The Website “Makeover Show”

Tips to improve your website design plus before and after images of website makeovers we’ve done.
The Website Makeover Show

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The Three Key Elements of Design

- Although “Visual Design” gets the most attention, you **must** consider all three to create a great website.

- Each element contributes to meeting goals and increasing conversions.
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What is Visual Design?

Visual Design usually requires professional help (with your input).

- Color / Style
- Photography / Images
- Page Layout
- Cohesiveness with marketing materials
- Overall branding, use of logos etc.
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Visual Design

- This is the part of the process that:
  - People LOVE to talk about
  - People get totally stuck on!

- Think about **why** people are visiting your site!
Q: Are Patients “task oriented” or “recreational” visitors?

A: TASK ORIENTED!!

Their M.O. is to: get in, get what they need and get out efficiently and effectively.
Q: Does your taste in design matter?

A: NOT REALLY...

Just because a design element doesn’t appeal to you doesn’t mean your site isn’t functional. Patients won’t necessarily share your opinion or even notice!
Q: Should you focus on the finer points of the design?

A: NOT (SO) MUCH

Don’t get hung up on the nitty gritty design details. Keep it simple, readable and professional.
Q: If I shouldn’t obsess about the design details what SHOULD I focus on?

A: ARCHITECTURE AND CONTENT

The poor “cousins” of design these components are vital to the success of your site.
Web site “Architecture” is the term used to describe: *The consistent elements provided to help visitors navigate through your site.*
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Architecture – Usability Matters!

It is critical to plan the Architecture a site, examining each element from a visitor's point of view. Consider:

- Toolbars – how many, the specific items in each one, how are they divided and positioned
- Header / Footer – what information will be consistently displayed at the top/bottom of the page (logo, contact info, toolbars, cookie crumb trails etc.)
- Left/Right Columns – special “focus” areas, Social media links, advertising, news etc.
- Home Page – Although this overlaps with “content” the home page is usually treated as a special “navigational” area of focus.
DON’T:

- Include more than 9 (ideally 7) items in any one toolbar
- Try to fit everything in your toolbar. “Chunk” or group information into logical sections
- Worry about Visual Design when planning the Architecture (the form must follow function!)
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Architecture – Do’s and Don’ts

DO:

► Create a Navigational “Site Plan” before starting Visual Design
► Ensure Architecture drives visitors to perform your key site goals (Call? Book an appt? Complete Patient forms?)
► Keep all elements familiar, readable and consistent
► Use terms that are clear to visitors AND boost SEO ratings
► Challenge the Plan with questions / testing
Content is the “meat” of a website and an area that you have the most responsibility for and opportunity for involvement.

Get Staff Involved as content writers and / or website “Champions” to ensure the site stay up to date (this is often too much for the Doctor’s busy schedules).

Use the Content to establish credibility – a key factor in increasing conversions.

Ensure content is accurate and its tone reflects your Practice well.
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BEFORE

- Image zone below the toolbar is not being used effectively.
- No logo or personalization of the Practice.
- Inaccurate Doctor details and headshots.

Proudly Serving the DFW Area

Whether you need an optometrist for a routine eye examination, to find the right pair of contact lenses or glasses, or for more advanced eye care services, you want to know that the doctor you are seeing has the right experience, expertise, and "chair-side" manner to make you comfortable on your visit. With years of outstanding service in the community, our optometrist, Dr. Vielma has a reputation for excellence.

Looking for an Irving, Dallas or Fort Worth eye doctor?

From our eye clinic in Irving at the Irving Mall, Dr. Vielma provides optometry and eye exam services to the Dallas and Fort Worth area.

Dr. Thomas Vielma and his staff strive to maintain a friendly atmosphere where patients are treated professionally. At Vielma Vision Care, our patients come first. Dr. Vielma provides medical care for the whole family.

Our Doctors

Dr. Seesmore  Dr. Seesfina

News & Events

May 26, 2013 - How to Choose the Right Sunglasses
More »

Apr 30, 2013 - Computer Vision Syndrome
More »

Apr 24, 2013 - Woman’s Eye Health Month: An Eye on Cosmetics
More »
AFTER

- Main image position is much better utilized with a slide show of captivating photos.
- Logo and other Practice details included in the site.
- Color scheme ties very clearly with Practice’s branding.
- Missing information added/updated.
BEFORE

- No clear navigation whatsoever
- Information scattered around the page
- No headline
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AFTER

- Three clear toolbars
- Strong visual focal point (slide show)
- Clear wording defining the location/address, good for SEO
- Home page headline and content
BEFORE

- Logo doesn’t fit in at all
- Very minimal information on the page
- Top right corner very weak
- No social media links
After

- Site colours match existing marketing materials
- Credibility is shown through association logos
- Patient Tools are "grouped" into the white buttons, separate from the main toolbar
- Social media links included
Website Makeover – A Closer Look

Before: Focal image doesn’t connect with viewers

After:
- Photos address key patient concerns
- Images are of people which promotes a warmer feeling
Website Makeover – A Closer Look

Before: A variety of icons scattered throughout the home page.

"Our office is dedicated to providing the highest quality optometric care at affordable fees."

We take the time to get to know your eye care history and health. Our holistic approach to eye care ensures that you get the best possible care, advice and options for your vision needs.

With years of outstanding service in the Edmonton community, our optometrist, Dr. Barry C. Nolt has a reputation for excellence.

From our eye clinic in Edmonton, our optometrist, Dr. Barry C. Nolt also provides optometry and eye exam services to Redwater, Jasper and Hinton.

New to our Dry Eye Treatment - Restasis

Fresh clear and clean lenses...

Patient Quick Links:

- **Free Shooting Glasses**
  - We specialize in prescription shooting glasses. Like us in Facebook and be entered in a Free Draw.

- **Lasik Eye Surgery**
  - We’ve teamed up with LASIK MD Vision to provide high quality, affordable Laser Vision Correction.

- **Dry Eye**
  - Advanced Dry Eye Treatment now Available! Learn about Restasis, click below.

- **Top Brands**
  - We carry a great selection of designer eyewear like Maui Jim, OGA & Serengetti!

- **Contact Lenses**
  - Fresh clear and clean lenses like AirOptix, Biofinity and more!

After: Important items shown in a clean list. Unimportant items removed.
BEFORE

- Photos are dark and break up home page content
- Header area consumes a lot of space
- Design is fine but dated
- Toolbar wording is very general and repetitive “Our Practice”, “Our Team” etc.

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**Welcome to VisionWorks Optometry**

VisionWorks Optometry and the office of Dr. David Dowe and Associates.

From your eye health and vision exam, to glasses, from contact lenses to surgical co-management, from young children to seniors, the VisionWorks Optometry team takes great pride in the care we give.

VisionWorks Optometry is a full service optometric practice caring for patients from all over world. From Japan, to Jakarta, from Europe, to Australia, from the East Coast of Canada all the way to the Comox Valley.

Your eye health and vision exam will include the latest in digital retinal imaging, computerized visual field analysis, and wavefront auto-refraction. Our Doctors feel it is important to utilize the latest technology in your health and vision eye exam so that disease can be detected earlier and therefore managed better.

At VisionWorks Optometry we feel that frames are an important accessory in a person’s wardrobe. Your glasses accent your style and personality. Great care should be taken when shopping for the perfect pair. It is this desire for a unique personal look that inspires us to choose the stylish frames we carry.
AFTER

- Focal image is relevant to the geographic area the Practice is located in. Shows the beauty the eye can see.

- Headline and copy flow.

- Social media links, patient tools and Mission statement included on the left.

- Testimonial “Scroller” and video window provide movement.

- Sales and promotions are more accessible.
BEFORE

- Design is dated.
- Home page content runs on for multiple screens (not shown).
- Headline is awkward for visitors and created only with SEO in mind.
- Excessive focus on one Review site (Yelp!).
- Toolbars/Architecture oddly ordered and named.
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The practice accepts several Insurance plans, including VSP (Vision Service Plan), MESS (Medical Eye Services), Safeguard, Amba PPO, Blue Shield PPO, Cigna PPO, Great West PPO, Healthnet PPO, United Health Care PPO and Medi-Care.

If you are looking for an eye doctor in San Jose or Milpitas we welcome you to our convenient office location serving the Berryessa area, as well as the surrounding areas. We are right off Highway 680. So, whether you are in Berryessa, San Jose, Silicon Valley or Milpitas, our optometrist team is just minutes away - stop by for your next eye exam. Please call us at 408-272-7200 or schedule your eye exam online.

KGO RADIO REPORTER ROB ARIOO INTERVIEWED DR. LIM ABOUT THE NEW ION HIGH DEFINITION EYEGASS LENSES. THE SHARPEST LENSES EVER! Listen now!

FROM THE BERRYESSA OPTOMETRY BLOG

AFTER

- Uses a different built-in design (not custom).
- Home page content has been shortened.
- Headline reworked.
- Social media more accessible; direct links to testimonials add credibility.
- A new focal image slide show position added to engage visitors.
- Architecture reworked and internal content reorganized to be more user friendly.
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BEFORE

- Design is dated.
- Colors do not match Practice branding.
- Homepage does not include any welcome content (necessary for good SEO)
- Toolbar is heavy and overwhelming.
- Teal “badges” don’t line up properly.
AFTER

- Design has been updated to a more current style.
- Homepage welcome copy added including several key SEO terms.
- A new focal image slide show position added to engage visitors.
- Location photo from before moved to the Location page of the site.
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What Can I do?

First and Foremost… Determine Your Goals for the Website!

What do you want visitors to do?

- Get follow up info after a visit
- Book an appointment
- Complete forms before visiting
- Sign up to your blog or newsletter

Then see if your site helps achieve these goals. If it doesn’t, make a step-by-step plan to improve the site either on your own or with the help of a web team or company.
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Questions? EyeCarePro Can Help.

- Visit: www.eyecarepro.net
- Email: sales@eyecarepro.net or support@eyecarepro.net
- Call: 866-886-4442

We look forward to hearing from you!