

WEB SITES - HOW WE CAN HELP

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Web sites - working for you

Think Therapy web site services are unique because we *only* build web sites for manual therapists - but our service isn't *just* about building web sites. We can 'host' sites for you on our own servers, supply unlimited e-mail addresses, purchase your domain name for you (eg www.acetherapy.com), submit your site to search engines so people can find your site, organise site statistics to be sent to you automatically (so you can analyse visitor patterns) - we are a one-stop-shop for all your web-based needs!

Why you need a web site -

A recent survey by *Pricewaterhouse Coopers* indicated that health-related information was the most regularly sought factual information on the Internet and that; "*the Internet will be responsible for creating massive change in the health care industry in the next few years*".

A web site is a great way of attracting new patients *either* by increasing the effectiveness of your existing advertising *or* as a stand-alone gateway to your clinic.

For instance, if you pay for an advert in *Yellow Pages* you will be aware that lots of people who find your clinic this way want to find out more about you before they commit to a treatment session; your qualifications, what you can treat, how much you charge, how to find your clinic and so on. A web site can answer all these questions and you will find that, flicking through the *Yellow Pages*, more people will choose your clinic simply because they have been able to visit your site.

Secondly, in itself a web site can work to create you new referrals. The front page of each of our web sites has a long list of 'tags' that search engines look through. So, if someone searches for ('back pain' + Thames Ditton) you be sure they will find the local therapist with a web site and a clinic in Thames Ditton.

Many people do look for services this way nowadays as they sit in front of their computers all day permanently linked to the Internet. As the computer generation become young professionals so more and more of your future patients will choose a therapist by trawling through the Internet.

Many other services such as www.yell.com and www.scoot.com are able to forward people looking for a therapist to your web site - but only if you have one!

A web site is an important element in any therapists marketing strategy but a web site that looks poor, is too confusing or difficult to navigate will lose you more work than it creates - so leave your web site creation to *Think Therapy*. We can create you a site that looks good, works well and impresses your future clients!

Our web site services -

The web sites we build for manual therapists are designed around pre-formed templates (a range of different 'layouts'), each in a choice of six different colours. This enables us to create a site that is effective and attractive but without starting from 'scratch' - so the finished site is a lot less expensive.

To see an example of such a site visit www.city-physio.com

We can however build you a tailor-made site if you wish with your own design and layout, (this site, for example, is our own design).

Each template-based site is formed around six pages,

- 1) Home Page - A brief introduction to your clinic
- 2) What we treat - Detailing the range of problems you deal with (you can include our 3D human body image on this page if you choose).
- 3) Your first visit - How long a session lasts - what to expect - organising follow up treatments.

- 4) What it will cost - How much you charge - how you accept payments - health companies you are registered with.
- 5) Finding us - Clinic address, local access and car parking. We can provide a link to a site where visitors can download a map of where you are.
- 6) Contact us - Your phone number and e-mail address so visitors can make that first appointment!

In our experience a web site doesn't have to be more complex than this. Visitors want a clean, simple site that explains clearly what you do - we can always add more pages if you have more to say!

To discuss your web site needs just e-mail or write to us with your telephone number and we will contact you to discuss your needs.

We will show you the range of templates and colours that you can choose from. Then we ask you to complete an information form about your clinic and we build the site from that.

If you want your own photographs on the site we can add them for you or we can source suitable images for you.

If you want us to update an existing site, build you one from scratch, buy your domain name for you, organise search engine submissions or site statistics - just ask.

If you are not sure what your needs are, don't worry, we will walk you through the choices and make sure you end up with only the services you require.

WEB SITE PRICES AND ORDER FORM

Six page template-based web site (your provide all text and images)	£495
Additional template-based pages	£ 95
Web site hosting (per year) including unlimited e-mail addresses	£ 95
Domain Name registration	
.co.uk	£ 20
.com	£ 30
.biz	£ 30
Template based on your own colour scheme add	£ 150
Bespoke web site - quotes available on request	
Search Engine submission	£ 50
Site statistics - per year	£ 30
Updates to existing web sites	From £ 25

VAT: all prices exclusive of VAT @ 17.5%