

WHAT TO INCLUDE IN YOUR WEBSITE REDESIGN

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As the internet evolves and adapts to new devices, functions and technology, you may find your once “cutting edge” clinical website is beginning to look dated or not function properly across the different devices potential patients are using to access your website.

According to a study on patient trust in health websites, researchers found that first impressions are 94% design related¹. Therefore, it is vital that your website is not only functional but also visually appealing to your audience. Whether your website’s purpose is finding patients and giving them easy ways to contact you or showcasing your site’s role in the community, a new website can help advocate for your business. Because getting a new patient can come down to a first impression, the look of your website can greatly assist in expanding your reach. However, if your website is not effectively designed, you may easily miss opportunities.



■ Amount of website visitors that spend less than 15 seconds on a webpage

Did you know? 55% of website visitors spend less than 15 seconds on a webpage². This means your time to engage and capture their interest is quite slim. With more and more companies putting the time and effort into developing highly functioning websites, there’s even more competition to stand out on the web. In many cases a poorly designed website will cause users to click off or “bounce” from the page almost immediately.

WHAT CAN VISITORS GAIN FROM JUST A 1-MINUTE BROWSE ON YOUR SITE?

- **Professionalism:** How professional is the design of your website? Will it make a visitor trust your company?
- **Your Mission:** If a visitor comes to your site but can’t figure out your purpose or mission, you need to incorporate relevant content in order to make it clear and concise for all.
- **What you can do for your ‘clients’:** You want to make visitors know how they can benefit or what they can learn by contacting your company.

Your website is a tool that can help connect your business to people across the U.S. and even around the world; Because of this, an attention to detail when redesigning your website is very important. Just “having a website” isn’t enough—it needs to have a functional purpose and help your site stand out among competitors.

I. WHERE TO START

Once you’ve determined that you need to redesign your website, the first thing to do is research.

Visual Research: Research other websites to find a design style you like—industry doesn’t matter. It’s good to view a few options to get an idea of the style you want to represent your organization online.

Content Research: Look at your current website text and take note of what you’d like to keep. Take away any fluff content and expand on the content necessary to describe your organization and make it more qualified and professional. Content you like on your current site can always be transferred over

to your new site. Although a redesign is important for the appearance of your company, you don't always have to start from scratch. Use your original website as a tool to help get the process started!

Highlight Goals: What are the main motivators behind wanting to redesign? Do you want to increase the amount of potential clinical trial volunteers visit your site, make it mobile friendly? Start a blog?

By determining your specific goal in the planning process for your website redesign you'll be able to develop the right tactics to help you achieve those goals, thus making a stronger website overall.



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II. WHAT TO KNOW WHEN CHOOSING A VENDOR

There are many options when choosing a vendor for a website redesign. In some cases you can find an agency like ClinEdge, a freelancer, or you can "Do it Yourself" through an online content management system.

With an Agency: you'll get a team of experienced designers and developers that will work together to bring your site to the next level. Look for an agency that has familiarity working with your type of industry—and be sure to get examples of websites they've created in the past.

With a Freelancer: Freelance web designs can sometimes be the right fit for your budget—but it can also lead to more time invested on your end as well. In many cases freelance designers can be hard to get a hold of and timelines can be stretched out.

DIY Website: A "Do it Yourself Website," can seem like the most cost-effective option at first, but you won't be able to develop a highly-custom site unless you have a foundation in coding and design for the web. While some websites claim their "ease of use" makes it possible to develop stunning websites without the need for a design team or coding, the promise is often not achieved due to inexperience in web platforms. In many cases the level of customization is

not there, and in the end, clients are left with generic and over-simplified sites.

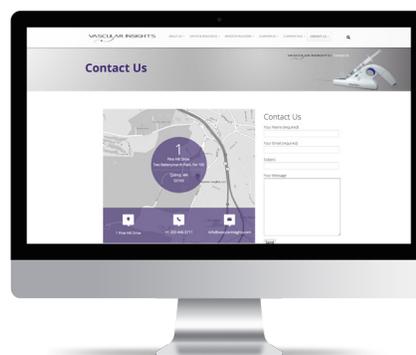
After you choose the best-fit vendor to create your site, the process will go from creating a sitemap to determining imagery and the overall look, content development, design and then a final launch.

It takes an average of 8 weeks start to finish to redesign a website.

III. DESIGNING WITH YOUR PATIENTS IN MIND

Creating a patient-friendly design is a great approach to reach your website redesign goals as a clinical research site. Try to not use overwhelming medical jargon and be sure to explain what the patient will expect when visiting your site. Stigma with clinical research is an omnipresent force—as a research site it's your job to help break that stigma by providing clear and digestible information. The less specific you are, the less patients will trust and value your company, and it will leave them on their own to make assumptions about clinical research and the trials you conduct.

Your website is a tool that can help generate patient leads. By driving traffic to your website through online or social ads, you can use the forms on your site to help sort and organize patients for specific studies. Be sure to have multiple places on your website for patients to contact you—whether its through email, custom forms, or a well designed contact page. Adding various ways for patients to contact the site will increase conversions and get you more leads for your studies.



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IV: OPTIMIZE YOUR SEO

Search engine optimization, also known as SEO, is characterized by how easily your website is searchable on the web. In order to optimize your website for the right visitors, you will want to use phrases your target audience would be searching for in an online search engine such as Google. For this example, we will use a local flower shop in Boston

as our example. The phrase you will want to use, because it's most likely to be searched, is "Flower Shop in Boston." If this is what you are "selling," you will want to make sure it's mentioned a few times on your website. Content and design work hand in hand with creating a solid website that is easily searched by online search engine bots.

Think of your ideal website visitor—what are they typing into Google in order to have their questions answered or to find medical help? It's important to be descriptive and accurate in your evaluation of your business and the content on your site. Take the flower shop for example. Even though you may want to have bold exciting sayings on your site such as "Premium Flower Consultants Delivering Happiness Through Petals" there is a very rare chance someone is searching those keywords .

Not only do you want to be more straightforward with your content but you want to make sure what you are marketing on your website reflects actual services offered. Google and your website will speak on the back end and having your website SEO optimized with not only help in search rankings but will also bring you the right people.

V: MAKE IT MOBILE FRIENDLY



■ Amount of website visits that come from a mobile device

65% of visits to one of our client's websites came from a mobile device—that means more than half of their total visitors used a smartphone or other device to view their website. The accessibility and ease of use of smartphones and tablets has made it easier for patients to research healthcare related topics right in the palm of their hands. If your website is not mobile friendly you could be missing out on a large pool of potential patients. Responsive design "reshuffles" your site in a way that makes it easily viewed on a variety of screen sizes—from large desktops to small hand held smartphones.

Overall, websites are becoming a necessary asset for clinical research sites who are recruiting for studies. Utilizing your website as a tool and virtual "first impression" will help you gain respect in your community and will help capture patient leads for your currently enrolling studies.

Learn more about the work we've done for site clients and website design on our website www.clin-edge.com/our-work.

ClinEdge is a full-service business development and marketing company for clinical trials. We strive to increase the productivity, innovation and revenue of our clients through personalized services and a profound understanding of the clinical research industry.

To learn more about the applications of social media in clinical trials, contact us today. And don't forget to check us out on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#)!

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¹ <http://wwwconference.org/2005a/cdrom/docs/p1026.pdf>

² <http://time.com/12933/what-you-think-you-know-about-the-web-is-wrong/>

