

# Setting up a website

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## A brief history of the web (1/2)

- In 1969 (43 years ago) the first two hosts connected
- First modern email client was introduced in 1975
- The domain naming system (e.g. webaddress.com) was created in 1984
- Then in 1991, the first webpage was created
- The first modern web browser for public use was launched in 1993
- 1995 is considered the first year the web became commercialised

## A brief history of the web (2/2)

- Google went live in 1998 (14 years ago)
- 2000 was the year of the .com crash!
- 2005 & 2006 were the years when Facebook, YouTube and Twitter started
- 2007 (5 years ago) was when the first iPhone was launched - start of the Smartphone age
- 2012....?

## Why have a website? (1/2)

- In today's world, a website is expected!
- Often it's the first place people see your practice
  - present a professional image, modern & dynamic practice
- Allow patients to access your details and information from anywhere, anytime
  - from work, mobile devices, etc, open 24 / 7 / 365
- Your website will bring you new / extra business
  - from search engines, referrals

## Why have a website? (2/2)

- A platform for sharing information immediately
  - keep website content up to date, most cost effective marketing
- Complements existing marketing material
  - leaflets, stationery, business cards, can be updated often, no / little cost
- Improved customer (patient) service
  - acts as an information channel, it's convenient, cuts down admin work

## What do you want your website to do?

- Simple static brochure website
  - search engine considerations, out-of-date content
- Do you want a site you can update yourself?
  - CMS (content management system), update 24 / 7
- Get top Search Engine rankings
  - climb up the results
- Other options / extra functionality
  - mailing list, booking appointments on-line, login area

## What to put on your website?

- Welcome message / your goals / ideals
- General practice info
  - surgery opening hours, location map (Google Maps), text directions, transport links, fees, out-of-hours cover, all contact information, contact form, etc.
- Dr profiles / qualifications, Bio's
  - (optional photos), any staff info (nurse, receptionist)
- Patient services
  - + speciality services, screening, travel vaccines, etc.
- Educational links to health websites



## How to make your website work for you

- A website should be user-friendly
  - simple to navigate, uncluttered, intuitive layout, modern and attractive design
- The user needs to find the information
  - quickly, content needs to be relevant and catering to targeted users
- Content needs to be kept current
  - for both patients and Search Engines



## Preparing for a new website

- Have your practice name
- Do you have a logo
  - preferred colour scheme, etc.
- Decide if you want to try it yourself (DIY route)
  - get a family member or friend to do it
- Or engage with web company
  - better if you choose a web company by reputation, work they've done, referred by friend, etc - Leaving it to the experts is probably best.

## Getting the website up and running <sup>(1/2)</sup>

- **.com vs .ie. domain name**
  - go for **.ie** (Irish domain extension), using it gives it a stamp of approval, immediately recognised as Irish web address, better with search engines, etc
- **Secure the domain name**
  - you can't just buy a **'ie'** when you want – you must “qualify” – For GPs, usually Sole Trader / Partnership (with Registered Business Name), or Unincorporated Association

## Getting the website up and running (2/2)

- Get your website content together
  - decide on site layout, various pages you need, write your text (doesn't have to be final version), images and photos – get uncopyrighted photos, buy from stock company
- Keep adjusting the site with your developer
  - make sure you're happy before paying in full
- Search Engine Optimisation
  - should be done initially by developer

## Once the website is live

- Keeping content updated
  - check all outbound links are still working
- Checking web stats / visitor numbers
  - track with any marketing or advertising events
- Google ranking / new business
  - would sponsored listings help?
- Social Media - Facebook & Twitter, etc
  - extra admin work, needs to be kept current

## Rough guide to costs <sup>(1/2)</sup>

- Domains - .ie approx € 25, .com approx € 10
- Hosting – about € 5-10 p/m or € 100 p/y
  - unavoidable fees? free hosting? includes email, webstats, etc.
- Free website services
  - e.g. Docvadis, etc. all these services use templates
- Website – to create static website
  - approx 5 webpages - €500-600, are they using a template, cheaper (but is it really cheaper?)

## Rough guide to costs (2/2)

- CMS website – approx €1000
  - one time charge, update the site 24/7 for free
- Deposit usually required - 10 - 50%
- Extras will cost..... extra!
  - they can be requested / added at any time.
- Is any training required?
  - if using a CMS or other optional extra
- Maintenance, expand your website

**Any questions?**

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[www.gravity.ie](http://www.gravity.ie)