

7 TIPS FOR

# Online Scheduling



**By: Matt Prados**  
Founder of Review Wave

## 1 Where Do You Place The Scheduling Button?

You should have a button on your website that says “Schedule An Appointment”. This button should NOT blend in with the design of your site; it should boldly stand out. It should be located in the header of your website, near your phone number, and it should display on every page. You should make sure that it still displays in the header when your site is viewed on a mobile phone (because more than half your traffic will come from mobile).

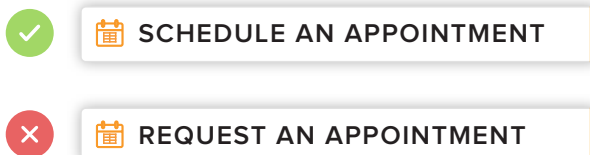


## 2 Pop Up Or Inner Page For Scheduling?

Most online scheduling software takes the easy (for them) route and displays the scheduler using a pop up. The pop up design is very easy to control, but creates a problem: everything happens in the pop up vs on your website. To Google, this looks like someone went to your site, visited just 1 page and then left your site, which looks BAD. Instead, we redirect the patient to an inner page of your site to fill out the scheduling form and choose their appointment time. This results in multiple page views, which looks GOOD to Google.

## 3 “Request” vs “Schedule” an Appointment

We have tested this on multiple sites and we’ve found that there is not a small difference in these two concepts; there’s a HUGE difference (in the range of 200-300% more leads) when using the word “schedule” vs “request”. Imagine going to pizzahut.com and “requesting” a pizza. Not many people would click that button compared to a button to “Order” a pizza, or “Schedule” a delivery.



## 4 Lead Source Tracking

If you advertise using paid media (like Google Adwords, Facebook Ads, newspaper, radio, TV commercials, etc.) you know that you must track where your leads come from in order to calculate the ROI from that advertising source. With Online Scheduling you should be able to track the referral source, so that you can track your ROI. Your goal with advertising is more patients in the door, and a “scheduled appointment” is much closer to that goal than merely a “requested appointment” or some other information inquiry.

## 5 How Much Data Do You Need To Ask For?

Online Scheduling is NOT your patient intake form. The more data you ask for, the less people will fill out the form. Ask yourself: “Do I need more data on the scheduling step, or do I need more new patients making appointments?”.

## 6 Mobile Friendly

More than 50% of your website visitors will come from mobile devices, so your online scheduler must be mobile friendly. If it's not, you will alienate the LARGEST portion of your visitors, and lose out on countless new patients.

## 7 Schedule Abandonment

People will often start scheduling an appointment online, then stop and leave your site before completing it. (We call this “schedule abandonment”.) This is exactly the same as buying something online, getting to the shopping cart and then changing your mind just before filling in your credit card info. What now? Your online scheduler should capture the person's information before showing them the calendar of available appointments so that if they do leave, you can follow up with them to help them achieve the desired result (an appointment in your office).

For more information on how to implement Online Scheduling in your practice, please go to: [www.ReviewWave.com](http://www.ReviewWave.com) and request a *Free Demo*.