6 Website Features That Will Cause Your Website To Fail

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Fast Track Marketing

The Evolution of Patient Education

Yellow Pages for Phone # – Then Call
Website for Phone # – Then Call
Website to Educate – Then Call
Website to Educate – Then Social Sites – Then Review Sites – Then Call
Make sure your website has what it takes to hold onto prospects!

Making Your Website Work For You

Negative Website Features Causing Your Site to Fail

Using Analytics to Make Strategic Marketing Decisions

6 Website Fails to Avoid

1. No ongoing SEO efforts
2. Dated Content
3. Lack of Calls to Action
4. Inaccessibility
5. Bad Navigation
6. Stagnant Design
Website Fail #1

No ongoing SEO efforts

You must have searchability. A great website isn’t so great if no one visits it.

Source: 1st on the List, Infographic: What Can SEO Do For Your Business
Website Fail #2

Dated Content
4 Questions to Ask of Your Website

1. Will people know what we do within seconds?
2. Will they understand what page they’re on and what it’s about?
3. Will they know what to do next?
4. Why should they call or take another step with us?

Headlines and Sub Headlines

• Create a few for the specialty areas of the practice
• Must be apparent what the next step is
• Quality content is king
• Offer unique content
• Fresh content regularly
• Content needs to provide value to the visitor

Content for interaction

• Don’t be stingy with your content
  • Google likes 300 words per page
• Use legible fonts and colors
• Avoid these words
  • Next generation, robust, cutting edge
• Give content in more than just text form
  • Images, video, infographics, audio
• Include testimonials
  • Text (actual patient words)
  • Patient videos
Website Fail #3
Lack of Calls-To-Actions

Make it simple to take a Next Step
• Forms
• Landing Pages
  • Must make it clickable and simple!

Landing Pages
• Design so the visitor knows:
  • They are in the right place
  • What the Call-To-Action is going to do for them
• Remove main navigation so they can focus only on the form
• Great headline and brief description
• Supporting image or video
• Testimonial
• Include a privacy message (your email will not be shared or sold)
• Avoid the word SUBMIT
Sample landing page

Location of Calls-To-Action
- Should be on every page
- Home Page should have multiple Calls-To-Action
- Make button bigger and bolder than other page elements
- Use in text links like breadcrumbs in the content to lead them to the next step

Offer multiple ways to take next step
- Everyone isn’t ready to schedule, so you have to give them other next steps
  - E-books
  - Free Self Evaluation tools
  - Schedule Your Free Consult Online
  - Chat online now
  - Whitepapers
  - Videos
  - Newsletters
Website Fail #4
Inaccessibility

Ensure visibility on all devices

- According to Google’s preferences, you must have a mobile optimized site
  - Go here to see if yours meets Google’s specifications: https://www.google.com/webmasters/tools/mobile-friendly/
  - Google has two rankings
    - 1 for desktop; 1 for mobile
    - You want to rank well on both

Make your site responsive (mobile friendly)

- Mobile users are trending upwards
- When designing for mobile users, consider a card grid layout
  - Similar to Pinterest, Facebook, Twitter
  - People are used to scrolling
  - They want more information at their fingertips
Making your site responsive to buyers

- Responsive is more than changing screen size
- Be pro-active
- Animations create engagement, enhance storytelling and boost interactivity
  - Have a ‘skip’ or closeout button
- Consider integrating search, social media, content, blogging, and more in your site
  - They want to be educated and not sold to

Ensure visibility across all browsers

- Check your site to ensure it works well on all browsers
- Many sites out there but here is a free one
  http://browsershots.org/

Website Fail #5

Bad Navigation
Make navigation usable, easy to use

• Keep it simple, don't give too many options
• Easy navigation near the top of the page
• Include in the footer of the page
• Use breadcrumbs on every page (not home) so people can easily revert back to where they started.
  Home page > Section page > Subsection page
• Have search capability (search box)

Navigation goes beyond the Home page

• You want people to find what they are looking for easily
  • Keep navigation 3 pages deep (at maximum)
• Link the content appropriately so that people can easily click on that sub-topic
  • Great for SEO
• Avoid Flash and complicated JavaScript

Website Fail #6

Stagnant Design
1st Impression Is Everything

- Average attention span is 8 seconds
- If your website looks archaic they may feel the same about your practice
- If they don’t like what they see, they bounce
  - Industry average 60%
- Load time must be fast

Color and Design

- Color is everything but don’t go wild
  - Pick 2-3 colors
- Leave space - don’t have your content and images too close to each other
- Needs a modern look
- Sharp, well-placed photos and images can be really engaging
- Banners can be good on certain pages
- Every page must have synchronicity of design
  - Fonts, layout structure, colors

Using Analytics to Make Strategic Marketing Decisions
Decoding Analytics
• Shows the amount of traffic to your site
• Where the visitors are coming from
• Measures the effectiveness of your online campaigns
• Identifies how to improve under-performing pages
• Determines how customers interact with your site from the initial landing to purchasing.

Behavior Flows
• Shows an overview of how visitors are interacting with the site
  • What page they click on after initial entry
  • Where they drop off
• Reporting > Behavior > Behavior Flow

Custom Dashboard Reporting
• Customize your dashboard to show only what is important to you
  • You can have up to 20 at one time
• Reporting > Dashboards > New Dashboards
Building Strategic Marketing Plans

Long Term Thinking

• Don’t get in the habit of being reactionary
• Be pro-active. Know what you want to accomplish and put strategy behind it.
• Build a plan for 3 months (although 12 months is recommended)
  • Include what marketing mediums & budgets you will use
  • Plan out the messaging, or at least the concept
  • Build time in your schedule to ensure everything is ready to launch by the 1st of the month

Monitor your results

• Phone Calls
  • How many calls are you getting daily?
    • From where?
    • Did they schedule?
• Web leads
  • Who is following up, how, when
  • What referral source are they coming to your site from
• Landing pages
  • Average time spent on site
  • Bounce rate
  • Exit rate
Walking away today, you should know...

• What to look for on your site that can cause it to fail
• How to use analytics to succeed

To Grow...

• You need to develop a strategy
• Follow that strategy
• Monitor that strategy
• Don’t be afraid to change that strategy if it isn’t working

Questions

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