



## The Current Context

Even before the Covid-19 Pandemic, the internet was already the go-to source for information. Since Covid-19, it is well on the way to becoming the primary communications platform as well.

Social distancing restrictions and the global lockdown have been accompanied by a surge in online activity. Internet use has increased by over 30%, causing many companies to re-evaluate their online presence. When it comes to presence on the internet, the most visible element for most businesses is their website and for some a review is long overdue. In fact, the consensus on the life cycle of a website is around 2 years. So, if your website is any older, chances are it has already passed its use-by-date.

Allied health professionals have much to gain. Because until now, websites were a marketing tool and ideally suited to consumer goods, brands, and retail stores. Most allied health professionals considered their website to be an expensive replacement for their White or Yellow Page Phone Book listing; necessary but not hugely important. After all, how do you communicate the benefits of one medical practitioner over another compared to the benefits of a new-age sound system?

Self-isolating is taking a toll on mental health and as restrictions ease, the demand for counselling and therapy is expected to increase.

In this context, the argument to revisit your web strategy is a compelling one.

## Where to Start?

Regardless of what a puritan might think, competition is alive and well in allied health as it is with the cosmetics and fragrances industry. Although, it is fair to say the key motivators are vastly different. But just like any other proposition on the internet, to be considered you first need to appeal to your target audience.

You see, what makes a website successful is the same regardless of the industry and there are 4 factors on the checklist. They are:

1. Design
2. Content
3. Functionality
4. Search Engine Optimisation (SEO)

These apply equally to a website for a mental health Practice as they do for a brand of woman's shoes. This will become clearer as you work your way through this document. To demonstrate the principles referred to, a sample website has been prepared and this can be viewed using the link below.



Before working your way through this list, it is important to be aware of a significant development that has changed the web design/service industry - free website templates.

Instead of hiring web designers for a totally bespoke design, free templates are now widely available, and they can be tailored and individualised for your business. This has made the process easier, quicker, and cheaper. The amount saved compared to engaging a web designer can be as much as 40%. Pay as you go/need functionality in the form of Apps. is another cost saving measure. This means more can be spent on web strategy which in turn increases the potential contribution a website can make to your Practice. After a detailed review of the options available, **idResults** settled on wix.com and have a strategic partnership which serves to benefit our clients.

## **idResults** Guidelines for Web Strategy & Design

### **ALLIED HEALTHCARE PROFESSIONALS**

If you are upgrading or building a new website for your Practice, here are some important considerations. A sample website has also been prepared to demonstrate and make these easier to understand.

#### **1. 30 Seconds**

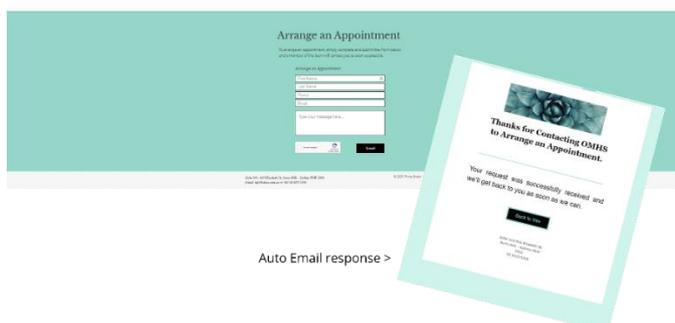
That is the maximum time you must get the attention of someone online and for some categories it is much less. If your website fails to appeal to your target market or lacks stopping power, then your Practice will be dismissed, and your potential client or patient will move on and may never return. Striking images, moving pictures, animated fonts and colours are among the elements to achieve this.

#### **2. Contemporary Design**

Consumers are more likely to respond to contemporary design and will favour less written content. Endless click thru links can be frustrating as are images and videos that take forever to load. Intuitive wins the day and scroll down is a great way to complement and reduce overly complex menu tables at the top of your page.

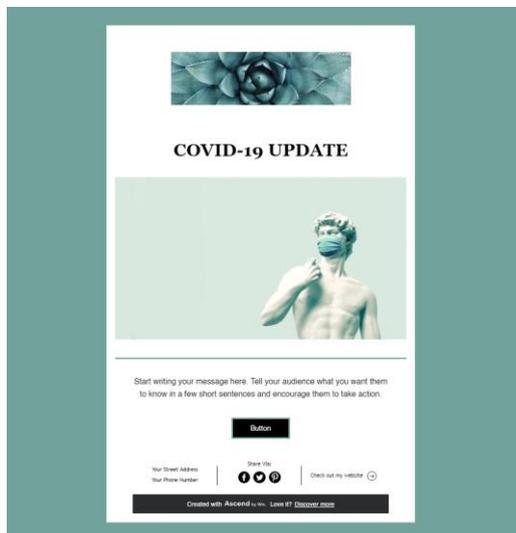
#### **3. Built in Functionality**

As well as information, a website provides the opportunity to reduce the administrative burden on your Practice and increase efficiency. This can be a simple Contact Form through to allowing Clients to make and manage appointment or Forms to capture the details of new patients before they arrive. Automated email confirmations and reminders can easily be added with escalation alerts to ensure nothing falls through the cracks.



#### 4. Engage Patients/Clients

Your Patient/Client data base can be integrated with your website and accessed according to your own parameters. This provides the means to initiate email marketing, health education, issue health advice or simply share important information about the Practice directly with Clients or members of your website.



#### 5. Gather Valuable Feedback

Patient surveys and health questionnaires can be integrated into your website and automated to provide a set and forget solution.

#### 6. Strategic Alignment

To make the greatest contribution to a Practice, your website must be aligned to your business or operational strategy and support the achievement of long-term objectives. The design should reflect the desired image, tone and language should connect with your target market and the content should help manage their expectations.

#### 7. Cost Recovery & Revenue Generation

Your website can be designed to allow Clients to pay in advance for services or feature an online store as an additional revenue stream.

#### 8. Return on Investment (ROI)

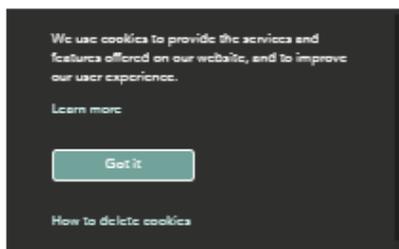
Like any other asset, decision regarding the amount of money spent on a website must be made with consideration to the possible return of investment. ROI is where the project costs are compared in relation to income generated or costs that are saved. If these do not apply, then it is important for the associated costs to be budgeted and managed accordingly.

#### 9. SEO (Search Engine Optimisation)

More than 90% of internet experiences begin with a search engine and research indicates that consumers rarely consider anything beyond the first page of results. Website features like meta tags, key words, headings, descriptive text, and hyperlinks are used by search engines and affect where your website appears in search results.

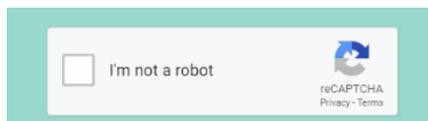
## 10. Privacy Policy, Cookies Alert, Terms & Conditions that Apply to the Practice.

It is important to ensure your site complies with these or any other regulations.



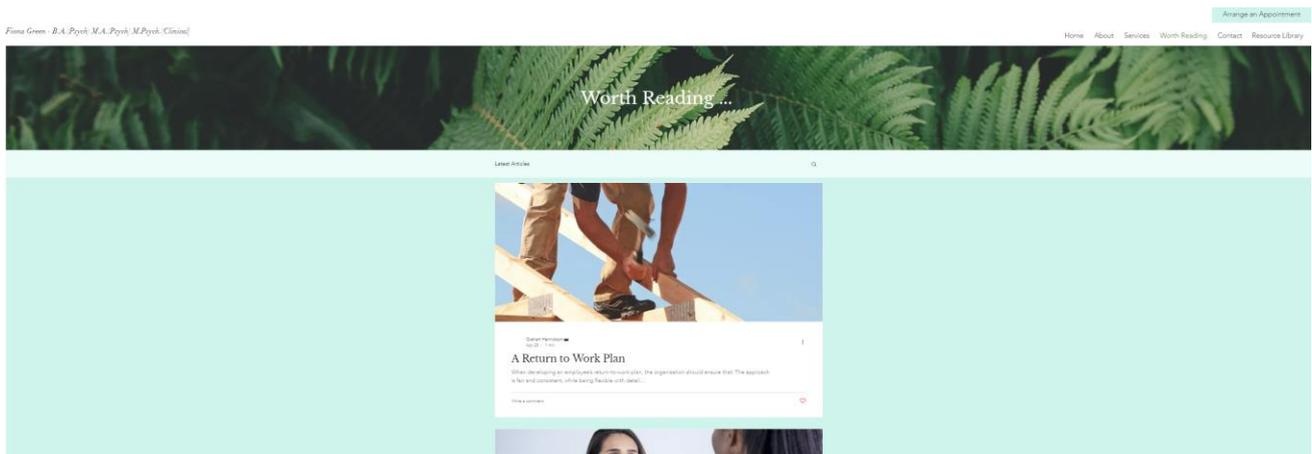
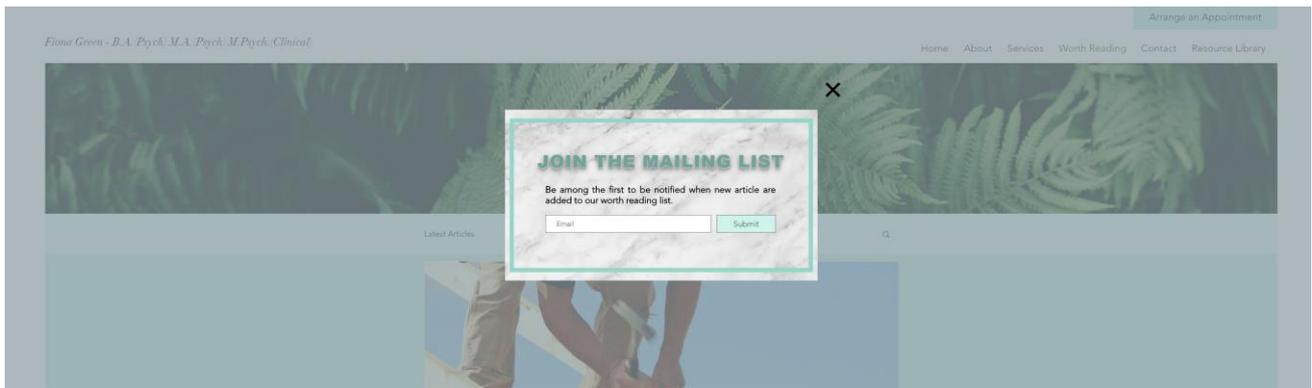
## 11. Robot Check, Pop-Up Lightboxes, Visitor Analytics & Afterhours Contacts

These are of few of the most common features that should be considered and will make your website more functional. Links to Social Media are a great way of generating traffic and interest.



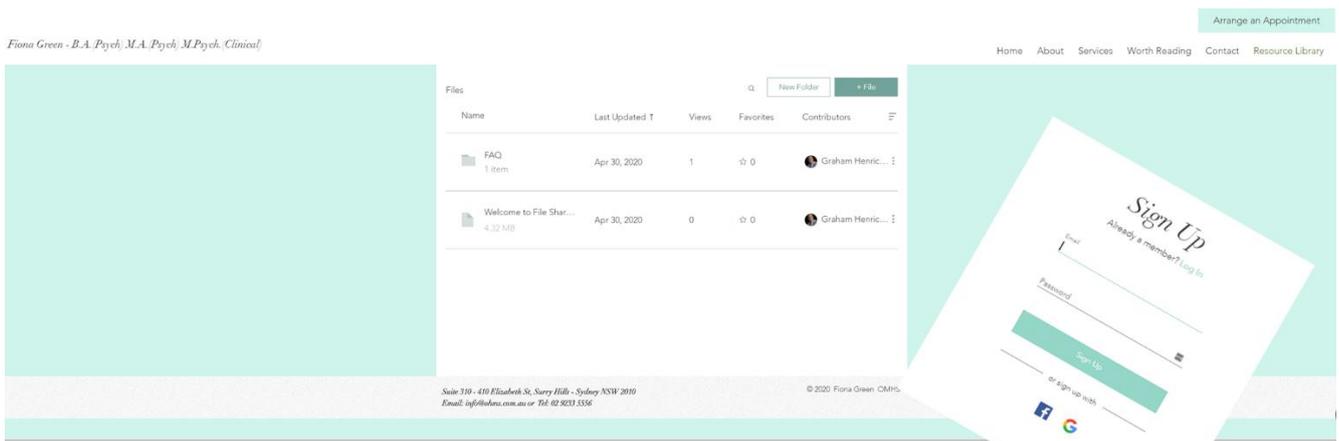
## 12. To Blog or Not to Blog

Including a Blog on the website for your Practice is a great way to demonstrate expert knowledge and experience but it requires commitment. To be credible, a Blog needs to be maintained and new material added regularly. Effective writing is a skill that not everyone possesses, so articles may have to be written or at least checked by a 3<sup>rd</sup> party. The costs for this can be considerable and should be budgeted.



### 13. Access to Resource Library

A private resource library can be added easily with access restricted to approved members. This allows you to share important articles, research results and other selected material. You can also authorise members to leave comments, upload their own material and communicate with each other.



Approved site members can be given access to specific content (in this case I've called it 'Resource Library').

### 14. Easy to Maintain and Edit

Regardless of the website solution, it is important to check how easy it is to edit or maintain content. Remember if this requires a 3<sup>rd</sup> party then it will add to your costs.

## 15. Ongoing Costs & Fees

As well as the costs to build a website and content material, there are ongoing costs for hosting, data storage and functionality that you need to budget for. The tables below provide an indication of the cost for various plans using wix.com. These fees vary and wix.com frequently offers promotional prices with savings of up to 50%.

1. PREMIUM PLANS > 2. SUBSCRIPTION > 3. CHECKOUT

	BEST VALUE		
<p><b>VIP</b> First Priority Support</p> <p><b>US\$ 27</b> /month Price includes GST</p> <p>Select</p>	<p><b>Pro</b> Complete Online Branding</p> <p><b>US\$ 19</b> /month Price includes GST</p> <p>Select</p>	<p><b>Unlimited</b> Entrepreneurs &amp; Freelancers</p> <p><b>US\$ 14</b> /month Price includes GST</p> <p>Select</p>	<p><b>Combo</b> For Personal Use</p> <p><b>US\$ 10</b> /month Price includes GST</p> <p>Select</p>
<p><b>UNLIMITED</b> Bandwidth</p> <p><b>20GB</b> Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>Free Domain for 1 Year</p> <p>2 Video Hours</p> <p>\$75 Ad Vouchers</p> <p>Site Booster App - \$60 Value</p> <p>Visitor Analytics App - \$60 Value</p> <p>Events Calendar - \$48 Value</p> <p>Professional Logo - \$50 Value</p> <p>Social Media Logo files</p> <p>Priority Response</p> <p>VIP Support</p>	<p><b>UNLIMITED</b> Bandwidth</p> <p><b>20GB</b> Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>Free Domain for 1 Year</p> <p>2 Video Hours</p> <p>\$75 Ad Vouchers</p> <p>Site Booster App - \$60 Value</p> <p>Visitor Analytics App - \$60 Value</p> <p>Events Calendar - \$48 Value</p> <p>Professional Logo - \$50 Value</p> <p>Social Media Logo files</p>	<p><b>UNLIMITED</b> Bandwidth</p> <p><b>10GB</b> Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>Free Domain for 1 Year</p> <p>1 Video Hour</p> <p>\$75 Ad Vouchers</p> <p>Site Booster App - \$60 Value</p> <p>Visitor Analytics App - \$60 Value</p>	<p>2GB Bandwidth</p> <p>3GB Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>Free Domain for 1 Year</p> <p>30 Video Minutes</p>

1. PREMIUM PLANS > 2. SUBSCRIPTION > 3. CHECKOUT

	MOST POPULAR	
<p><b>Business VIP</b> Get the Full Suite</p> <p><b>US\$ 38</b> /month Price includes GST</p> <p>Select</p>	<p><b>Business Unlimited</b> Grow Your Business</p> <p><b>US\$ 28</b> /month Price includes GST</p> <p>Select</p>	<p><b>Business Basic</b> Accept Online Payments</p> <p><b>US\$ 18</b> /month Price includes GST</p> <p>Select</p>
<p><b>Accept Online Payments</b></p> <p><b>UNLIMITED</b> Bandwidth</p> <p><b>50GB</b> Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>Unlimited Video Hours</p> <p>Google Analytics</p> <p>Free Domain for 1 Year</p> <p>\$75 Ad Vouchers</p> <p>Site Booster App - \$60 Value</p> <p>Visitor Analytics App - \$60 Value</p> <p>Professional Logo - \$50 Value</p> <p>Social Media Logo files</p> <p>Priority Response</p> <p>VIP Support</p>	<p><b>Accept Online Payments</b></p> <p><b>UNLIMITED</b> Bandwidth</p> <p><b>35GB</b> Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>10 Video Hours</p> <p>Google Analytics</p> <p>Free Domain for 1 Year</p> <p>\$75 Ad Vouchers</p> <p>Site Booster App - \$60 Value</p> <p>Visitor Analytics App - \$60 Value</p> <p>Professional Logo - \$50 Value</p> <p>Social Media Logo files</p>	<p><b>Accept Online Payments</b></p> <p><b>UNLIMITED</b> Bandwidth</p> <p><b>20GB</b> Storage</p> <p>Connect Your Domain</p> <p>Remove Wix Ads</p> <p>5 Video Hours</p> <p>Google Analytics</p> <p>Free Domain for 1 Year</p> <p>\$75 Ad Vouchers</p> <p>Site Booster App - \$60 Value</p> <p>Visitor Analytics App - \$60 Value</p>