

## Professional Service Company Web Sites

Your web site should have the same quality, look, and objectives of your practice. It is a primary communicator of your brand.

As with any communication device, you should make some critical decisions about your web site before you do anything else:

- Who is/are our target audience/s?
- What do they want when they seek out our web site?
- What do we want to communicate? Think of the tangible (information) and the intangible.
- What do we want them to do?
- Do we want people to visit our site over and over, just once, or any time they need \_\_\_\_\_?

Be sure you have the expertise or the funds to keep your web site updated. The update frequency will depend on who you are and what your site is doing.

Visit web sites of similar businesses to see what your competitors are doing.

Research: survey your potential web site audience to see what they like and dislike in web sites.

Decide what, if any, special tools and devices you will need. Are there documents to download? Links to establish? Interactive forms to complete?

Taylor the complexity and tech level to the audience you seek. A high tech company had better have all the bells and whistles available today; some non-profits may be better off with a simple point and click, screen = brochure page format.

Use sound with discretion.

Regardless of complexity, navigation procedures should be obvious, and it should move quickly and smoothly, without fail.

Design the site to attract the attention of search engines.

### Mandatory Content

- Name, logo, tagline
- Mission, vision, values
- List of services, products available
- Details about services, products available, including prices
- Distinctive elements of our office: clinical trials, unique customer service, etc.
- Principal executives and relevant staff (medical CV's)
- Contact info: web, email, address, phone and an invitation to contact you
- Map or map link to offices and other locations

### Optional Content

- History of our company
- Principal CV's, resumes
- Definitions/facts about our profession: the diseases we treat, definition of terms
- Articles by us or by others about our subject
- Graphics or photos to illustrate complex concepts
- Data, statistics, trends of our industry
- Questionnaires or self-tests to engage visitor interest, invite inquiries
- Relevant financial information about our company
- Client testimonials