



## OPTIONS FOR CREATING A **General Practice Website**

# What's the best way to create your practice website?

Your Health offer fully customised and managed websites which are built on top of our GP marketing system, which is backed by over 15 years of experience creating integrated health content and resources for general practice.

But this option isn't for everybody, there are other choices out there and it pays to be diligent in weighing them up.

To save you from doing the homework we'll bring you up to speed on what they are, and explain why we think our service is a top choice.

## 1. Doing it Yourself

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**The best design usually goes unnoticed**

### USING ONLINE PLATFORMS

You can build a website yourself on a platform like WIX or Squarespace. It looks cheaper at face value, but don't underestimate the time (and therefore cost) it takes to put a website together – design iterations, tweaking layouts for desktop and mobile, writing SEO meta data, adding copy, optimising images, cropping, uploading them... it all adds up!

#### Hidden Time Costs

After all is said and done, the final product doesn't usually look as good because, simply put, quality web design is an invisible art and harder for somebody who is untrained to deliver than it looks. A good analogy is that you probably didn't save the cost of contracting professionals last time your practice was given a lick of paint and new carpet – and this is exactly the same situation.

#### Sub-standard Results

We think that everyone should focus on their strengths and make best use of their expertise. By maximising staff time on the things that matter you can deliver a great patient experience which leads to an increase in business, rather than paying people in-house to develop a product that doesn't quite hit the mark.

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[www.yourhealth.net.au](http://www.yourhealth.net.au)

#### Costs & Time

COSTS: ~ \$ 15 - 25 per month hosting

BUILD: ~ 5 days @ \$ 30 / hr = \$ 1,050



## 2. Contract a Professional Web Designer or Agency

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**Your website is a digital asset that needs to be maintained**

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### PREMIUM SERVICE COSTS

Source a web designer from the high street or online to build your website for you. Infinitely easier and, if you're lucky, you'll find a decent designer who will charge you ~\$ 5,000 and do a fantastic job. In reality though you can expect to be dealing with somebody who doesn't necessarily understand the medical industry, so there could be a bit more back-and-forth.

#### Cost of Tweaks and Updates

Then you have the hosting on top too, typically about \$ 25 per month and when you need to make some changes you'll be paying between \$ 50 – \$150 per hour for updates. Remember, just like a building, your website is like a digital asset that needs to be maintained, tweaked and continually optimised. You can set it and forget it, but such an approach will soon leave your practice website looking obviously neglected, which isn't a good look.

#### Can You Add Your Own Health Content?

Once you factor in all of these considerations you do get a really amazing website, but it's an expensive way to go and you'll still need to develop in-house health content if you want to include it on your site, which is yet another hidden time and financial cost.

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#### Costs & Time

COSTS: ~ \$ 5,000

MAINTENANCE: ~ \$ 50 to \$ 150 per hour

HOSTING: ~ \$ 25 per month





## 3. Your Health Marketing

### LET'S WORK TOGETHER

Our team are experts in the design, development and management of GP websites. We can do it all, with less hassle and more dazzle!

#### Inclusions

- Consultation and planning
- A modern and unique website template
- Mobile responsive design
- On-page Search Engine Optimisation (SEO)
- Unlimited pages, design and layout
- Image Uploads (stock images are charged extra, but we recommend that you supply real photos to communicate authenticity and trust)
- Media downloads (e.g. patient sign-up forms etc...)
- Integrated Health Resources from Your Health archive
- Enhanced accessibility features for site visitors with disabilities

#### Optional Extras

- Built-in analytics & reporting
- Blog functions, if required
- Contact form/s, if required
- Domain name registration and DNS mapping as necessary
- Secured (https) domain as standard
- Copywriting is usually performed by the practice, but we can quote on this if you need it

Our standard rate for the design and set-up of a managed website is \$2,500 +GST

#### How can we offer a custom design at a such a low cost?

Economy of scale. We follow the same formula which gives us the ability to work quickly and deliver the goods at a great rate.

The choice comes down to how much time and expertise you have to spare at your end but the chances are, on a direct comparison, you'll end up with a great looking site for less hassle and money using Your Health! We've positioned our offering to be great value and deliver professional, fast and responsive sites that are best-in-class.

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Send us your updates, we make the changes and you get on with running the practice

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[www.yourhealth.net.au](http://www.yourhealth.net.au)



At Your Health we work hard to offer great value and deliver professional, fast and responsive sites that are at the forefront of industry standards.

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**The formula gives us the ability to work quickly and deliver the goods**

### **Hosting and Management**

Once built, all of our sites hosted on highly tuned and optimised servers running solid state drives in our Sydney datacentre. The ongoing cost is \$ 50 + GST per month, which includes incremental updates (to handle staff, document and small changes). We can also register a domain if you need one and take care of the technicalities of setup.

Overall this option saves a lot of time, delivers a highly polished and professional looking site and benefits the busy GP setting where everyone is pushed for time — send us your updates, we make the changes and you get on with running the practice.

### **How does it work exactly?**

1. Sign up, pay a 50% deposit to ensure everyone is invested in the project and it's driven forwards quickly and efficiently.
2. We'll have a chat with you to explain the process and timeframes involved and what you need to do from your end. Your new practice website can be up and running a week after we start building, providing there is a quick turnaround on revisions from the practice.
3. We send you a form to fill out which will give us the content and details about your practice that we need.
4. Some drafting of the website takes place and we'll ask you to undertake an initial review to ensure the tone and design language matches your brand.
5. We plough ahead and add the rest of the content.
6. Review from the practice end of the completed site
7. Alterations as necessary
8. Site goes live, everyone cheers!

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# Options Comparison

## DOING IT YOURSELF

### Pros

- ▶ Cheapest option
- ▶ Work at your own pace

### Cons

- Requires in-house technical expertise
- Distracts practice staff from other jobs
- Development time/cost unknown
- Need to generate health content in-house

## SOURCING A WEB DESIGNER

### Pros

- ▶ Work with a local business/freelancer
- ▶ No technical requirements

### Cons

- Most expensive option
- High ongoing costs
- Site may be hosted offshore

## USING YOUR HEALTH

### Pros

- ▶ Best value option
- ▶ Integrated health content
- ▶ Minimum time/effort required
- ▶ Work with people who understand your industry
- ▶ Unique website design
- ▶ All updates included in monthly costs
- ▶ No technical knowledge required

**Ready? Let's Build Your Website!**

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