Eye For Design
Ensuring Beautiful Website Design that Actually Converts

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www.seoversite.com
ASCRS – ASOA – 2016 – NOLA

Introduction
• About Us
• Is Design Really that Important?
• Terms to Know:
  • Unique Visitors
  • Time on Site
  • Conversions/Conversion Percentage
  • Call to Action
  • The Fold

The Math
• Site A (Outdated Site)
  • 1000 Visitors/Month
    • 1.75% Conversion = 17-18 Leads/Month, or 210/Year
• Site B (Recently Updated Site)
  • 1000 Visitors/Month
    • 2.25% Conversion = 22-23 Leads/Month, or 270/Year
• 60 Extra Leads = 6 Extra Cases/Surgeries x $5k Average = $30k in Extra Revenue
The Math Continued...

- Site A (Outdated Site)
  - 10,000 Visitors/Month
  - 1.75% Conversion Rate = 170-180 Leads/Month, or 2100/Year

- Site B (Recently Updated Site)
  - 10,000 Visitors/Month
  - 2.25% Conversion Rate = 220-230 Leads/Month, or 2700/Year

- 600 Extra Leads = 60 Extra Cases/Surgeries x $5k Average = $300k in Extra Revenue

Topics

- The Psychology of Color
- Calls to Action
- The :10/:30 Rule
- TL;DR (Too Long, Didn’t Read)
- Last Year’s Model
- Additions to Consider

The Psychology of Color
The Psychology of Color

- Embedded at an Early Age
- Pick a Color, Any Color
- Ladies and Gentlemen, the President of the United States
Calls to Action

• Polite Commands
• Where’s Your Number?
• The Painfully Simple Contact Form
• Every Page, No Matter What
• But John!
• Keep the Funnel Open
The :10/:30 Rule

• 10 Seconds to Capture, 30 Seconds to Recapture

• Is the Information Easy to Find?

• Why Should They Choose You? Hint: It’s not your facility...

• The Real Real Difference
TL;DR (Too Long, Didn't Read)

• Avoid Text-Heavy Home Pages – Find the Balance

• Simple Design

• Recent Photos are Worth It
Additions to Consider

- Live Site Chat
- Ratings and Reviews
- Video Testimonials

Key Takeaways

- Choose Your Colors Carefully – the Impact is Real
- Keep the Contact Form Simple
- A Call to Action on Every Page
- Simple, Clean Designs
- Avoid Too Much Text
- Capture Visitors in the First 10 Seconds
- HIGHLIGHT YOUR DOCTOR(S)!!!
Free Stuff

- Complimentary Information:
  - SEOversite.com and YellowTelescope.com – monthly newsletter – join thousands of other doctors
  - iTunes store/podcast app – free monthly podcast – search all one word “SEOversite” or “yellowtelescope”
  - Follow us on all social media
  - Speeches, published articles, and more on our site
  - Questions – john@seoversite.com – I’ll be around for a few minutes but come by our booth

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