



Installing the MyHealth1st Book Now Button

A guide to implementing MyHealth1st on your Website & Facebook.

Welcome to MyHealth1st, and congratulations on taking the important step of empowering your customers to book appointments with your store when and where they need to. This guide has been written to help ensure implementing the power of MyHealth1st on your website and Facebook is as effective, quick and easy as possible.

While your sites will differ in layout and/or colour scheme from the mockups used in this document, please take inspiration from the examples provided.

Please provide this guide to your IT staff or Web Developer for implementation, or contact the MyHealth1st team at subscriptions@MyHealth1st.com.au for further help.

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The Book Now Button

The MyHealth1st **Book Now** button is the quickest way for people to book online appointments from your practice's website.

This button can be placed anywhere within your website, and when clicked on by a patient it will load the Booking Form, which displays the published appointments of all your active practitioners with the corresponding treatment types. People can then select their preferred practitioner, treatment types and preferred date and appointment time and complete their booking – easy!

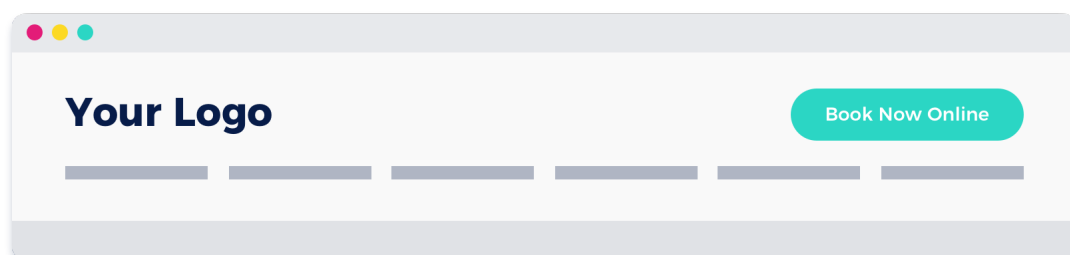
Where to Place the Book Now Button

We suggest placing the **Book Now** button on as many places of your website as you can to ensure all potential clients coming to your site find booking with you quick and easy.

Below you'll find a list of example places you should place your button, however don't be restricted by this list if you think there is somewhere else on your website that it would work.

Header of Your Website

By placing the **Book Now** button within the header of your website, it is likely to be one of the first things visitors to your website see. The header is also generally consistent across all pages of your website, ensuring no matter which page a potential client is on, they will be able to find your button.

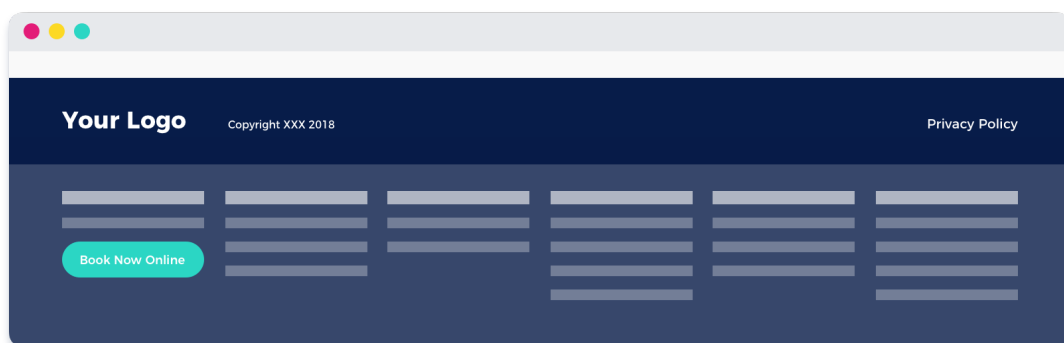


Footer of Your Website

When a user has scrolled all the content on a web page, they will find themselves at the footer of your site.

This is often used by designers to incorporate a site-map style menu for easy navigation for the user, and including a Book Now button here will prove valuable in increasing bookings.

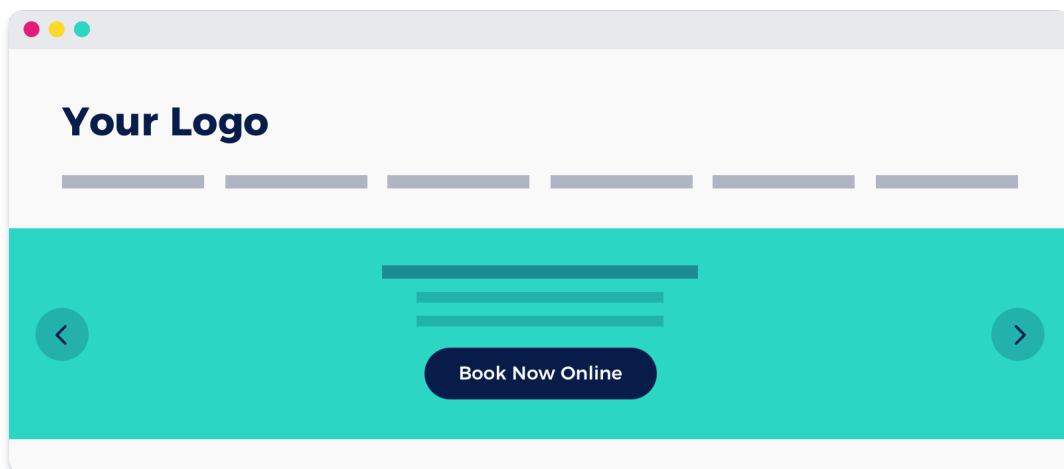
Like the header, the footer is also generally consistent across all pages of your website, ensuring no matter which page you're on, your button is always visible.



Home Page Slider

If your website has a slider on the home page, this is one of the most valuable pieces of website real estate – and placing a Book Now button here will see significant results.

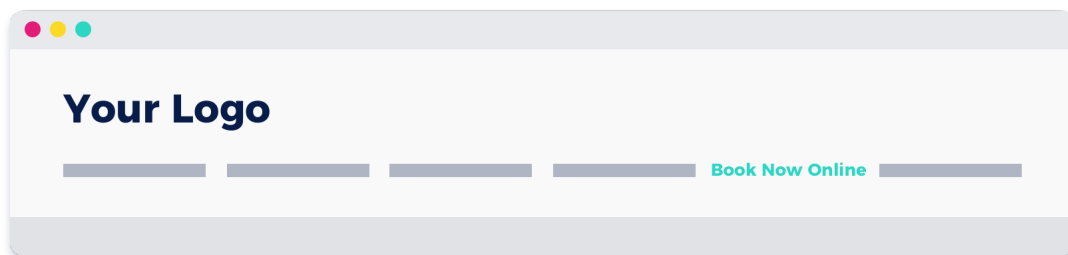
Please note, implementing a Book Now button here takes a little more work than most implementations, however your IT staff/Web Developers should have no troubles.



Website Navigation

Similar to placing your Book Now Button in the website header, placing a Book Now Button within your Navigation Menu offers patients another way of booking with you.

As many web users will look straight to the menu when they land on a webpage, this is another vital location for your Book Now button. Depending on your website design, it may be appropriate to highlight this navigation item in a contrasting colour so it is more prominent.



Specific Treatment Type Pages

Specific pages dedicated to treatment types or special offers are another ideal place to utilise your Book Now Button and by customising the text on your button, can provide a powerfully relevant Call To Action for website visitors.



Customising and Installing the Book Now Button

The MyHealth1st Book Now Button comprises three main parts to its code, including the Style (how it looks), the Script (the part that connects your website to MyHealth1st) and the HTML (what the visitor clicks on).

You'll find below sample code for implementing the Book Now Button onto your website.

To implement it, all you need to do is locate your **Practice ID** (supplied in your Welcome to MyHealth1st Email, or from your MyHealth1st Account Manager) and insert it into the code below, then it's ready to copy straight into each location you wish the button to appear.

```
<style>
.btn {
padding: 10px 25px 10px 25px;
background-color: #ea7600;
border-radius: 25px;
font-size: 14px !important;
vertical-align: middle;
font-family: 'Lato Bold', Arial, Helvetica, sans-serif;
color: white !important;
cursor: pointer;
text-align: center;
}
</style>
<link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css">
<script type="text/javascript" src="https://www.myhealth1st.com.au/mh1-widgit/2020/popup.js"></script>
<div class="1stAvailableWidget widget" id="PracticeIDHere" style="cursor: pointer;">
<p class="btn btn-primary" style="text-align:center;">
<i class="fa fa-calendar" aria-hidden="true"></i>&nbsp;Book Online Now
</p>
</div>
```

It's important to ensure your book now button stands out on your website and is as easy as possible for your customers to find – ensuring web visitors turn into appointments.

If you're handing over the install of your button to your IT staff or Web Developer, they should work to integrate the Book Now button into your site as seamlessly as possible from a design (look and feel) perspective.

If you're installing the button yourself (perhaps you have a member of staff who is CSS & HTML savvy), we suggest utilising all of the sample code provided above with the instructions below, adjusting each line to see what works best for your site.

The two customisable parts of your button are:

- **The .btn class**

We suggest ensuring your button both suits the look and feel of your website, whilst still standing out and being apparent to users without the need for them to search too hard. This class will need to be customised with CSS, similar to the example above. Should you be unsure on coding/editing CSS, please pass this guide to your web developer/designer, or contact the MyHealth1st team and we will be happy to help.

- **The HTML text in the button**

We have included a calendar icon into the Book Now Button which we advise you leave in the button at all times as it's a recognisable visual cue for web users. If you wish to customise the text to better suit specific locations on your website, you can modify the text section to suit your needs.

We suggest using text in this space similar to the following, however you should adjust this to best suit the context of the button and how much space you have.

- **Book an Appointment Online Now**
- **Book an Appointment Now**
- **Book Now**
- **Book an Eye Test Now**

If you don't have a member of staff who is across HTML and CSS and this all seems to hard – don't hesitate to get in touch with your MyHealth1st Account Manager or email subscriptions@MyHealth1st.com.au and we'll be happy to work with you to ensure your Book Now button is the best it can be.

Note for Squarespace and WIX websites

Squarespace:

The Book Now Button will not work reliably on Squarespace Websites. We suggest using the iFrame implementation on Squarespace websites, with Squarespace buttons across the site linking to the page where the iFrame has been loaded.

WIX:

Both the Book Now Button, and iFrame implementation will not work on WIX websites, due to WIX's own platforms limitations. As such, we suggest using the below URL with your practice ID inserted as the link behind WIX buttons on your site:

<https://MyHealth1st.com.au/availability/getPracticeAvailability?id=PracticeIDHere>

The Booking Form (iFrame)

An alternative to the Book Now Button is to embed the whole form into an iFrame on your website.

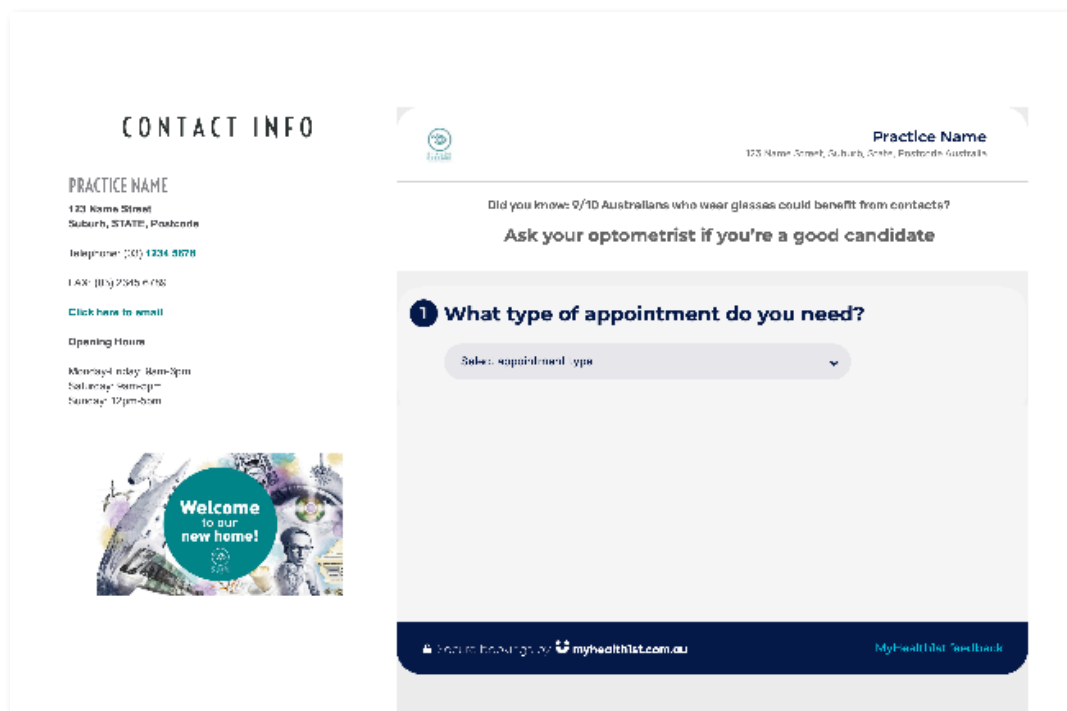
This is great for pages on your site where you wish to show all practitioners and appointments available to the user straight away.

Where to Place It

When a patient is looking to make an appointment, force of habit will encourage the user to navigate to the Contact Us page of your website.

We suggest utilising this Booking Form instead of static “Contact Us” forms to encourage users to make appointments with you.

As a high traffic, high engagement page, this is a great place to implement the Booking Form on your website.



How to Place It

The MyHealth1st Booking Form code is very simple, and doesn't contain any scripts or style tags (unlike the Book Now Button).

You'll find below sample code for implementing the Booking Form onto your website.

To implement it, all you need to do is locate your **Practice ID** (supplied in your Welcome to MyHealth1st Email, or from your MyHealth1st Account Manager) and insert it into the code below. It's then ready to copy straight into each location where you'd like it to appear.

```
<div style="height:800px; width:100%;">  
  <iframe src="https://www.MyHealth1st.com.au/AppointmentWidget?practice_id=PracticeIDHere" frameborder="0" style="overflow:hidden;overflow-x:hidden;overflow-y:hidden;height:800px; width:100%;top:0px;left:0px;right:0px;bottom:0px" height="800px" width="100%"></iframe>  
</div>
```

Social Media Book Now Buttons

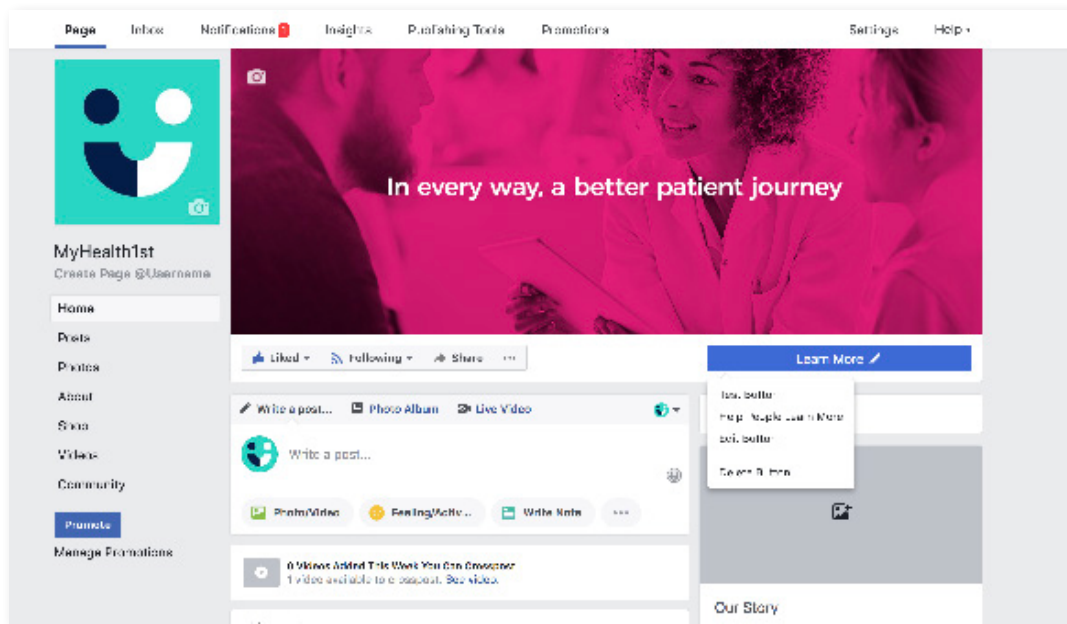
Creating a Call-To-Action (CTA) for your Facebook Page

With the ever growing dominance of social media, the opportunity to include a Book Now Button on your Facebook page is one you shouldn't pass up.



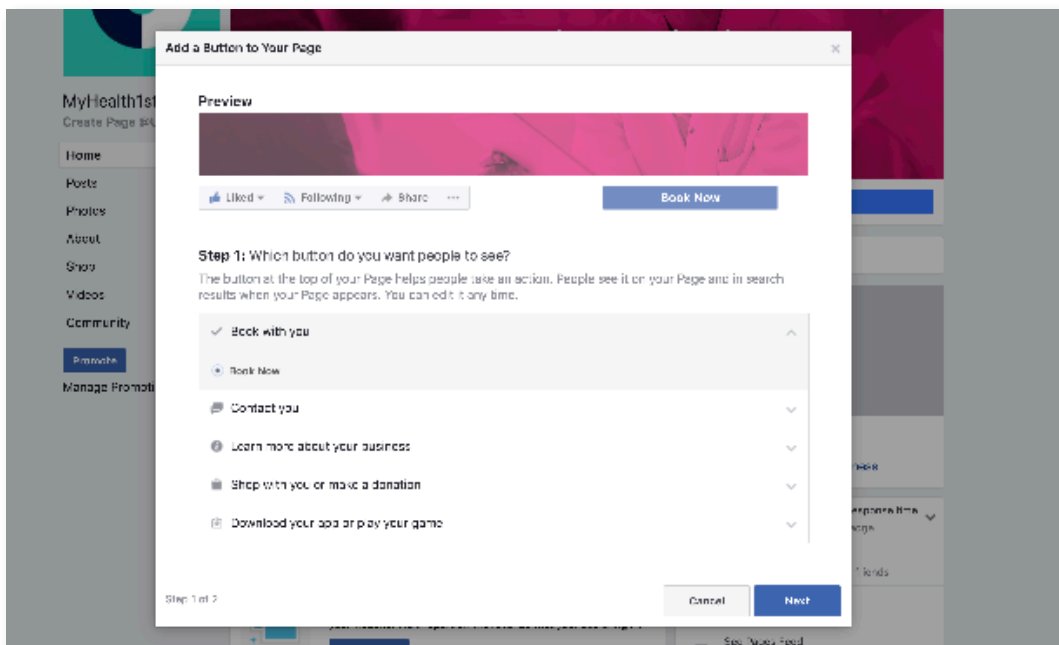
Implementing the MyHealth1st Book Now button on your Facebook page is quick and easy if you follow the steps below:

1. Log into Facebook
2. Log in to your Practice's Facebook Page
3. Below your cover photo, press the blue "+ Add a Button" button, see below



4. The “Add a Button” dialogue box will appear





5. Select “Book With You” from the “Which button do you want people to see?” menu, as highlighted below



6. When asked “Where would you like this button to send people”, select “link to website” as per below screenshot

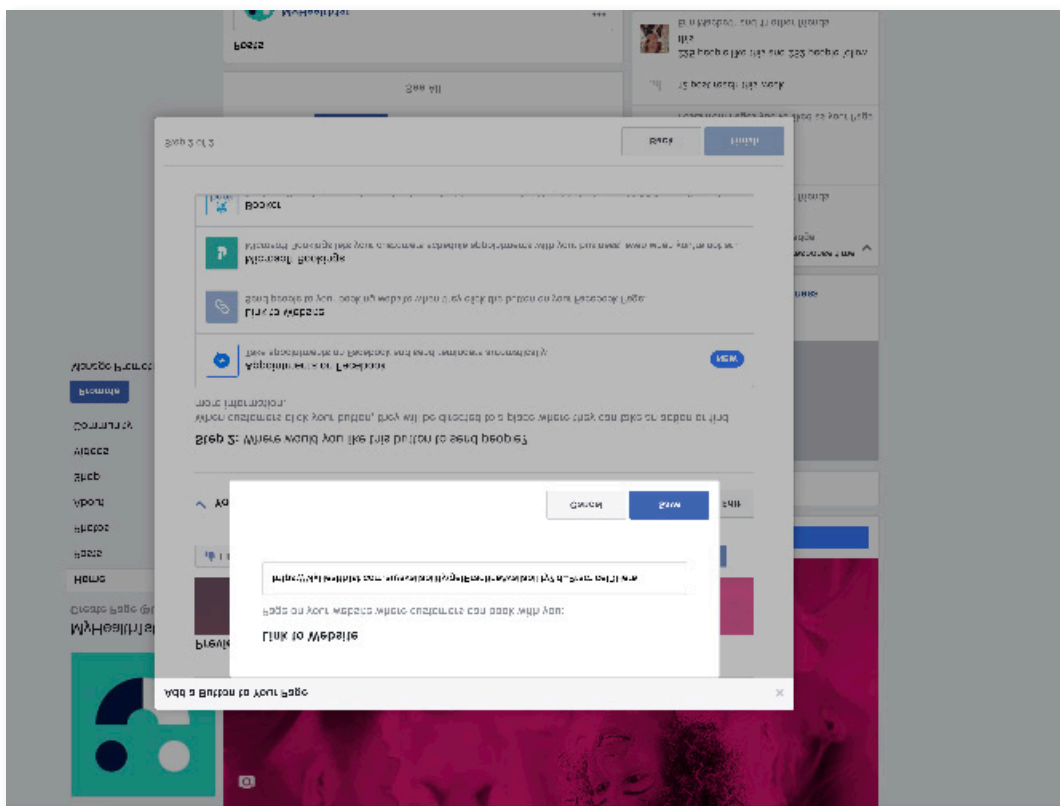
Step 2: Where would you like this button to send people?

When customers click your button, they will be directed to a place where they can take an action or find more information.

	Appointments on Facebook Take appointments on Facebook and send reminders automatically. NEW
	Link to Website Send people to your booking website when they click the button on your Facebook Page.
	Microsoft Bookings Microsoft Bookings lets your customers schedule appointments with your business, even when you're not ar...
	Booker

7. Paste in the below URL into the “Website” field and be sure to include your **Practice ID** (supplied in your Welcome to MyHealth1st Email, or from your MyHealth1st Account Manager).

<https://MyHealth1st.com.au/availability/getPracticeAvailability?id=PracticeIDHere>



8. Click “Save”, then “Finish”

9. Once completed, your Facebook Page will reload with the new “Book Now” button.

Remember, if you get stuck with any of the instructions above, please get in touch with your MyHealth1st Account Manager or email subscriptions@MyHealth1st.com.au and we’ll be happy to help you out.