The 5 Website Musts for Every Business

It’s a not a very well-kept secret that the world is transitioning from the usage of tangible Yellow Pages to the virtual online biosphere of digital communication. Businesses and individuals alike are learning to adapt to this progression and we are faced with a new era where nearly every person and every business has a website. As the Yellow Pages continue to become increasingly obsolete, and the first place a consumer turns to for information is the Internet, your challenge is no longer deciding whether you should or should not have a website (that’s a no-brainer), but rather what in the world wide web do you put on it?

1. **Put some LIFE into it!** With over 644 million active websites on the Internet, it’s becoming even more important to make your site stand out. As more people transition from physically visiting a business to see what it’s all about, to forming a one-time practically irreversible first impression via a website, it’s crucial that you’re able to capture them once their browser arrives on your homepage.

   One of the first key elements to ensure a positive website experience is to examine is the visual design. Is the overall design of your website pleasing to eye with crisp photos and a complementary color scheme that provides a potential patient with a confident first impression? Or does your website lack personality and make visitors feel a little uneasy and perhaps makes them assume (incorrectly) that since your website doesn’t make them feel comfortable or welcome, neither will you?

2. **BE CLEAR!** In reality, you have one shot to get a website visitor interested enough in your business to pick up the phone and call. To successfully do this, you must be clear in explaining your practice, your services, your philosophy and your team. If you aren’t, visitors will likely go elsewhere. Additionally, confusion on a website could also create a feeling of distrust. If potential patients don’t trust you, they surely aren’t going to let you near their mouths.

3. **Make it easy to use.** Not only should your website be pleasing to the eye and easily understandable, it should also be simple to navigate. Potential patients need to be able to find what they’re looking for with ease and without frustration.
This means no clutter on the homepage! Every topic and subtopic should be neatly categorized in menus with easy to find links to related material.

4. **Blog Good Great Content & Subscribe.** Having a blog not only continually educates your patients and potential patients, it can also help drive traffic to your website and increase your search engine rankings. To coincide with that, make sure you post great content that’s relevant to your practice. Use your blog to educate, promote your practice and services, or write your thoughts on the latest in implant technology. In addition to blogging, you should also create a place where people can subscribe to your blog, newsletters or mailing list.

5. **ACTION!** Lastly, include several call to action elements into your website. These can be as easy as, “Call to schedule your implant consultation today!” Don’t be afraid to tell visitors EXACTLY what you want them to do. Want them to call and schedule? Tell them! Want them to take advantage of a great promotional offer? Tell them! Not only do call to actions guide visitors to make their next move, they also assist in making you seem more real by giving you a ‘voice.’

Although there is an overabundance of websites out there, your practice’s site doesn’t need to be camouflaged in the crowd or be a generic place that is often passed by, overlooked or regarded as untrustworthy. Creating a visually pleasing site that has quality, easy to understand content that is simple to navigate can convince any visitor that you are the implant dentist for them. Include a blog and some call to action shout outs and you’re already competitive.