IntakeQ

7 More Features Your Healthcare Site Should Have

This is an extra resource to go along with the original article:
[7 critical pieces of information every healthcare website needs](#)

Information is not the only thing you need to include on your healthcare website to make a good first impression. Here are a few more elements you might want to include for maximum results.

1. Simplistic design

Healthcare can be complicated, but your website shouldn't be. Complex layouts, busy backgrounds and distracting animations can cause anxiety for visitors, which isn't what you want. Even if you have a lot of information to communicate, use white space to create a calm design, keep font choices to a minimum, and make sure your navigation easy to use.

2. High quality images

The human brain can process images 60,000 times faster than text, and eyes often linger longer on images than on pages of content. Images can also help visitors feel more relaxed. Your homepage should include bright, high quality images (preferably related to healthcare), and be sure to include equally high quality headshots for doctors and any related staff members if possible.

3. Online videos and virtual tours

While this isn't an absolute necessity, including online videos of your practice or messages from your doctors (or any variety of educational video content) can be a great way to introduce your practice to new patients and make them feel comfortable. Video can create instant connection, and virtual tours will help patients know what to expect. It can also help with scheduling, as 64% of Americans prefer to have a video meeting with their doctors.

4. Social proof and sharing options

Healthcare patients often give weight and credibility to testimonials by other patients. If possible, include a quote or two from delighted patients, and highlight it on your website in a prominent way. Studies show that patients are more likely to make an appointment at a clinic that has received positive social media reviews, so if you have links to social channels or review sites, be sure to include them as well.

5. A blog or resource center

More than half of all patients search for healthcare information online before making an appointment with a healthcare provider, and one out of every three searches online is

healthcare related. If you want to build your reputation online, consider including content on your site that answers common healthcare questions. This will not only improve your SEO ranking, but it will also provide patients with accurate information about their healthcare needs.

6. A clear call-to-action

If you want patients to book an appointment, you will need to direct their attention. Using visual cues or images to highlight the action you want them to take (fill out forms or schedule their first appointment) will help with this. You can also use calls-to-action on every landing page ("Schedule your appointment today!") to point them in the right direction.

7. Frequent Updates

You should also make sure that your design, as well as the information on your site, is as up-to-date as possible. New technology, research and innovative procedures hit the marketplace every day, and design best practices can change over time. In order to stay relevant and reach patients, it's important that the look and feel of your site stays modern and that you're giving patients the most current information possible so they can make the best decisions about their health.