

PHARMACY WEBSITES

GOOD **VS** POOR

Understand the difference and how
this can affect the growth and value
of your pharmacy



The WHY

A pharmacy website has the potential to generate **as much business** for you as your physical premises.

Furthermore, it should be an asset that **increases in value** over time.

Let me explain the differences between a **good** and a **poor** pharmacy website.



- Rigid theme
- Hard-coded
- Inflexible
- Limited integrations
- Unknown framework e.g. “rented”
3rd party solutions



Framework

- Fluid theme
- Dynamically coded
- Fully flexible
- Unlimited integrations
- Popular framework e.g. WordPress, SquareSpace, PHP, Shopify, Magento, and more...



- Limited engagement
- Hard to contact
- Poor information



For Patients

- Lots of engagement
- Easy to contact
- Online bookings
- eCommerce functionality
- Prescription ordering
- Great information



- Hard to use
- Lack of support
- Hard to add extra functionality
- Limited 3rd party integrations



For Pharmacists

- Easy to use
- Full support
- Easy to add extra functionality
- Integration potential



- Slow loading
- Non-mobile responsive
- Not built to scale
- Limited analytics



Performance

- Fast loading
- Mobile responsive
- Built to scale
- Built with marketing in mind
- Full analytics e.g. GA4, revenue etc
- Business generation potential



- Someone else's property
- Someone else's data
- Leave you high and dry if you want to move hosting provider
- Business disruption
- Non GDPR compliant
- Does not add value to business



Property & Data

- Your property
- Your data
- Patient list building
- Move hosting with ease
- Adds value to business
- GDPR compliant
- Business asset



- Outdated content
- Limited visibility
- No/poor metadata
- No/poor keyword targeting



Content & SEO

- Updated & relevant content
- Personalised content
- Highly visible
- Metadata additions
- Keyword targeting
- Built-in SEO tools
- Search Console



- One-size-fits-all approach
- Unattractive & clunky
- Poor navigation
- No option to redesign



Design/UX

- Modern, clean & clear
- Flexible/multiple designs
- Easy to navigate
- Visually appealing
- Brand voice



- Non NHS compliance
- Non GPhC compliance
- Missing SOP's
- Represents business risks



Compliance

- Full NHS compliance
- Full GPhC compliance
- SOP adherence
- Represents no business risks



- Non-web developers
- Not core product offering
- Offered as bolt-on solution
- Lack of pharmacy understanding



Dev Team

- Website developers
- Core product offering
- Discovery sessions
- Website project managers
- Content team
- QA Testers
- Full pharmacy understanding



Now you know the
difference between
a **good** pharmacy
website and a **poor**
one.



Investing in a **poor**
one can have
serious **detrimental**
effects.



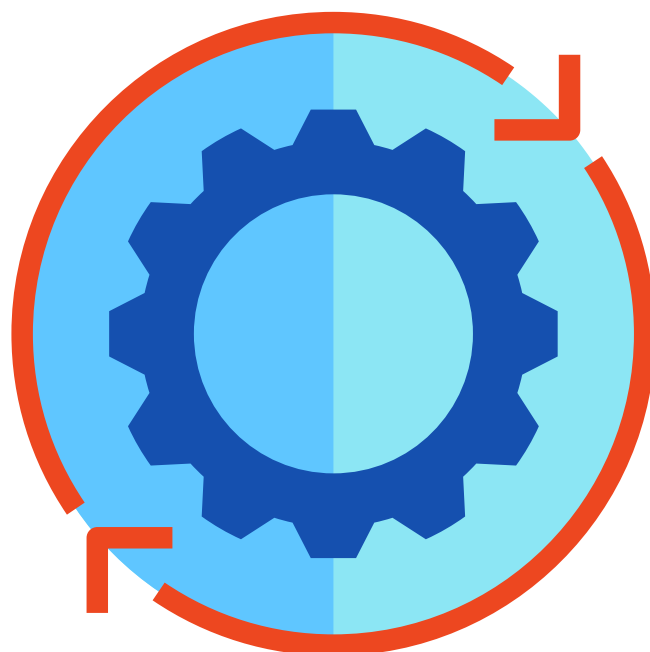
Like giving the same
treatment plan to a
diabetic and an
asthmatic.



Or offering only **one travel vaccine** to cover **every country** in the world.



And imagine **not**
being able to
change how your
pharmacy business
operates.



Or being asked to
leave everything in
your pharmacy if
you want move to a
better location.



Your pharmacy
website **should not**
be part of someone
else's **SaaS model**.



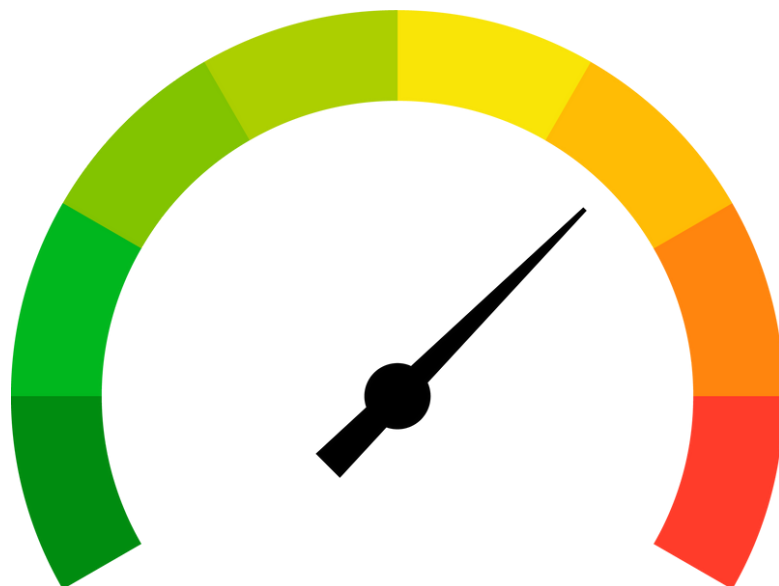
And you're not a
Takeaway business.
You're a **thriving,
complex holistic
Healthcare Hub.**



Websites are
**designed to be it's
own entity**, just like
your independent
pharmacy business.



Investing in a **poor**
website will **limit**
your growth
potential.



A **good** pharmacy
website means
there are **no limits**
and has the
potential to
**transform your
business.**





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CEO, Pharmacy Mentor

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