



# Doctors Website Photos

A GUIDE TO GET WHAT YOU NEED

# WARNING

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## YOUR WEBSITE PHOTOS ARE CRITICAL

How you present yourself online can be the difference between prospective patients either making an appointment or not.

While it may be due to more patient choice or other ever changing factors it must not be ignored

# Your Most Visited Page

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Unless there is an uncommon reason, the vast majority of your visitors visit your doctor's profile page(s).

If you have a comprehensive profile with headings, sub headings, short stem sentences and lots of bullet points you are doing well.

But, most people just want to see what you look like.



# It is Only Natural

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## **Everyone Google's you.**

Patients like to know what to expect and to see you before they book a time to meet you.

While this may seem superficial or irrelevant, it is real, and should be taken seriously.

Doctors who ignore this will simply not hear from patients who could not find you or do not like what they found.

# Types of Individual Website Photos

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The Headshot - suit or scrubs

In Rooms - desk or light box

On the Job - in theatre

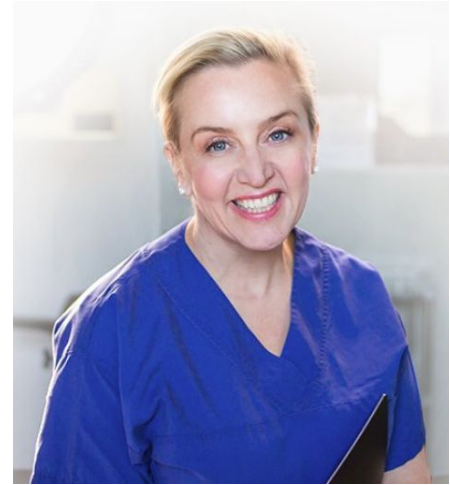
Professional Team - rooms or theatre

Examining a Patient

With Happy Patients

## Headshot - suit or scrubs

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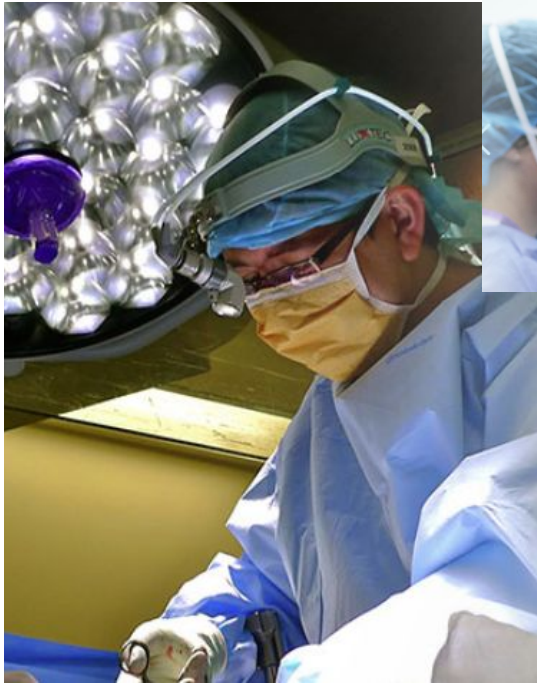
## In Rooms - desk or light box

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## On the Job - in theatre

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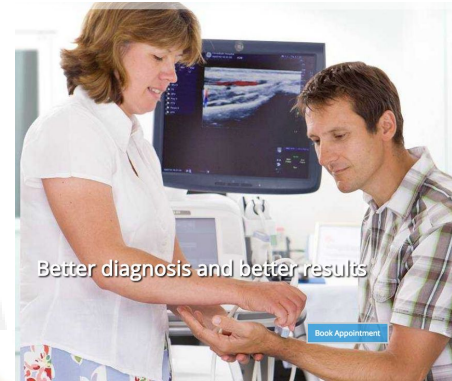
## Professional Team - rooms or theatre

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# Examining a Patient

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## With Happy Patients

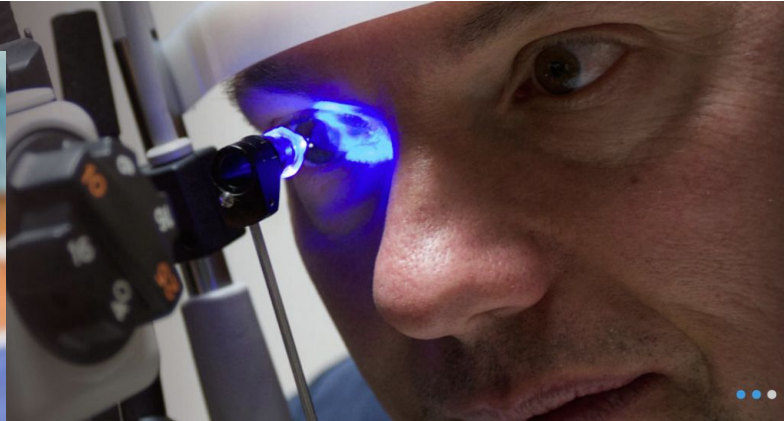
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## Sometimes Add Drama

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# Avoid Poor Quality Photos

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## **A Better Photo Guide Part One - The Setup**

- Be Prepared - ensure you have a changes in tops
- Clothing Choices - need to suit your colours
- Tie or no Tie - whatever your patients expect
- Don't Rush - give yourself time to take many photos
- Lighting - ensure the subject is well lit
- Focus - ensure the subject is in focus
- Background - green screens are easy to work with
- Camera - good phones are OK, 12Mb SLRs are better

# Avoid Poor Quality Photos

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## **A Better Photo Guide Part Two - About You**

- Ensure Skin, and Hair are as they should be
- Smile with your eyes
- Show your Human - relax and smile
- Express confidence with warmth
- Be comfortable and inviting
- Display professionalism with friendliness
- Reinforce your story with props - scrubs, scalpel
- Ensure your enjoying the process

# Photo Submission

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## **When sending your photos**

File Format - JPG, PNG, PSD, AI

File Size - between 1Mb and 12Mb

File Labels - please label the photo with names

More on Labels - add context where necessary

## Summary

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Hopefully this Guide will help you in preparing photos for your website that will enhance your patient's experience.

Remember, the more you put into your website the more the website will be authentic and unique