today's business

Website Design for Orthopaedic Practices

What Matters and What Not To Do

Table of Contents.

today's business

Meet The Team.

Medical Marketing Experts

Billy Ash

Chief Digital Officer

Joe Sanfilippo

Director, Growth & Partnerships

today's business

Past Campaigns.

Today's Business has been helping physicians grow their practices for 10+ years. We have partnerships with single doctors, mid-sized groups, and large multi-specialty groups.

ILLINOIS BONE & JOINT INSTITUTE®
Move better. Live better.

RWJBarnabas HEALTH

Axia WOMEN'S HEALTH

Southcoast® Health

JAG-ONE PHYSICAL THERAPY

HIS | Healthcare Information Services, L.L.C.

DIGESTIVE HEALTHCARE CENTER

evolution physical therapy

OrthoGeorgia Orthopaedic Specialists

RALEIGH ORTHOPAEDIC
EXPERIENCE YOU CAN TRUST

today's business

Why Is Your Website Important?

today's business

First Interaction.

Your website is the initial point of contact for potential patients.

77%

...of patient journeys begin with a search engine, and your website is often the first result they see

[Think with Google](#)

today's business

Conveys Professionalism.

A well-designed website reflects the professionalism of your practice. A bad site will HARM your reputation.

75%

...of users judge a company's credibility based on website design.

National Library of Medicine

today's business

Provides Vital Information.

Your website serves as a valuable source of information for existing patients.

70%

...said the Web information influenced their decision about how to treat an illness or condition.

[Pew Research](#)

today's business

Bad Sites Deter Patients.

A poorly designed or outdated website can discourage potential patients.

38%

...of people will stop engaging with a website if the content/layout is unattractive..

(Adobe)

today's business

What Matters?

today's business

Design & CTA.

Make it simple. Make it easy.

- Homepage

- Doctor Page

- Location Page

- Service Page

Homepage.

Best Practices

Key Elements to Consider:

- Easy Site Search
- Clear Navigation

Additional Items We Suggest:
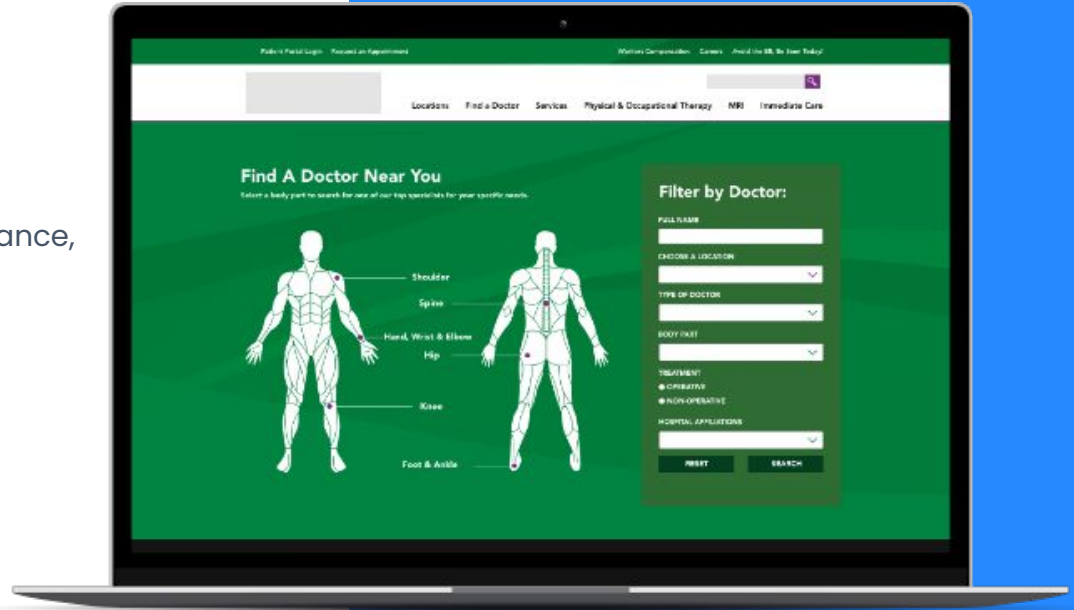
- Mega Menu
- Page Speed
- Onsite Content

today's business
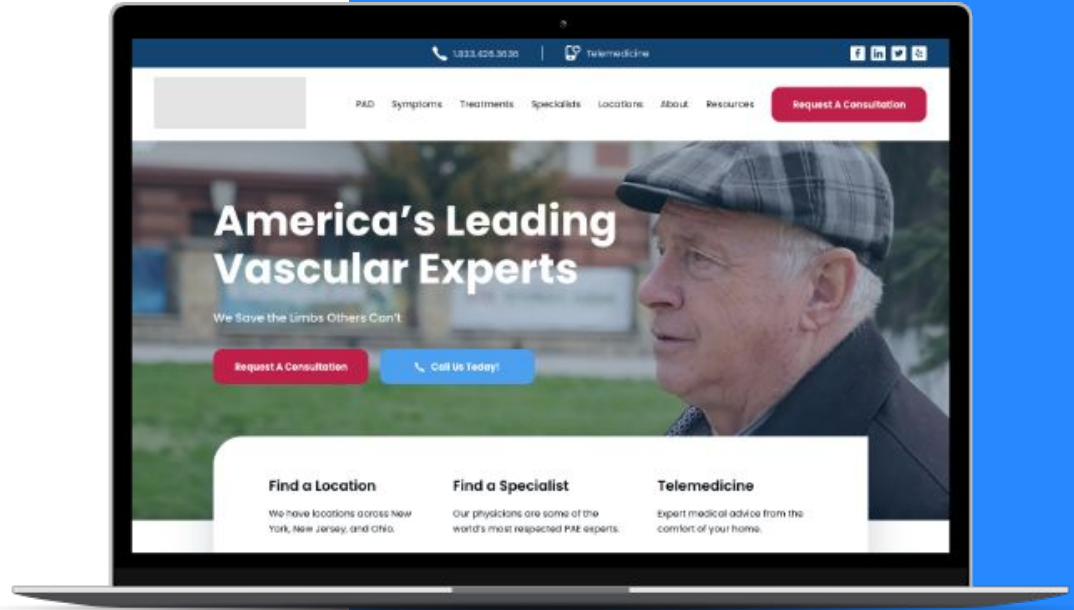
Doctor Page.

Clear and easy filterable results are key to all parent pages.

Key Elements to Consider:

- Filtering Options (Specialty, Gender, Insurance, Location, Hospital Affiliation)

Additional Items We Suggest:

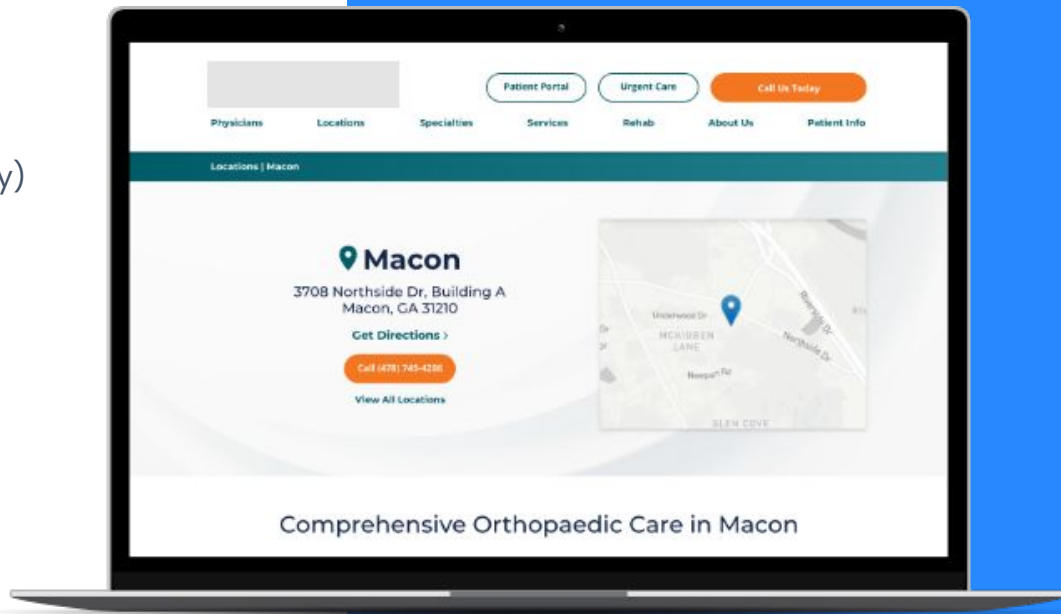- Integrated Reviews
- Individual Doctor Request Appointments

today's business

Location Page.

Best Practices

Key Elements to Consider:

- Keyword Optimization (URL, Headers, Copy)
- Click to call + directions
- Schedule an Appointment

Additional Items We Suggest:

- Hours
- Providers
- Services
- Insurances


today's business

Service Page.

Extensive Parent Page structure which will guide users to additional content on your websites

Key Elements to Consider:

- CTA > Book an appointment
- UX > Page Navigation
- Keywords > Specialty + Location

Additional Items We Suggest:

- Internal Linking > Conditions Blogs
- Locations that offer that specialty
- Doctors which offer that specialty

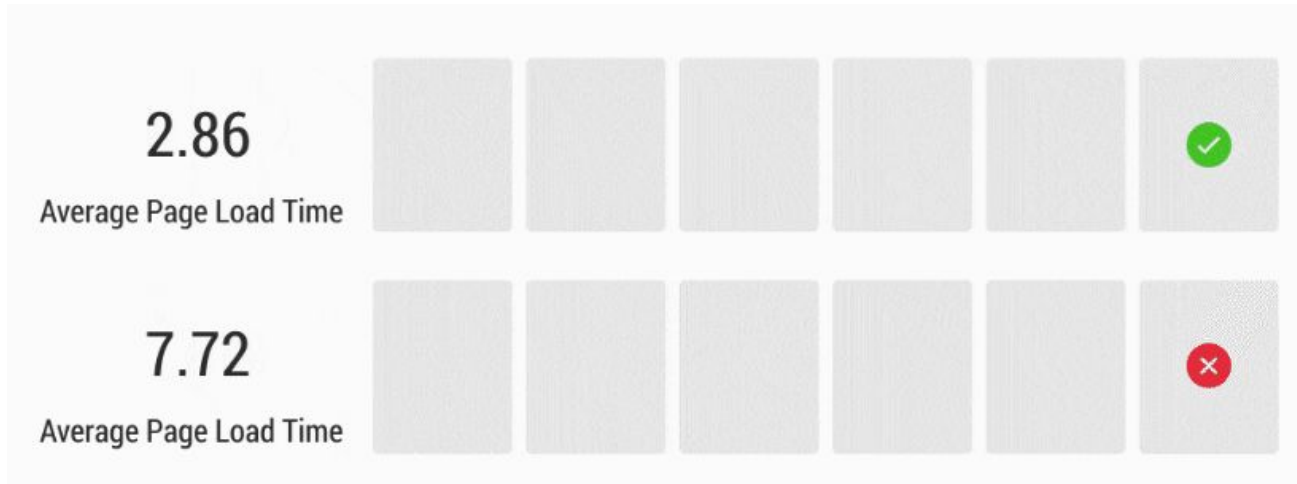

today's business
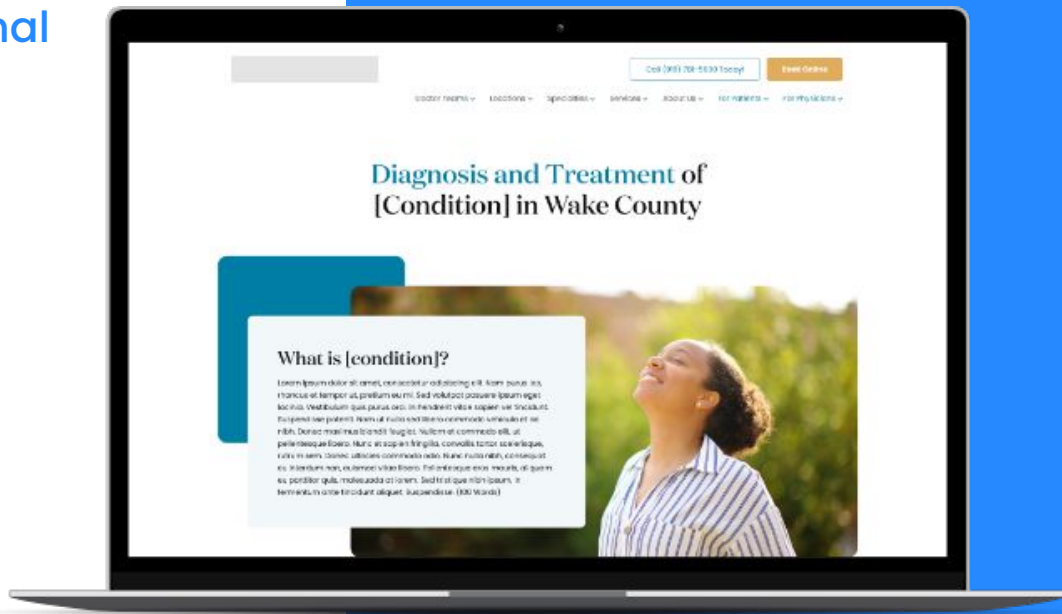
Page Speed.

The chance of a bounce **increases by 32%** when a page load time goes from one to three seconds.

Key Elements to Consider:

- Google prioritizes fast websites
- Users leave slow sites

99

PageSpeed Insights

today's business

Page Speed Case Study.

2.86
Average Page Load Time

7.72
Average Page Load Time

todays business

Page Speed Case Study.

33%

Increase in Conversion Rate
(1.32% vs. .99%)

today's business

Page Speed Case Study.

Assuming each lead is valued at $250

Web Visits	Leads Before	Leads After	Revenue Before	Revenue After
5,000	50	66	$12,375.00	$16,500.00
10,000	99	132	$24,750.00	$33,000.00
15,000	149	198	$37,125.00	$49,500.00
20,000	198	264	$49,500.00	$66,000.00
25,000	248	330	$61,875.00	$82,500.00
30,000	297	396	$74,250.00	$99,000.00

today's business

Build for Search.

Why?

- Proper Header Structure

- URL Structure

- Internal Linking

What NOT To Do?

today's business

Don't Forget Analytics.

- Don't fly blind. You can't improve if you don't know what's working

- Google Analytics recently sunsetted Universal Analytics this summer and has made everyone switch to GA4

 - When was the last time you checked to ensure everything was set up correctly?

todays business
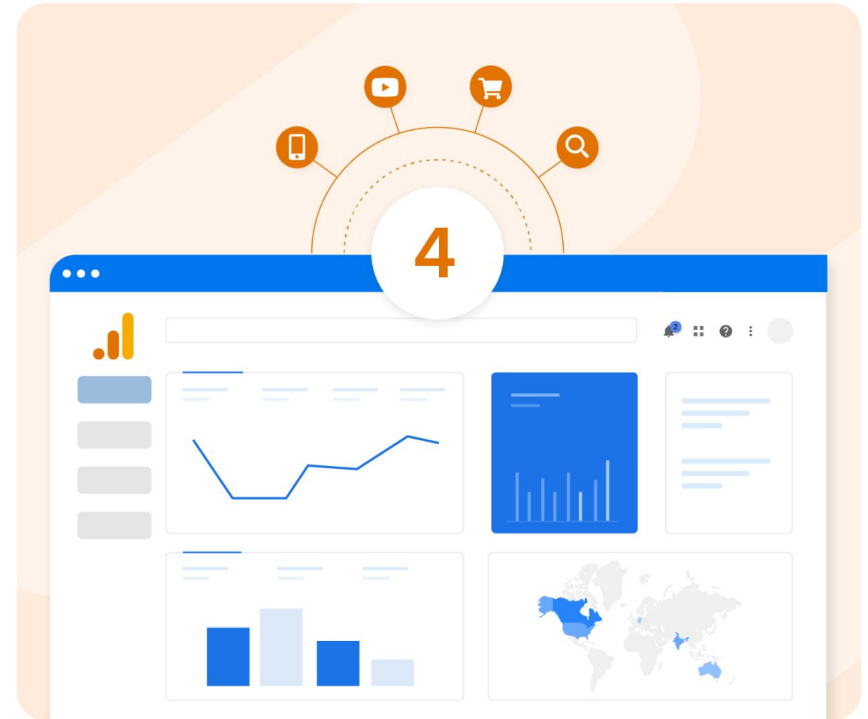
Don't Use Duplicate Content.

- Confuses Google

- Can be illegal copyright violation

- Can harm search rankings

![Illustration showing two browser windows labeled A and B with an equals sign between them, and a confused robot below with "???" above it.]

today's business

Don't Lease Your Website.

- There are a lot of companies out there that will sell you a low cost site that you don't own

- Check your agreement. Make sure you have all the login information and own all the content

- Use a platform like Wordpress that is used worldwide

today's business
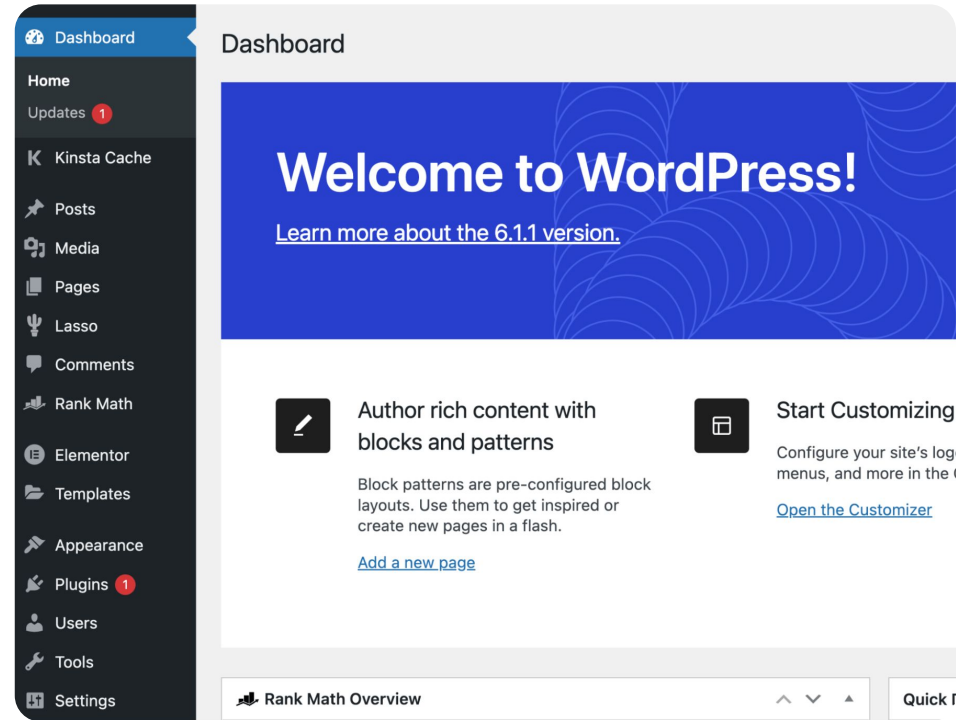
Thank You.

Any questions? Contact Joe@TBSMO.com