

Optimising your clinic website for 2023

Chris Dann gives us his top tips for optimising, building your credibility and creating engaging content your website for maximum impact on the potential patient.

As we move into 2023, your website is more crucial than ever, and understanding how to create a website that both ranks on Google and converts visitors to patients is key to the success of your business. This is my top advice for ensuring your website continues to work for you over the coming year:

Optimise for conversion

The biggest mistake we see clinic owners making is thinking they have a lot more of the visitor's attention than they do. It's tempting to assume a visitor will peruse your website in depth, but stats show that most visitors to your site will only look at one or two pages, and will spend just a minute or two making a decision whether to book an appointment or look elsewhere.

Visitors also won't take a linear journey through your website. Although most will arrive on the homepage, they might also land on a page about a condition you treat or about your therapy. With this in mind we need to treat every single page as a landing page, and include our main marketing messages, USPs and call to actions on every single page.

We do this by creating 'common sections' that can be duplicated on all pages and interspersed between the unique content of any page. These sections will include such things as:

- A 'book now' call to action with a link to your booking page, mentioning that booking is quick and simple online.
- An 'our clinic(s)' section with a map and some of your clinic USPs, with a link to your clinic page
- An 'our practitioners' section with photos of your clinicians and links to their page(s)
- Your prices and opening hours
- A 'why choose us' section with your clinic USPs and booking link

Most important are the first and last sections of your page. Regardless of what the page is about, start and end it by stating your main marketing messages and inviting the user to make an appointment.

Website content in 2023

Although the average user won't browse your website in depth, creating quality content is more important than ever for SEO. Google's Helpful Content Update (Aug 22) favours websites containing in-depth, expert information, and SEO agencies are increasingly focused on creating 'content silos' of useful information to raise websites' rankings.

To begin with, ensure you have a page with information about osteopathy, then start building out pages on the major conditions that you treat, with a view to creating a library of information on various conditions and treatments. Optimise all these pages for SEO, and for conversion as described above.

Once you've done this, keeping a blog is a great strategy to keep adding content to your site and pleasing Google. Keep your information concise and relevant, and optimise your blog posts for conversion in the same way as your marketing pages, reiterating your USPs and call to actions.

Build your credibility

Since 2018, Google's AI engine has been assessing who is behind any medical information on the internet to ensure that only information written by qualified and respected professionals gets in front of users.

In 2023 this is starting to go even further, and Google are now looking for you in other parts of the internet beyond what is linked to and from your own site. If Google can see that you not only have useful information on your website but have also provided advice for local blogs, appeared in local or osteopathic media and are generally well-respected then you are far more likely to rank, so outreach and authority-building is becoming more important than ever.

Video content

Video is becoming ever-more popular online and statistics show that webpages which contain video are likely to both rank higher and convert more visitors than static pages. There are brilliant video production services on Fiverr and similar freelancer sites. You can shoot footage of you explaining a condition or treatment on your phone, and for the price of one appointment, you can book a freelancer to turn it into a professional explainer video to share on your website and social media.

Be proactive

Whilst important, there is only so much you can achieve with on-page SEO. To really dominate the local rankings you'll need to get others talking about your site and linking back to it.

Focus on offering value to your local community and think about what you can do to contribute, then find ways to use this to build inbound links to your site from local groups and media.

This might be as simple as creating a killer blog post or explainer video and asking relevant local groups to link to it from their own blogs, maybe along with a discount code for their first treatment. Or you might run free webinars or Q+A sessions that you can promote via local media, to keep building your name in the community, and keep building more links to your site. Services exist to give you pre-built webinars on MSK-related services, and to market your webinars to your local community, building up your name and reputation in your area along with your SEO rankings.



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He is based in London, is the author of the Manual Therapy SEO Reference Guide and the founder of Market Your Clinic Online www.marketyourcliniconline.com