



Effective Websites

The Ultimate Guide

The place we find "everything" is on the web.

From buying shoes to researching healthcare providers, the Internet is our one-stop-shop for research. It's a simple fact that your website is the first thing a potential customer sees when they start researching a product or service. Everyone knows referrals will always be the highest converting lead source, but even those prospective customers will still go to the web to research you and your business before they pick up the phone. It's the virtual first impression they get that decides whether or not they take the next step.

This is where it starts to get interesting. In an age of constant connectivity we don't know how individuals will be accessing your website. Since 2013 mobile access surpassed desktop browsing and now more people are looking at your website on their phones or tablets than on a laptop/desktop. Information needs to be readily available on any device. The information a customer is looking for must be easy to find and quick to download. Having someone waiting for your website to load is no different than calling a business and having the phone ring endlessly and never get picked up. In a recent study Amazon found that 1 extra second of load time cost them \$1.6 billion in sales. What would it cost your business in lost revenue if you had a potential customer leaving your website and going somewhere else because it was hard to load or navigate on their smart phones every week? What if that was happening every day? [Responsive web development](#) can help combat this problem.

What is a Responsive Website?

A responsive website uses media queries to detect the screen size of the users device and uses CSS to present the correct format and content served on a single html page. To put it simply, the page reacts to the device and you don't need multiple versions of your site (like a mobile, tablet and desktop version.) In fact, Google has started to negatively impact the organic search results on sites that do not handle mobile and tablet versions with [responsive websites](#).

Your responsive website should also embrace a 'mobile first' mentality. We recommend starting with the mobile version of the site first and working up to the desktop version in the design/user experience phase. There are a couple core reasons for this mindset. First, more than 50% of the users accessing the site will be coming from a mobile device. We want to embrace that and create the most rich, user-friendly experience for them based around the content they are looking for. It also helps us to focus on the users' needs so we can present it to them intuitively. For example, the number one thing someone is looking for when they access a businesses website from their mobile device is the phone number. Statistically, it's the same on a larger screen. By starting design with the mobile version first, that critical information is also organized at the top of website in the desktop version.



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SEO (Search Engine Optimization)

Why does SEO matter to your business? Statistically 69% of the web traffic will go to the top 3 organic search results (top placement receives 49% of clicks, second placement gets 13% and third placement getting a meager 7% of the traffic). It's staggering how quickly you drop off people's radar if you're not at the top of the search results. Showing up at the top of the search results is the top performing lead generator for web traffic. Web searches are more effective than traditional marketing like direct mail, printed advertisements in local publications and outdoor advertising. The people searching for "orthodontist" or "braces" are actively seeking your professional services and if you're not at the top of the page you might as well not exist.

Don't be fooled by unethical, hack or grey hat SEO shops that go after key phrases that get zero searches. We have run reports for Doctors that think they are at the top of Google's results only to find they are being manipulated by poor keywords targeted like "Old town Scottsdale Orthodontist." If you look at the number of searches for that phrase (usually zero) vs. the term "Orthodontist" (average 60,000 per month in large metro areas) you can clearly see it has no benefit to be at the top of a search that nobody performs. Google already knows you're in Scottsdale based on your IP address and is presenting results based on your location.

Work with a real **SEO agency** and do your homework. Most bad shops flood businesses with a lot of unreadable reports and give bogus statistics. Make sure that the company you choose works with you to identify the most effective keywords that will drive prospective customers to your site, and have the analytics to back up their claims. Insist on reports that are easily understood and are focused on how the campaign is performing against the measurable results put in place at the project start. Improving your organic search rankings will drastically increase the number of visitors to your site. As the old saying goes, there is more than one way to skin a cat, so when organic search isn't enough, consider a more direct tactic.

PPC (Pay-Per-Click)/Re-targeted Advertising

It can potentially take 6-9 months to start ranking organically on Google as well as any other search engines. For faster results, I would still recommend PPC and Re-targeted Advertising campaigns. By implementing a PPC campaign, your site's listing can show up at both the top of the organic and sponsored results. By showing up in both places it illustrates dominance in your market and conveys confidence to your would-be patients. You will also be rest assured that 70% of web browsers are going to click on your organic listing if you show up in both places.

Retargeted ads are even more effective than PPC. Retargeting ads on the Google Display Network allows us to surgically target people who have visited your site in the past and present them with calls to action that are focused on the treatment option or content that they browsed on your site. We have all experienced this; say while looking at the weather on MSN and an ad for the exact shoes you view at Amazon's pops up. The Google Display Network lets you place ads on a variety of news sites, blogs and other niche sites across the Internet to reach more customers. This extends your visibility potential customers that have already spent time on your site and are therefor more likely to engage if they do click on your ad.

Inbound Marketing

Once you have traffic on your site, it's time to convert the casual web browser into a possible customer. Statistics show that 1% of people that visit your site will contact you, while 20% actually are actively seeking your product services (the other 80% are looking for a job or funny cat videos). How do we go after the 19% that aren't calling? By creating a nurturing funnel that continues to educate your potential customers with content and calls to action about the type of care they have expressed interest in.

Since 2006 Inbound Marketing has been the most effective tool for website conversion. Inbound marketing is exactly what it sounds like. Inbound Marketing invites interested users into your site with great content. Once these users are engaged with your content, it becomes your job to hook them through high-end products and innovative service offers. Inbound Marketing strategies involve the creation of amazing web content, and then the nurturing of leads said content garners with relevant information. Next you slowly convert those leads into customers over time. Think of Inbound Marketing as a platform that invites interested people to visit your website in a way that is timely with the users needs and presents them with only the information they are seeking. Once that piece of the puzzle is secure, properly measuring your success is crucial.

Analytics

You should always continue to learn based on your site's analytics. By leveraging the insights provided by Google Analytics, we can continue to improve conversion and present the content that users find valuable. Analytics provide clarity into how long people spend on your site, the path they take through the site when browsing, and finally when and where they leave your site. This information is priceless when evolving a website to increase conversion, and allows you to create landing pages based around other marketing efforts to track effectiveness of traditional campaigns. By tracking the ROI (return on investment) for all marketing efforts, you can focus your marketing dollars where they are the most effective.

To stay competitive in today's constantly changing marketplace, your website is the critical component to the ongoing success of any business. As new competitors come online, it is imperative that your website and SEO dominate your geographic location. Choose an agency that has proven results and that you enjoy working with. Developing a new website and SEO strategy is a collaborative effort that requires your input, just like designing a new office space or business plan. Expect a 3-4 month engagement to develop your new site and a 6-9 month runway to start seeing traction on your organic SEO. Remember, the longer you wait the more ground you will have to make up down the road, so start today!

**Schedule a free consultation
today to see how we can help
grow your business.**

Call 336-394-6770

Or

[click here to get started](#)