

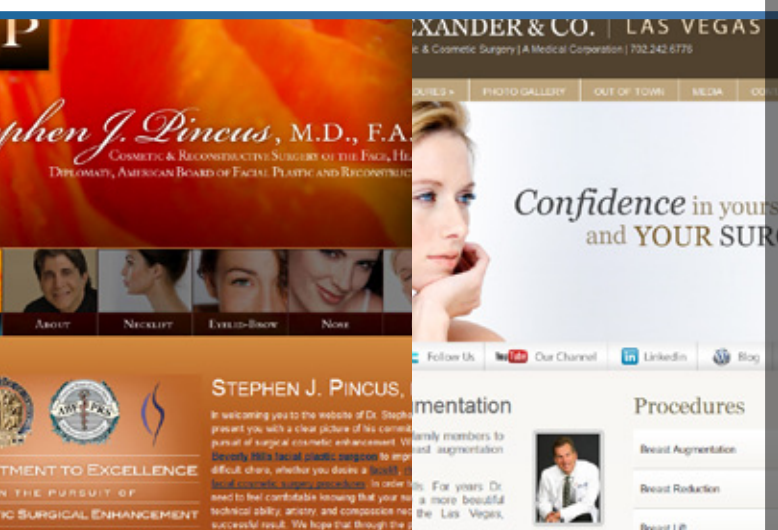
DIGITAL REVOLUTION

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BURSTING WITH INNOVATION

OFPSA
ORGANIZATION of FACIAL PLASTIC SURGERY ASSISTANTS



WITH THE ADVENT of the smartphone and tablet, more consumers are using mobile devices to access the internet than ever. Our cosmetic medical internet marketing company, Plastic Surgery Studios, is well prepared to change with the times. In a recent study conducted by our company, we found that mobile traffic made up nearly 16% of the total traffic to our clients' (aesthetic practices across the country) websites on average. While the ranges varied by region and audience, there wasn't a single site in our portfolio that went without some sort of mobile traffic. Whether they're on the road or sitting in front of the TV, patients are using mobile devices to learn more about you and your practice. With a reported 125 percent increase in mobile usage to access health related information, this number is sure to grow in 2012. With such a stunning growth in mobile usage, now is the time to start thinking about how this fast growing trend will impact your practice and its website.



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SETTING YOUR SITE UP FOR A MOBILE FUTURE

When it comes to mobile visitors, user experience is key. Websites are typically designed for users on a desktop computer meaning that the experience on a smaller handheld device may change drastically. Consideration for things like how your site is navigated, visibility of content and the ability to render properly quickly becomes a concern when you bring that same website into a mobile environment. When seeking a mobile website or service, consider the following:

ARE YOU BEING SOLD A MOBILE WEBSITE OR A MOBILE APP?

Remember, an app is an actual application for a smartphone. A mobile website is a website optimized for the mobile experience. Oftentimes, practices opt for the wrong thing.

DOES THE SITE RENDER ON VARIOUS DEVICES?

The market is larger than just the iPhone and iPad. Your mobile site should render on various mobile devices and not just the market leaders.

IS THE CONTENT OF YOUR MOBILE SITE SEO FRIENDLY?

A mobile website can easily be rendered to look pretty on a mobile device, but they aren't always search engine friendly. Unless your designer is using responsive layouts, make sure that individual pages of content can be crawled by the search engines. The last thing you want is a single page housing your entire mobile experience.

Make 2012 the year you embrace mobile. The sooner you do, the better off you and your practice will be. Not sure how your site displays on a mobile device? Google's Go Mo initiative let's you test your site for free at howtogomo.com

If you'd like to learn more internet marketing tips for your practice, check out our blog at plasticsurgerystudios.com/blog/.