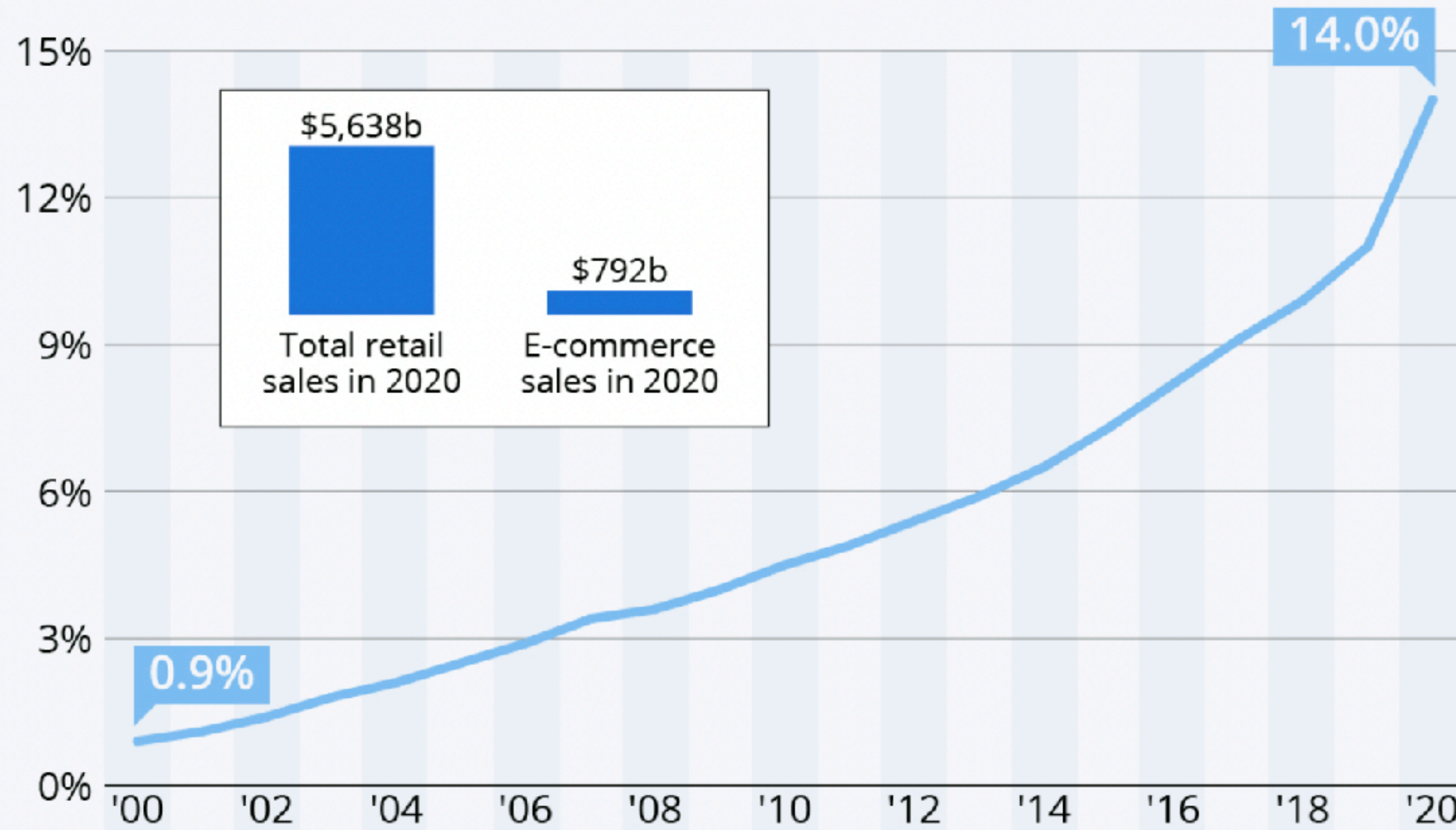
# Generate Revenue





# Pandemic Accelerates Shift to Online Retail

E-Commerce sales as a percentage of total retail sales in the United States\*



\* not seasonally adjusted; excluding food services sales

Source: U.S. Census Bureau

# 3 ways websites generate income:

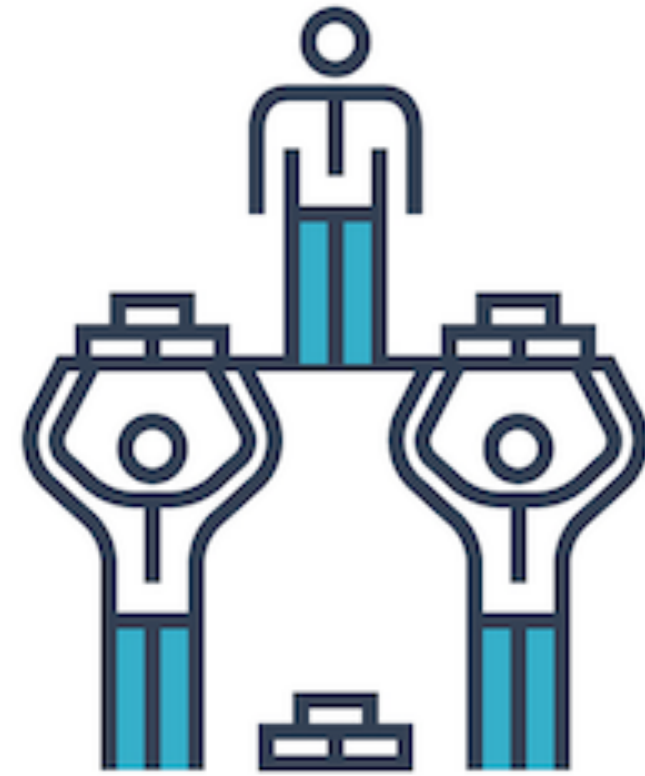
- Compel people to book
- Online courses
- Sell products





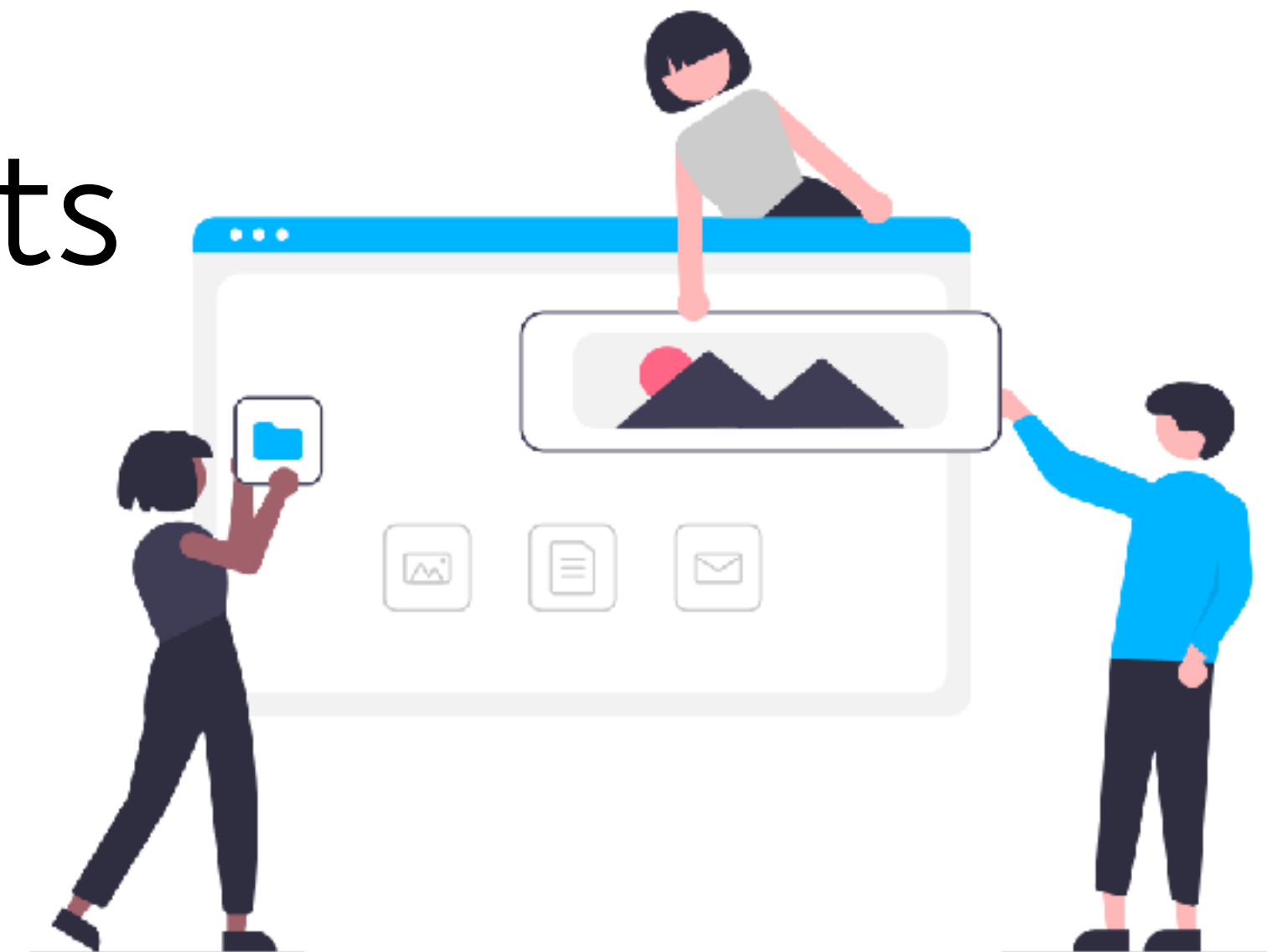
Clinic Website Essential #5:

**Have Someone Nurturing It**



# How do you nurture a site?

- Adding content
- Monitoring analytics
- Make continual, little improvements
- Adjustments



# Best practices for nurturing your site:

- Schedule it as part of your week
- Delegate to an Administrator
- Hire a Virtual Assistant
- Hire a marketing agency
- Clinic Sites Premium plan

The One Thing You Must Avoid:

**Doing Nothing.**

## **Review: What do we see in the best websites?**

1. Connect With Your Ideal Patient
2. Establish Authority
3. Generate Revenue
4. Are Easy To Manage
5. Have Someone Nurturing It

**[clemicsites.co/allied](https://clemicsites.co/allied)**



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