

8 Ways to Create a Standout Medical Website That Attracts More Patients!

There are many web designers who can create a visually appealing website, but in the medical field, aesthetics alone won't bring in new patients. Your website must include elements that build trust, establish your expertise, and convert visitors into bookings.

I've put together this guide to highlight the essential features that will help you grow your private practice.



by Cheryl Laidlaw



1. Offer a Valuable Lead Magnet

A **lead magnet** is a free resource offered in exchange for a visitor's email address. In the medical sector, this can help establish credibility while providing valuable patient education.

What Makes a Good Lead Magnet for Medical Professionals?

- Solves a real patient concern – e.g., "The Ultimate Guide to Knee Pain Relief."
- Provides quick, actionable advice – a concise checklist or guide.
- Highly valuable – patients should feel they're receiving expert-level advice.
- Instantly accessible – downloadable PDFs, videos, or interactive quizzes work best.
- Demonstrates your expertise – reinforces why patients should trust and book with you.

Examples of Effective Lead Magnets for Healthcare Websites:

- "5 Signs You Should See a Specialist for Back Pain"
- "What to Expect During Your First Physiotherapy Session"
- "A Checklist for Post-Surgery Recovery"
- "Download Our Free Diet Plan for Heart Health"
- "Book a Free 15-Minute Consultation with a Specialist"

Make your lead magnet visually appealing by using **branded PDFs** or **professional videos**. If you don't have design expertise, consider hiring a graphic designer to ensure a polished and professional appearance.

Where to Promote Your Lead Magnet:

- On your homepage
- In your social media bios
- Throughout your blog posts
- In email campaigns

Capturing **the voice** of patients

Read verified feedback for your **specialist, dentist, hospital** or **care home**.



2. Use Patient Testimonials to Build Trust

88% of people trust online reviews as much as personal recommendations.

Testimonials and patient success stories build credibility and reassure potential patients that they're making the right choice.

Key Questions for Collecting Testimonials

1. What condition or concern led you to seek treatment?
2. What made our clinic stand out compared to other providers?
3. How has your condition improved since receiving treatment?
4. What was the most valuable aspect of your experience with us?
5. Would you recommend our practice to others? Why?

Best Practices

Keep testimonials **short and impactful**. If a patient's story is lengthy, highlight the most powerful statements to feature on your website. Video testimonials are especially effective as they create an emotional connection with potential patients.

Example Video Testimonial Request Template: "Hi [PATIENT NAME], we're so pleased with your progress and would love to feature your experience to help others who may be struggling with [CONDITION]. Would you be open to recording a short video about your journey with us? It would mean a lot, and we'll ensure your privacy is respected. Let us know, and thanks again for trusting us with your care!"



3. Showcase Awards, Credentials, and Certifications

In healthcare, **credibility is everything**. Displaying your qualifications, awards, and media features reassures potential patients of your expertise.



Credentials to Highlight

- Board certifications
- Memberships in professional organisations
- Featured press or media appearances
- Awards or recognitions in your field
- Patient success rates or outcomes



Healthcare Industry Awards

- **BMJ Awards**
- **General Practice Awards**
- **Royal College of Physicians Recognitions**

If you haven't won any awards yet, consider applying! A well-placed awards section on your website can **increase patient conversions by up to 400%**!

4. Invest in a Professional Website Design

Your website is often the first impression potential patients will have of your practice. A poorly designed site can damage credibility, whereas a clean, professional design builds trust and encourages bookings.

Clear Navigation

Easy-to-navigate structure that helps patients find what they need quickly.

Mobile Optimisation

Mobile-friendly design that works on all devices.

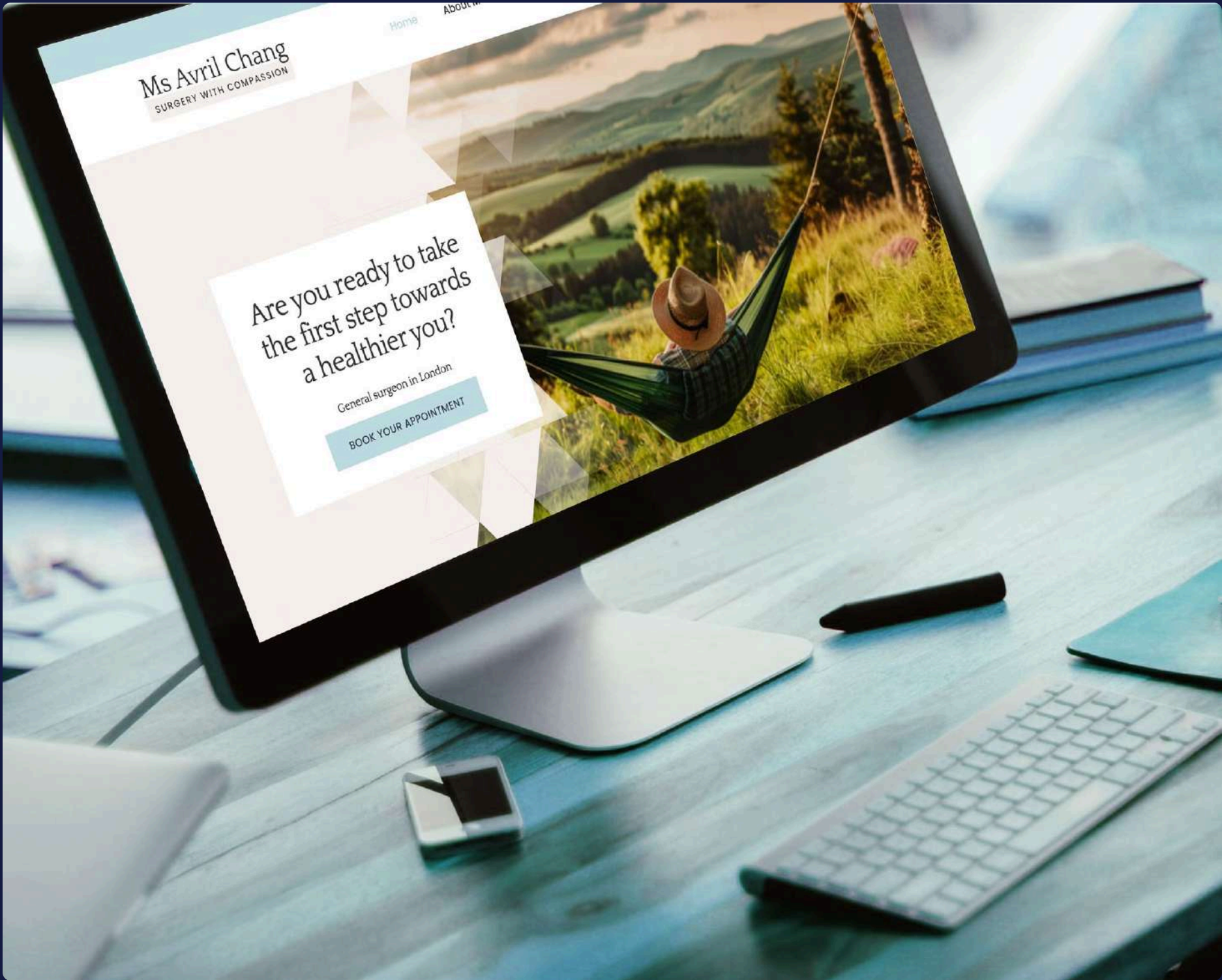
Fast Performance

Fast loading times to prevent visitor frustration.

Security

Secure (SSL-certified) for patient data protection.

Ensure you work with a **web designer who specialises in medical websites**, as they understand patient psychology and industry compliance requirements.



5. Use High-Quality Images & Personal Branding

People connect with **people**—not faceless brands. Including high-quality images of **you and your team** makes your practice feel more approachable.



Professional Headshots

High-quality portraits of you and your team members



Behind-the-Scenes

Photos showing your clinic environment and daily operations



Educational Visuals

Infographics that explain medical concepts in simple terms

Stock images can be useful, but using real photos of your practice builds trust and humanises your brand.

6. Add Video Content

Video is **one of the most powerful ways to engage visitors** and explain complex medical topics in an easy-to-understand way.

Ideas for Medical Website Videos

- A welcome video introducing yourself and your clinic
- Patient testimonials
- Procedure explanations (e.g., "What Happens During a Knee Surgery?")
- Frequently Asked Questions (FAQs) answered by you

Video Impact

88% of visitors stay longer on websites with videos, improving engagement and conversion rates.

7. Use an Online Booking System

Here are some top booking software options for your private practice:

Semble

Best for private practices & multi-clinician clinics. Offers online booking, automated reminders, and secure patient management.

Cliniko

Ideal for physiotherapists & allied health professionals. Offers online booking, automated reminders, and secure patient management.

JaneApp

Great for multi-disciplinary practices. Offers online booking, automated reminders, and secure patient management.

Timely

Best for aesthetic clinics & wellness practitioners. Offers online booking, automated reminders, and secure patient management.

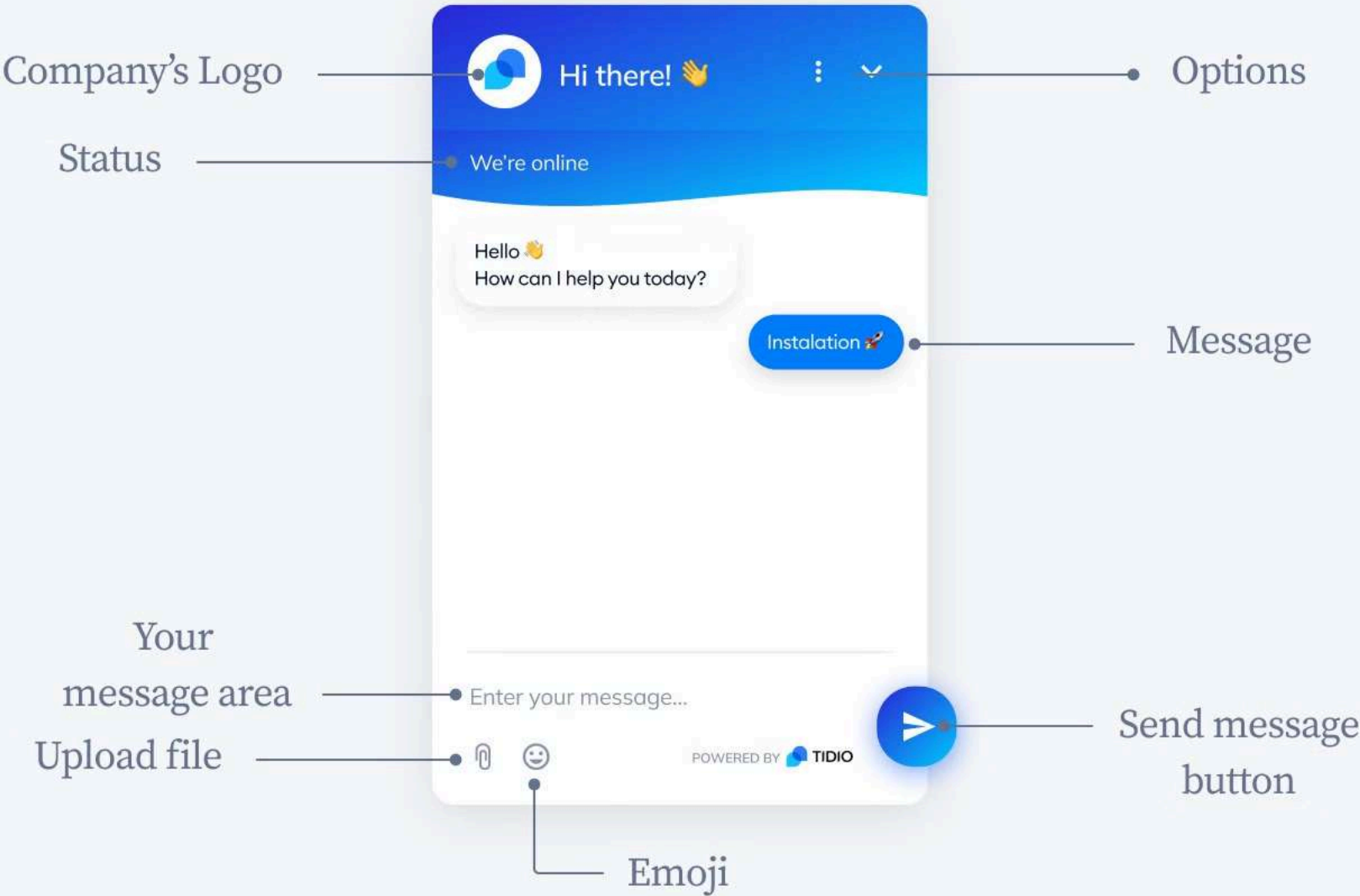
WriteUpp

Ideal for solo practitioners & small private clinics. Offers online booking, automated reminders, and secure patient management.

8. Add a Live Chat Feature

Real-Time Answers	Insurance Queries	Appointment Booking	Cancellation Policy
Answer patient inquiries immediately, providing instant support.	Address questions about insurance coverage efficiently through chat.	Facilitate quick appointment scheduling directly via live chat.	Provide immediate details on your cancellation terms and policies.

A live chat tool enhances patient communication by offering immediate support and information, reducing the need for calls or emails.





About the Author

As an award-winning brand and web designer, born and raised in London, I've spent years helping medical professionals create websites that not only look great but also bring in results.

Winning **Best Woman in STEM at the Best Women in Business Awards** was a proud moment and highlights my dedication to delivering quality work.

Since starting my business, I've built over **3000 websites**, always focused on making them easy to use and effective for my clients. As a **Judge for The Good Web Guide**, I know what makes a great website, and I bring that insight into every project.

I work with **doctors, consultants, physiotherapists, and other healthcare professionals** to develop websites that build trust, increase patient engagement, and simplify online bookings. I'm also passionate about showing medical professionals that keeping their website up to date doesn't have to be complicated. That's why I offer **training** to ensure clients feel confident using their sites long after they're live.

My goal is simple: **to help you get the most out of your website and grow your practice.**

Are you ready to take your website to the next level?