



GROW SMART MARKETING

WEB DESIGN

With **80%+** of healthcare buyers now turning to the internet first to research doctors and medical services, it has never been more important to have a beautiful website that demonstrates your experience and expertise.

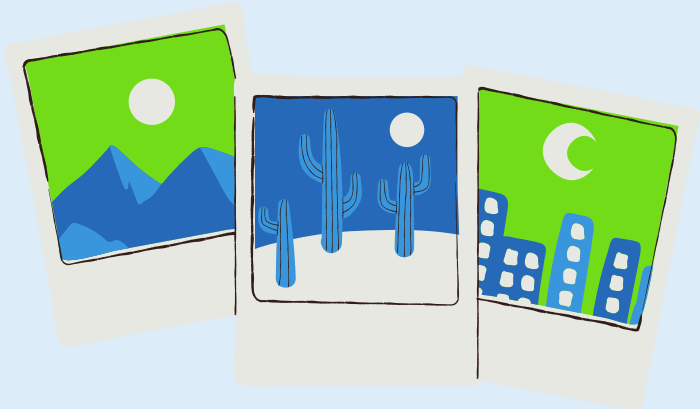
And with more than half of those visitors coming from a mobile device, it's critical to not only have a website that is mobile friendly, but also one that loads quickly. Research shows that **53%** of people will leave your website if the page takes longer than **3 seconds to load**.

The website development team at **Grow Smart Marketing** have years of experience building hundreds of websites for doctors and medical practices. Here are just some of the elements to consider for your next website update.

High-Quality Photos

Beautiful, professional images not only make your site more attractive but they also make it easier to read by breaking up large chunks of text.

Images like these provide an opportunity for you to **influence how people view your business**.



Videos And Animations

When designing websites, we have one goal: to ensure that visitors enjoy their time on the site. Ultimately, the best websites are the ones that are packed with useful information and engaging media.

Along with text-based content, a good website should also include **animations, videos, photographs, and other visual elements**.

An Easy-To-Use Platform

All of our sites are built on the **WordPress** platform. This content management system is used by about a third of all of the websites currently online. Its popularity stems from the fact that it is flexible, powerful, and easy to use. Sites that are designed using **WordPress** are easy to expand, allowing them to accommodate business growth over time. For instance, if you work in the field of dermatology and have skincare products that you would like to sell online, adding an online store is fast and easy.

Other features like **booking appointments online or live chat** can also quickly be added using this platform. It is hard to predict the future needs of your site. When you use a flexible platform like this, however, you can easily add any additional features that you need.

Some of our competitors try to lock their clients into long-term contracts by using proprietary backend systems. When you hire us, you don't have to worry about that. If you want to switch companies, you can easily take your site along with you when you go.

Features That Are Added To All Of Our Sites

Having a website that looks great is only one part of the equation. It also needs to function beautifully to get results. All of our sites are **fast, secure, and reliable**. Some of the key features that they include are highlighted below.



Mobile Friendly Page Design

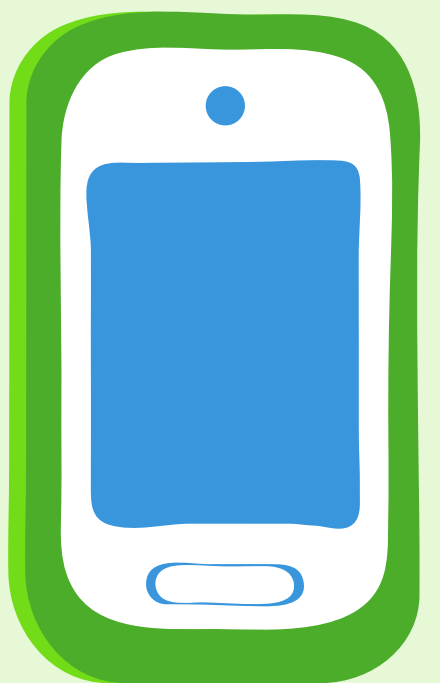
With the majority of your site visitors coming from a mobile device, it's more important than ever that your website is designed to work perfectly on one.

But there's a difference between a "mobile responsive" website and one that is truly "mobile friendly". **A mobile responsive** website is typically designed to look best on a desktop or laptop screen, but will also rearrange the elements to also fit on a mobile screen.

Unfortunately, this can lead to a long and bloated page that takes too long to load and requires the viewer to scroll forever to reach the content they are looking for.

In contrast, a mobile friendly page is one that has been rebuilt to be smaller, lighter and faster for the viewer to quickly navigate to the information they need.

And since **53%** of people will immediately leave a site if it takes longer than **3 seconds** to load, striking the right balance between content and page load speed is critical to your success.



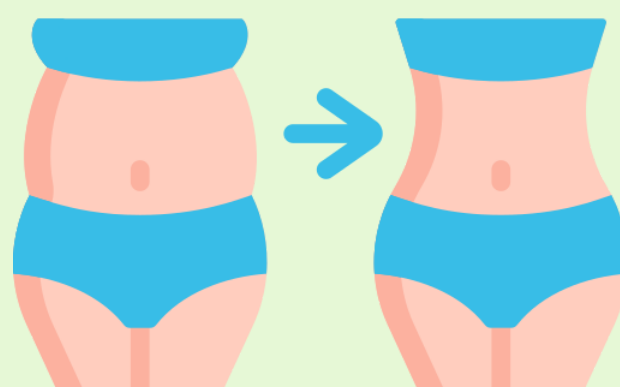
Informative, Useful Content

Websites are most effective when they are filled with useful, informative content. This includes well-written **articles, engaging videos, eye-catching images, animations, photographs, and more**.

When designing a page, we choose a layout that encourages users to make their way from the top to the bottom of the page, discovering new information along the way.



Before-And-After Photos



Before-and-after photos are incredibly powerful when it comes to helping users understand the benefits of a particular procedure. A gallery filled with images like these makes it easy for people to find others who have features that are similar to their own to see how effective the procedure is.

These types of galleries allow you to showcase your best work and are one of the best motivational tools that you can use to get new clients.

An SSL Certificate

Online security is more important than ever. An **SSL certificate** ensures that any information that is passed between your site and the browser is securely encrypted. SSL is the abbreviation for Secure Sockets Layer. r send any other data through your site, it will be securely encrypted.



SSL is the abbreviation for **Secure Sockets Layer**. This is the protocol that is used for *encrypting the data*. Having an SSL certificate helps protect any data that your visitors enter. For instance, if they pay for products, submit the contact form, or send any other data through your site, it will be securely encrypted.

Having an SSL certificate provides the following advantages:

- Builds trust and establishes your business as an authority
- Helps prevent malware attacks
- Ensures data is secure by encrypting it
- Any changes to the data that occur while it is being transferred can easily be detected

Not long ago, **Google** announced that it would begin penalizing websites that did not have an **SSL certificate** by listing them lower in the search results. More than that, users are now given a warning message that the site is not secure if they start entering data into a form or other online field on a site without an SSL certificate. People are far less likely to trust your website without one of these certificates in place.

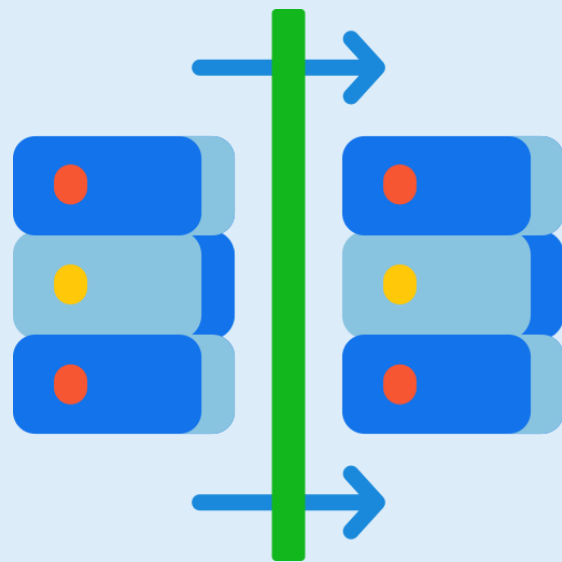
Don't put off getting an SSL certificate for your site since it can have a dramatic impact on your online success.

Navigational Structure

One of the keys to building a successful website is to make **navigating the site as easy as possible**. When designing the content for your site, try to direct visitors along the path that you want them to take. Include navigational tools like breadcrumbs and short URLs to make it easier for people to find their way around your site.



Dependable Hosting



All of our **sites are hosted on reliable servers throughout the world**. This helps ensure that your site loads quickly for users, no matter where they are located. All of our sites undergo weekly backups, minimizing the risk of losing any data. Your site also is protected from viruses and other outside threats. The server network is designed with full redundancy. That means that even if one server crashes, people can still access your website.

Visitor Engagement

If you don't capture the interest of someone who visits your site within 2.9 seconds of them landing on your page, they most likely will click away and go somewhere else. That means that your homepage needs to instantly draw them in through the use of good design and compelling content. The design of your site has almost as much impact on your clients as your experience level and qualifications. Ultimately, your goal should be to have a website that is as powerful as possible for your business.

At **Grow Smart Marketing**, we work hard to create sites that not only attract visitors but also retain their interest. The process begins by designing a full-screen homepage that draws visitors in. When designing additional pages for the site, we focus on intuitive navigation and clear, easy-to-read content. Throughout the site, we include prominent calls to action. After someone decides that they want to work with you, they should be able to quickly and easily find your contact information.



Advantages Of Professional Web Design

- All of our sites are beautifully designed per the best practices put forth by the search engines.
- We include eye-catching videos, images, and animations to encourage people to stay on your site longer.
- Calls-to-action are included throughout the site, encouraging visitors to take whatever steps you prefer.
- We focus on designing sites that turn visitors into clients.
- Our sites are responsive, ensuring that they work perfectly on a wide range of devices.

Our Web Design Services For Medical Practices

We provide the following web design services for businesses:

- Building full websites from scratch or revamping existing websites to get better results.
- Integrating your company's branding prominently into the design of the website.
- Including consistent calls to action throughout all of the pages of the site.
- Following the best practices for optimizing conversions.
- Building responsive websites that work well on desktops, laptops, and mobile devices.

For faster communication, you may call us at **888-477-6255** from **9AM-5PM EST**. We'll be waiting!



OUR DESIGN PROCESS

Since every business is unique, our design team works hard to create a website that reflects each client's unique style and tastes. While the overall process is similar between sites, the exact strategy that we use for your site will depend on your overall goals, your budget, and your personal preferences....

1. Discover

The initial part of the design process involves getting to know more about your brand, your business, your products, and your services. We will meet with you to talk about the demographics of your current customer base as well as what you hope to accomplish with your website. During this initial consultation, we will review a number of existing websites with you to get a better idea of exactly what you are looking for in terms of structure, design, functionality, and features.

This meeting also provides an opportunity to talk about some of the details that need to be taken care of to get your site up and running. This includes registering a domain name, setting up hosting, and dealing with DNS management. Getting all of this information at the start of the project will allow it to be completed more quickly.



2. Define

Next, your project is assigned a team of web developers including an SEO manager, a designer, and a project manager. These professionals will help define your online needs, including the type of content you require, the overall navigational structure of your site, the SEO strategy, and any design features.

Every aspect of the project is carefully planned and mapped so that all of the team members are on the same page. The project manager is tasked with ensuring that everything is completed on time. As your site is developed, the project manager will also provide you with updates so that you always know what is happening with your site.



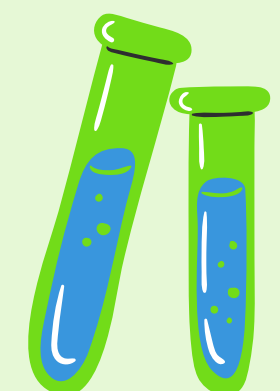
3. Design

The next part of the process is to design the site itself. Ultimately, the finished website should accurately reflect your brand. When someone lands on your site, they should instantly recognize that it belongs to your practice.



4. Develop

After creating the design and structure of your site, the development can begin. During the development phase, content is added to the site. The amount of time required for this process can vary, depending on the overall size of the site and the type of content. Typically, however, a website that has 20-30 pages can be developed and reviewed in about 8 to 10 weeks.



5. Deliver

The last part of the process is to give you a link to review your newly-completed website. Before the site goes live, you can take a close look at it to see if it needs any changes. Based on your feedback, we will make any necessary modifications. At that point, the only thing left to do is to make your website live so that the public can access it.



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