Practice Momentum

BESPOKE WEBSITE PACKAGE

A great website is the core of your digital marketing strategy. Having somewhere to direct people from social media, build your reputation, take bookings and connect with people you've never met is essential.

Your website should be the focus of all of your online marketing. A place you are proud to send potential patients to help them get to know you, decide if they like you and trust you, and make their booking. It needs to look the part but it also needs to work hard as a marketing tool that attracts, connects and influences your potential patients.

Finding web developers who understand healthcare and who you can trust to build you a website that works well and who will give you full control at the end of the process, is really hard. I know because I've been in that position and lost £1,000's on websites that either didn't work, or never came to fruition. I also know that as a consequence of not knowing what to do for the best, many healthcare practices struggle on with substandard websites that just don't work very well.

For these reasons, I have teamed up with Dave Wooldridge, a long time friend, talented and considerate web developer, (who just happens to be married to a GP) to help me deliver bespoke websites that work for small healthcare practices.

Our Promise to You

Our promise to you is that we will create you a bespoke website that will work hard as a marketing tool, that your patients will find easy to use and that you have total control over.
You will own the site and all its content as well as being able to update it, add new pages, build marketing pages etc. because as part of your website package we will teach you how to do all of that too.

You will become website self-sufficient – not many other website providers promise that.

What Our Clients Say

I understood the importance of having a website within my new business but didn't have a clue where to begin. Jill and Dave offered individualised (and patient!) support to enable me to create a website that looks great, includes relevant content and that performs well in online searches.

RUTH FREEMAN
OWNER - FREEMAN SPEECH & LANGUAGE

Practice Momentum

Our bespoke website package includes:

- A bespoke 6 page site - built using Beaver Builder drag and drop platform on Wordpress.
  - Home
  - About
  - Services
  - Your clinic (s)
  - Contact
  - Leave us a Review

  Once your site is completed you are free to add any number of marketing landing pages, patient support pages, download pages or sign up pages (if that sounds like a foreign language don't worry, just understand that this means your website has got a lot of power when it comes to boosting your marketing)
- A blog – where you can post regular fresh content to help drive traffic, build real trust and impress the search engines too
- Mobile optimisation - for easy effective automatic viewing on mobile devices
- Practice branding - using your logo, fonts and brand colours
- Inbuilt website security - defence against hacking, spammers and malware
- Integrated Google maps - so visitors can locate you and easily obtain directions
- GDPR compliancy with cookie policy - plus we'll help you with your privacy policy
- Search optimised pages - we will optimise your home and about pages to help with your Google search rankings
- Inbuilt search engine optimisation tool to help you with ongoing optimisation
- Connections to social media - so other people can share your content
- Automatic email spam and comment spam protection - reducing the clutter in your inbox
- Google analytics - providing you with realtime visitor statistics to help you develop your site moving forward
- Your Facebook Pixel embedded - so you can easily use Facebook ads effectively
- Two custom e-mail addresses - so you no longer need to use unprofessional looking @gmail or @yahoo e-mail addresses(only available if you go with our hosting package)
- Payment in 3 equal instalments
- Video tutorial library - a self help resource to teach you how to edit, update and add pages to your website so you can be self sufficient

Let's Talk Money

We keep it really simple

One basic website package

£1,527

6 page website build as per spec
Payable in 3 equal instalments

- One before we start
- One a month after we start
- One at completion

One basic support package

£48 pcm

Hosting, SSL certificates, website security and software updates

Additional web pages and elements in the support package can be included at extra cost

The Tech Stuff

Domain Registration

We can work with an existing domain (website name) that you have already registered, or we can register a new domain on your behalf

Please note a separate fee will be charged for domain registration (somewhere in the region of £40 to £60 depending on the domain you want to register).

Hosting and Security

Once your website is built it needs hosting (which just means storing it on the Internet) somewhere and managing on an ongoing basis to keep it up to date and secure (software gets out of date and unscrupulous people with nothing better to do with their time try and hack websites).You can either do this yourself or we can do it for you. There are three different options for you to choose from.

Option 1. To manage it yourself just let us know at the start of the project and we will hand over your completed website, transferring the hosting package to you so you can manage everything from that point forward. The charge for this is £*150* to cover the transfer plus the first 12 months' hosting. Further annual hosting costs will be payable by you directly to the web host.

Option 2. If you would like to manage it yourself and use your own choice of hosting service, Dave is able to transfer the completed website to your own hosting provider. This will take a few days to complete. The charge for this is £115 N.B. If you choose this option we are not able to set up any e-mail accounts for you as this is done via your hosting company.

Option 3. You can stay with us and take our fully managed package which includes:

- Optimised web hosting – fast load speeds, tough security and 99.9% uptime guaranteed
- 20 GB storage for website files
- Unlimited bandwidth (visitor activity)
- Daily secure backups and weekly offsite backups of whole website
- Automatic security updates to all software components
- SSL certificate
- Installation of software updates and upgrades
- Monitoring of virus, malware and other malicious activity
- Ongoing licence for the Beaver Builder website platform
- Re-installation from backup in case of hacking or other malicious attack
- Personalised support via email
- Regular functionality updates to the 'drag and drop' site builder
- Access to our private website owners FB group to share tips and advice and ask questions

If you'd like us to manage all of this for you as well as support you with developing your website in the future we charge £48 pcm for this service.

N.*B. Please note a separate fee will be charged for each domain registration (up to £2 per month depending on the domain chosen).*

What Our Clients Say

"Great service from a great team.
Highly recommended"

JONATHAN SMALL
OWNER - HEALTH FIRST

Practice Momentum

Would We be a Good Fit?

I feel I should warn you at this point that we don't work with everyone who wants a new website.
Building a website is a labour intensive and time consuming job for both us and our clients.
Undertaking all of that work virtually, doesn't work for everyone.

The website building process requires our clients to commit to producing the content we need to build the site. Lots of e-mail communication with Dave working on the lay out and design and plenty of tweaking to get it just right.
Experience has taught us that the process does not work for everyone, and so we are getting more selective about who we do and don't work with.

For this reason, I conduct a telephone fact finding mission with prospective clients and from that we can see if the process and relationship will work.
If we think it will work – awesome, if not I will arm you with plenty of ideas and questions to ask other local web developers you might approach to work with.

So hopefully both outcomes are a win for you.

If you would like to schedule a fact finding call with me simply e-mail getintouch@practicemomentum.org and let us have your contact details and we can arrange a day and time to talk.

Jill Woods