


Medical Practice Website Must-Haves

How to create your strongest
business asset

Presented by Maz Hancock



LOCALMD



**In the spirit of reconciliation, HotDoc
acknowledges the Traditional Custodians of
country throughout Australia and their
connections to land, sea and community.**

**We pay our respect to their elders past and
present and extend that respect to all Aboriginal
and Torres Strait Islander peoples today.**

This session will cover:

- How to utilise your website as a beacon of information about COVID-19
- 3 ways your website can save your reception team hours every week
- How you can build rapport with patients through your website
- Why services pages are one of the keys to consistently attracting new patients
- The 7 reasons patients leave your practice website and go to your competitors
- Q&A with Maz

Not having a strong digital presence is a weakness in your business.

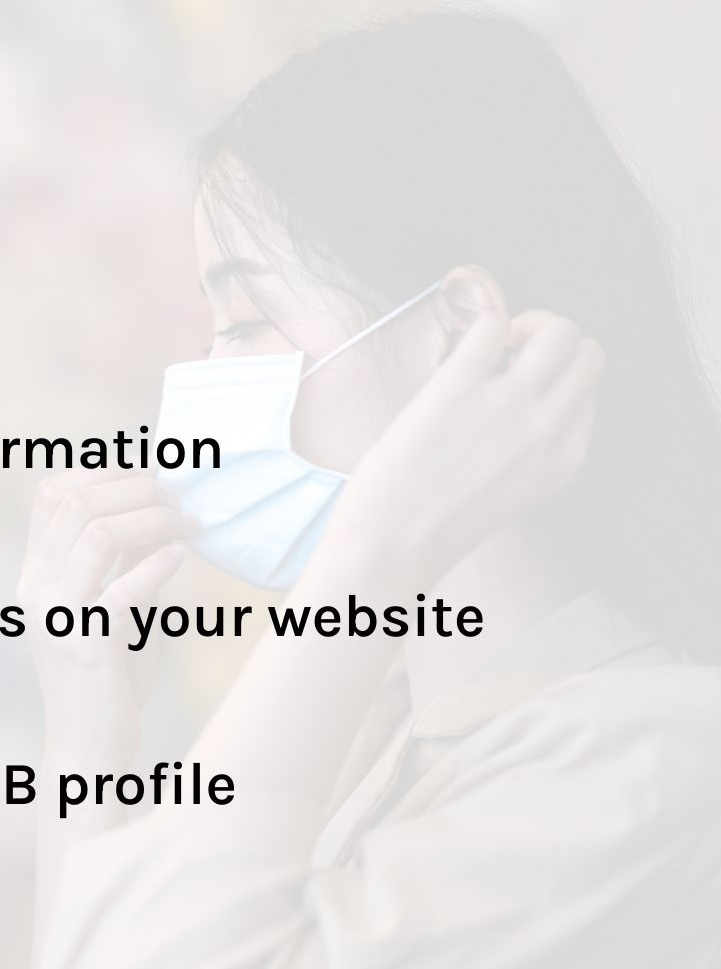
How to utilise your website as a beacon of information about COVID-19

Dedicated COVID-19 page

- **Practice entry conditions**
- **COVID vaccine info**
- **COVID testing in your local area**
- **Links out to trusted sources of information**

Likely to be one of the top-viewed pages on your website

Google links to this page from your GMB profile



3 ways your website can save your Reception team hours every week



1

How to book, what can and can't be booked online, patient forms

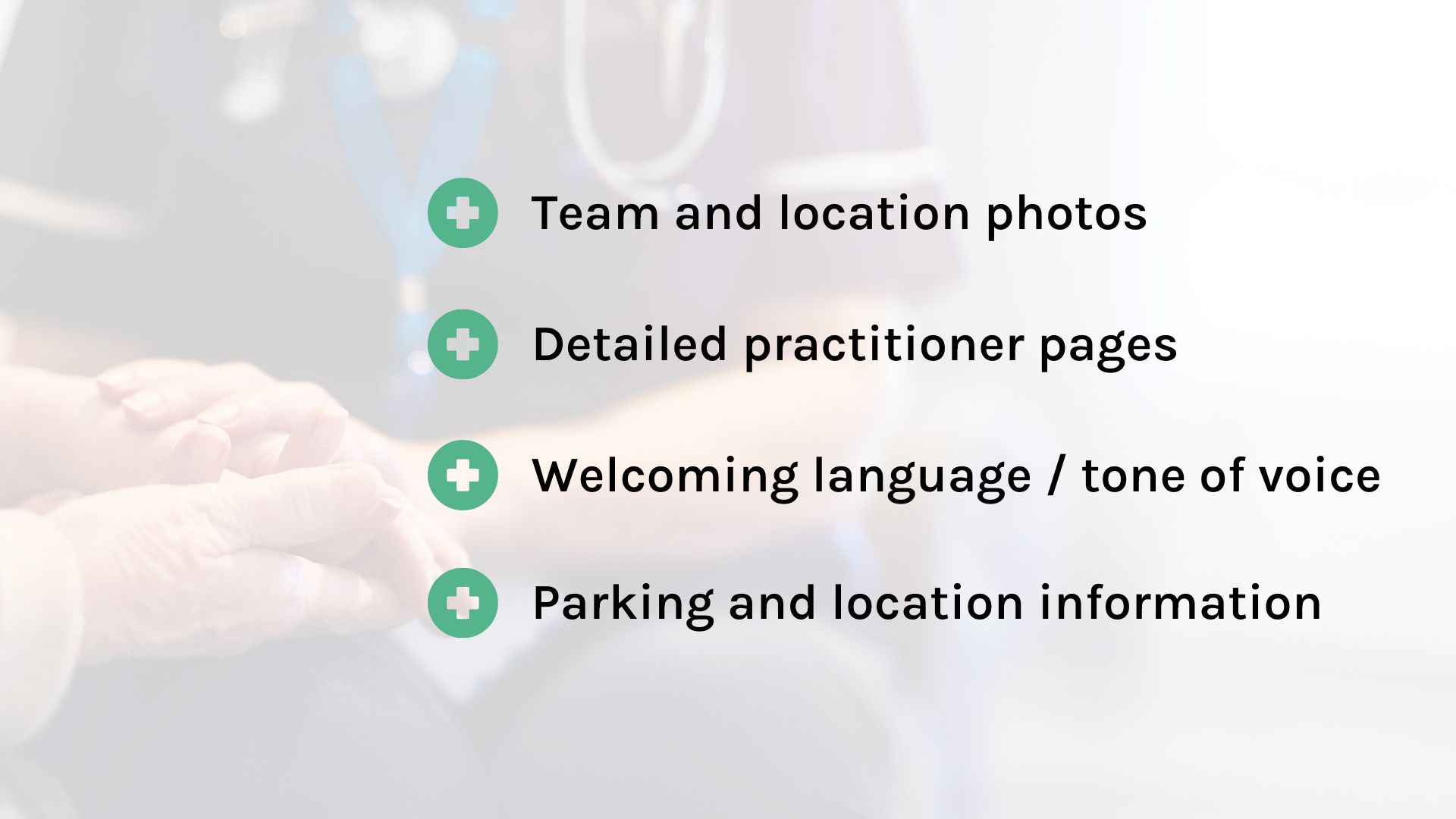
2

How to prepare for the first appointment or for a particular treatment

3

Frequently asked questions (FAQs page) and 'Search' function

**How you can build rapport with patients
through your website before they even book an
appointment**

- 
- ➕ Team and location photos
 - ➕ Detailed practitioner pages
 - ➕ Welcoming language / tone of voice
 - ➕ Parking and location information

**Why service pages are one of the keys to
consistently attracting new patients**

GP Clinics

mental health care plan

ultrasound clinic

mens health GP

skin checks

ear wax removal

emergency contraception

iron infusions

allergy testing

female doctors

mirena insertion

STI testing

womens health

IUD removal

travel doctor

diabetes educator

blood test clinic



Specialist Clinics

ankle reconstruction

childrens ENT specialist

sebaceous cyst removal

thyroid specialist

rheumatoid arthritis specialist

disc replacement surgery

surgical snoring treatment

septoplasty surgeon

transperineal prostate biopsy

shoulder stabilisation surgery



sleep apnoea surgery

The 7 reasons patients leave your practice website and go to your competitors



Poorly designed



Hard to understand



Difficult to navigate



Lack of calls to action



Slow to load



Not mobile friendly



Out of date

A background image showing two women in a professional setting. One woman, wearing a blue shirt, is pointing at a laptop screen. The other woman, wearing a white striped shirt, is smiling and looking at the screen. They appear to be in a collaborative meeting.

Feeling lost?

We can assess & diagnose the problems with your website

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<https://localmd.com.au/website-growth-assessment/>

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An illustration featuring several diverse characters representing healthcare professionals and patients. On the left, a Black female nurse in a green uniform with a stethoscope stands behind a young man with orange hair in a white t-shirt, who is pointing towards the center. Below them is a young woman with blonde hair in a green sweater, also pointing. On the right, an elderly woman with white hair and glasses in a pink shirt stands behind a woman with dark hair in a green nurse's uniform, who is reaching out. Below her is an elderly man in an orange sweater, also reaching out. In the center, there is a logo with two hands holding a green heart, followed by the text 'for the love of Healthcare' in a mix of script and bold sans-serif fonts.

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