



# How To Start Getting Patients From Your Practice Website **TOMORROW**

## **7** Mistakes Doctors Make When Getting Their Website Done

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## INTRODUCTION:

Would you walk into a restaurant you had never been to before and tell the waiter "I just want some hot food, and by the way, it doesn't matter what it costs!" Most people think this is ridiculous. But honestly, it is not that different when someone with years of experience as an eye doctor decides to build a website, but does not really want to know about the business side of things.

I know you want to serve others and build your practice, but please believe me when I tell you that you will be able to serve many more people's lives if you choose to learn a little about Internet business before starting or enhancing your website.

One of the first things a colleague planning to build an optometry website will often tell me is how many years they have been in practice. They go on to elaborate on the school they went to and the years of practice experience they have. I honor and admire this kind of experience and the discipline it takes to acquire it. I've been there.

At the same time, it's safe to point out that if you primarily want to focus on the practice of optometry, then building and marketing a website yourself is probably not for you.

If you're thinking "What background could be better than my years of training and experience marketing my practice?!", then this article is for you.

Of course, maintaining and running a website successfully involves far more than just being a well-trained eye doctor and practice owner.

In fact, in a recent conversation with a colleague of mine who runs one of the largest and most successful optometry practices in San Francisco, she revealed that she doesn't even think of herself as a doctor first. She emphasized that she is a businesswoman who loves eye care.

Thank you for requesting this expert guide. We hope you will find it to be both interesting and helpful.

# 7 Mistakes Doctors Make When Getting Their Website Done

## How to avoid the most serious pitfalls in planning and producing a revenue-generating website

These days, nearly all successful practices have a successful Internet marketing strategy. The website is a key part of this. The Internet has become the tool of choice for many prospective patients in healthcare decisions and selecting a provider.

But there are also a ton of practices that don't have a first-class online marketing tool. Their site isn't effective or worse, it's downright embarrassing. That's missed opportunity.

If you don't have a website — or if a critical look is long overdue — here's a roundup of big mistakes to avoid (*and what to do instead*) in getting your website done.

And the best news: It's not about doing it yourself. You and your practice are much more than a hobby. You want professional results.

You'd be surprised by the number of mistakes I've see over the years.

Here are the condensed, **top 7 mistakes** that will definitely exacerbate the problem rather than treat and manage.



## MISTAKE #1

# Missing the Goal

**Missing the goal.** What do you want a visitor to do? Very clearly define exactly WHAT you want the website visitor to do now that they've found you. For almost every practice, the goal is for the visitor to schedule an appointment, or at least call for more information.

By the way, you'll need to differentiate from the competition, which means persuading the visitor that you have the answer to their need. Inform, convince, but detailed "patient education," rapport building or office administration are best done in the office.

The visitor experience — or everything about your site — needs to move the visitor from "looking" to "doing." Your CONTACT US information should be available, obvious, inviting, easy and encouraging.

## MISTAKE #2

# Without Focus You Have NO Message

**Without focus you have no message**, which means no results. Content is everything. Find your Unique Value Proposition and build your site for a specific target audience. You must speak to their needs (and how you can answer those needs.) Understand exactly WHO you are talking to and maintain that focus in terms of content, graphic design, functionality, structure and many other details in good web design. This is challenge you can overcome. You do lots of things in your practice, but don't try to do it all for everyone.

***“We must always change, renew, rejuvenate ourselves; otherwise we harden”.***

*— Johann Wolfgang Von Goethe*

## MISTAKE #3

*“We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee”.*

— Marian  
Wright  
Edelman

# Getting Around on Your Site Should Feel EASY

**Getting around on your site should feel easy,** natural or intuitive. Don't let the mechanics of navigation become a barrier to getting your message out. Sites that are “complex,” easy to get lost, difficult to find crucial information, hard to get back to the main page drive visitors away frustrated. And while good aesthetics and graphic design are important, design that is too flashy, overdone or underdone, or too slow to load is likely to be a loser.

## MISTAKE #4

# If I Build It, They Will Come

**"If I build it, they will come."** Most visitors — usually 80% or more — will arrive at your site using a search engine (like Google, Yahoo, etc.), so you need to build a site that search engines acknowledge. Like your practice, Search Engine Optimization (SEO) is a sophisticated blend of art and science. SEO begins with the design, construction and content of the site itself, and makes your practice site highly visible and easily found by Google and the others.

The Dos and Don'ts of SEO are too numerous to go into here, but your site needs targeted keywords and phrases, well-written and relevant content that is "spider friendly," the proper and appropriate Meta tags, title tags, keyword tags. Caution: there are ethics and rules in this game, and using "black hat" tricks, such as hidden text or doorway pages, will result in being banned by the search engines.

Search Engine Optimization is a fundamental part of online marketing — it should be kept basic and include the most important ingredient — constant attention to content.



## MISTAKE #5

# Abandoning Your Website

**Abandoning your website.** This is not a “set-and-forget” project. Plan your website to integrate with other marketing activities and vice versa. The classic symptoms of this are not including your web address in brochures, business cards or newsletters — or a website that looks different from your branding message. Find ways to tell your patients and prospective patients about the site, follow-up immediately with inbound email or phone messages, and most important — maintain the site with content updates and appropriate refinements. This is a crucial part of your Marketing Plan.



## **MISTAKE #6**

# **Believing Your Website is a Graphic Arts Project**

### **Believing your website is a graphic arts project.**

In planning and creating your website, understand that first and foremost, it is a professional marketing communications tool. Of course it needs to be technically correct (but not tech-driven); and it needs to be appealing (but not an artistic expression alone).

Always plan to communicate a compelling, benefit-laden message that differentiates you and your practice. Understand that the visitor has a need... and your site can provide the answer to that patient need. You'll build trust, establish credibility and encourage action.

***"No matter what business you're in, you can't run in place or someone will pass you by. It doesn't matter how many games you've won."***

*— Jim Valvano*

## MISTAKE #7

# Ignoring Analytics

**Ignoring analytics.** Every website keeps and reports powerful statistics about visitor traffic (how they found you) and site activity (what pages did they see; how long they stayed). These analytics should be included with your hosting service or available free or low cost. Please don't ignore them and learn what they can tell you about improving efficiency and/or fixing weaknesses. This is a practically real-time feedback about your prospective and existing patient's actions and response to your website. Study this data regularly and it can shape expectations and measure results, and it's vital to making SEO and marketing decisions.

## **If You Need Help**

**If you need help**, I would be happy to critique your current website and discuss these and other common mistakes.

Email me at:

[Jeff@BestEyeCareMarketing.com](mailto:Jeff@BestEyeCareMarketing.com)

Call me at: 650-400-5170



## **I**N CONCLUSION:

Take your time, plan it out, then, if it still looks and feels right for you, take the leap.

Believe it or not, marketing a practice website successfully can be one of the most rewarding things there is. My very best wishes for you on this exciting adventure.

***“Wherever your journey takes you, may you find fulfillment and success.”***

***To your success!***

Jeffrey Lewis, O.D.

# Best Eye Care Marketing

**Best Eye Care Marketing** for eye care practices. Dr. Lewis is a successful optometrist that has been delivering a message of motivation, success, strategy and personal fulfillment for his colleagues since 1998.



*About the Author:* Dr. Jeff Lewis of '**Best Eye Care Marketing**' helps stressed and overwhelmed eye care practice owners who spend most of their time wrapped up in daily business tasks, who can't handle any more patients, or who are unable to increase their profits from their current business setup.

Jeff helps independent optometry practice owners for innovative marketing strategies which result in generating more patients, increased profits, and more free time. The amount invested was small compared to the results.

Contact him today to discuss your small business challenges. Learn more about the optometry practice marketing at:

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