

VMO Self-Marketing Guide

Building & Refining Your Website

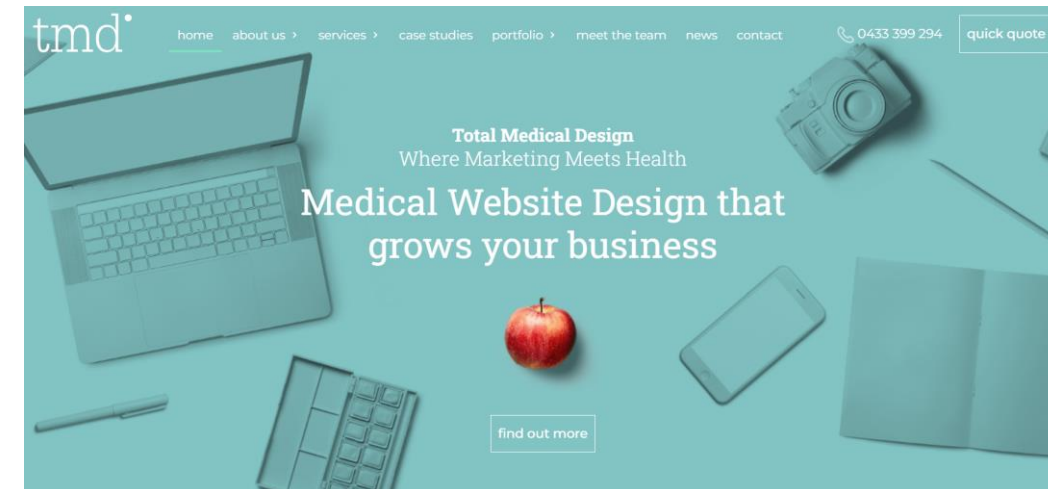
Under the stewardship of Mary Aikenhead Ministries

Creating a new website

If you do not currently have a website, this should be your number one priority. There are agencies who can help you to build a website, and a simple Google search will highlight many of these. Pricing and quality will vary, and so we suggest searching around to find one you feel comfortable and confident with. A few examples of these types of agencies can be found below:

- [Digital Practice](#)
- [Total Medical Design](#)
- [Digital Garden](#)
- [LocalMD](#)

There are expenses involved with building websites. Look to create anywhere between 3-7 pages in total, focussing on the most relevant information about your practice and your patients needs.



Reviewing your existing website

Reviewing and improving your existing website

For practices that already have a website... spend some time reviewing the steps found below and on the following slides.

Step 1

Review each page of your website. Does anything need updating?

- Are your contact and practice location details correct?
- Is any medical information outdated and requires adjustments?
- Are all the consult or hospital booking details and processes still relevant?

Step 2

Is there too much content in your site? In other words... can you remove excessive information that patients wouldn't need from your website, but instead might get from your consult?

Consider the reasons why people access your site... to book? To see your practice location? Contact number? Key services? The website should be clear and easy to navigate for patients searching for the information they require.

Step 3

Is it simple to find your contact and booking information? I.e. Is it easy for patients to contact or book with you online, and not difficult to find/complete?

Step 4

Is the website content relevant, and in easy to find places without being too detailed and getting in the way of more important pages? E.g. FAQs, patient testimonials, contact info, etc.

Tip: Ask a few people who have not seen your site before if they can find specific information (e.g. contact information)

Step 5

Open your website on a computer and on a mobile. Does everything look ok on both? Are the pages clear and easy to navigate or do they look messy and confusing? Consider the difficulty faced by people who have to scroll a long way on a phone to find information, or buttons that are tricky to find, interpret or click.

Reviewing and improving your existing website

Step 6

Are all the buttons, headings, choices of colours, etc. easy to interpret on both computer and mobile devices?

See example on right of poor colour choices.



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Next Steps

During this process, you may come across issues (broken buttons, pages, images, etc.) or content/text within the website that requires updating. In these cases, make sure you document anything you notice, no matter how big or small. You will then need to resolve these issues by either accessing the editing portal of the website yourself or passing your feedback on to whoever manages your website.