

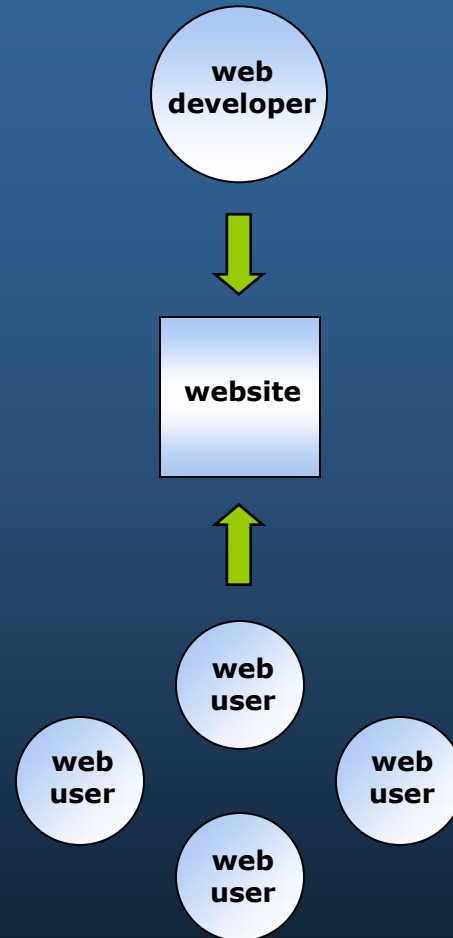
# your practice on the web

T-BONES 2009

# web 1.0

1994 - 2001

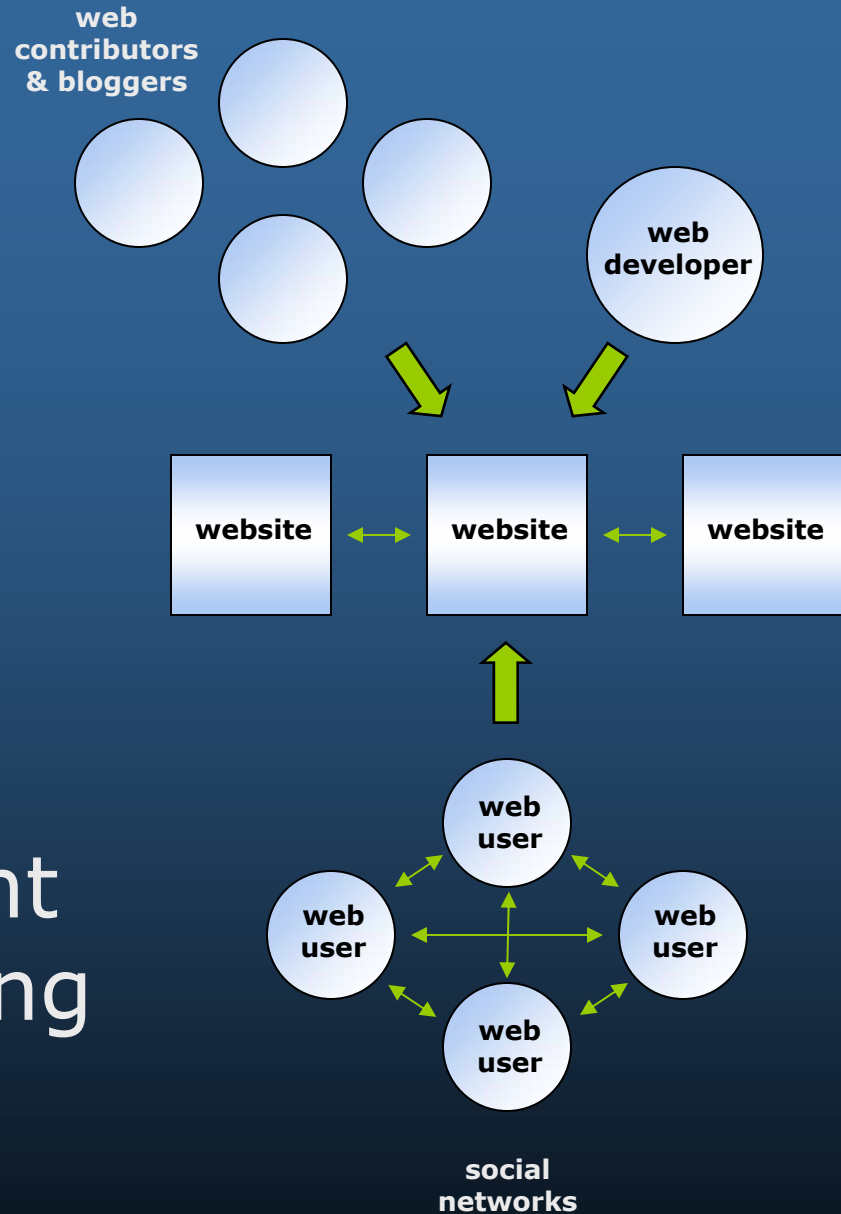
static content  
one-way interaction



# web 2.0

2002 - now

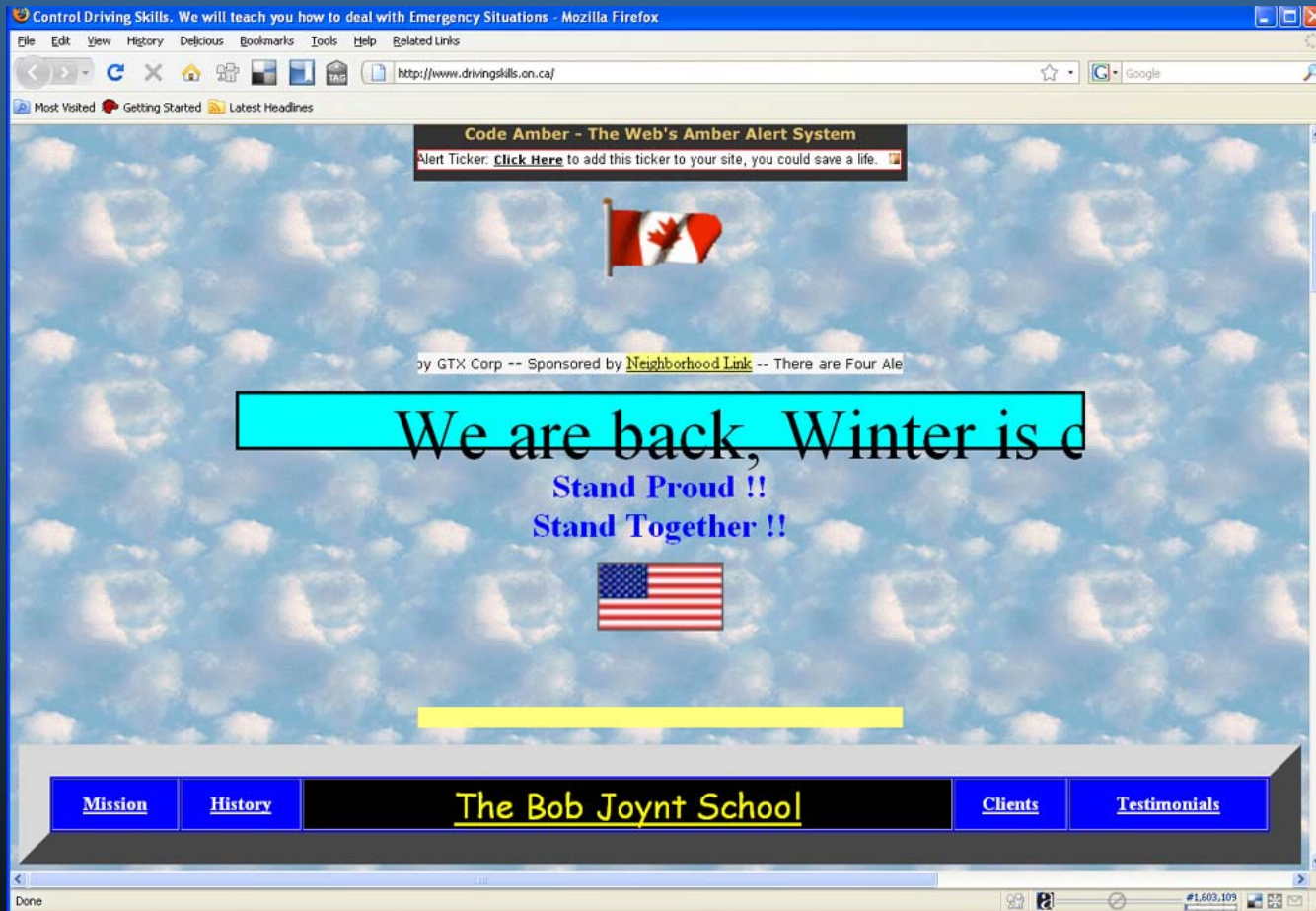
dynamic content  
social networking



the haves &  
the have-nots

# typical flaws in web design

# typical flaws in web design



# typical flaws in web design

There's an artform to web design

- No centered text
- No animated icons
- No frames

Proximity of Content

- Group elements by proximity and relevancy

Using Color the Right Way

- Color can be used to draw attention

Not Having a Clear Starting Point

- Create a clear path for the user
- Entry/Exit points on the page should be identified
- Users eyes move from: large to small, irregular to regular shapes, dark to light, saturated to less saturated

Separate content with dividers or lines

# typical flaws in web design

Divide information into 5-9 different chunks

- Help the user process information quickly

Identify what is clickable and what isn't

- Guessing games annoy users
- Make links one color for consistency

Not saving data in forms when Back button is clicked

- Color can be used to draw attention

Not allowing users to control their own experience

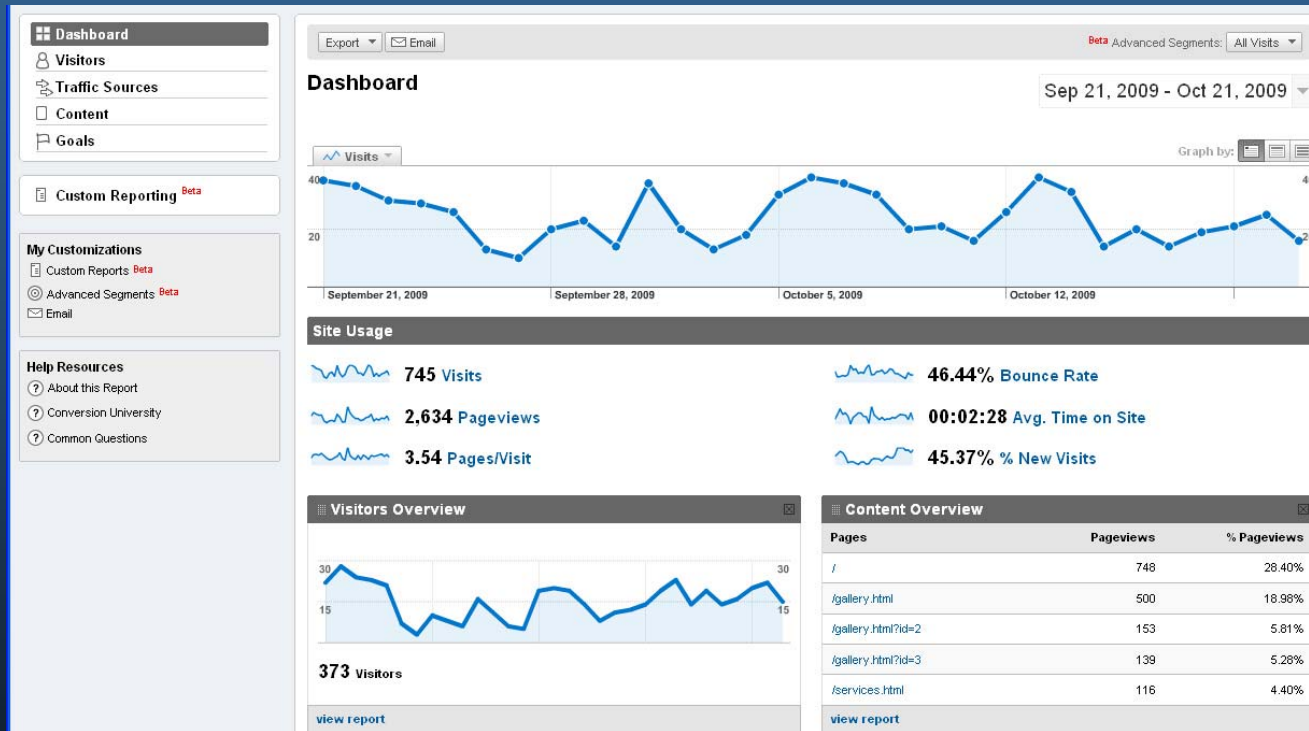
- Make them feel good about your site
- Let them be proactive not reactive
- Don't start videos automatically

Not conducting any type of user testing on the site

- Establish a foundation then make refinements
- Testing tells you WHY ... Analytics tells you WHAT

# usability & points of conversion

# analytics show you what's happening



the marketing  
shift is on

# the marketing shift is on

Online's Slice of Ad Spending Grows



# the marketing shift is on

The Top Reason People Use the Web



1. To Pass The Time
2. Educate Themselves
3. Connect With Others
4. Research
5. Share Information
6. To Be Entertained
7. Stay Informed
8. Discussion
9. To Be A Part of a Community
10. For Work and Business

sorting through  
the clutter

# sorting through the clutter

Don't know where to start with all the advancements?



Social Networks    Links    Search Engine Optimization    Media  
YouTube Videos    Blogs    Email Marketing    Banner Ads  
Mobile/Texting    Viral Campaigns    Microsites    Local Search

# online opportunities for orthopedic offices

# doctors and social networks

# doctors and social media

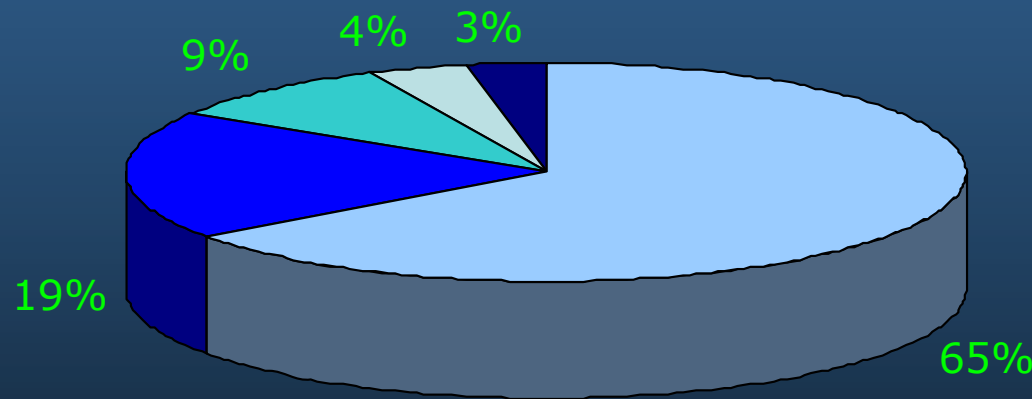
A Strategic Approach is Critical



search engine  
enlightenment

# search engine leaders

Google dominates the search world

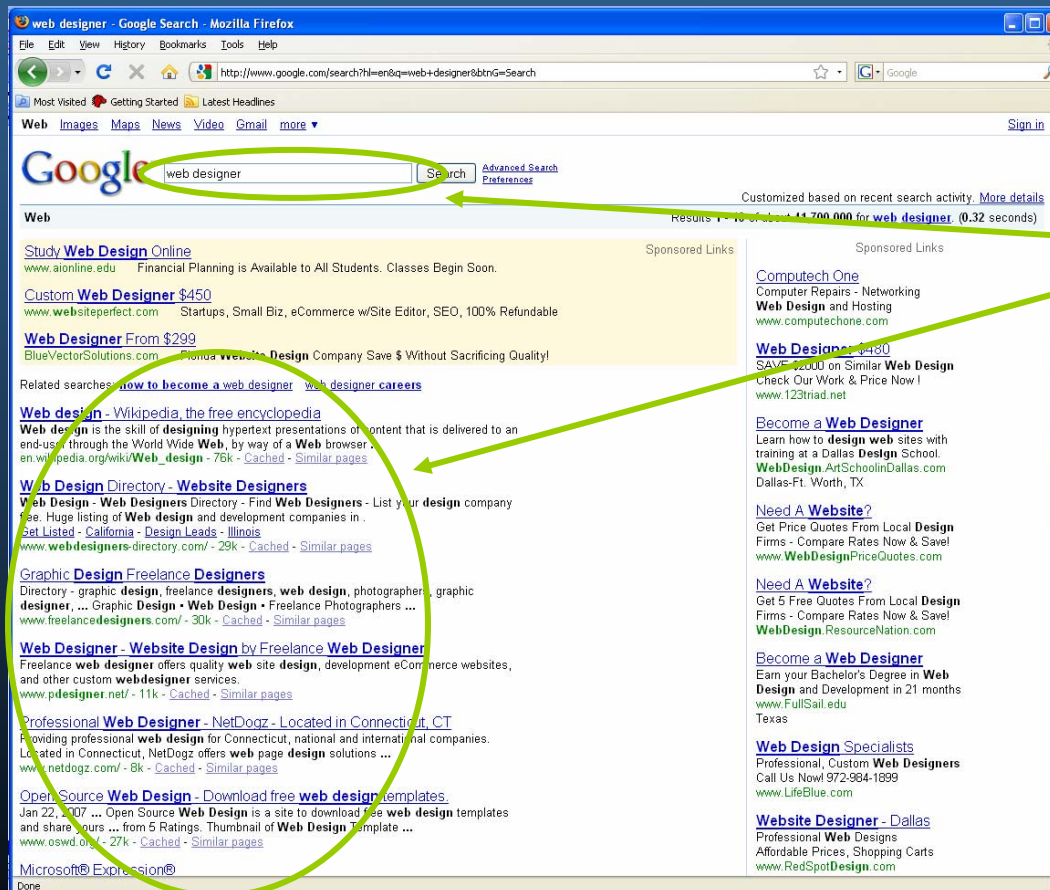


	65%
	19%
	9%
	4%
	3%

comScore - % of searches conducted in U.S., Sep. 2009

# search engine leaders

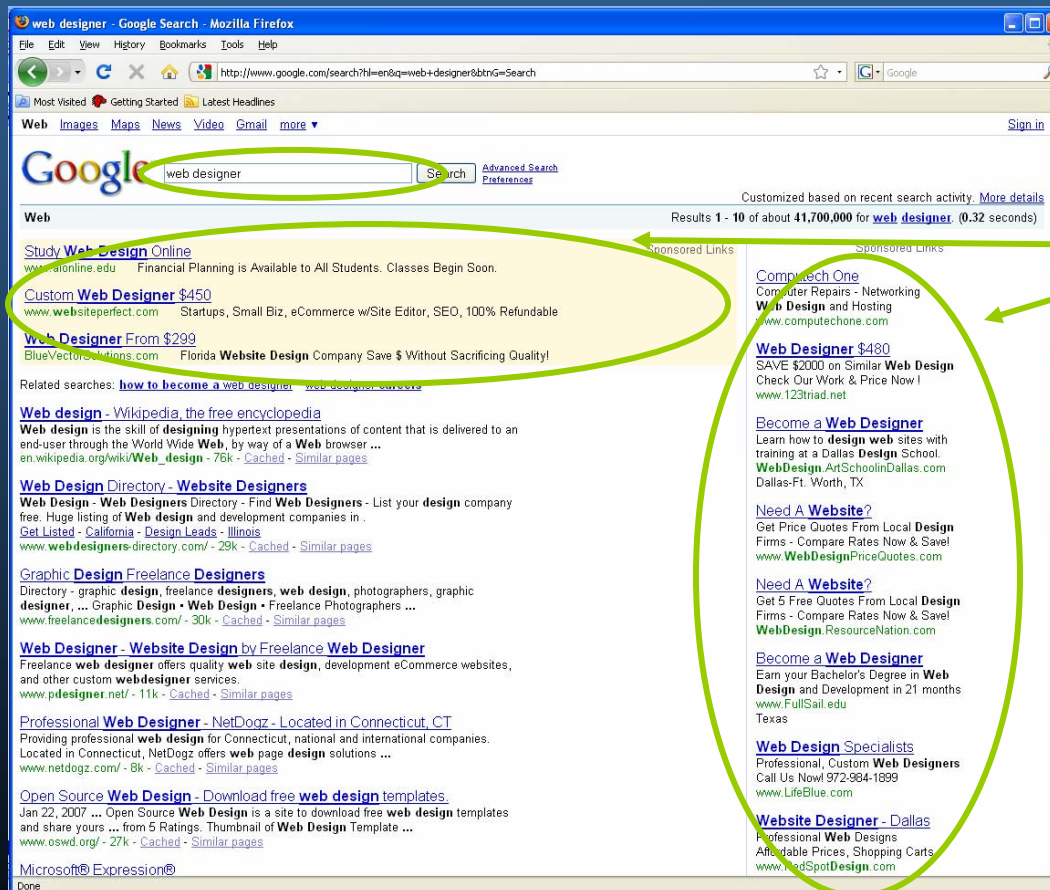
organic search results are the free ones



organic results

# search engine leaders

paid search are advertising/sponsorship spots



paid results

# search engine optimization

it's not a sprint, it's a marathon

The Google logo, featuring the word "Google" in its signature multi-colored font.

Use Best Practices or proceed at your own risk

On-Page: Choosing the right Keywords

The YAHOO! logo, with the word "YAHOO!" in a bold, red, sans-serif font.

On-Page: URL, Title Tags, Description Tags, Headers

On-Page: The Content should be relevant and fresh

The bing logo, with the word "bing" in a blue, lowercase, sans-serif font.

On-Page: Anchor Text Links from page to page

Off-Page: Links, links and more links

The Ask.com logo, featuring the word "Ask" in white on a red oval background, with ".com" in smaller text below it.

Off-Page: Social Media weight and popularity

Off-Page: Submit your site to the search engines

The AOL logo, with the letters "AOL" in blue and a blue play button icon to the right.

# search engine optimization

It's all in the details

The screenshot shows a Mozilla Firefox browser window displaying the website for Segal Family Medicine Center. The browser's address bar shows the URL <http://www.drsegal.com/>. The website header features the logo for Segal Family Medicine Center, which includes a stylized family icon and the text "Segal Family MEDICINE CENTER". To the right of the logo, the address "6537 Preston Road" is listed, along with the phone number "972 379-2096" and fax number "972 379-2054". Below the header, a green banner contains a news item: "9/14/2009 - CDC updates guidelines for treatment of H1N1 influenza - Please click to read this important information". The main content area is divided into a left sidebar and a central text area. The sidebar contains a list of navigation links: "directions", "our doctors", "our philosophy", "services", "insurance & billing", "office policies", "health information", "forms", "Patient Portal", and "Portal support/help". The central text area features the heading "Let Our Family Take Care of Your Family..." and three columns of text. The first column describes the practice's history and services. The second column lists the names and office hours of three physicians: Irwin M. Segal, M.D., Aaron P. Segal, M.D., and Stephanie L. Segal, M.D. The third column contains links for "NEW PATIENTS - CLICK HERE" and "Web portal for CURRENT patients". The browser's status bar at the bottom shows "Done" and a page number "#2,971,391".

Home Page - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help Related Links

http://www.drsegal.com/

Google

**Segal Family**  
MEDICINE CENTER

6537 Preston Road  
Plano, TX 75024  
972 379-2096  
fax: 972 379-2054

9/14/2009 - CDC updates guidelines for treatment of H1N1 influenza - Please click to read this important information

directions

our doctors

our philosophy

services

insurance & billing

office policies

health information

forms

Patient Portal

Portal support/help

### Let Our Family Take Care of Your Family...

For thirty years, Dr. Irwin Segal has practiced comprehensive medical care in the Plano area. More recently, the practice has grown to include his son, Aaron, and daughter-in-law, Stephanie. With three board-certified Family Medicine physicians, our office enjoys caring for both healthy and ill patients of all ages.

Our practice encourages ongoing preventive care to improve health and reduce future illness. We also manage illnesses, injuries, and chronic conditions on a regular basis. We offer a number of procedural services including skin biopsies and mole removal, joint injections, pulmonary function testing, electrocardiography, cardiac stress testing, and bone density screenings.

With the latest computerized health records technology at our disposal, we can now offer even more convenient services such as electronic prescriptions and an [internet-portal](#) where patients have easy access to a personal health record including lab results, appointments, and health maintenance reminders.

Because we care for men, women, and children (including newborns), we are able evaluate our patients' total health needs and provide comprehensive care that is not limited by age, gender, organ-system, or type of problem, whether it is biological, behavioral, or social. When another specialist is required, we can help navigate the complex and

**Irwin M. Segal, M.D.**  
Monday - Thursday 8:30am - 5:00pm

**Aaron P. Segal, M.D.**  
Mon/Tues/Thur 8:30am - 5:00pm  
Friday 8:30am - 3:00pm

**Stephanie L. Segal, M.D.**  
Monday 8:30am - 5:00pm  
Tuesday 8:30am - 12:00pm  
Wednesday 8:30am - 5:00pm

[NEW PATIENTS - CLICK HERE](#)

[Web portal for CURRENT patients](#)

Done #2,971,391

# tips to remember the great 8

1. Make The Search Engines Like Your Site
2. Know The Flow
3. Be Local – Google, Yahoo, Bing
4. Meet the Expectations of the Savvy
5. Lights, Camera, Action
6. Socialize With The People
7. Be Interesting – Content is King
8. Communicate and Pass it On

thank you

[www.lifeblue.com/tbones](http://www.lifeblue.com/tbones)