

Why you need **A WEB PRESENCE**



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The world has changed a lot in the past decade. We buy music but not records, we read books and don't turn pages, we do our grocery shopping without entering a store, and we can even make new friends without having to meet them.

And what makes these miracles possible? The Internet of course.

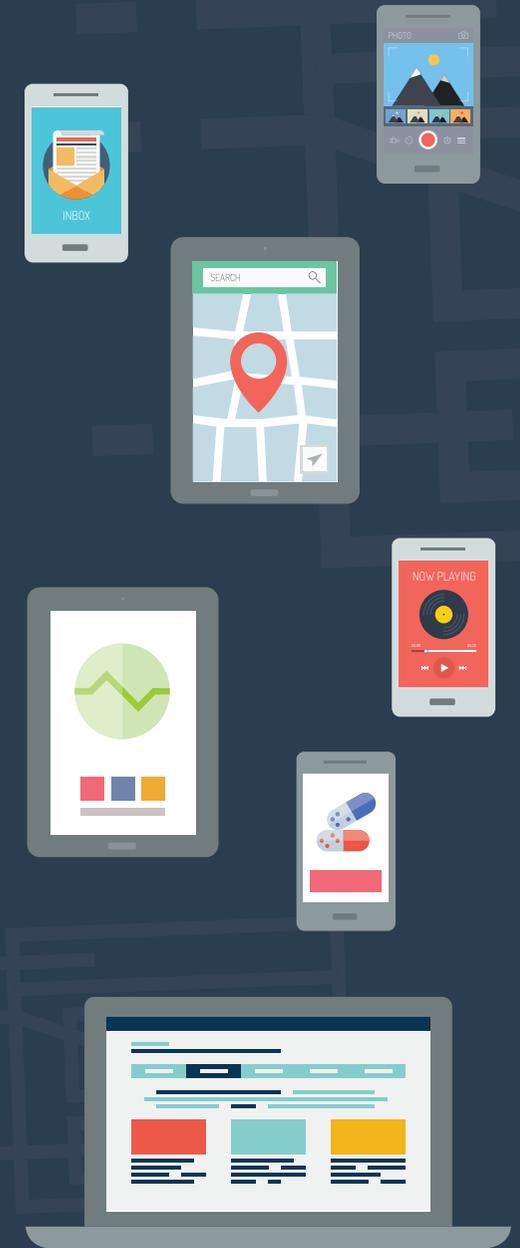
The Internet has revolutionized that way we work, rest and play. Nearly 80% of Americans use the Internet every day, shopping, socializing, playing games, and streaming movies. We even carry it around with us in form of smart phones and tablets. And we're not just using it for shopping and entertainment; we're seeking out information.



72% of Internet users have looked online for health information over the last 12 months.

That is a big number. People are turning online to find the best medical information and this means they are also seeking doctors and health professionals. Simply put, if you don't have a website, no one's going to find you.

Think of the Internet as the Yellow Pages of the 21st Century. If you're not listed, no-one can look up your number. So don't sit by the phone...no one's calling. The Internet will even have an impact on your word-of-mouth endorsements. Recommend a new service, restaurant, gym etc to a friend, and it's likely that the first question they ask is "Do they have a website?" rather than, "do you have a number." Then they'll go home and google it to find reviews.



We've entered a brave new world and it's the doctors and healthcare professionals with effective websites who are filling their appointment books. They may not even be the best at what they do, but they are shining online, and that is where it counts.

Top five reasons why an online presence is vital

- 1 Extension of your practice** - attractive design and relevant content makes a lasting impression, informing patients and fellow professionals about your practice and what it offers.
- 2 It saves money** - optimizing content on your website allows potential customers to find your practice when they need you the most. You can reach out to the local community for free and with targeted SEO techniques, the people looking for your services can, and will find them.
- 3 It saves time** - weaving practical info and maps, FAQs, downloadable forms and appointment booking systems into your website frees up hundreds of work-hours and streamlines processes.
- 4 Interaction with patients** - you can create a dialogue, keep patients updated with new treatments and tips about healthy living via a blog or a newsletter. By building a relationship, your patients are more likely to stay loyal and recommend you.
- 5 Disseminate information** - people look online for medical information but there's some unsound advice out there. You can help people find the correct information while establishing yourself as an expert in your field. A website keeps patients informed



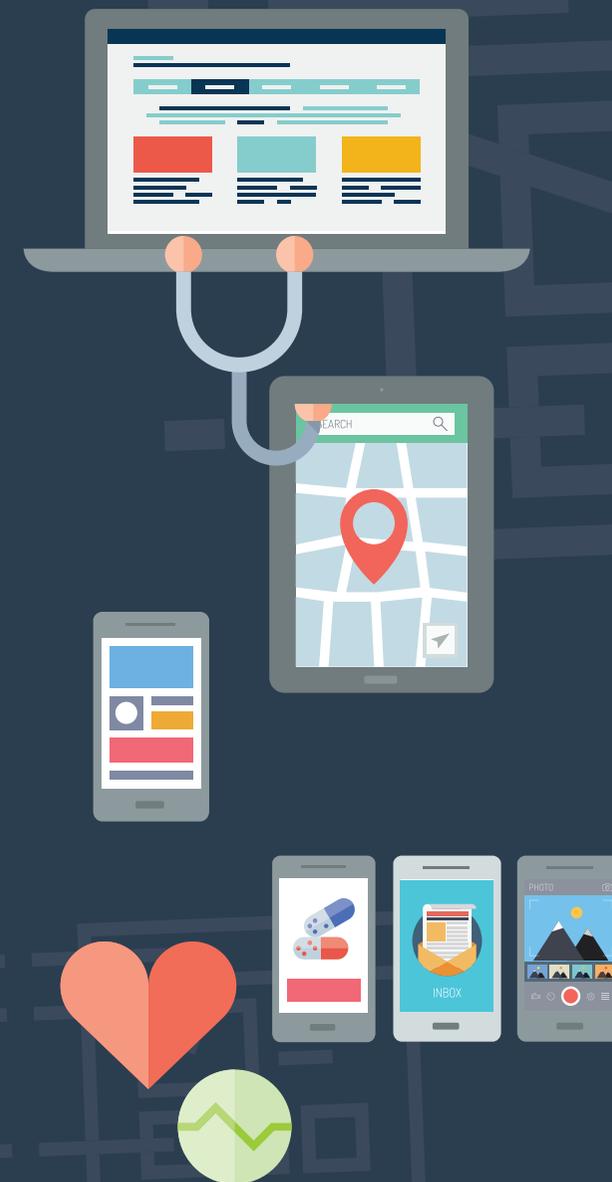
The dissemination of information is particularly important. With so many people looking online for answers to their health issues, it's your duty as a medical professional to ensure they are getting quality information that is safe and honest, shielding them from potentially dangerous advice.

A good website also means that valuable information and assurance are available around the clock, making your site visitors more confident making an appointment.

Having an online presence is a win-win solution both for you and patients, and what's more, if you've got the right help, it doesn't take long to get a site up and running. Of course, you have to make some important decisions about the sort of site you want, how it will look and the features you want to incorporate. So it pays to have a look around, check out the sites of competitors and find what appeals to you. You've a lot of options and in our next article we can have a look at some of them.

Pronto Marketing creates unique, cost-effective professional websites to meet the Internet presence needs of NASS members, medical professionals and companies alike. The official NASS partner, Pronto bundles all the key web presence elements into one cost-effective service under one low monthly fee.

Contact Pronto with any questions:
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