

# The Top Mistakes Healthcare Providers Make With Websites

by Joe Bavonese, PhD  
Licensed Psychologist & Co-Director, Uncommon Practices



Hi, Joe here from Uncommon Practices. Whether we like it or not, we live in the Internet Age, and websites are the de facto standard of how we define our identity in that world. While there are certainly other forms of online presence, the website is the hub that links it all together.

**The Internet has lived up to its promise** and its hype. Since the first Web browser for mass consumption, Mosaic, was released in 1993, in just 15 years over 125 million websites with over 25 billion pages have been created. Google gets 3000 searches every second. The web's reach continues to expand into all areas of 21<sup>st</sup> century life: music; books; phones; connecting with family, friends and colleagues; our most important information; our jobs; our money; our hobbies; our vacations; and our purchasing or all products and services, big and small. Unfortunately, **our graduate training and professional organizations have failed miserably to keep us up to date with these changes.** Almost none of us have gotten any serious help in terms of understanding business, website design or Internet marketing. Those of us who have succeeded in this era have mostly done so by our own costly trial-and-error efforts.

I'm a lucky guy. Two of my favorite things in life are doing psychotherapy and playing with computers, and I've figured out a way to do both in my career (I even partially paid my way through graduate school by tutoring other doctoral psychology students in how to use computers for their research and data analysis).

In 1997 I created my first website for my therapy practice. The best I can say about it is that it was awful. It had 3 pages, no graphics, 2 links, and got a whopping total of 3 visitors in 6 months (and all 3 visitors were from Europe). My timing, however, was fortuitous: the next year after my pitiful site launched, a small company named Google was formed. Ever since then I've been tinkering, making tons of mistakes, studying with

experts and learning everything I could about how to create a successful online presence. These efforts were pretty worthless at first, since almost no one had a website and even email addresses were still pretty rare. But once the Internet became more popular in this decade, my efforts have really paid off. I finally figured out the Internet game and got so many referrals from it that I was able to expand my solo practice to a group practice with 10 providers. **My website has generated at least 40 Internet referrals every month** for the past 4 years, while costing me an average of only \$20 per referral. It's the most phenomenal return on investment I've ever gotten in 15 years of practice. I'm not naïve enough to think that this is the way I'll get referrals forever, but I do believe that as long as I stay ahead of the technology curve, the online world will be a rich source of referrals for years to come.

Since 2005 when Mel Restum and I started Uncommon Practices, I have personally reviewed over 200 websites from healthcare providers. While some of them have been excellent sites, the vast majority have suffered from a number of serious flaws that greatly limit their effectiveness in generating referrals.

## **Websites should be more than online brochures – they should generate referrals. Lots of them.**

In this report I will highlight the most important mistakes I've seen providers make when creating a website. **My goal in this report is for everyone reading this to start getting more referrals ASAP.** If you have a website, correct any of these mistakes you may be making and you should see an improvement in traffic and/or conversions. If you don't have a website, create one soon using these principles and you should be able to generate referrals more rapidly than many others who already have a site.

And as we go through these items, remember this:

*Over time, every one of these mistakes can cost you hundreds of lost referrals.*

The website game boils down to these 2 factors:

1. You need to get visitors to your site and
2. You need to convert those visitors to a client by getting them to call or email you

This report will address aspects of both of these topics. The problems and tips will include information about website content, style and design; navigation; and internal HTML programming. Some of the tips will inevitably tap into general marketing and business knowledge as well.

Whenever possible, I've used samples from actual provider websites that I just found randomly searching the web. I have hidden the names of the providers but show the images on the pages of the site to illustrate my points.

So here we go: the Most Common Website Mistakes....

## **1. Making Your Home Page a Monument to Your Ego**

Many provider Home Pages are nothing more than a picture of themselves and/or a list of their credentials & training. There's no mention of problems they can solve or issues they work with. This approach doesn't work because most potential clients FIRST want to know if you can help them and SECOND want to know if you have good credentials. When your tooth hurts and you're out of town, do you ask where the dentist went to dental school?

## **The cold, cruel reality is this: Nobody cares about you or your site.**

Really, they don't. What most visitors care about is you solving their problems of daily living. They don't care where you trained or what recent certification you got or what pretty pictures you have on your Home page. Also, you need to know that people's attention spans online are much shorter than they are offline: studies show that **you typically have less than 10 seconds** to convince a new visitor that you can help with their specific problem! Read that again: 10 seconds (*actually, I'm being generous here* –

*most studies say 7 seconds*). In less than the time it took you to read the last two sentences, people form a complete opinion about you, your practice and your services. Unfair? You bet. But that's what we have to work with.

So you HAVE to let them know that you understand what they're going through, almost instantly. If not, they're gone...it's just too easy to check out someone else online.

To summarize this point, your site is certain to fail if...

**IT'S ALL ABOUT  
ME**

*All of the following examples are pictures of actual Home Pages of licensed healthcare providers.*

I'm not singling out these sites – I'm merely saying that they could all get a lot more referrals if they changed some aspects of their websites. The sad thing is that most of these changes can be accomplished with only a small amount of time and/or money, and most providers simply don't know what to do.

But **these sites are typical samples of literally hundreds of such websites** from providers all over the Internet (*see for yourself – just search for any healthcare providers in any city in the US and you'll see the same themes over and over again*).

As you look at the following website images on the next pages quickly (*remember, 7-10 seconds*) ask yourself the following questions:

- What is the main message their Home Page is telling you?
- Who is it about?
- What problems of daily living are they telling you that they can address?
- How emotionally engaging do you find these Home Pages?



**"We treat all SPINES of people" ®**

**The only Los Angeles Chiropractor "Voted #1" in Los Angeles for several years byCitysearch**

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By appointment

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M / W / S 9:00am-10:15am

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West Los Angeles Chiropractic™, a [Name] Chiropractic, has been at this location since 1992, conveniently located near the 10 and 405 freeways, and is regarded as one of the most respected offices in the city. From the time I graduated UCLA, I have committed thousands of hours helping people out of pain and into a better, healthier lifestyle through Chiropractic. While attending UCLA, I was able to work with the prestigious track and football teams in biomechanics and graduated with a background in Kinesiology. I've worked with NBA coaches, players, and agents for years.

I specialize in helping patients with neck, lower back, hip pain, leg pain, accidents, and sports-related injuries. My deep understanding and intense interest have allowed me to have tremendous success with accident-related and disc-related injuries, as well as providing welcome relief to [pregnant](#) women with managing their lower back discomfort.



**Special Offer for new patients**  
**\$275 off!**  
(Click here for details!)



**About Faith**

Hello, and welcome to my website. I look forward to the possibility of getting to know you and would also like to tell you a little about myself. My practice is devoted to working with adults, adolescents and couples to help them deal with difficulties in their relationships and in their personal lives. I am a licensed Clinical Psychologist, and have received extensive training at such institutions as Children's Hospital, the Maple Counseling Center, and the Wright Institute, Los Angeles. I received my B.A. (Summa Cum Laude) from Washington University, and my M.A. and doctorate in Psychology are from the California School of Professional Psychology. In addition to my years of work in private practice, my experience includes five years of intensive supervised client counseling, and over 3,000 pre- and post-doctoral hours of working with clients.

I believe that as people revisit the past in the context of the relationships and issues that are important to them in the present, powerful similarities and patterns often emerge. By recognizing and safely re-experiencing these patterns in therapy, and by exploring how these patterns drive our responses to people and events in the present, the road to personal healing and growth unfolds and positive change becomes possible.

Did you know that your [dreams](#) can help to guide you toward a happier life? Learn more about my work on [dreams](#) and how it can help you.

## Welcome to Dr. [REDACTED] Website.

[REDACTED] Psy.D. specializes in clinical psychology. Her private practice is located in Pasadena, California and she serves the San Gabriel Valley, Glendale and surrounding communities.

### [Background and Training](#)

#### Services Provided:

- \* [Individual Psychotherapy for Adults and Adolescents](#)
- \* [Psychological Testing](#)
- \* [Learning Disability Assessment](#)
- \* [Pre-Marital Counseling](#)
- \* [Marital and Couples Counseling](#)



[REDACTED] Ph.D. is a licensed clinical psychologist in the San Francisco Bay Area and an instructor at the California School of Professional Psychology (Alliant International University). She specializes in the evaluation and treatment of criminal defendants. Her research on the psychosocial motivations of hate crime offenders has been awarded with the Monette/Horwitz Trust Award and the Harry Frank Guggenheim Fellowship. Her peer-reviewed publications have appeared in the *American Behavioral Scientist*, the *Journal of Interpersonal Violence*, the *Encyclopedia of Violence*, the *Encyclopedia of Criminology*, the *Journal of Forensic Psychology Practice*, and other venues. A former criminal investigator and legal affairs reporter, she received postdoctoral training in forensic psychology through the University of Washington.

### Clinical Psychologist



**Office**  
[REDACTED] St.  
New York, NY 10025

**Contact Information**  
Phone: 212-  
[Email me](#)

#### Contents:

- [How psychotherapy works](#)
- [My approach to psychotherapy](#)
- [The therapeutic environment](#)
- [Insurance](#)
- [My resume](#)

## Welcome


### HOW THERAPY WORKS

Effective therapy is more than just an intellectual exchange. Although expressing your thoughts is important, it is essential that the process develops into something deeper. Significant change takes place on an emotional level and involves reworking the way we feel. If we could think our way out of problems, change would be easy. Feelings aren't always rational or subject to logic.

A good fit with your therapist or counselor is essential in order to address difficult emotional issues. A sense of comfort and support are the starting points in the development of a safe and collaborative relationship, which is crucial for promoting growth and change. Therapy can fail when there is not a good fit.

[Jump to top](#)

**ABOUT DR. FRIEDL**



**My name is Dr. [Name].** I am a Licensed Clinical Psychologist in Beverly Hills. I work with a vast array of adult, adolescent and child clients presenting with a variety of symptoms and diagnoses. I also conduct psychological testing for clinical, educational and forensic issues. Below is a listing of the diagnoses and symptoms that I often treat in my clinical work:

ADHD, Asperger's Disorder, Anxiety, Bereavement and Loss, Body Dysmorphia, Depression, Hypochondriasis, Learning Difficulties, Post-Traumatic Stress Disorder, Problems with Motivation, Self-Esteem Issues, Social Phobia, Somatization Disorders, Substance Abuse and Addiction, Trouble with Relationships. I also assess patients for their suitability and readiness to undergo Bariatric Surgery.

Those experiencing symptoms such as these can find relief through the therapeutic therapist/client relationship. My method of conducting therapy is psychodynamic meaning that I focus on each client's unprocessed, unconscious thoughts and emotions to provide insight, self-knowledge and symptom relief. My style is also relational meaning that the work of "making the unconscious conscious" is done within the parameters of the "here and now" relationship that I form with my client. It is within this specific framework that I find therapy to be most effective in producing feelings of relief, and in fostering long-term change toward achieving therapeutic goals.

- 10 Signs of Alcoholism
- ADHD
- Adolescent Psychology
- Anxiety
- Are You Stressed Out?
- Articles
- Autism
- Bariatric Surgery
- Depression
- Depression Checklist
- Does your child or student have attention problems?

**Services**

- [Invisalign](#)
- [Restorative Dentistry](#)
- [Porcelain Laminates](#)
- [Periodontal Treatment](#)
- [Implant Dentistry](#)
- [Endodontics](#)
- [Cosmetic Dentistry](#)
- [ZOOM](#)
- [Cosmetic Photo Gallery](#)

**[Health News You Can Use!](#)**

"Porcelain laminates can be a terrific way to get a new smile....." [read more](#)

"Best dentist I've been to in the city or elsewhere....." [read more](#)

"Top Notch Dentist-I have been to my share of dentists...I can truly say [Name] is the best around..." [read more](#)

"Excellent Dentist..... [Name] is a true professional with a great sense of humor!" [read more](#)

**New Dentist Dr [Name]** Sunday, January 18, 2009

"Located in Midtown [Name] for over 25 years, I've been a dentist in [Name] dedicated to bringing my patients state-of-the art dental care. My special expertise as a **cosmetic dentist** and an **implant dentist** means I can bring back your beautiful, healthy smile...and restore your self confidence."

**Doct [Name] is currently rated one of the top dentists in New York City, based on user recommendations on [Yahoo local](#) and [Google local](#)!** He continues to be committed to providing the very best in dental care available in [Name]. Please feel free to explore the website, or just call us at [Name] for an appointment! Click on our [site map](#) for a complete view of our content.

[Name] is a New York dentist utilizing the latest **dental technology** and emphasizes **comprehensive dentistry**, which is made up of many types of dental care, including **preventive dentistry**, **cosmetic dentistry**, **implant dentistry**, **restorative dentistry**, the treatment of **periodontal disease**, **treatment of temporomandibular joint disorders** and **endodontic treatments**.

He is a **preventive dentist**, who emphasizes **frequent cleaning**, **patient homecare**, including **toothbrushing** and **flossing**, and timely intervention since this is the best way to eliminate many of the problems patients experience. The scope of preventive dentistry may extend beyond the mouth. There is mounting evidence that having a **clean and disease free mouth** may help prevent **other medical problems**. Also, early recognition and counseling on habits which might be negatively influencing your dental health, such as poor diet and **smoking**, may help create more successful treatment outcomes. [Name] is a dentist in New York performing **minimally invasive dentistry** and fixing small problems like **abfractions** before they get bigger. If you are experiencing **tooth sensitivity** it is a good time to visit a dentist before the problem gets **more severe and harder to fix**.

As a **cosmetic dentist in [Name]** [Name] has a reputation for providing natural looking esthetic bonding so that teeth appear not to be altered or filled. He is fortunate to be able to utilize some of the best cosmetic **dental laboratories in NYC**, so his crowns and **porcelain laminates look highly cosmetic and function great**. [Name] has been **whitening teeth** [Name] since 1984 and has created **hundreds of whiter and more cosmetic smiles**. This **tooth whitening** is accomplished using either **tray bleaching at home**, in office **Zoom tooth whitening** or a combination of both. He is also a New York cosmetic dentist who uses **Invisalign (invisible braces)** to create more cosmetic smiles

## Clinical Psychologist

*Short Term Therapy for Long Term Results*

Treating Clients with Depression, Anxiety, and Relationship Problems with Cognitive Behavioral Therapy in Palo Alto, Menlo Park, Mountain View, Los Altos, Redwood City, Sunnyvale, San Jose, & San Mateo, California, and Surrounding Communities for Over 20 Years

Telephone: [REDACTED]

Dr. [REDACTED] is a licensed Clinical Psychologist whose expertise focuses on provision of short term and longer term Cognitive Behavioral Therapy (CBT). His training includes a B.A. at Yale College, a Ph.D. at the University of Washington, an internship at the Palo Alto Veterans Administration Hospital, and a postdoctoral fellowship at the Stanford Medical School where he specialized in Health Psychology and Cognitive Behavioral Techniques.

Dr. [REDACTED] works collaboratively with his clients, applying short term strategies for dealing with life difficulties including: stress, anxiety, depression, obsessive compulsive disorder (OCD), marriage and couples problems, as well as a broad range of other issues facing adults and older adolescents.

Dr. [REDACTED] understands that couches and psychoanalysis are for those who have lots of time to solve their problems...and let's face it, not many of us have the time or money to devote to traditional psychoanalysis. Getting focused treatment for specific life difficulties results in long-term changes that bring a greater degree of happiness and balance to our lives.

Dr. [REDACTED] has worked in private practice helping people for more than twenty years, and has trained hundreds of professionals in providing cost-effective counseling skills. Additionally, he has served as a consultant for Kaiser Permanente Health System, the Stanford Pain Medicine Clinic, and many other behavioral health organizations.

If you would like to know more about what short term [Cognitive Behavioral Therapy \(CBT\) can do for you](#), [Click Here to email Dr. \[REDACTED\]](#). Or take a look at Dr. [REDACTED] training by clicking [here](#).

- Short term therapy, where real results are obtained quickly.
- Discrete, convenient office location and flexible hours including lunch or evening appointments. Easy parking.
- Therapy based on the latest psychological research into effective short-term treatments.



Clinical Psychologist  
California License # [REDACTED]  
Diplomate of the American Board of Professional Psychology (ABPP)

In Stockton, California  
Serving Clients from Stockton, Lodi, Tracy and Manteca Since 1983



A simple but effective test I like to do: what's the ratio of the words "you" to "I" or "me" or "my" on a Home Page? It should be at least 5:1. Very few healthcare websites are even 1:1 or 2:1 (some providers use the third person "he" or "she" or "Dr", same test applies).

This way, potential clients begin to feel understood before they even meet you. You establish initial rapport. And most powerfully, you also send a message: you're important, I value you – and feeling valued is an important need for everyone, especially when you're struggling. We all want to work with people who value us.

Ok, by now you're saying 'I get it' – but how about a good one? What does a Home Page look like which is not all about the provider? Check this one out:



Wow! Virtually nothing about the provider...what a difference.

## 2. Vague 'provider-speak' benefit or feature statements

Most advertising and copywriting gurus will tell you to highlight problems, benefits and features in your copy. **Benefits** are the results people can expect from working with you; **features** are the distinctive elements of how you work. Unfortunately, many provider websites discuss benefit or feature statements that sound like a bunch of us talking with each other. We love and understand terms such as insight, feedback, dysfunctional systems, personal growth and reaching our full potential. The problem is that we're weird: we're in a small, special club with its own jargon and meanings. Admit it - **most people don't think or talk the way we do (and when they do, they're usually making fun of our psychobabble)**. So if your website is written the way YOU think or talk, it's a huge disconnect for potential clients looking for help.

*Welcome to my website.* I am a licensed psychologist with years of experience offering counseling and psychotherapy. I have helped many, many people, who were struggling with the stresses or overwhelming problems life can often present, who needed hope and support, as well as those seeking therapy on a journey of deeper self-understanding.

*I believe in change, personal growth and healing,* not in the stigmatizing labels and assembly-line, "medicate-them-and-out-the-door" policies of modern managed care or HMO practice. Psychotherapy must be non-judgmental. At its best, it should relieve us of the intolerable feelings or suffering that are our symptoms. It should provide hope for a better and freer life, and lower our burden of guilt and blame. This is true whether the problem is anxiety, depression, substance abuse, or relationship issues, like intimacy and couples communication.

*Most likely, you have discovered this site while searching for help* or answers for yourself or a loved one. I have helped individuals and couples from all walks of life, using a style of psychotherapy that emphasizes interpersonal interactions, dynamic insight, and cognitive change. To learn more about my experience and my work history, [see my résumé](#). The best way to learn more about my policies and practice is to [click here for frequently asked questions](#).

Insight is not a benefit to potential clients. Nor is listening carefully or having a special training or credential. No one is motivated by vague things such as "personal growth" or "living their full potential". Those are nice phrases but a) they're too vague and b) they are often a total disconnect for someone in pain. **People are motivated when they feel you understand their situation and can specifically describe some specific results that can occur from working with you.**

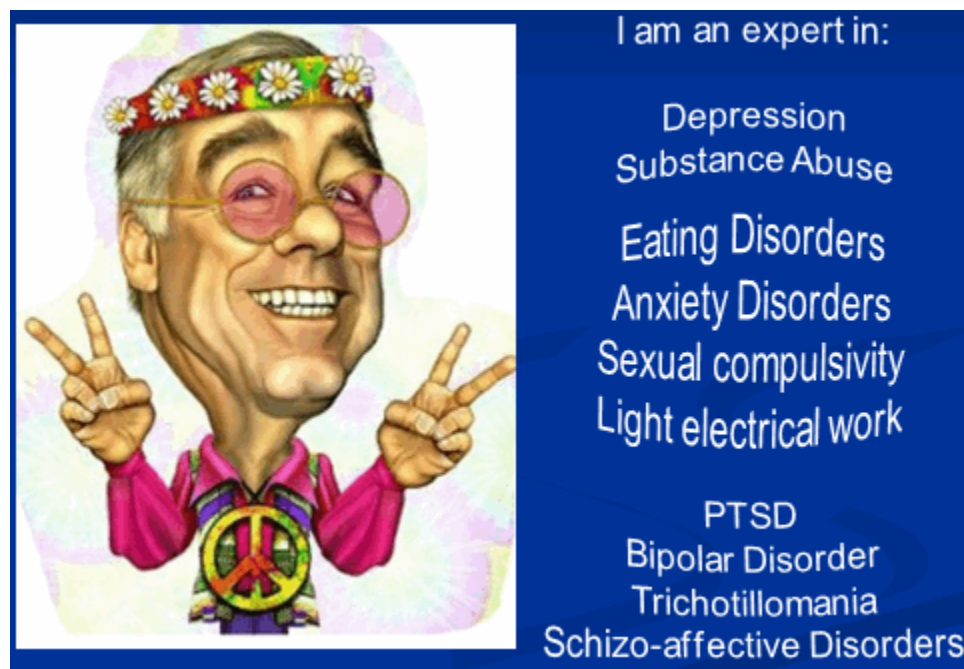


### 3. Generalist 'Jack of All Trades' problem

Trying to capture all potential clients by saying you work with all issues sounds like a sure-fire way to expand your practice. Unfortunately, it doesn't work for two reasons:

- a) Most potential clients don't trust that you COULD be an expert in that many areas and
- b) your professional identity becomes diffuse and unfocused – the exact opposite of what you want. What you want is to establish a reputation in your community as the 'top of mind' expert when a specific issue comes up in conversation – “you really should see xxx for that”

Many providers fear that if they specialize, they'll lose all those other clients. However, in one of the great paradoxes of professional life, the exact opposite is true: **you get more referrals of all kinds when you specialize.**



## Examples of generalist presentation on Home Pages:

I have worked in the field of mental health for the past 14 years in diverse mental health settings (for more info see "[About the Dr.](#)").  
I work with children, adolescents and adults in individual, family and group settings.

Click on one of the words below for more information.  
Click on the yellow description to close it.

<i>Depression</i>	<i>Anxiety</i>	<i>Relationship Issues</i>	<i>Issues of Loss/Grief</i>
<i>Parenting</i>	<i>Divorce</i>	<i>Child/Adolescent Issues</i>	<i>Stress/Burnout</i>
<i>Self Esteem</i>	<i>Spirituality</i>	<i>Bi/Gay/Lesbian Issues</i>	<i>Personality Disorders</i>
<i>Trauma/PTSD</i>	<i>Aging/MidLife</i>	<i>Life Transitions</i>	<i>Mindfulness</i>

**Specialties/Expertise**

- ↪ Panic Disorder
- ↪ Anxiety Disorders
- ↪ Eating Disorders
- ↪ Sexual Issues
- ↪ Depression
- ↪ Learning Disability
- ↪ Relational Problems
- ↪ Family Difficulties
- ↪ Relationship Issues
- ↪ Adolescent Difficulties
- ↪ Men's Issues
- ↪ Professional Issues
- ↪ Life Planning

## successes by condition

- Absorption Problems
- Accidents, Injuries
- Acne
- Aging Issues, Looking Younger
- Allergies
- Animals' Problems
- Anxiety
- Arthritis
- Asthma and Lung Problems
- Athletic Health Problems
- Attention and Alertness
- Auto-Immune
- Back Problems
- Balance and Posture
- Bladder Incontinence
- Bones Misaligning
- Breast Problems
- Cancer
- Candida
- Cell Phone, Computer, Radiation
- Child Study Problems
- Children's Health Problems
- Cholesterol Problems
- Circulatory Problems
- Coffee, Cigarettes, Chocolate
- Colitis, Hemorrhoids
- Constipation/Other Bowel
- Diabetes
- Dizziness
- Drug Need
- Ear and Hearing Problems
- Eczema
- Emotions
- Energy Problems
- Epstein Barr Virus
- Exercise Problems
- Eye Problems
- Fast Results
- Female Problems
- Fatigue
- Fibromyalgia
- Foot Problems
- Gallbladder Stones
- Headaches
- Heart Problems
- High Blood Pressure
- Hip Pain
- Hormone Problems
- Hyperactivity
- Infection, Immune problems
- Infertility
- Jaw Problems
- Joint Problems
- Kidneys, Kidney Stones
- Knee and Leg Problems
- Liver Handlings
- Migraines
- Multiple Sclerosis
- Nausea with Pregnancy
- Neck Pain
- Nerve Problems
- Numbness, Lack of Sensation
- Overall Program Wins
- Panic Attacks
- Parasites, Fungus
- Phone Consultations
- Posture Problems
- Ringing in Ears
- Scars, Stretch Marks
- Sciatic Pain
- Seen Other Doctors, Done Other Handlings
- Sex Drive, Sexual Problems
- Shoulder problems
- Sinus, Nasal Problems
- Skin Problems
- Sleep Problems
- Solving Problems Caused By Other Therapies
- Stamina
- Stomach Problems
- Stress
- Stroke
- Study Problems
- Surgery Avoided

*Yes, there's more! But too many to fit on this one page!*

Categories:
10 Signs of Alcoholism
ADHD
Adolescent Psychology
Anxiety
Are You Stressed Out?
Articles
Autism
Bariatric Surgery
Depression
Depression Checklist
Does your child or student have attention problems?
Drugs and Alcohol
Early Indicators of Learning Disabilities
Gerontology
Kindergarten Readiness
Learning Disabilities
Parenting
Psychological Testing
PTSD
Six Parenting Tips

**TIP:**

**SPECIALIZATION  
ALWAYS WORKS  
BETTER THAN BEING  
A GENERALIST**

## 4. Visual monotony: all text, 3 – 5 consecutive paragraphs

Because of the short attention span of online browsers, and the cultural need for ‘infotainment’, few people will read website pages that merely contain long paragraphs of straight text. It’s simply too boring – even if the content is good. People will tend to scan your pages rather than read each word carefully, especially upon the first visit. So use bullet points, headers, subheaders and graphics to break up the visual monotony.



Welcome to Physical Therapy's website. Please use this site to find out more information about our services and our therapists.

### Our Mission

Our mission is to provide exemplary physical therapy and wellness services for female and male patients with pelvic floor dysfunction as well as musculoskeletal pain during the child-bearing years. We provide individualized physical therapy while preserving the respect and dignity of our clients. Furthermore, an emphasis is placed on maintaining open communication with all health care team members.

### What Sets Us Apart

- All of our clients receive one-on-one treatment sessions with only licensed physical therapists.
- We provide early morning, evening, and Saturday appointments.
- We provide home based treatment for patients on bed rest.
- Scheduling is always completed within 48 hours.
- We are APTA Board Certified in the areas of Orthopedics and Neurology. We continue to achieve the highest skill level in these specialties by attending continuing education courses as well as conferences.
- We are pre/post natal exercise certified.
- We provide fitness consulting and training to mothers in a variety of settings including the clinic, home, and some local gyms.

earned her Master's degree in Physical Therapy from the University of . In 2001, she became an APTA Board Certified Orthopedic Clinical Specialist. She has eight years of experience treating disorders such as male and female pelvic pain, incontinence, and other complex musculoskeletal dysfunctions. is the Midwest Regional Representative of the APTA's Section on Women's Health. She has received training through College of Osteopathic Medicine as well as numerous other continuing education courses in myofascial release, visceral manipulation, and biofeedback therapy for pelvic floor dysfunction. While working at the Rehabilitation Institute of Chicago, she was awarded the Taylor Fellowship to develop physical therapy services for pelvic floor dysfunction. In September 2000, she opened , a practice dedicated to providing highly skilled, personal one-on-one manual therapy.

## There is nothing like the power of a healthy smile!

Welcome

Our Services

The Dentists

Before & After

Plans & Insurance

Special Offers

Our Staff

Our Office

Appointments

On behalf of Dr. [REDACTED] and our entire dental team, welcome to [REDACTED]

It is our desire to provide you with dental care that can enhance the quality of your life, as such, we are pleased to offer you complete dental care in one convenient location.

- Equipped with state of the art infrastructure, we have provided our patients the finest in dental care for over twenty years
- It is our goal and mission, as seen on ABC and NBC, to provide the latest dental technology within a comfortable, pain free, relaxed environment.
- We provide a relaxed atmosphere, with a holistic approach, conducive to great results. Nitrous oxide (laughing gas/sweet air) and IV Sedation are available to take the stress away from dentistry.
- [REDACTED] Dental Spa offers you the services of a trained cosmetic dentist who can give you a sparkling radiant smile. Our services help you to maintain a robust dental health and make your lifestyle more comfortable and confident. [REDACTED] Spa offers the best services in dental implants, available in [REDACTED].
- Tooth whitening is a procedure to lighten the teeth color and remove stains. Whitening is one of the most popular cosmetic dental procedures because it can give you a bright and radiant smile. [REDACTED] Spa provides the best tooth whitening services in [REDACTED].
- [REDACTED] Dental Spa takes pride in making Invisalign Braces are transparent and removable braces, which are comfortable for usage. No one can make out that one is using the invisalign braces.
- [REDACTED] Dental Spa offers the services of professionally qualified dentists of [REDACTED] for all kind of dental care and cosmetic treatment in a friendly and comfortable environment.

We hope you will find the atmosphere here friendly, our accommodations comfortable, and our technical services exceptional.



At [redacted] Dental and Medical Associates, we offer a full range of dentistry encompassing Prevention, Restorative, Implant & Cosmetic Dentistry, and a specially tailored combination of eastern and western medicine to treat Allergy, Wrinkle, and Skincare.

Our Dental and Medical Associates are committed to provide unparalleled service with highest quality and care. We believe your needs are unique and for this reason we evaluate and customize a treatment plan. We take time to answer all of your questions and provide you with important information and explain all procedures before and throughout your visits. You can feel confident you're receiving the most outstanding care available with your utmost satisfaction in mind.

Having trouble fitting us into your busy schedules? No problem! We have both evening and weekend office hours for your convenience. Emergency dental care is also provided.

## 5. Home page is too busy – no one dominant visual theme

**The user must know what your site is about in less than ten seconds.** As I've mentioned, attention is one the most valuable and scarcest currencies on the Internet. If a visitor can't figure what your site is about in a couple of seconds, they will probably just go somewhere else. With so much content vying for attention it's difficult for the eyes to find a main focal point. And when that happens, people get confused and they leave.

Look at the following Home Page image, and notice within 10 seconds where your eye naturally goes. For most people, your eyes jump all over the place. What do you remember after 10 seconds? What is the specialty? What problems are being addressed? It's hard to focus on any one theme because there are two photos and several clinical issues being addressed – all at the same time.

SPORTS PSYCHOLOGY PAIN MANAGEMENT PSYCHOTHERAPY HYPNOSIS

Dr. [REDACTED] Ph.D., MSCP, DAAPM Finding Solutions Together

Home About Treatment News Publications Institute

**Welcome**  
I believe that my unique combination of training in clinical psychotherapy, hypnotherapy, pain management, sex therapy, medical psychology, and psychopharmacology can provide the greatest opportunity to achieve optimum positive health outcomes.

**Clinical Philosophy**  
My philosophy is that there is no single correct path to change. For twenty-five years, I have helped children, teens, adults, couples, and families work through the challenges of daily life and health. I believe that, through psychotherapy and hypnotherapy, my patients can find the solutions that are best suited for them.  
[Learn more](#)

Address:  
Boca Raton, FL 33433

**Licensed Clinical Psychologist**

**Getting Better...**  
Our thoughts and beliefs often dictate our emotions and behaviors. With the support of brief, solution-oriented cognitive behavioral psychotherapy or hypnotherapy you can:

- Eliminate negative and self-limiting statements.
- Embrace new beliefs & patterns to help your daily functioning.
- Manage anger, withdrawal and avoidance.
- Prevent acting-out and maladaptive behaviors.
- Work through past traumas and current phobias.

**Being Better...**  
The pursuit of happiness, peace and contentment often drives us to seek help. Working together, we can help you to:

- Manage persistent and debilitating pain.
- Achieve peak sports or personal performance.
- Improve sexual functioning.
- Overcome marital difficulties.
- Improve physical health and functioning.
- Eliminate phobias and habit disorders.
- Resolve life-long eating disorders.
- Overcome emotional and social limitations.
- Face challenges assertively and positively.

**Becoming Your Best...**  
Together, we can overcome emotional blocks, maximize health, stamina, performance and self-love. Once you initial treatment problems are

**Manage Pain Family**

**What We Offer**

**Meet The Staff**

**How To Find Us**

**New Patient Forms**

**Dental FAQ**

**Contact Us**

**HIPAA Your Privacy**

**Make A Payment**

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So another great test is to have a non-provider friend look at your Home Page for 10 seconds and then tell you what they remember. (Note: this test is not for the faint of heart. It's a VERY humbling exercise to see your masterpiece that you've slaved over reduced to a few trivial points that are totally unrelated to what you hoped the person would remember).

## **6. You don't tell the reader what you want them to do**

What is your most desired response on any page of your site? Whatever it is, **tell the visitor what to do**. In advertising this is called the Call to Action. In general there are three things you may want a visitor to do:

- a) Call or email you; b) sign up for your mailing list or c) gain information about your practice or some issue you work with. If you want them to do a) or b), be sure to clearly spell that out. If you don't, you shouldn't expect them to do these things on their own. Planting the suggestion clearly definitely increases the percentage of visitors who do what you suggest.

## **7. Site has less than 10 pages of content**

If Content is king as most web experts say, you better have lots of it if you hope to compete with all the other websites in your area. Write articles about your area of specialization. Or if you don't like to write, find articles you can legally use on 'ezine article' websites such as [www.ezinearticles.com](http://www.ezinearticles.com). More content also gives people a reason to come back to your site.

## **8. Using Flash, Music, animated GIFs or an Entry 'Splash' Home page**

Anything that is either annoying or slows down the loading of a page is a very bad idea. While music and animation may be interesting the first time through, they get very old very fast and your site is soon associated with annoyance (and of course annoyed people generally don't make appointments). Worse still are sites that have an Intro page which you have to click on to get to the actual first page of the site. People searching online want access to information and don't want to wait to get it. Many healthcare

providers are enamored with Flash on their Home page, but unless it's done very sparingly, it's usually not a good idea.

## 9. Site has outdated information on it

Nothing says 'out of touch' more than outdated information on your site. If you did a workshop last week, change the date to the next one or just remove it entirely. Remove all past dates of any kind from your site.

## 10. There's no way to email you on the site

When people find you online, many prefer to contact you via email instead of calling you. It's less scary and more anonymous. But that's okay – Internet marketing is about building relationships. I've created many new clients from responding to a simple email. **Make sure you give the reader a way to email you.** You should create a sample email response that you can quickly paste into your email program to respond to such requests for information – and always modify it based on the specific questions someone may have. It's yet another opportunity to establish rapport through the use of language. So if they write "fees", don't respond about your "price". If they say "counseling", don't say "therapy". If they say "bodywork", don't say "massage".

Putting your email address on your site as is, such as:

info@freud.com

invites much more spam, but generally will elicit more emails vs. a form like this:

**Your name:**

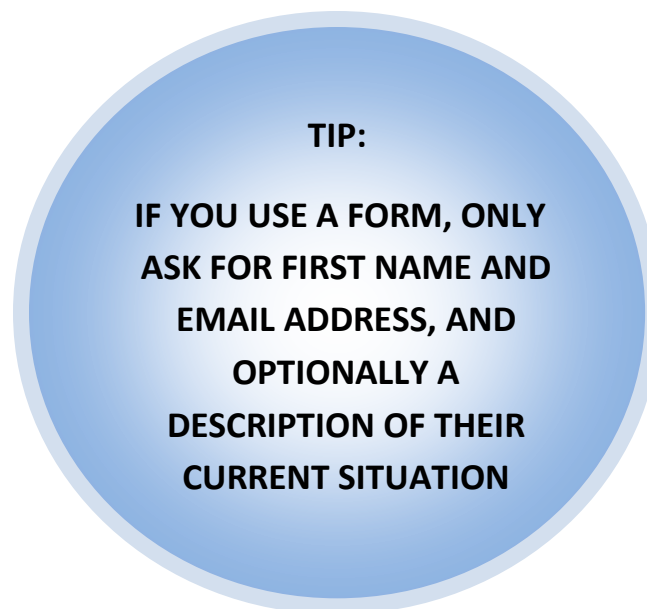
**Your email address:**

**A phone number where you can be reached:**

**Days and times you are available:**

**Your request/question:**

In general people are intimidated by forms and find them more invasive. The fewer things you ask for, the more people will fill them out. In practice, you rarely need more than a first name and an email address. And put your privacy policy next to the SUBMIT button so they know they won't be spammed.



## 11. No way for visitors to give you their email address

Giving people a way to email you is one end of the spectrum; the other is collecting their email address with permission. **Email marketing is the most cost-effective and highly targeted method of marketing available today.** But for it to work, you need to have a lot of email addresses – the more the merrier. So start collecting them on your site. It helps

to offer some incentive. Offer a free article; send out a newsletter or ask people to join your Mailing List to hear about upcoming events.

## **12. The reader has to hunt for a way to contact you**

Don't make the reader work too hard to find out your phone number or email address. Best practice – **put your contact info on every page**. When people with short attention spans have to hunt, they easily give up and go elsewhere.

## **13. Test your website on all popular browsers, at least Internet Explorer 7 and Firefox 3, and Safari 3 if possible**

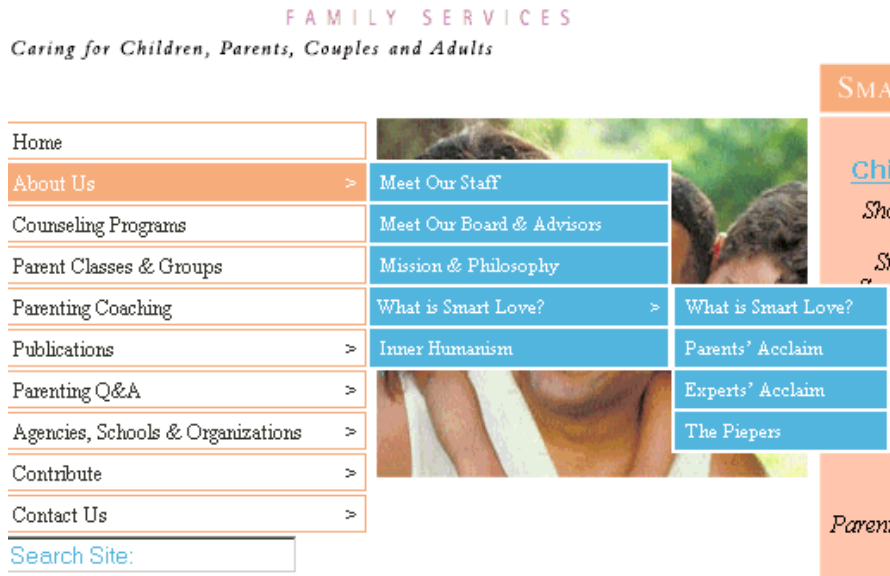
Unfortunately, all web pages don't display exactly the same on all the most common web browsers. So it's important to see how your site looks on the top browsers. And with sales of Apple Mac computers going through the roof, you should include the Apple Safari browser as well if you can (though it's still less than 10% of the market).

## **14. Confusing navigation**

One of the ways to lose visitors is to have a confusing or laborious navigation system. Make sure that your website has a single, clear navigation structure. The last thing you want is to confuse the reader regarding where he should go to find the information he or she is looking for.

Also, **avoid "drop down" menus**: the user should be able to see all the navigation options straight way. Using "drop down" menus might confuse things and hide the information the reader was actually looking for.

In the example below, clicking on 'About Us' brings up 9 more choices. These sub-menus frequently will close when the reader doesn't want them to, adding to frustration.



Better to create 2<sup>nd</sup> and 3<sup>rd</sup> tier pages with those choices on a separate page.

## 15. Graphics files are larger than 100kb

The larger your graphics files (i.e. pictures or artwork) are, the slower your pages load. And with short attention spans, studies have shown that people will leave in droves if a page doesn't load in 4 seconds or less. You can almost always compress a picture into a smaller size, using free software (such as Irfanview for Windows and Preview for Mac).

## 16. Links are not clearly identified and don't contain keyword text.

Links on your site should

- be the only thing underlined
- change color when clicked on and
- be identified with keywords, not the ubiquitous 'Click Here'

For example, you can say...

Read more about [Depression](#)

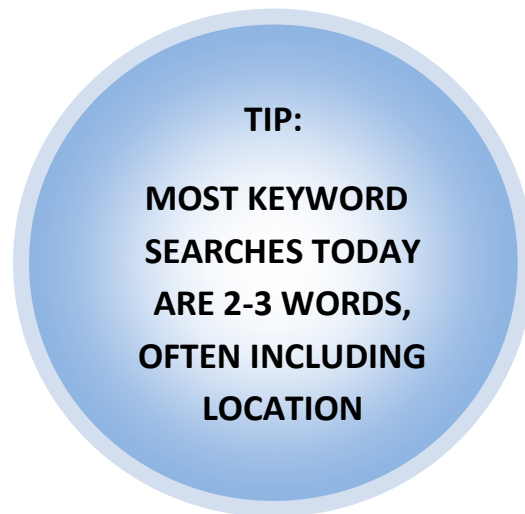
Instead of...

[Click Here](#) to read more about Depression.

The Search Engines will index the first one at a much higher rate.

## **17. Site doesn't have top keywords in meta tags or page text**

Every area of specialization has certain keywords that people will search for. These top keywords need to show up in the internal site meta tags (see below for what these are) and at least 3 times on the text of every relevant page.



## **18. Site designer leaves meta tags blank**

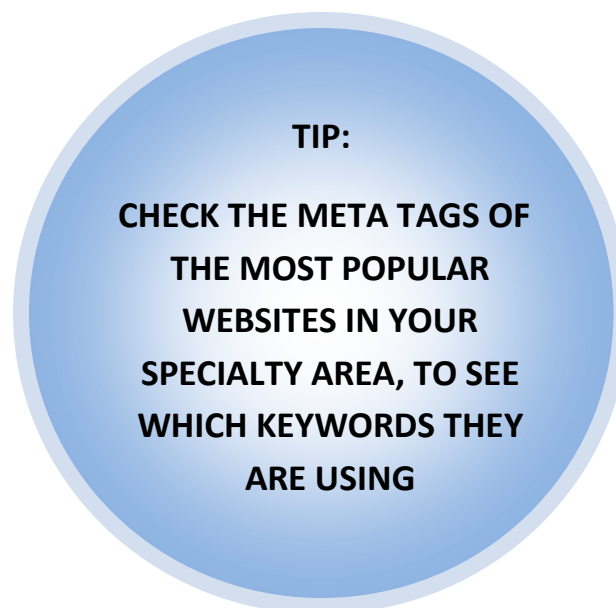
Every page of every website has 3 internal “tags” that associate certain keywords from your site to the search engines. They are written in HTML programming code, the programming language of websites. Many provider websites leave these entirely blank. You can easily see if you have them listed in this manner:

In Internet Explorer, under the VIEW menu, go to SOURCE to see these.  
In Mozilla Firefox, under the VIEW menu, go to PAGE SOURCE to see these.

In Safari, under the VIEW menu, go to VIEW SOURCE to see these.

The meta tags look like this:

```
<title>Welcome</title>  
<META NAME="description" CONTENT=>  
<META NAME="keywords" CONTENT=>
```



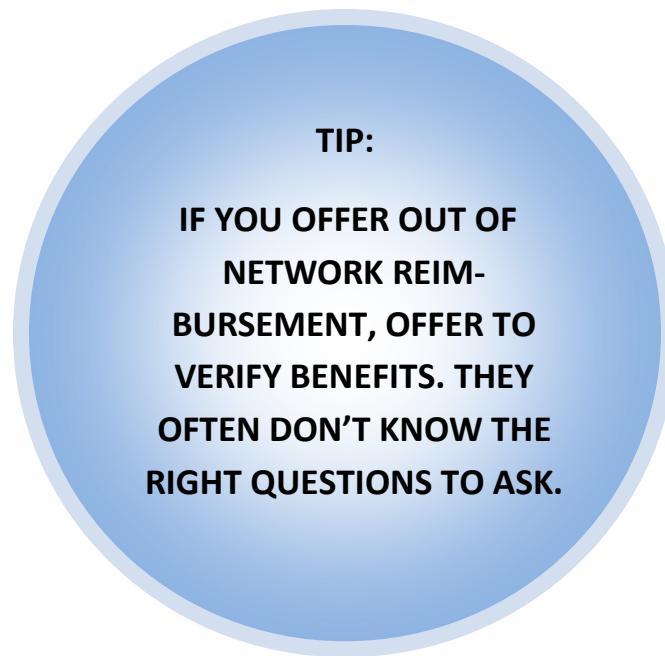
## **19. Your Title Tag says “Home” or “Services” or “About”**

Many people believe the Title Tag is the most important meta tag, and the one that can do the most good in terms of your free search engine results. So you should make it into a mini ad for your entire practice, instead of one word descriptions of each page, such as “Psychotherapy for Anxiety, Stress and Trauma in Chicago Illinois”

## **20. Your Site Lists Your Fees**

It’s almost always a mistake to put your fees on your site. By doing so, you give people an easy way to form a one-dimensional view of your practice and reject you before they even have a chance to learn about how you work and what you offer. It’s much wiser to

have a two-way conversation about fees on the phone versus a one-way conversation in their heads.



## **21. Not Enough Listings on Other Websites**

One of the things top search engines like Google look for is that your site is listed on other websites as a valuable resource. So the more sites you can get listed on the better.

Of particular importance is getting listed on Google and Yahoo local; DMOZ; Zoominfo and InfoUSA. These directories are often used as seed directories for other online listings and can greatly expand your presence online.

## **22. "If I build it, they will come" fantasy**

It worked for Kevin Costner in 'Field of Dreams', but unfortunately a common mistake is to assume that if you create a website, potential clients will suddenly start flocking to it. Many people have created expensive sites that just sit there gathering digital dust. I think this is a throwback to the Good Ole Days when hanging a shingle was all you needed to do to generate a caseload. Today the landscape is quite different. Creating a good website is just the first step in generating online referrals.

The reality is that there are 125 million websites out there and getting good free search engine results takes time (*in fact there's some evidence that Google puts new sites on some sort of probation for six months called the 'Google Sandbox'*). By studying and applying principles of search engine optimization (SEO, which is slower) and pay per click advertising (such as Google AdWords, which is much faster), you can greatly increase the number of visitors to your site. Then it's up to your site content and structure of each page to convert those visitors into clients.



So there you have it! Hope this is helpful.

Please post your reactions, comments, rants and raves on the blog:

<http://www.uncommonblog.com>

More to come...

Best regards,

Joe