

# A 25-point guide to creating a website that brings in clients

A proven formula to use your website to find more clients and fill your schedule

## Make it easy to get in touch

Display your phone number prominently on every page.

(301) 933-4062



## Link out to your Social Media Channels

Social media is a great place to share tips on how to strengthen the lower back, or exercises to relieve sciatica, for example.

## Show that you are reputable

Add a sharp and professional logo here so people will remember you when they return to your website or see you around town.



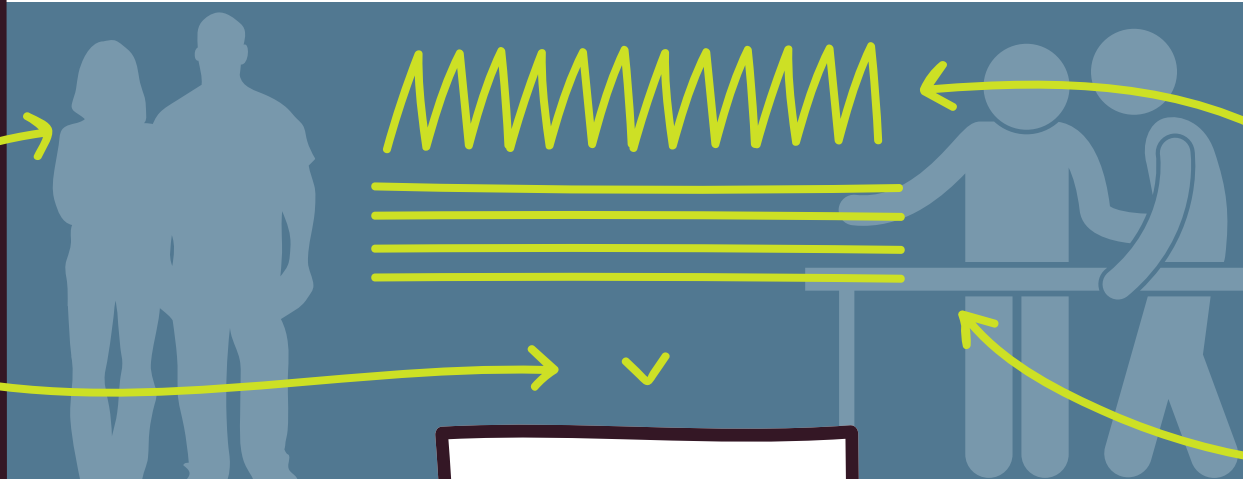
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## Navigation at the top

Make it easy for your visitors: create consistent navigation on every page of your website.

## Eye-catching imagery

Avoid using generic stock photos. Consider hiring a photographer to take photos at your therapy practice to build credibility and offer a glimpse of your office and team.



## Who are you?

The premier Physical Therapy practice for XXXXX in XXXXXXX County, MD"

## Keep them moving down

Add a down arrow so people know to scroll down. Big images can confuse your visitors into thinking that there is not more information down below.

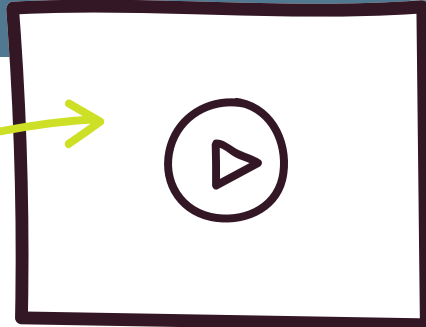


## Reassure in this paragraph

We help our patients to return to full health and ... (list multiple benefits!). Tell people how your PT services help. What are the benefits that your patients experience when they work with you and your team? Include the words "physical therapy" and the town or city where your office is located (or all locations).

## Add a video

A thoughtful video, answering the questions new patients always ask, or the ones you wish they would ask, will build rapport and trust.



## Headline that addresses a pain point

Tell Google how physical therapy helps so they will send you people who need your help. For example: Gain Strength. Improve Balance. Live Pain Free.



## Internal linking

Be sure to link to other pages on your site. This will help your Search Engine Optimization (SEO). SEO means that people can find you when they search for your services

## What exactly do you do?

Explain very clearly and simply the services you offer and the types of patients you see. Explain using words that regular people would use and understand. No jargon! Do not sell. Educate. How does physical therapy help patients? Remember, it's all about them, not you!



## Link with buttons too

Pull visitors deeper into your web site to learn more about how you help by using a bright color.

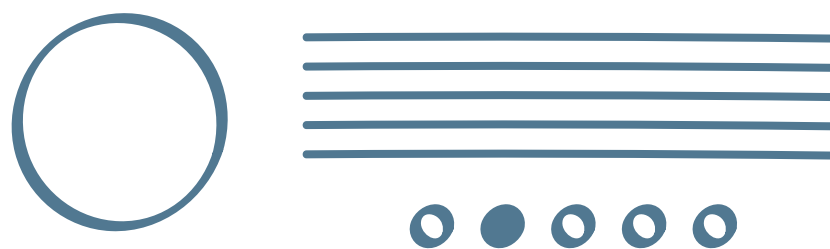
## Problems you Solve

What are a few of the biggest problems you solve? Neck pain? Back pain? Muscle weakness? Remember to add a button at the bottom of each service description with a message such as "call and schedule an appointment".



## Display testimonials

Let your patients tell everyone how awesome you are. If possible, add in their picture at your location. Try to add 5 testimonials to your website.

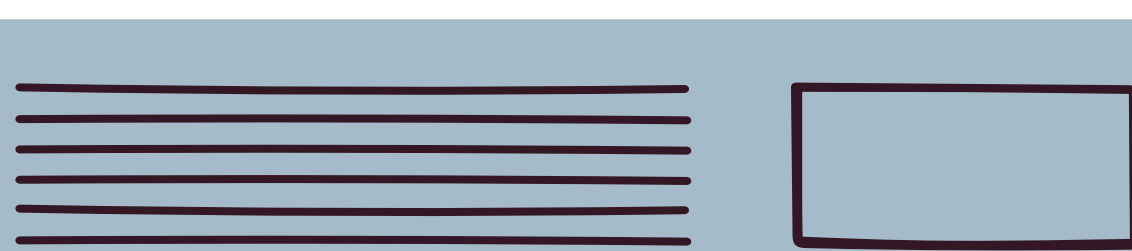


## Tell them what to do!

If people have read down this far, then they are interested in your services. Tell them what to do next. Add your phone number or an email in case it is after hours. Give them an easy way to get in touch!

## Share something valuable

Share a resource that a typical patient would value. For example: "10 exercises that relieve back pain". Or "3 proven exercises that will improve your golf game".



## Request an email

Especially with cash practices, patients may not be ready to start PT right now. Request a first name and email address in exchange for the valuable resource you are providing.

First Name [ ] Email [ ] [ ]>

## "Sign me up" button

Make it bright to encourage a click! Stay in touch by sending people valuable tips about staying healthy, this keeps your practice top of mind so when they need your help (or a friend or family member does) they will think of you.

## Tell them who you are

Feature a Physical Therapist on your team right here with a short list of specialties or accomplishments.



## Show that your legit

Member organizations and credential logos go here. These establish credibility and foster connections.



## Make it easy to navigate

Footer navigation similar to main navigation above.

|||||>  
|||||>  
|||||>  
|||||>

## Add a map — so they know you are close by.

When Google matches your address to other websites like Yellow pages and Yelp it knows you are legit and makes you easier to find when people search online.



## Short contact form

Make it easy for someone to schedule an appointment, or to leave a message, especially if it is after hours.

Are you ready to super-charge your website?

Give the Mighty team a call to learn how we help therapy practice owners create higher-performing websites.

301.933.4062

between 9 am - 5 pm EST