We recognize the demand to stay up to date with technology and the changing aesthetics of website design. In our search, we selected Officite to help you keep your practice modernized and to make your practice stand out. Start with a modern website for your practice. In fact, traditional referrals are probably the main way you attract new patients, and there’s nothing wrong with that. But in the modern, technology-driven world, they can’t be the only way you attract new patients to your practice.

There’s a good chance your next referral could come from a search engine or even Facebook. And even though you went to school for many years, marketing probably wasn’t a big part of the syllabus. What’s a savvy practice to do?

You don’t have to stop what you’re doing, but nowadays, every thriving practice needs a strong online presence. The foundation of your online presence is your website which must use modern, mobile responsive design, HTTPS security, and be accessible to all users.

What Makes Modern Website

In the past, it was acceptable for a business to use a website that basically amounted to an online business card. But as the web has evolved, so have patients’ expectations.

Modern website design has just as much to do with engagement and backend technologies as it does with the visual design. A modern website uses readable fonts, simple designs, engaging content, and media to make information stand out. These elements all go a long way in converting visitors into new patients.

Mobile Responsive Design

“Responsive design” isn’t just a techie buzz term, a style of coding that allows a website to adjust to fit any screen. It automatically looks great on phones, desktops, and tablets.

Over 50% of all internet traffic takes place on a mobile device, like a smartphone or tablet. Websites that aren’t built with mobile responsive design are more likely to cause visitors to leave your website and visit one that is usable on their phone without having to pinch and zoom.

Nowadays, responsive design is necessary not just because it provides a better user experience, but because Google practically demands it. And when you please Google, better search rankings follow, meaning more patients get to your door.
HTTPS Security

Internet security and privacy are increasingly important to both internet users and Google alike. Google is taking active measures to increase awareness of the need for websites to use secure technologies. Having an unsecured website not only reduces trust in your online presence but also be penalized in search results.

Google has been making changes to help its users understand the need for a secure internet. Starting in 2018, Google began to label all websites that don’t use HTTPS as “not secure” in the Chrome web browser, and other browsers are implementing similar features.

Because the Chrome web browser and Google search engine have such large market shares, there is a high chance that people will not want to visit or enter information into a website that Google prominently marks as “not secure.”

In doing so, Google has sent a clear message that they expect website owners to have HTTPS enabled by default. Websites that don’t have this enabled will likely experience a penalty in search engine rankings. Any practice that is not using HTTPS should ask their web hosting provider to enable it or switch to a hosting provider that has HTTPS enabled by default.

Adherence with ADA Guidelines

The Americans with Disabilities Act (“ADA”, sometimes “AwDA”) is a federal law passed in 1990 that aims to protect the rights of disabled people to ensure they are not discriminated against due to their disability.

However, the law did not account for the growing dependence of the Internet and did not provide specific language to cover any differences or similarities between physical locations and a website. This means that many people are not aware of what the accessibility standards are or if their website is accessible.

Although, at the time of writing, there is no legal definition of ADA-friendly for websites or legislation that requires a website to be ADA-friendly, there are some guidelines as to what accommodations may be required when laws finally go into effect. Check out the WCAG’s 2.0’s ‘Level AA Success Criteria’ to learn more. [https://www.w3.org/WAI/WCAG21/quickref/?versions=2.0](https://www.w3.org/WAI/WCAG21/quickref/?versions=2.0)

An effective website should be built on mobile-responsive design, be built on secure HTTPS technologies, and follow best practices for accessibility. Doing this will ensure that your website shows up in search results, provides a positive user experience, and converts more visitors to new patients.

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Visit [www.officite.com](http://www.officite.com) to learn more.