The
FIVE Essentials
of a High-Performing Practice Website

Your Hosts

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Quick Housekeeping

All attendees will be muted during this Lunch & Learn. If you have a question, please drop it into the Questions box of your GoToWebinar panel.

Agenda

Today, we'll explore why your website is a guide to visibility, performance, and patient growth in today's digital landscape.

Specifically,

- Website Content

- Fast Performance & Mobile Optimization

- User-Friendly Interface

- Secure & Reliable Hosting

- AI Visibility

Why Online Visibility Matters

- Parents use Google before choosing a pediatrician

- Online presence = Trust + Convenience

- Providers are influencers – continue to build trust with consistent messaging
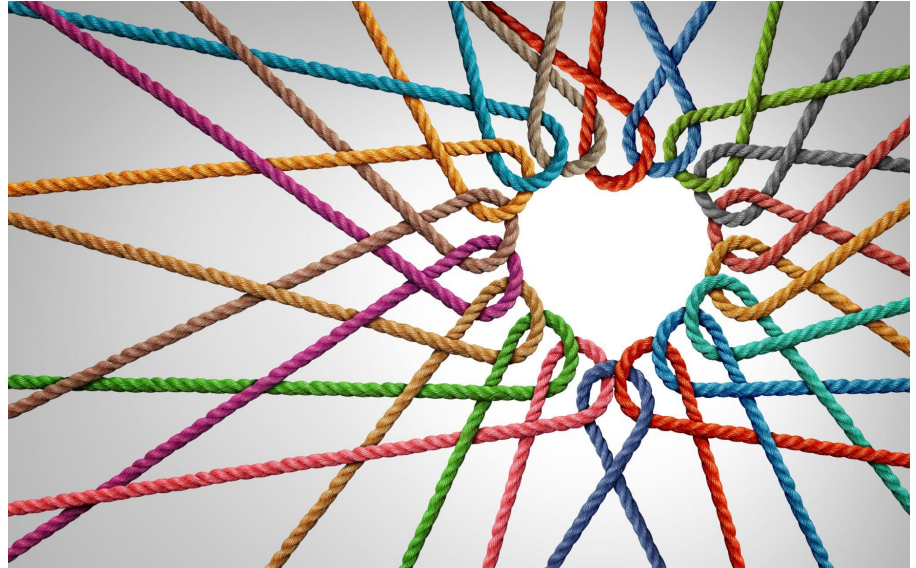
Website Content

- Easy Navigation

- Quality Content

- Medical Library

- Clear CTAs

- NAP Consistent across

  website & directories

Poll Question

How old is your website?

A. Less than a year

B. 1-2 years

C. 3-5 years

D. Dinosaurs were around when my website was built!

Web Security + Reliability

Why it's important:

Security and reliability are critical for websites because they directly affect trust, improves search engine rankings, and business continuity.

You may or may not know that OP has switched to a new Content Management system call DUDA.

Secure Hosting and Reliability

Our websites are **secure** and **reliable**. The platform is built with modern infrastructure, automated security features, and performance-boosting technologies that help protect users and visitors. Here's how we ensure high levels of security and reliability:

- SSL Certificates for Every Site
- Secure Cloud Hosting (AWS)
- Automatic Backups and Version Control
- Platform-Level Security Maintenance

- Reliable Uptime and Monitoring
- No Third-Party Plugin Risk
- Accessibility Compliance Tools

User-Friendly Interface

Our website editor is a powerful, intuitive, and flexible tool designed to help practices create, update, and maintain professional, responsive websites—without needing to code. Here's an overview of what makes our website editor stand out:

- Click to Edit Interface

- Responsive Design Controls

- Multilingual Site Support

- Live Preview and Publishing

DEMO SITE

Mobile Optimization

Mobile optimization is **critically** important for websites today because the majority of users access the internet via mobile devices. Here's a breakdown of why mobile optimization matters:

- Mobile Traffic Dominates

- Global CDN (Content Delivery Network)

- User Experience

- Search Engine Optimization (SEO)

- Speed and Performance

- Brand Reputation

How We Do It

Responsive design + device-specific customization + performance enhancements — all built into the platform.

- Automatic Responsive Design

- Mobile-Specific Editing

- Click-to-Call and Tap Actions

- Mobile Page Speed Optimization

- Core Web Vitals and Lighthouse Integration

- Preview and Testing Tools

- No-Code Mobile Optimization
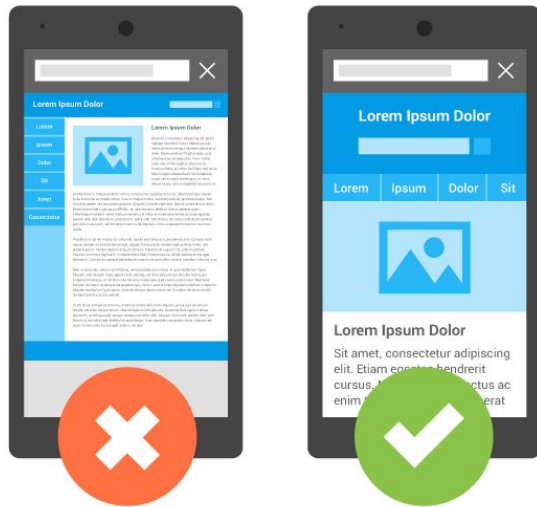
Poll Question

Do you know how your website performs today?

A. Yes

B. Kinda

C. I have no clue

How We Boost Performance

We currently have 376 published sites using our newest content management system and all of them have a **98%** Core Web Vitals (CWV) Pass rate.

Studies show that achieving a "good" combined CWV Pass rate means that your website meets Google's thresholds for all three CWV metrics at the 75th percentile of page loads. This means that at least 75% of your page loads achieve the following performance targets.

VS.

Website Performance

Website performance is crucial for several reasons, as it directly affects user experience, business success, and technical outcomes.

User Experience

- **Faster load times** = happier users. Users expect websites to load ideally within 2-3 seconds. Delays cause frustration and can drive users away.

- **Reduced bounce rate**: Slow sites increase the likelihood that visitors will leave before engaging.

- **Improved usability**: A responsive, smooth site is easier and more enjoyable to navigate.

Search Engine Optimization (SEO)

- **Google ranking factor**: Site speed is a known ranking factor for both desktop and mobile search results.

- **Core Web Vitals**: Google's metrics for performance (like Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift) affect how sites are ranked.

AI Visibility

Google uses Search Generative Experience (SGE)

- Clear page structure (headings, schema)

- Concise and informative content

- Answers to common questions (FAQs)

- Location-based details (NAP, maps, directions)

- Regular updates (e.g., blog posts, news, and announcements)

☑ Website Content

☑ Structured Data

☑ Google Reviews

☑ Social Media Posts

☑ YouTube

Google Reviews

- Confirm Google Business Profile (GBP) is claimed & correct for each location

- Post to GBP regularly, FAQs, Pictures

- Respond to Positive & Negative Reviews (staying HIPAA compliant)

**Reviews are part of
AI Overview!**

Social Media Matters

Good Content is rewarded with more views.

☑ The average person spends 2.5 hours a day on social media

☑ Consistent drumbeat of messages

☑ Providers are influencers

☑ Build trust & loyalty with relevant content

AI Overview also now includes social posts!

Take the Next Step

Get a Free Audit of Your Practice's Website!

Here's how: In the survey at the end of today's presentation, let us know you want to take advantage of a FREE website audit.
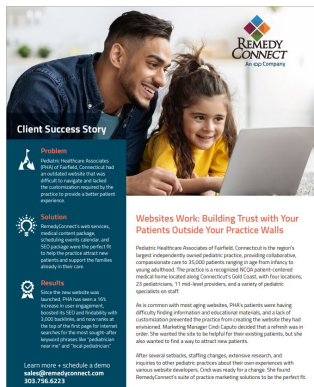
We will reach out to review the results with you and your team!

Questions?

Resources

Client Success Story

Websites Work: Building Trust with Your Patients Outside Your Practice Walls

Blog Posts

- Attract More Patients: Essential SEO Techniques to Grow Your Pediatric Practice

- Transforming Pediatric Patient Care with a Custom Website

- 3 Key Considerations for Selecting a Medical Website Design Company

- Using SEO to Attract More Patients to Your Pediatric Practice