

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

Tip 2. Be Clear on... Who are you? Who your client is?

Why is it important to be clear on who you are and who your client is? Why should clinics be thinking about who they're targeting and how their website reflects that?

Realistically it comes down to the basics of 'you can't really be all things to all people'.

Facial aesthetics and medical cosmetic treatments in general are a service that you can provide for both men and women, and for a whole variety of ages.

The competition is fierce out there and most clinics have staff that provide similar treatments and provide it in a similar way, with similar machines, at similar prices, having gone on similar training programs to achieve similar qualifications.

There are very few things that make somebody pick one clinic over another.

Assuming they don't know anything about that clinic, assuming they've not been recommended or referred to that clinic, there will only be a few simple things that will convince them to go ahead and make an enquiry.

One of them might be the range of treatments on offer, one of them might be that they've got a really good set of before and after photographs, one of them might be that they've got a really nice set of photographs that show they're established and they've got a nice attractive interior to their clinic. All of these are deciding factors.

Ultimately when I sit down with a client and we're looking at setting up a clinic website from scratch or helping them to really push their growth, what we find is really important is to first of all sit down and identify which treatments make them the most money, which treatments are their most important ones, and what types of clients are they looking to attract for those treatments.

So it's really about looking at key business decisions and the strategy on where they want to focus.

For example, our average client may get the most money through injectables, followed by laser, followed by body tightening etc., so this will influence the design and Google SEO carried out to get the most exposure on their preferred treatments.

What we try to do is, if they are aiming most of their marketing at the 50+ age group for example, we try to reflect that with men and women of that age group on photographs and to look at having specific pages on age-related treatments.

Therefore, instead of just having a button or menu tab that says 'Facial Aesthetics', or 'Wrinkle Softening', it may say 'Treatment in your 20s', 'Treatment in your 30s', 'Treatment in your 40s' and 'Treatment in your 50s'; and then maybe even a separate tab that says 'Men'.

Because we all shop as individuals, in different ways, we're psychologically looking for words on the website navigation that we can respond to.

So some women will have already had facial aesthetics, they may have had treatment for hyperhidrosis. They therefore know what these terms mean.

But some women won't know what hyperhidrosis is, they may just be looking for the problem when scanning through a site and therefore better understand the use of the term 'excessive under-arm sweating'. This also reaches a broader range of new clients on Google.

What we try to do is to be clear on which treatments you're pushing the most, who the clients are that you're trying to attract and to use the right language to attract those clients.

So, it's all about getting your unique selling propositions out there and pushing your key areas. But sometimes 'less is more' with web content. How do you make sure you don't clutter up your website?

It's a fine line. Some people want a lot of information before they make a decision to make an enquiry.

Some people don't, they already know what the treatment entails; they're just looking to pick a clinic that they feel comfortable with. They're looking for clinical expertise, a clinic that looks popular and busy, that's got great reviews, that has a consultation process that's easy to fill in online or quickly book over the telephone, they're looking for little details like parking, directions and staff profiles.

We must remember that we all shop in different ways.

Google™, the world's leading search engine, works on content, there is no getting away from that. However sometimes you're right, too much content can be off putting to some people.

A nice little, neat trick that we can use, and other agencies can do it too, is to have the first paragraph or two of content displayed on a treatment page; then if the visitor wants to learn more, they click a 'read more' button and that page then expands to show all the content.

This means that there's lots of information on there, including FAQs, should the potential client want to read it, and Google can read it all and rank the page higher due to being content-rich, but with a lot of it appearing to be hidden it's not over-bearing or cluttered for the viewer when they first land on that page.

Many clinics are often confused about which images to use on their website. Should they use stock images of beautiful, young women or stick with images of their patients, of their staff and the environment of their clinic; what are your thoughts on that?

We've really gone around the houses on this one over the last 10 years.

We've used catalogue and lifestyle images, those considered to be aspirational images.

We've also used 'real women' photographs, like the ones who may have seen in the Dove campaign, where you've got different sized women, all different ethnicities and body shapes, to reflect all kinds of real women.

Unfortunately, and I don't make the rules on this, but the results are very much that people respond more favourably to aspirational photographs, even though, as an intelligent person they know that those pictures aren't achievable, or that they are of much younger individuals; people do personally favour them.

Therefore, we recommend having a mix of images, a variety of aspirational images of different age ranges and different genders, but we do like and encourage clients to use really nice photos of the inside their practice.

We think the formula is best with the majority of the imagery being aspirational, with before and after photos on the treatment pages and then a few illustrations of the consultation or interior clinic shots.

What we don't want to do is paint this picture that it's an empty, cold clinic with nobody in there, that looks fancy but actually the potential client has no way of gauging how good the clinic is from just the furniture.

What I always say to clients is to try and categorise their clients into different sections.

You've got women out there that are happy to spend the money, have money to spend, but they don't know anything about the treatment, they've never done it before, they're a bit unsure, they just want to feel a bit more comfortable and for those sorts of women, and some men, you need to have maybe some friendly consultation photographs where there's a member of the clinic staff sat, talking to a client looking or pointing to some images on a screen or just talking about their treatment plan.

But also, there are some really, really nice, high end clinics out there that have spent a lot of money on their interiors and it would be foolish to not include those pictures to show that level of investment. So it's a balance.

It's about having the right before and after pictures on the treatment pages, the right aspirational pictures to push their unique selling points on the home page, having the right balance of interior photographs to show it's a nice place to be, and staff pictures to show that they're approachable, friendly and experts in their field.



Adam Hampson BSc (Hons)
Creative Director & Founder of H&P Design

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.

Web: www.handpdesign.co.uk | **Email:** info@handpdesign.co.uk | **Tel:** 01159 140640