

# Expand Your Practice with a Chiropractor Web Site

**For as Little as \$19/month!**

***Discount Web Package Includes...***

- ▶ **Your Own Domain Name**  
Example: www.DrSantoro.com
- ▶ **Home Page**  
Includes two pictures & logo and your office Information.
- ▶ **Map & Directions Page**  
3-Level Zoom of Map to office & picture of office.
- ▶ **Chiropractic & Health Content Section**  
Over 75 pages of information Provided by Our Experts.
- ▶ **2 Listings in ChiroWeb.net Chiropractor Directory**  
A \$70/year Value.
- ▶ **The above for \$250 one-time setup & \$19/month**
- ▶ **Optional Custom Pages/Sections Available**  
Such as summary of doctors & staff, specialized services and new patient info. Additional cost of \$50/page, \$25/graphic.
- ▶ **Optional Monthly Newsletter sent directly to your patients**  
We provide the content. \$100 setup fee and \$9/month.

## Cost & Discounts For Web Package Setup:

Web Package Setup cost:	\$250
Subscribe to DC Products Review:	- \$30 discount
<u>Deposit or by \$228 by 1/1/2003</u>	<u>- \$30 discount</u>
	<b>\$190 Total</b>

Discounts apply if we get \$228 deposit by: 2-1-2004  
Web site info needs to be provided to us by: 3-1-2004

For a web site call 321-724-0850 or email: [info@eweb.net](mailto:info@eweb.net)  
eweb.net is the designer of ChiroWeb.net Chiropractor Directory

**Call ... 321-724-0850**

The screenshot shows a Netscape browser window displaying the website for Dr. Alfred J. Santoro, BA, BS, CCSP, DC. The browser's address bar shows the URL <http://www.DrSantoro.com/>. The website has a blue header with the doctor's name and a tagline: "A compassionate professional who listens to YOUR needs". A navigation menu on the left includes links for Home Page, Your First Visit, Dr. Santoro's Bio, Treatment & Services, Auto Injuries, 4 Phases of Care, Chiropractic, Misperceptions, Nutrition, Exercise, Testimonials, Insurance, Newsletters, and Map & Directions. The main content area features a large image of a family and several paragraphs of text. A sidebar on the right contains contact information and office hours. The footer includes the doctor's full name, address, phone number, and website URL, along with a list of services provided by the web design firm.

**Getting a Web Site:**

1. First you need to get a good domain name to us. The name should correspond with your office.
2. What sections do you want on the site? How should the site be organized? How should it look?  
This will take thought on both our parts, and we should discuss this on the phone.
3. Come up with your custom info. Take pictures of doctors, staff, office (inside and out) and maybe a few action shots. Pictures are a great way to get people connected to your office.
4. Give us full contact info of office(s) such as Phone, Fax, Street, City, State, Zip, Email, Web and even the county and the nearest large city. Also include directions to office.
5. Send us all the prepared content for your custom sections with pictures. Sending us the content in computer form (such as a word document) is best. Also send us the pictures as email attachments if possible. If not, send us a physical copy of the pictures you want on the web site.
6. **Email:** What email address should we forward the email sent to your “web site?”  
Once the email forwarding is set up, you will need to send yourself a test email to make sure that the email forwarding is set up properly. Also, on occasion you should send yourself a test email to make sure the system is working, and if you stop receiving your normal email amount, you should test the email forwarding. Since we do not “receive” email sent to your account, it is very difficult to know if the system is not working correctly unless we are told. (*This is the same for all web providers!*)

**Web Package for \$250 setup & \$19/month:**

1. Your own domain name. ( A \$35/year value )
2. Home Page with 2 pictures, logo and custom info.
3. Map & Direction page.
4. Over 75 pages of chiropractic content integrated with web site.
5. 2 listings in ChiroWeb.net Chiropractor Directory. ( A \$70/year value )
6. Items that have additional costs:
  - a) Each additional custom page: \$50/page.
  - b) Each additional graphic, picture, logo: \$25/graphic.
  - c) Monthly email newsletter sent directly to your patients. \$100 one-time setup. \$9/month.

**Items you may want placed on your web site, or may help us design your site:**

1. Any brochure, phone book, newspaper ads or any other flyer already prepared for your office.
2. Summary of Office – What is it that you do, and what is your focus, specialty, ideas, creed, mission statement, etc.? Be sure to note how nice and attentive both you and your staff are.
3. Summaries of doctors and staff.
4. 1 to 3 Paragraphs for each topic/specialty of your office.
5. Insurance Info.
6. Office Hours.
7. First visit info such as new customer/patient forms. We can make a PDF file of these so everyone can read and print them!

**Optional Search Engine Service:**

1. Design Site for high search engine rankings.
2. Submit site to the top search engines and many others.
3. Analyze search engine rankings & web stats every 3 months and redesign page(s); resubmit site to search engines when appropriate.
4. Costs
  - a) \$300 ... \$100 one-time design and submission to many search engines.
  - b) \$100/month Subscription fee, which includes 5 listings in ChiroWeb.net Chiropractor Directory and the hosting of your web site. The hosting fee of \$19/month is included in this cost.

**Note:** You only pay 50% of the Subscriptions Search Engine Service until your site is successful.  
That is you pay only \$50/month until successful. We will need to discuss what is successful.

**For a Chiropractor Web Site and New Patients Call 321-724-0850 or email info@eweb.net.**