

WHY HAVE A WEBSITE?



Why have a website

Your online presence can be a very basic website with several simple pages, or it can be something more advanced, sprouting interactive features, complex forms, and a mobile app to boot. While physicians have different needs than restaurant or ecommerce shop owners, some prefer to have all the bells and whistles on their site, while others might even question the very need for an online presence.

We want you to know your options before signing up for a website. After all, the Internet is a big and ever-changing place, and you can navigate it best when armed with the right information. So here are four options that are available to growing small-to medium-sized businesses (SMB) like your medical practice. Why not take a look? Weigh up the pros and cons and see which option feels best for you



1 Just don't do anything

In a world where even the local cupcake seller has a funky website it seems if you don't have any web presence, you're condemning your medical practice to bankruptcy. And while we believe that you are losing out if you are not online, some healthcare companies seem to thrive with no website at all. So let's look at the pros and cons.

Advantages

- No costs and no headaches.
- No need to change the way you market yourself.

Disadvantages

- You are certainly losing new business to online competitors. Nearly three quarters of people online have searched for medical advice. They can't find you if you're not there.
- As a medical professional, much of your business is referral-driven. But these days referrals are often made by posting reviews and sharing links in social media. No site means no links.
- So far, marketing methods such as the Yellow Pages have brought patients your way. But are they going to let their fingers do the walking tomorrow? Let's face it, when did you last seek services this way?



2 Make your own website

Building a website is a fun and creative thing to do and there are a lot of helping DIY sites out there.

Advantages

- No hassle with vendors or agencies.
- You control spending.
- You have full and creative control over the entire process.

Disadvantages

- It takes a while to write copy, find images and learn how to use a website Content Management Systems (CMS). Your education taught you how to cure people, not the ins and outs of websites.
- Getting professional results is a great deal harder than it looks and often requires expertise in specialized software such as Adobe Photoshop or programming languages such as HTML and CSS.
- You got into health care to help people get well and live better lives. Learning web design and development takes time - time that is better spent with your patients who care more about your qualifications and expertise than your website hobby.



HTML



CSS



g+

f

in



3 Pay for custom website design and development

There are companies that offer you an entire website package and whose dedicated teams can customize your site, adding advanced functionality with the aid of latest technology

Advantages

- You can enjoy custom solutions that meet all your business and technical requirements and that take your prospective patients on a multimedia journey before they've even made an appointment.
- A unique identity with cutting-edge design.
- Your website becomes a huge part of your business's identity. It looks slick, chic and fabulous.

Disadvantages

This is going to cost you a lot of money - certainly prices beyond the dreams of most family medical practitioners - think up to \$25,000 with regular site updates adding to the bills.

- The big web agencies can offer you creativity but they probably won't dirty their hands with little tasks such as adding info to a bio or uploading a new prescription form - you'll have to do that yourself.
- It is still going to take up your time. You'll need to meet project managers, travel to meetings, review work and give input. This vital time is time away from your patients.
- And, when the project is over, you have a great website, but you still need updates - more time, more hassle.



4 A total *Internet Presence Management (IPM)* solution

There is a compromise. Companies such as Pronto can bundle your Internet needs into a complete service that makes it easy and affordable for a business of any size to have an epic web presence. They offer tailored solutions for specific industries like healthcare.

You enjoy an effective online presence, from start-to-finish, with tailored content and design as well as ongoing support and updates - on a pay-as-you-go basis.

Advantages

- Low and fixed cost that you can easily work into your practice's budget.
- Full service from hosting to design to support.
- Unlimited updates.
- Finely crafted copy, great design and savvy IT support in one package.

Disadvantages

- Might not be able to meet all of your custom requirements.
- Catering for a range of industries such IPM companies spread a pretty wide net.



Which option is best?

Obviously, this depends. You know your medical practice and understand the needs of your patients. No online presence means that you risk losing business. But if you trust your IPM to a company that knows the market and is used to working with small and thriving businesses, then you should enjoy low costs, high quality and impressive outcomes and more business long into the future.

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:

experts@prantomarketing.com or ***+1 (800) 270-3440***

Why have a **WEBSITE?**



pronto
shine online

Why Have a **WEBSITE?**



www.prontomarketing.com