

PATIENT-CENTRIC WEBSITE

WHAT TO INCLUDE ON YOUR WEBSITE

Here's some tips to help you build a better connection with patients through your practice website:

- Clearly visible opening hours
- Google map and location photos
- Where to park and public transport options
- Fees and how to book
- Appointment types - what can be booked online and what type of appointments patients need to phone the practice for
- FAQs page and search bar to locate information within the website
- Individual practitioner pages including special interests, qualifications, unique expertise and a photo
- Individual services pages and how to prepare for specific treatments
- Friendly photos of your team and practice
- Use easy-to-understand and welcoming language



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USEFUL HOW-TO LINKS FOR WORDPRESS WEBSITES

Add a Search Function to your website

<https://www.wpbeginner.com/plugins/how-to-add-a-search-bar-to-wordpress-menu-step-by-step/>

Add a Google Map to your website

<https://www.wpbeginner.com/wp-tutorials/how-to-add-google-maps-in-wordpress/>

Add FAQs to your website

<https://www.wpbeginner.com/plugins/how-to-add-a-frequently-asked-questions-faqs-section-in-wordpress/>

