

PRACTICE SUCCESS SOLUTIONS

Websites that bring you patients.

CUSTOM WEBSITE DESIGN AND DEVELOPMENT

Enhance your practice's online presence with a custom website from the nation's leader in practice marketing. Our websites inform patients and referrers about your special expertise and services with custom text and branding elements, so they're uniquely yours.

MORE FEATURES AND BENEFITS FOR YOU

- Custom design matches your practice branding
- Rotating headers that capture your audience
- Content editor for easy updates
- HIPAA-compliant interactive forms
- SEO meta-tagging and description
- Google Maps integration
- Social media sharing links
- Google Analytics setup
- Photo galleries
- Patient email capture/eNewsletter subscriptions
- Links to patient portals, CareCredit, etc.

UPDATES

No more worries for updating your website. Practice Builders offers you an easy-to-use "Content Editor" tool to make your live updates.

ADVANCED FEATURES TO ENHANCE EFFECTIVENESS

Each of these enhancements can be integrated into your site:

- Video embedding with Practice Builders eVideos
- Shopping cart and online bill payment portal
- Blog
- Health Education Library
- Search engine optimization
- And more...

VISUAL, FUNCTIONAL AND EASY TO FIND

The most effective websites are visual, functional and, most importantly, easy to find on the web. There are thousands of designers who can design websites. The real challenge is creating a visually effective, functional website that comes up high in search engine rankings and attracts traffic.

ON-PAGE OPTIMIZATION

Our websites include HTML title page optimization, internal links, site maps, keywords, meta-data and extensive patient education libraries. These development features all contribute to your site's relevance and help boost your search engine rankings.

Practice Builders offers three web design/development options as well as affordable, hassle-free hosting solutions (see reserve side).



Health Education Library

As part of our hosting services, we offer a Health Education Library for your patients that's related to your specialty. This allows your practice to provide patients with medically reliable and easy-to-understand information. Most importantly, patients can obtain this information from the source they trust most: YOU. Plus, all the content is search engine-optimized so other potential patients can easily find you on the web.

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WEBSITE DESIGN AND DEVELOPMENT	STANDARD	GOLD	PLATINUM
WEBSITE			
Unique Customized Content About the Practice	Yes	Yes	Yes
Design Choice/Look and Feel	Compatible With Practice Brand	Compatible With Practice Brand	Compatible With Practice Brand
Number of Pages (e.g. Welcome, Meet Our Practice, Contact Us)	Up to 7	Up to 15	Up to 25
Rotating Images on Homepage	4 images	4 images	6 images
Target Audience Imagery to Fit Your Patient Demographic	As Needed	As Needed	As Needed
Content Editor for Easy Updates (training will be provided when your website goes live)	Yes	Yes	Yes
HIPAA-Compliant Interactive Forms (e.g. Request an Appointment, Prescription Requests, Refills, New-Patient Registration)	No	2	3
Downloadable Forms (e.g. Pre-Registration, Health History, Privacy Policy, Procedure Consent, New-Patient Welcome Packet)	Up to 3	Unlimited	Unlimited
SEO: Meta-tagging and Alt-tagging	Yes	Yes	Yes
Google Map Integration	Yes	Yes	Yes
Google Analytics Setup	Yes	Yes	Yes
Patient Email Capture/eNewsletter Subscriptions	Yes	Yes	Yes
Sharing Buttons that Link to Your Social Media Accounts (Facebook/ Twitter/LinkedIn and Google +)	No	Yes	Yes
Adjustable Font Sizes	Yes	Yes	Yes
Search Function	Yes	Yes	Yes
VIDEO SERVICES/GALLERY			
Embed Videos from YouTube on Web Pages	Yes	Yes	Yes
Host Videos on Website (up to 2 mins. for each video)	No	1	2
Photo Gallery	No	Yes	Yes (Up to 20 Images)
Patient Portal Link (to practice's current patient portal)	Yes	Yes	Yes

HOSTING PACKAGES	Level I	Level II
Custom Domain and Registration (e.g. www.DrBillSmith.com)	Yes	Yes
Annual domain renewal	Yes	Yes
HIPAA-Compliant	Yes	Yes
Encrypted Database	Yes	Yes
EMAIL		
Number of Email Accounts	Up to 5	Up to 10
Email Transfer Limit/Month	Unlimited	Unlimited
Email Web Access	Yes	Yes
Email Setup and Training	Yes	Yes
Auto-responders/Email Forwarders	Unlimited	Unlimited
Spam Filtering and Email Anti-Virus	Yes	Yes
Synchronization with Mobile Device	Yes	Yes
Search Engine-Optimized Health Education Library	No	Yes
EXCLUSIVE MAINTENANCE SUPPORT		
Update and Content Changes (e.g. Adding a page to the website [Image and copy are provided by client]; Adding/removing people to the "Meet the Team" page [Headshots and bios are needed]; Adding/removing "Monthly Special Offers" on the website; Changing header images; Updating addresses and maps [on the "Contact page" and footer of the pages]; Updating PDFs of patient forms [needs to be provided in Word or PDF format]; Adding/removing copy; Etc.)	Yes	Yes

Learn how our custom web design, development and hosting solutions can enhance your marketing efforts. Contact us today.

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PRACTICEBUILDERS™
The nation's leader in healthcare-practice success since 1979.