



WEBSITE AND DIGITAL PRESENCE IMPROVEMENTS

Created for: 

Last updated: 05/03/2018

NOTE:

This is an example of how our detailed analysis looks like. All the names and some of the details have been omitted in order to protect our client's identity and business, as some of the information here can be used by their direct competitors. We are allowed to say that this analysis has been done for a certain Stanford educated neurologist with a 15 year old practice in one of the most populated cities in USA.

Project Overview

Hi [REDACTED], thanks again for taking the time to talk with us yesterday about your site. We've gone through the site and put together a high-level overview of the issues we see with the site, and these are the recommendations going forward.

The goals for the site are:

- Complete redesign of the website
- Easy to update content
- SEO (search engine optimization)
- No breaking updates for WordPress or the theme
- Improved digital marketing

In general, it could be summed with two words: Going online. Exactly what that is could be read below. Let's get started!

Current Site Analysis

First, we'd like to begin by saying - Yes, we ARE pointing out the flaws in your digital presence and website in general, but we are also giving a solution for each of them, clear improvements to your current business model. So, please bear in mind that we mean absolutely no disrespect.

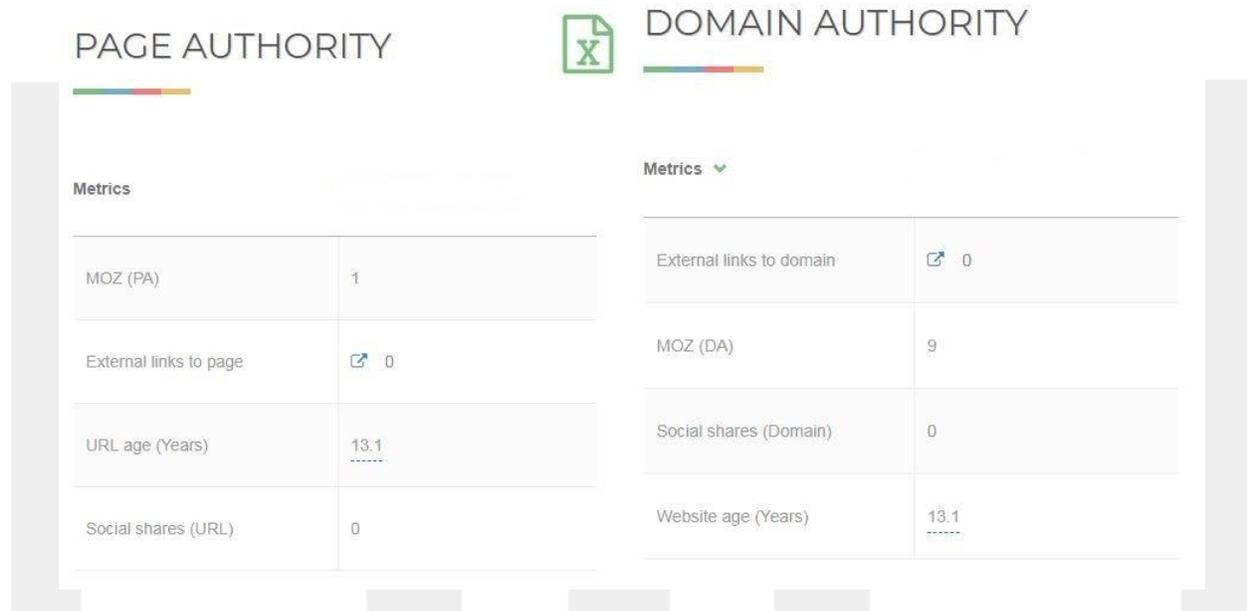
Below is our analysis of the current site, traffic and issues. It goes without saying that the website is old, 8.1 years old to be exact, and could benefit immensely from a complete overhaul. The advantages of the overhaul would be a considerable increase in customer conversion (conversion means making a customer out of a potential visitor of your website). Even though your business is at this very moment done predominantly offline, according to Salesforce Deskfacts research - 90% of the customers who are considering emailing and contacting any business, will first check it out online. The benefits of a complete redesign, apart from keeping the potential customers with you, are looking professional and keeping with the current trends on the market.

Mobile responsiveness

Your website is not coded to be responsive on mobile devices and tablets. What that means is that the website content is not shown properly on all mobile devices and across all platforms. According to Google, 75% of all searches in 2018. take place on mobile devices, and not having a mobile-friendly website means losing a significant portion of potential customers.

SEO (Search engine optimization)

Quick analysis of SEO reveals the following:



This altogether places the website in a dissatisfactory way in Google search, resulting in very poor passive customer attraction. More precise analysis of SEO requires more input from you, about the procedures and services you provide so we could know more precisely what keywords to research. If we're provided with such input, we'd be more than happy to do that as well.

Page Analysis

The website has 9 pages published and present on the website. The pages themselves should contain more information about the services, each with at least 300 words, with the exception being the "Contact" page. The content within the pages is necessary for both the better informing of potential visitors and better placement with Google search engine, which in turn, will increase customer conversion.

Recommendations

Redesign

Given that the site redesign is necessary, we advise on a WordPress solution with a premium theme. Such solution would be beneficial to use for many reason, one of which is the reduced cost of development and maintenance.

Design-wise, and with consideration of your field of expertise and specialization, the general color palette used should be:

White as a primary shade and **blue** or **green** as a complementary shade. Even though the usage of **pink** is sometimes used for websites in medical industry, it should be avoided in this particular case, as well as **gray**, otherwise an obvious choice, given your specialization. **Gray** is a neutral color and it doesn't go rather well with **white**, which is also a neutral color. A more precise color palette can be discussed later.

Theme recommendations:

Theme chosen should be: stable, optimized and regularly updated, ensuring that the redesign is not only well executed, but will also have a lasting influence, not necessitating an additional redesign for at least 3-5 years.

There are numerous very good candidates, these are some of them:

1. [MediCenter](#) | 2. [TheGem](#) | 3. [Health & Medical](#) | 4. [HealthFlex](#) | 5. [MediCenter](#)
6. [Dictate](#) | 7. [SoulMedic](#) | 8. [Physio](#) | 9. [Vital](#) | 10. [Medi](#)

Each of the themes are linked within the text, so clicking on them can lead you to their respective demo to check out how they look.

In addition to redesigning the website, special attention has to be paid to the mobile responsiveness, having a responsive website not only shows professionalism, but also is a gateway to about 75% of the customers who will be on your website almost exclusively via their cell phones.

Logo redesign

Also much needed. A good logo is timeless, creates brand identity and makes you recognizable in the crowd. We can offer you 5 different proposals for a logo. After choosing one you prefer the most, we can then fine tune that one until you are completely satisfied with your choice. General recommendations can be made at your request.

Content creation

We've already mentioned that your website has 9 pages, 8 of which do not have a recommended amount of content for fulfilling expected functions. It is our recommendation that there are at least 12 to 15 pages on the new website, containing info about the services you provide, allowing better customer interaction and increasing conversion rates. At least several photos of the facilities, employees and yourself would be beneficial to have.

Performance optimization

Our back-end optimization usually results in the website we service having excellent optimization score with short loading times and sizes. Why is it important? Because good load times and sizes increase the chance of customers remaining on your website. Every second above 2 increase the chance by 11% of a visitor leaving your website, so good optimization is as equally important as design for a successful online presence.

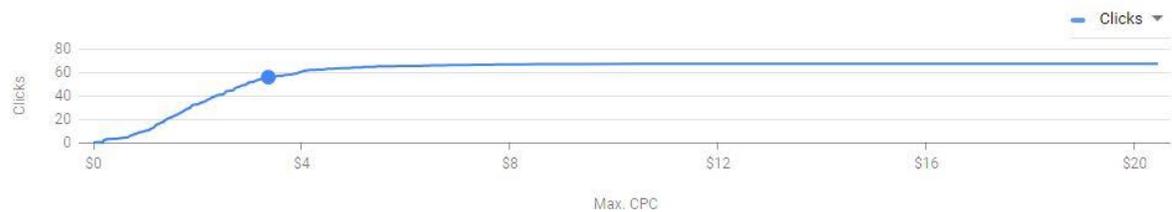
Digital marketing

Digital marketing is a mean of actively attracting customers with placing ads on relevant platforms. So far, two solutions are the most viable for your business: Google AdWords and Facebook advertising. One of the main advantages of digital marketing and these tools in general is that it is MEASURABLE. You will always know where and how much money you are spending and what the results are.

Google AdWords

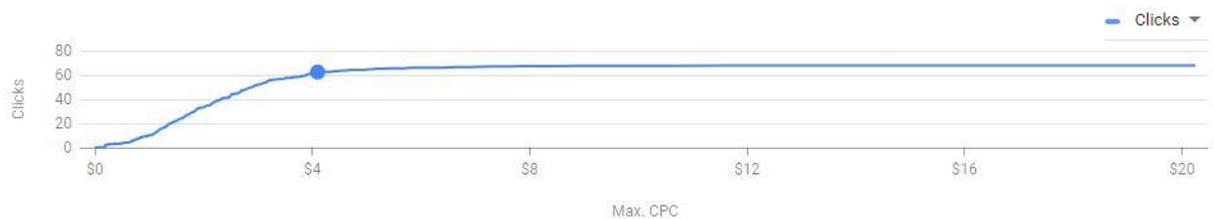
Basic Google analysis (again, keyword research is partially incomplete without consulting you for the input, but rule of the thumb says that the most important factor – the price WILL most likely go down if we were provided with more info about what our marketing team should focus their efforts on) shows the following:

Your plan can get **56** clicks for **\$130** and a **\$3.36** max. CPC ☺



Clicks	Impressions	Cost	CTR	Avg. CPC
56	1.8K	\$130	3.2%	\$2.31

Your plan can get **62** clicks for **\$170** and a **\$4.10** max. CPC ☺



Clicks	Impressions	Cost	CTR	Avg. CPC
62	1.8K	\$170	3.4%	\$2.65

With average CPC (cost per click) of \$2.31 and \$2.65 for 56 and 62 clicks respectively, even though the average conversion rate may vary greatly (lowest conversion rate for physicians is around 8% according to 2017 statistics) at least 5 new patients should be expected for a cost of \$130 and \$170.

Awareness is not factored in this calculation here. It'd be unwise to forget that 1800 people will see your ad and be aware of your practice. Not 1800 random people, but 1800 people who were directly interested in the field of expertise you are working in, because they searched for that relevant keyword in Google.

Facebook advertising

Facebook advertising is equally potent solution for attracting new customers (patients in this case), because it possesses a wide array of tools for doing so. Please bear in mind that following numbers may vary, because we are relaying you the averages and not both minimum and maximum values, without fine-tuning the marketing campaign.

Facebook advertising could bring about 25 new daily visitors to your website with the reach of 1055 (people who have seen your ad) for \$5 a day; 42 new visitors with a reach of 1875 for a daily budget of \$10 and 72 new visitors with a reach of 3650 for \$20 a day.

Apart from having diminishing returns, which (in all honestly) are not significant, we're nevertheless advising against immediate \$20 a day ad budget, and instead recommend \$10 or \$5, until at least 1 split test is done to check for results.

We could also set a retargeting campaign, targeting again the users who were previously interested in your ad, but have not acted upon it. It's a really effective marketing strategy, since it's considerably more likely to convert those users compared to new ones.

SEO (Search engine optimization)

SEO represents a very important part of successful business nowadays. It is a way of passively attracting your customers (unlike the methods describe above, where you pay to get seen), and consists of several methods which increase your domain and page authority for certain terms placing you better on Google search.

Why is that important? 75% of all traffic happens on the first page of Google, which means that 3 out of 4 users will find what they are looking for on the first page and stay there. 33% of all traffic happens on the FIRST result of the first page, meaning the best placed website in its SEO gets 1 out of 3 users.

SEO is even more important for doctors, since according to latest research, 38% of Americans perceive the doctor best placed in their search as the best doctor in that field.

It's vital to note that, while the technical part of SEO (on-site optimization) takes immediate effect (and we always do it with every site we work on) all other SEO methods take some time to take effect. If the work on SEO began today, the effects of it could be visible within 30-40 days, through increased traffic and customer flow. Being that you are in a very specific niche, it's not impossible to put you on a first page and first place in Google with enough effort and a bit of time (3-6 months, depending on quite a few factors).

SEO encompasses a large array of methods which would take a lot of space explaining them all, but we're going to talk about two of the most effective.

First one is **blog posts**. It involves writing a blog, involving your field of expertise (for example "4 signs of stroke", "Why does sneezing happen", "Why are patients scared to go to neurologists" and so on) which all include keywords you are relevant for (for example "Neurology; neurologist; top neurologist" and so on). That in turn increases your domain and page authority, placing you better on Google over time. It does involve a lot of work and we provide those services as well, but we also leave a platform on each website we do, so our clients can do it themselves.

The other one is **backlinking**. In search engine optimization (SEO) terminology a backlink is a hyperlink that links from a Web page, back to your own Web page or Web site. Also called an Inbound Link, these links are important in determining the popularity (or importance) of your Web site. Get enough of those links organically (Google is kinda smart in recognizing which backlinks are worth its salt and which are not) and you get better placement on Google.

Currently, there are at least 1800 searches monthly for "neurologist [REDACTED]" term alone, and placing yourself well on Google and tapping a part of that market can have a significant beneficial effect on any practice.

We have a proven track record with our SEO service, and what's also important for you – we pay great attention to conflicts of interests. That means that if you choose to work with us with one of our SEO packages, we'll provide no SEO service to any other neurologist or neurosurgeon in [REDACTED].

Integrating a tool for scheduling appointments

Scheduling appointments online is a really effective way of managing time and customers. We could code a tool for your patients to schedule appointments with you, allowing you to dedicate your time to more important matters.

Apart from being a time-saving and cost-effective, such tool would have one additional benefit: increasing conversion from your website, because it allows for easier scheduling of appointments not only for you, but your patients as well, giving you an extra edge with more impulsive individuals, who would, if such solution was not present, take some more time and perhaps change their mind afterwards.

Website maintenance

If you want to let us take over the maintenance and updating of your website, we provide those services as well. You can sleep at night, knowing that the online part of your business is in safe hands.

Conclusion

I hope that this analysis is detailed enough to get a sense of the improvements we can implement to your digital presence and practice in general. Before any further steps are taken, and assuming you are interested in future cooperation between us, we'd really like to hear from you in detail about your business, so we could deliver the best product possible. Our number one goal in business is to earn our client's recommendation, so you can always expect from us professionalism, quality and readiness to always go the extra mile.

If you find this analysis to be the measure of expertise, capability and experience of our agency to successfully help you tackle with challenges of modern business environment, then feel free to contact us at info@w3-lab.com or via the phone [323 203 0802](tel:3232030802).

With respect,
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