

# Practice Momentum

▶▶ Healthcare marketing solutions

## 3 SIMPLE WEBSITE SOLUTIONS FOR HEALTH PRACTITIONERS IN PRIVATE PRACTICE



# Your Website is the heart of your digital marketing strategy

It's the place you're proud to direct potential patients so they can get to know you, decide if they like you, can trust you clinically, and ultimately is the tool that encourages and enables them to book their first appointment with you.

It's the piece of digital real estate that keeps showing up (hopefully) in local search results when people nearby are searching for the services you offer.



It's the place that helps you stay connected and deepen relationships with your existing patients, supports them on their journey of transformation, and showcases (with consent) their successes.

And it can provide a portal of information to support your team members in their roles within the practice.

# First things first . . .

Let's address the elephant in the room

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Most healthcare  
practice websites  
don't work well !



# Did you know that already?

Many practices know that their site is not great because this is what we hear from practitioners when we ask to look at their website.



"Well it's not quite finished yet"

"Just ignore that picture, they left us ages ago"

"Oh that link has never worked"

"Those photos are so out of date"

"We've lost the login details "

"People can never find . . . "

"We don't know how to change . . ."

"We've not updated it for ages"

"Oh ignore that page, we don't offer that anymore"

"We just need to change the phone number"

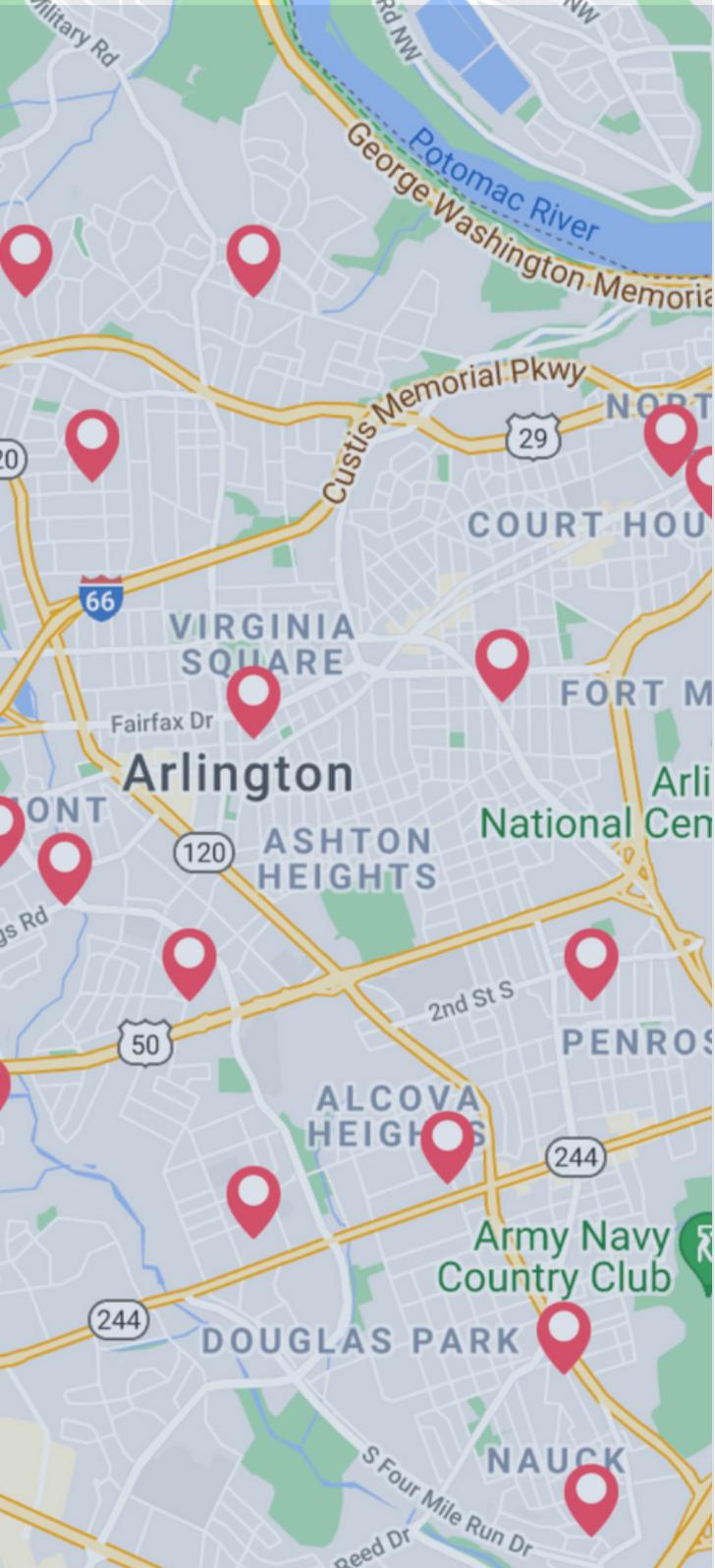
"We've not really got any blogs written yet"

"We really need to add some more pages"

"Website analytics . . . er . . .?!"

We totally understand that you trained as a clinician not a marketer or a web developer, so websites feel scary, daunting and overwhelming.

But please do not let those be reasons or excuses why your website is out of date, embarrassing and most importantly not working to help you or your patients.



# Let's face it your patients have options

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LOTS OF THEM, within just a few clicks.

If your website is not showing up in local searches, if your website content is not grabbing people's attention, connecting with them, and persuading them that you are the practitioner they need to see for the problem they have, then your website is not working.

You are wasting a golden opportunity to be discovered by and connected to 100's if not 1,000's of potential patients.

If your website isn't working, what do you need to do?

Well, you either need to upgrade the website you have, or you need a new website.

# We've got 3 simple website solutions for you



See page 9 for full details

## Website Reviews

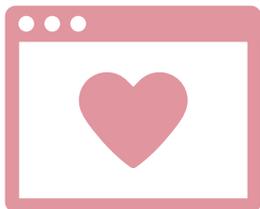
Jill will go through your existing website a page at a time recording her feedback on its content and functionality. Then you'll know exactly what you need to do to get your website working more effectively and you'll feel confident to have the right conversations with your website person.



See page 11 for full details

## Website Optimisation

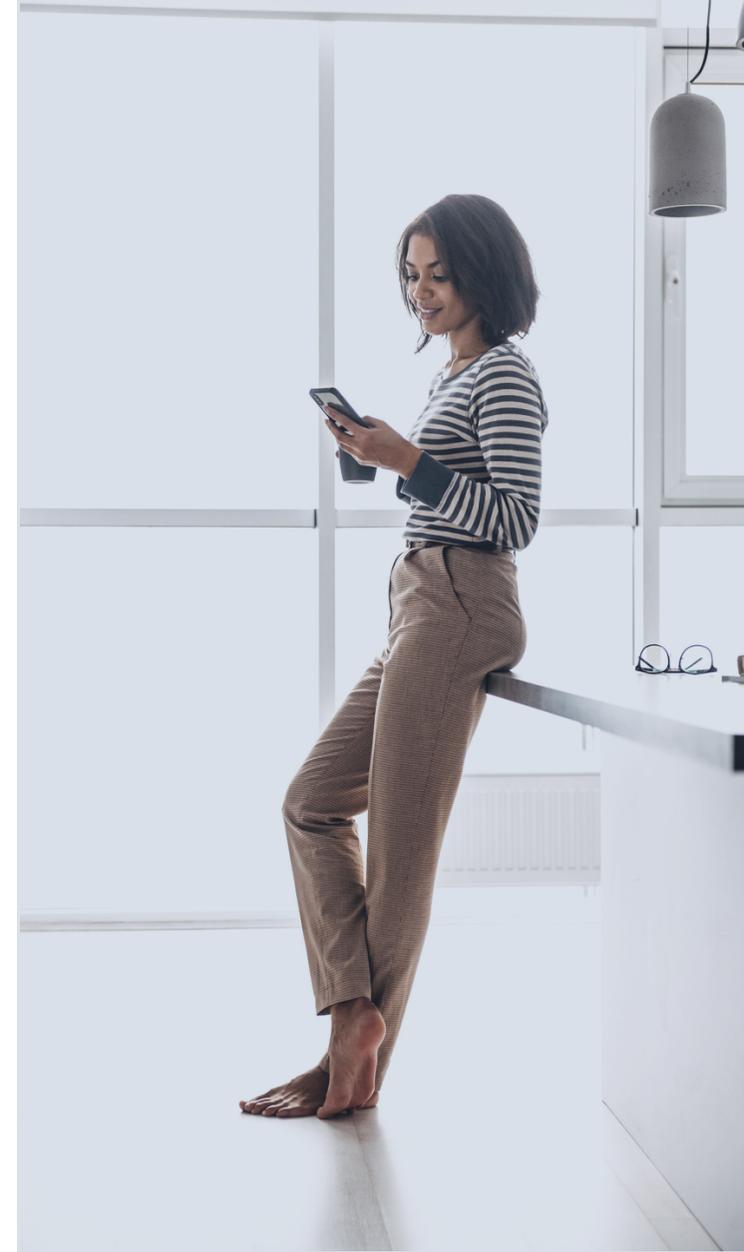
Page by page Swadesh will work through your website to identify ways that it could be performing way better in local search results. He'll assess your competitors, conduct keyword research and report on upgrades needed. If you want, he'll also do the work for you.



PM See page 13 for details

## New Build Website

We do this differently than most. Not only will our team work closely with you to build you a great site that works, but we will also train you and your team how to manage and update it going forward as well as providing ongoing technical support for those who want it.



# What Our Clients Say



The whole process has been much more straightforward than I thought, and I know if I need help one of the team will always be there to point me in the right direction.

My website looks so much more professional than the one I created on Wix and has been designed to bring in more of the patients I want to see. I've definitely had an increase in patients coming to me and the feedback has been very positive.

ALISON PETTICAN  
OWNER - FIT FEET PODIATRY





## Is it Working?

It isn't that hard to build a website for your private practice that looks nice.

A couple of decent photos, some clear headings and a few paragraphs of well spaced text along with a clear menu and you can be up and running.

What is harder, and where much of the skill lies is in building a website that actually works as a marketing tool.

Your website has to give your visitors a great user experience, so they can find what they are looking for quickly and stay engaged with the content.

# Website Reviews

I can't tell you how many times people have asked me to look at their brand new website which has taken them months to produce and £1,000's to build and let them have my feedback. REALLY 🤔!!!

Nearly always the thing I say is that it looks great, but sadly it isn't going to work as well as it could to attract and connect with their dream patients. OUCH!!!

If you have an existing website that you know is old and clunky or out of date and not wowing your potential or existing patients you need to do something.

*Your website is too important a part of your practice marketing to neglect it.*

### You Have 2 Options

1. Update the site you have
2. Get a new site

I know that both of those options can feel daunting for many practitioners.

Firstly you don't know what needs updating or how to do it, and secondly getting a new website built feels too big and expensive.

So where do you start?

## Get a Video Website Review

A page-by-page review of your site that takes you through all of the features and content of your existing site explaining in detail what is and isn't working, and what needs to be done to raise your game. The review is recorded on video so that you can share it with your web developer so you don't have to have that tricky conversation.

Your review will remove the uncertainty about what needs to be done and will really help you deal with the how too.

You may not need a new website, just some tweaks, so your review could save you £1,000's in the long run.

# What Our Clients Say



"Today we were contacted by a journalist from The Guardian national newspaper. She wanted to get some tips on home foot care.

We asked her why she picked us, and she said she found our website in a search and really liked it!!!!

So I just wanted to say thank you because our website is a direct product of the audit you did for us last year.

We've worked very hard on it and it seems to be paying off!"

LOUISE REANEY  
OWNER - LR PODIATRY

*Practice Momentum*  
▶▶ Healthcare marketing training





# Search Engine Optimisation

## The Truth

90% of consumers used the Internet to find a local business.

75% of people NEVER SCROLL beyond page one on Google.

So you have to be showing up on page one to make the most of this powerful free marketing.

If you're a national brand trying to rank on page one of Google for a competitive keyword it will cost you £1,000's and many hours of hard work.

As a local healthcare provider, the competition is far less and the chances you can get on to page one and potentially into the top half of page one are reasonably good - IF YOU DO THE WORK!

Showing up in search results doesn't just happen. The truth is getting your website to the top of organic searches (ones not paid for by advertising) takes time, expertise, energy, and money, and the work is never ending. Google changes the algorithm almost weekly and your competitors get savvier all the time.

So to help you we've got 2 SEO services:

## SEO Kickstart

Our Kickstart package comes in two parts. Firstly Swadesh, our SEO specialist will research your local competitors and see how well they are performing compared to you. He'll then audit your website's performance and come up with a priority action list to help your site perform better against your local competition.

You can then either pass this audit to your website person or Swadesh can then do the work needed both on and off your website to boost its performance.

*N.B. Because online search is changing all the time SEO is a complex job and not everything can be covered within the Kickstarter package. If your local area is competitive and you'd like Swadesh to do more work, there is the option to buy more of his time.*

## SEO Monthly Upgrade

To follow on from the Kickstarter package we have a Monthly Upgrade programme. This will enable Swadesh to dig deeper into the more complex areas of SEO to support you further, as well as enabling him to keep an eye on your competitors, and refresh things over time that were upgraded in your Kickstarter.

**N.B. - You need to have the Kickstarter work done first before you can sign up for the SEO Monthly Upgrade**

*Please Note - in both of these services there will be times when Swadesh will need your help to understand your local market or terms within your profession. So this process will not be totally hands-off for you.*

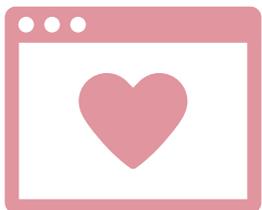
# What Our Clients Say

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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**





# New Build Websites

## Reno or New Build

Websites are much like houses. Old ones can look really smart, but once you start renovating them, they reveal all sorts of hidden horrors.

Some of those horrors can be time consuming and costly to solve and sometimes you can never quite fix them.

With a new build you know exactly what you get and you get to choose every aspect of it.

This is why we will only ever build new websites and not update existing ones.

Reno or new build?  
The choice is yours.

Our new build website package includes:

- A bespoke 7 page site - built using Beaver Builder drag and drop platform on WordPress.
  - Home
  - About
  - Services
  - Your clinic (s)
  - Contact
  - Leave us a Review or GMB landing pageOnce 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, you'll get access to training to help you develop your site.
- 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 compliance with cookie policy - plus we'll help you with your privacy policy
- 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 real-time visitor statistics to help you develop your site moving forward
- Your Facebook Pixel is embedded - so you can easily use Facebook ads effectively
- Three 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)
- For each additional 3 emails, there is a charge of £20
- Payment in 3 equal installments
- 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
- FULL OWNERSHIP - it's all yours as an asset in your practice.

### Search Engine Optimisation

For websites to work well in local online search engines like Google they have to be set up in a way that helps these search engines understand what you are all about. This is a complex job that involves researching your competitors as well as upgrading a lot of the content to reflect the areas of practice you want to show up for in the search engines.

Our full website service includes full on page optimisation including 5 blog posts. However, we also know that some of our clients are not currently working in competitive areas or are working on a tight budget, so you can opt in or out of this part of the service.

It's up to you but our recommendation would always be to include this so that you can maximise the effectiveness of your website as a marketing tool.

# 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 the 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 attacks
- 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).*



# Let's Talk Money

An effective website is one of the best marketing investments you can make. Our packages and pricing makes that achievable for you.

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## Website Review

Page by page review of your existing website with full video recording and, where relevant, workbooks and advice, etc to support the suggested changes - £187

## Website Search Engine Optimisation

SEO Kickstart Package - An audit of the optimisation of your existing website including competitor analysis, keyword research, and on-page analysis. - £167

Upgrade work done for you. - Price depends on the amount of work required

SEO Monthly Upgrade - Ongoing on-page and off-page optimisation - From £97 per month

## New Build Website

New website - Built using your existing domain name and full branding. Up to 7 pages plus a blog. Full ownership and "How to" video training library and ongoing community support so you can manage and update your own website with no additional ongoing costs.

£1,927 (payable in 3 equal installments)\*

SEO add on - Full competitor analysis, keyword research, and on-page SEO work  
£609 (payable as a 4th installment)

Monthly technical support package - Covering all hosting, security, and software upgrades and technical support  
£48 pcm N.B. this does not include content updates but these can be done in addition for an hourly rate.

\* There are other small ongoing costs that will be discussed during your discovery call.

# Our Website Team



Jill Woods FOUNDER AND OWNER

I built my first website in 2006 after falling out with the team building my first business website. I soon realised I didn't enjoy the coding and the tech troubleshooting, so I switched to using my expertise to help clients improve the marketing functionality of their websites, making them more effective at connecting with and converting potential patients.



Dave Wooldridge WEBSITE ARCHITECT

I've been building websites for small businesses since 2009. I love piecing together the code along with the client's content to present their practice to the world. Teaming up with Jill in 2018 made perfect sense. Her marketing skills and big picture thinking complement my 'details person' perfectly.



Swadesh Baniya OPTIMISATION SPECIALIST

I've been working in the world of SEO for over 7 years now, gaining strong skills in almost every area of SEO. As an SEO specialist, I compliment the work Dave does. Good SEO helps our client's website's presence on Google search result pages and local search, which is so important for small local healthcare practices whose patients are finding them on Google.

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# Teamwork makes the dream work !

Finding web specialists 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.

That is not serving them or their local patients well.

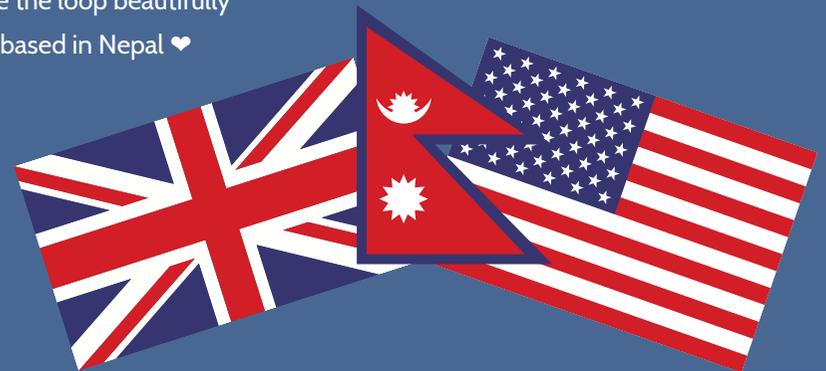
You need people on your team who understand healthcare but are also expert at what they do.

I knew health practitioners were struggling with their websites!

For all of these reasons, I teamed up with Dave, a long time friend, talented, patient, and considerate web developer, (who just so happens to be married to the wonderful GP I worked with in Nepal in 2000) to help me develop bespoke websites that work for small healthcare practices.

More recently we added Swadesh to our web team. A kind but ruthless (in a good way) SEO professional who's technical know how and super efficient working is really complementing the work Dave and I do, helping us to create the most effective websites we can.

And to close the loop beautifully Swadesh is based in Nepal ♥



# What Our Clients Say



Working with Practice Momentum has changed things for me enormously. This is the 4th website I have done and it was by far the least stressful. Working with the Practice Momentum team and their specialty of helping small healthcare practices with their marketing was a tremendous help and very reassuring. I wish I'd done it years ago.

**NINA NEAL OWNER - TORBAY FOOT HEALTH**



PROMISE



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# Our Promise to You

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Our promise to you is that through our website services we will help you understand websites more clearly and how they should work for you. So together we can create a website that will work hard as a marketing tool to attract new patients and support your existing patients to create better health outcomes and a thriving practice.

So whether you want to overhaul your existing website or start over with a brand new bespoke website, we are here to help you make that happen in as simple, nonscary, and efficient way as possible.

Our mission is to connect as many patients in pain as possible, to the right healthcare professionals who can help them to a better quality of life.

An effective website is a huge part of that process.

# What Next?

*If you need our help here's what to do next*



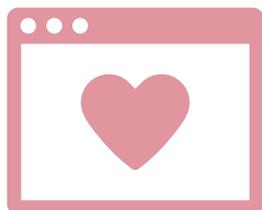
## Website Reviews

To get your full website review recording delivered to your inbox in the next 7 days head over to our [Website Review information](#) page to read the full service information and click one of the orange buttons to schedule your review.



## Website Optimisation

For our SEO Kickstart service [click through to our SEO Audit information page](#) and book your audit there. To enquire about our SEO Monthly Upgrade service please email us at : [getintouch@practicemomentum.org](mailto:getintouch@practicemomentum.org) with your practice contact details and use SEO Upgrade as your subject.



## New Build Website

We don't work with everyone who wants a new website. It's an intensive process and we need to be sure we can work well together before we start. To assess this we run 30 minute discovery calls with Jill. To book your call please email [getintouch@practicemomentum.org](mailto:getintouch@practicemomentum.org) using Discovery call as your subject.





## Contact Us

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