

# An AcrobatAnt White Paper

## DIGITAL HEALTHCARE MARKETING AND BOUNCE RATE: SIX THINGS TO CONSIDER.

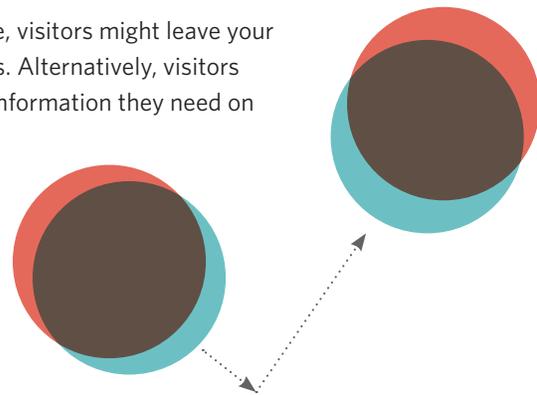
We read magazines, articles online and get emails every week about how all things digital are changing. Google, Facebook, Twitter and other social channels and online software sites make statements on a regular basis of how their sites and apps have changed or are about to change.

### THE DIGITAL WORLD IS CONSTANTLY CHANGING, AND THERE IS NO GOING BACK.

Take a look at Google Analytics or some similar program that assesses visits to your website. Most look at numbers of visitors and the pages they visited. You should also pay close attention to your bounce rate and what type of device they are using to visit your site. Are you asking yourself, “What the heck is a bounce rate?” The answer is really quite simple.

### IF A VISITOR LANDS ON A PAGE AND QUICKLY LEAVES, YOU WANT TO KNOW WHY.

A number of factors can contribute to your bounce rate. For example, visitors might leave your site from the entrance page if there are site design or usability issues. Alternatively, visitors might leave the site after viewing a single page if they’ve found the information they need on that page and have no need to visit other pages.



#### Bounce rate as defined by Google:

*Bounce rate is the percentage of single-page visits (i.e., visits in which the person left your site from the entrance page without interacting with the page).*

# How do you correct a high bounce rate?

Here are some things to consider to lower your bounce rate, keep visitors actively engaged and hopefully lead to some type of conversion whether you measure success by phone calls, email responses, forms filled out or seminar sign-ups.

## 1 Avoid anything that disrupts the user experience.

Users are potential consumers that are looking to engage with your hospital, clinics or you through your website. The experience is how they use the site and everything they encounter such as ease of use, intuitive navigation, clear and concise content and easy to follow information paths. Remember that consumers are empowered and have access to more information than ever at their fingertips. If finding what they want becomes the least bit difficult—*bounce*.

## 2 Your site's design must be elegant and attractive, but also simple and clean.

You should not clutter your home page or the subpages with too many calls-to-action (CTA). Too much information confuses users and causes them to bounce off the page or to exit your site altogether. Confusing design and too much clutter will only exaggerate a bad user experience.

A poorly designed site says you don't value the consumer enough to create a good user experience. What if the consumer walked through your door tomorrow and saw that your hospital or clinic was unclean, cluttered and messy? What if there was no clear path to get information about your ER or find a doctor to help with their problems? You'd say that was intolerable. Well, think of your website the same way.

## 3 Make sure your website is mobile friendly.

There is a lot of talk these days about responsive design. That means your site will automatically scale to fit the device being used to view it. But not all sites should be responsive. Responsive design can be a heavy download on a smartphone

if they are accessing the site through a normal cell tower. If you have a limited amount of information that needs to be viewed on the mobile site, it's wise to find out what they are looking for and only provide that information on the mobile version.

One large health system that AcrobatAnt works with has a very large website with a fairly stable flow of mobile users in the 27 - 30 percent range of total visits per month. We found they were mainly looking for locations, contact information and how to locate a physician. So that information is offered in a simplified mobile format. They can access other information through a link to the full site if needed.

If your analytics support it, you may find that more users are accessing your site through a mobile device now in 2014 than any other device. Here are some search statistics to consider:

- **40% will click another mobile result if a site's not mobile friendly** (*Icebreaker Consulting*)
- **60% of mobile users expect a website to load in less than three seconds** (*Gomez*)
- **46% of mobile users say they are unlikely to return to a website they had trouble accessing from their phone** (*Gomez*)
  - **34% said they would visit a competitor's site instead** (*Gomez*)
- **94% of smartphone users look for local information on their phone**
  - **84% take action as a result, such as contacting the business** (*think.withgoogle.com*)

If your mobile usage is a substantial part of your traffic, you may want to consider a mobile-first strategy. In other words, think of how you want the site to look on mobile first and then how that translates to the design on larger screens.

# How do you correct a high bounce rate?

## 4 Make it clear and persuasive.

Content and copy have to grab users' attention and transmit value quickly. Don't make them guess or put up roadblocks to get to the right information. If you want something known, make it obvious. Don't make users hunt for the answers.

Be concise, simple and plain in your language, and don't let words get in the way of the story. Every page should tell a (short) story about your services and people. Users should come first. No one comes to a site looking for an orthopedic specialist, they come because they have knee or joint pain.

## 5 Make sure your site has internal search.

Web users have become so used to relying on search that it has become second nature for them. People tend to use Google search even when they know the domain. It's just easier. Search is an improved way for users to find what they need quickly.

## 6 Make sure to clearly segment your information on the site.

Use plain language and chunks of digestible, easy-to-understand content that any fifth grader would understand. Remember the lowest common denominator is who you need to write for. Do not try to impress users with clinical speak.

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These six basic steps will help you when you are reviewing or considering changing your website. Remember, it is the first place people go when they hear your hospital name or learn of your brand.