Revamped Websites Generate More Patients
Two Case Studies

Eric White, OD
Complete Vision Care, San Diego, Calif.

Pro Improvements: 1 to 2 new patients per week
Key Improvements: With assistance from Eyeropeps.net, we eliminated homepage clutter, made our phone number easier to find, and more prominently listed our specialties.
Post Improvements: 2 to 3 new patients per day
Dr. White conducted 135 comprehensive examinations in December 2011 with gross fees of $164,943. Of those exams, 55 were new patients, and of the new patients, 27 said they found out about the practice online, using the practice web site before booking an appointment.

Tommy Lim, OD
Bennyea Optometry, San Jose, Calif.

Pro Improvements: In 2010, a stagnant, or at least slow, growth pattern in number of new patients acquired
Key Improvements: Made it easier to navigate, easier to make an appointment, easier to learn about eye health issues and easier to read patient testimonials.
Post Improvements: Twent percent growth in new patients in 2011 with no additional doctor hours or new personnel added.

The only change made to the marketing strategy was the revamping of the practice web site.

Does Your Site Take Forever To Upload?
Problem: Most of us have visited a web site only to wait at least a minute just for the images on the home page to render. Or how about all those sites where an image appears with a message to click here to “stop the upload or load a subject of interest which takes a minute or longer after clicking to take you to your destination” (e.g., in the URL, your home page on your browser). How long did it take you to get there? Did you know that you could avoid this from your computer and look back and you still weren’t there?

It could be that your modern is just slow, or no one has the URL for a few other sites, like Google, the New York Times and eBay.com (to give you a good cross section). If your site took noticeably longer to render, you have a problem. Once on your site, repeat this experiment with all the web pages within your site (e.g. contact lens ordering, services, consulting, testimonials) and see how long it takes to get where you want to go. If you should have a problem with long upload times, there are some common pitfalls that usually can be easily fixed.

Solution: One common cause of long upload times are Flash-based images and other images that are too large for the server platform. Fixing this issue may be as simple as changing the images and graphic elements on your site. Remember, fancy graphics and a complex design is only useful if patients can access the site to view them!!

Is Your Site Only Usable on Desktops and Laptops?
Problem: Have you ever tired accessing your site on your smart phone or if you have one, your tablet device (e.g., iPad)? Give it a try and then try finding some of the commonly needed information already mentioned such as phone number, location and services. Can you do what you need to do to find the fields you offer: order contact lenses and learn about your practice’s specialties? Try to execute on both your smartphone and your desktop device. If you are not able to do everything on your smartphone and/or tablet that you could do on your site using a desktop or laptop, you have a problem. With consumers increasing tendency toward use of smartphones to access the internet, a site that doesn’t work on these mobile devices is akin to a digital death sentence.

Solution: To prevent your site from becoming obsolete in the era of the mobile device, consider working with an web consultant or if you lack the expertise yourself to slip over the content on your site so it is easier to access. That includes use of smaller-size graphics that don’t load as long to render. Changes also could include calls to action on your homepage such as “click to call” instead directions and a button to click on to make an appointment. Editor’s note: See Make Your Web Site Mobile-Friendly.

Top Consumer Complaints...And Quick Fixes

<table>
<thead>
<tr>
<th>Complaint</th>
<th>Remedy</th>
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<tbody>
<tr>
<td>Hard to find contact info</td>
<td>Make phone number prominent</td>
</tr>
<tr>
<td>Can’t find services provided</td>
<td>List the services you provide prominently</td>
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<tr>
<td>Don’t see how to make appointment</td>
<td>“Click here to make an appointment”</td>
</tr>
<tr>
<td>Don’t see where to reorder GLS</td>
<td>Top navigation bar to “re-order contact lenses”</td>
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<tr>
<td>Long upload times</td>
<td>Eliminate large photo files, use to-less images, eliminate Flash</td>
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