Medtronic

10 tips
to improve your bariatric website

1. Look & feel
- Create an atmosphere of trustworthiness, professionalism and clinical cleanliness.
- Choose light colour schemes and visuals that make the user feel comfortable and welcome.

2. Navigation
- Prioritise your content and limit the navigation to a few but relevant options.
- For visitors who are browsing the website's front page, suggest 3-4 main areas that represent the clinic's benefits and make it unique. Remember that most patients are looking for prices and financing, types of procedures offered and named surgeons.

3. Get in touch
- Present the clinic's contact details in the header and/or footer at all times.
- Encourage users to take further contact action by displaying the clinic phone number, an email contact form, consultation hours and clinic address with a map link.

4. Content
Boost the user experience by adding other relevant content areas:
- Dynamic content like meetings and open house events: When is the next event?
- Testimonials from post-op patients.
- Test yourself: Do you qualify for surgery?
- Consider providing only a short version of the pricelist online, with the full pricelist made available after submitting contact details.
- Consider keeping content to a minimum in order to offer more as "Exclusive for download".

5. Next steps
- On each content page, consider: "What do you want the user to do?"
- Integrate a natural "next step" to guide the user through their journey: e.g. Download pricelist, Contact form, Take the test.
- Next steps can be presented with call-to-action buttons in highlighted colours and easy to click shapes.
- Always require the user to provide their name, email and phone number before permitting downloads.

6. A personal touch
To open a dialogue with the strongest leads:
- Present the Team of Surgeons.
- Allow users to contact surgeons directly.
- Allow users to send emails directly to individual staff members.

7. Specific landing pages
- Have the flexibility to set up separate landing pages for specific marketing activities, promotions and events.
- A dynamic and customised landing page converts more leads than a static general home page.

8. Social media integration
- Invite people to follow you on social media to participate in a more casual and ongoing information stream.
- Linking your website to social media channels also improves your website's Google ranking.

9. Device-friendly version
Websites must be easy to read on any device the user might access the site from. Make sure it works properly on all platforms.

10. Analytics
- Invite people to follow you on social media to participate in a more casual and ongoing information stream.
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Get in touch with your Medtronic representative to learn more about how Medtronic can help you optimise your website and other patient access activities.