

GENERATE MORE PATIENT APPOINTMENTS FROM YOUR WEBSITE

in 4 Simple Steps

A Checklist for Creating a Website That Converts



radiant
MARKETING

INTRODUCTION

Your website can, and SHOULD, be converting visitors into paying, loyal patients for your practice. It's quite possible though that this is not your current situation. After hours, months or maybe even years struggling to prove your website is generating revenue, you might feel like throwing in the towel. Don't do it! There are simple steps you can take to transform your website into a patient-converting machine and we're going to break those down for you.

In order to create a website that converts, you need to look at your website from a different perspective.

We've been working with health and wellness providers for over a decade and we've learned a few things in that time. While marketing has changed dramatically, there are a few things that remain constant:



Consumers are more likely to take the next step when you make it EASY for them to take the next step



Not all of your website visitors are converting into patients

Even though making things easy seems like a no-brainer, many brands continue to complicate the process and create friction in the prospective patients online journey.

In addition, while most websites convert well below 50% of their visitors into contacts (and less than 10% of their visitors into patients), brands tend to focus the majority of their digital marketing initiatives on driving NEW traffic to their website.

This can get really expensive (think paid advertising, extensive SEO backlinking strategies, etc) and it overlooks the more immediate, lower-budget options available to wellness providers like you, such as increasing the conversions of existing website visitors into patients.

While we're not saying you should avoid these outbound tactics completely, there are quick, low-cost steps you can take TODAY to start driving more patient appointment or consultation requests from the website you already have in place.

This guide and checklist is designed to help you identify the **top four ways to convert more of your website visitors into high quality leads.** And many of these tactics can be completed THIS WEEK.

If you're like most wellness providers, your website is doing little to nothing for you right now. So, there is no better day than today to make a change. Let's dive in!

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#1

UNDERSTAND YOUR AUDIENCE

The first and most important step in creating a website that drives patient appointment requests is understanding your audience. In order to get your visitors to take action, you need to understand what motivates them to take action. This can be a mix of needs, goals, challenges, demographics and basic buying behaviors.

The 4 Part Process to Understanding Your Audience

To get a better understanding of your audience, follow this four step process:



Start with what you already know



Interview your audience



Complete your keyword research



Create your Brand Companions® profile

A. START WITH WHAT YOU ALREADY KNOW.

Pull from your experience in the health and wellness industry and the experience with your brand. Collect the knowledge of other members on your team, too, including customer service, sales, billing and providers. This step can also include digging into online conversations, reviews and support forums in your industry.

B. INTERVIEW YOUR AUDIENCE.

Include prospects, patients and past patients in your interviews to get a mix of perspective and insights. Ask them questions about their values, viewpoints and beliefs, challenges, pain points, needs, anxieties, decision-making process, and benefits that are most important to them.

#1

UNDERSTAND YOUR AUDIENCE

C. COMPLETE YOUR KEYWORD RESEARCH

Guided by insights from the first two steps, use a tool like [Google Keyword Planner](#) or [Moz Keyword Explorer](#) to identify online activity around specific keywords or phrases that you can use to fine-tune the content on your website. Adding this step into your process ensures you're incorporating onpage optimization for search engines. Completing this step also increases your chances of showing up on Google for these terms in search results.

D. CREATE YOUR PATIENT PROFILES

Organize your information in the form of a profile and an evaluation document. Creating a profile makes it easier for your team or outside agencies to keep your ideal patient at the core of future marketing decisions and website changes.

[>> Download our Brand Companions® Evaluation Document to organize your insights <<](#)

#2

CREATE COPY THAT CONVERTS

Once you've completed step one, you'll have a better understanding of how to reach your ideal patient with your website copy. Specifically, you'll know which patient benefits to highlight first, how to address the pain points of your visitors and what to say to alleviate anxieties and hesitations. This type of copy will help drive them to take action. Take it one step further and incorporate patient quotes from your interviews to create copy in your patients' exact language. This will transform your content into useful and inspiring copy that establishes an emotional connection with your website visitor.

Here are 4 additional tips to keep in mind as you craft the perfect messages for your health and wellness website:

**Useful content, increased positive emotions
and increased comfort =
more patient conversions from your website**

To get a better understanding of your audience, follow this four step process:



— Your content must build trust and authority



— Engage your website visitors by appealing to the human brain



— Give proof and context of any claims that you make



— Tell the reader what to do next

#2

CREATE COPY THAT CONVERTS

A. BUILD TRUST & AUTHORITY

There are two important steps to take in order to establish trust and authority with key pages of your website (like your services pages or condition pages)



Create long form content



Create high value content

Perception is everything, when people see more content or longer posts, they automatically assume it's of a higher quality. This gives the perception that your wellness brand is an authority on the subject.

However, without the second component of creating **high value** content, the first is worthless. People will eventually catch on if you're creating a bunch of content with no point or value.

Your content should outline specific problems or conditions and go into great detail about how to solve this problem your patient might be having. Providing step-by-step guidance and valuable information increases your chances of the reader wanting to 'do something in return' since they received something. They will feel inclined to give back in some way.

Most health and wellness websites are NOT doing this. Creating long form and high value content, will get you ahead of your competition online.

#2

CREATE COPY THAT CONVERTS

B. APPEAL TO THE HUMAN BRAIN

This is a great opportunity for you since so many health and wellness websites leave this step out in order to appeal to the human brain, you actually need to appeal to your website visitor's feelings. To do this your content should:



Start with a story



Connect with them emotionally



Tease their curiosity

People use experiences and feelings over information when making a decision or choosing a brand. Connecting emotionally in a positive way stimulates the brain, releases adrenal and activates the hippocampus - resulting in a sharpened memory, enhanced recall and improved brand loyalty. Even better, arousing emotions makes the reader feel compelled to DO something. In this case, they will feel compelled to request an appointment or schedule a consultation.

C. GIVE PROOF & CONTEXT

Although establishing the emotional connection is critical, you still want to satisfy the critical mind by backing-up your testimonials and information with proof. Provide research, statistics and examples that prove your approach, services or solutions are the best option for the visitor. In addition, provide context using examples that would be most relevant to them. If you're completing this checklist in order, you should already know your audience and understand which examples will resonate with them. Be sure to include testimonials and patient stories that apply.

D. TELL THE READER WHAT TO DO NEXT

So far, you've given them valuable content that applies to what they are searching for online. Now you need to get them to take the next step. This could be scheduling a consultation or appointment, or it could be getting your potential patients to subscribe to your newsletter or download a health guide. Whatever it is that you want them to do next, tell them specifically. Make it easy and give them the opportunity for making an appointment, etc. often.

#3

INCLUDE SPECIFIC + FREQUENT CALLS-TO-ACTION

This leads beautifully into our next point. You can't expect every visitor to know what they should do next. For this reason, it's critical that you guide them to the steps and the solutions that are best for their needs. You must guide them to the right resources on your website with specific and targeted 'next step' actions, like scheduling a consultation or appointment.

Make your calls-to-action frequent, hyper-specific and targeted to the individual buyer based on where they are in their decision process.

A. THE 'I'M HERE FOR INFO' VISITORS:

First, let's address the individual who's browsing and collecting information to help them make their decision. These individuals may not be ready, at this point in time, to schedule an appointment. But, they may be ready to subscribe to receive more information or download an offer that provides them valuable details on a specific condition or service they're interested in learning more about. For these 'browsers' be sure to include calls-to-action on your site that allow them to convert from visitors into leads.

From there, you can nurture these contacts with engaging valuable content both through your blog subscription itself and more targeted email nurturing.

B. THE 'ON THE FENCE' VISITORS:

Same goes for the individuals who may be a little further in the process, close to scheduling a consultation but just not quite there yet. For those individuals, make information like comparison and pricing guides available.

For example, if you're a functional medicine provider and you have visitors on your site who know they want a healthcare provider that addresses the root cause of the condition they're experiencing, provide them with a downloadable guide comparing functional medicine to traditional medicine and how it could help them.

#3

INCLUDE SPECIFIC + FREQUENT CALLS-TO-ACTION

C. THE 'READY TO BUY' VISITORS:

These visitors are the gold-winning medalists! Make sure you've designed your website to convert this special segment of visitors. But remember, this is typically less than 20% of your visitors - so don't overdo the calls-to-action to only address this type. Although you can have the 'book now' option available throughout the site (i.e. in your navigation), be tactful and mindful about pushing additional calls-to-action for this, focusing on pages where content indicates the visitor would be ready to take that step.

While there is typically room for improvement when addressing this 'I'm ready to buy' audience, the areas we notice most wellness websites fall short (from a conversions perspective) is in the top 'I'm here for info' and middle 'I'm on the fence' of the funnel opportunities. While many wellness websites do provide tons of informational content, rarely is anything being done to convert those individuals outside of a generic 'subscribe to blog' call to action.

All of your content needs to be organized in a way that makes sense. The reader should be able to finish one piece and want to click on another piece that relates to the first (and they can do that with the lovely call-to-action you've placed at the bottom of the each piece of content).

You can engage and convert as many of your visitors as possible, as soon as they get to your website, by addressing each one of these visitor stages with targeted, valuable content and calls-to-action.

#3

INCLUDE SPECIFIC + FREQUENT CALLS-TO-ACTION

Four strategies to accomplish this:

1. Add a specific call-to-action at the end of **every blog post**
2. Incorporate internal links and anchor text links throughout your website and blog content
3. Leverage targeted lead flows or popup forms in a smart, non-intrusive way
4. Add a chat tool

CHAT TOOL PRO TIP:

Select a website chat tool that allows you to load pre-made questions and responses to help educate your visitor and streamline the sales process!

WEBSITE PRO TIP: Fix your forms

If you don't have website tracking in place, remember that the fewer form fields you have the better. Only ask for what you absolutely need in this first step and collect the rest later. The more open text fields and dropdowns you have, the more you risk lowering your conversion rate and losing potential patients.

Did you know that adding just 2 more fields can decrease conversion rates by 10%? So, if you have extra fields and are generating 50 leads/month, **removing two fields can result in an additional 5 leads per month**. How simple is that? For some wellness providers, this could also mean tens of thousands of dollars in additional patient opportunities!

#4

ESTABLISH KPIs + SETUP TRACKING

Last, but certainly not least, you need to establish your key performance indicators (KPIs) and performance tracking. Whether you're managing all of your marketing in-house or outsourcing to a digital marketing agency, determine which metrics you'll be paying attention to in order to gauge the success of your campaigns. This could be the number of appointment requests or consultations requested through the website each month.

You also need to have appropriate tracking setup to monitor these metrics. If you're using something like Google Analytics, set up conversion goals to understand which of your sources or campaigns is driving conversions.

For more comprehensive monitoring and closed-loop reporting, consider a platform like [HubSpot](#).

SOME METRICS TO INCLUDE IN YOUR TRACKING AND REPORTING:

Patient appointment requests	Visitor-to-lead conversions
Patient consultation requests	Visitor-to-appointment request conversions
New subscribers	Appointment Request to Patient conversions
Total form submissions	Revenue generated from online conversions
Conversions by channel	Return on investment of digital marketing initiatives
Lead acquisition cost	
Patient acquisition cost	

#4

ESTABLISH KPIs + SETUP TRACKING

This list includes just a handful of examples we have found to be important to health and wellness brands. What you ultimately track should be dependent upon your brand's goals.

For example, if your goal is increasing your patient appointment requests through an optimized website, focus first on **Total Monthly Appointment Requests** and move from there to supporting metrics like **Visitor-to-Appointment Request Conversion Rate** and **Total Website Visits**.

Some of these metrics may require more than digital tracking (i.e. patient acquisition cost). Ensure the appropriate individuals on your team are looped into the conversation, understand your brand's goals and their roles in either helping to accomplish those, or managing and reporting on specific metrics.

FINALLY, YOU'VE CREATED A WEBSITE THAT CONVERTS

Whether you're getting 100 visits or 100,000 visits to your website each month, there is always an opportunity to drive higher-impact results and additional revenue. Most wellness providers we work with have limited resources to invest in marketing and sales - so use what you have to optimize your website the best way possible with these 4 steps.

When you optimize your website in the right way, it's similar to hiring a salesperson to work for your brand around the clock, every day of the week, for the fraction of the cost. Start taking these steps today and start reaping the rewards for your brand. It's just that simple.

Interested in seeing how much revenue you're missing out on with your website? Let us complete a Website Diagnostic for you. Schedule a discovery call with our team today.

[>>Get started by completing our pre-intake survey here<<](#)

THE OPTIMIZATION CHECKLIST

Here is a comprehensive checklist of the items we just covered. We recommend you download and print this so you can reference it regularly:

○ I UNDERSTAND MY AUDIENCE

- I've collected and compiled what we already know (sales, customer service, etc)
- I've interviewed my audience (prospects, customers and past customers)
- I've complete my keyword research
- I've created my Brand Companions® profile and/or my Evaluation Document

○ I'VE CREATED STELLAR COPY

- My content builds trust and authority
- I've engaged visitors by appealing to the human brain
- I've given proof and context
- I've provided the reader with the next step

○ I HAVE FREQUENT & TARGETED CALLS-TO-ACTION

- I've updated content to address the 'I'm here for info' visitor
- I've updated content to address the 'I'm on the fence' visitor
- I've updated content to address the 'I'm ready to buy' visitor

○ I'VE ESTABLISHED KEY PERFORMANCE INDICATORS

○ I'VE STEPPED UP ONGOING TRACKING