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PT WEBSITE CHEAT SHEET

Keeping your website up-to-date with fresh content is one of the easiest ways to build more engagement with patients! Here are three impactful edits you can make in less than ten minutes:



#1 CLEAR HEADLINE

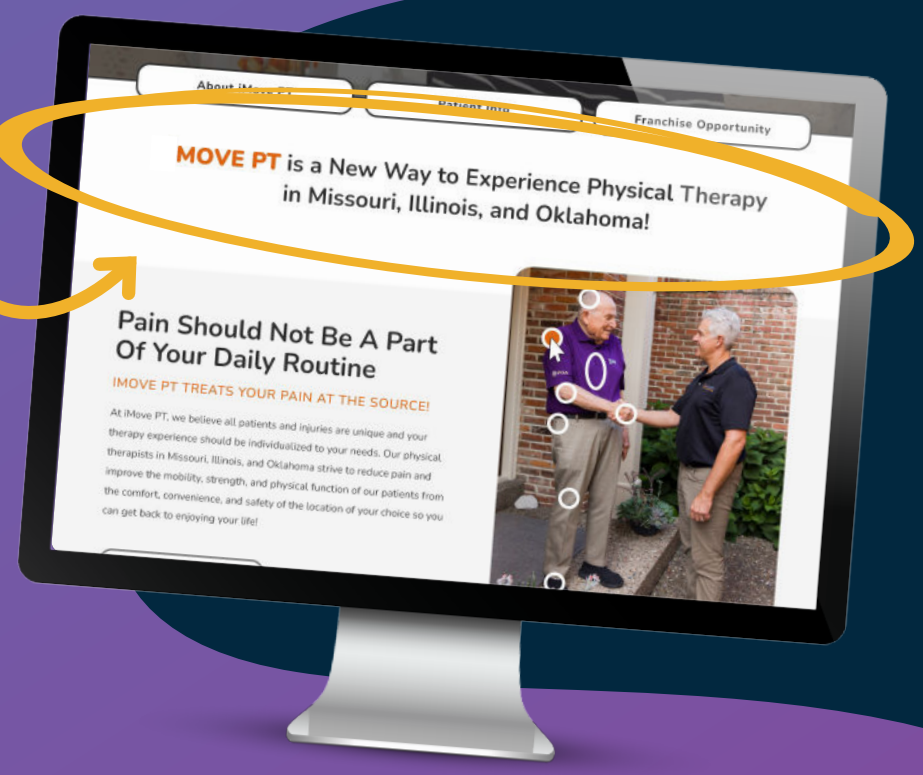
Ensure that the headline on your website clearly communicates the benefits of your services and grabs visitors' attention. Use strong, action-oriented language to convey the value your clinic offers like:

- **"Exceptional One-on-One Care Leads to Exceptional Results"**
- **"Relieve Your Pain and Regain Your Life!"**
- **"Restore Your Function, Reduce Your Pain"**

#2 POSITIVE SUBHEADERS

Your subheader should clearly state what services you offer (like physical therapy, chiropractic, acupuncture, etc) and WHERE you practice!

- **"[Clinic Name] Provides Physical Therapy, Massage Therapy, and Acupuncture Services in [City, State]"**
- **"[Clinic Name] Provides Top Care to Our Communities in [City, State]"**
- **"[Clinic Name] Is Helping Our Communities in [City, State] Get Back In Motion"**



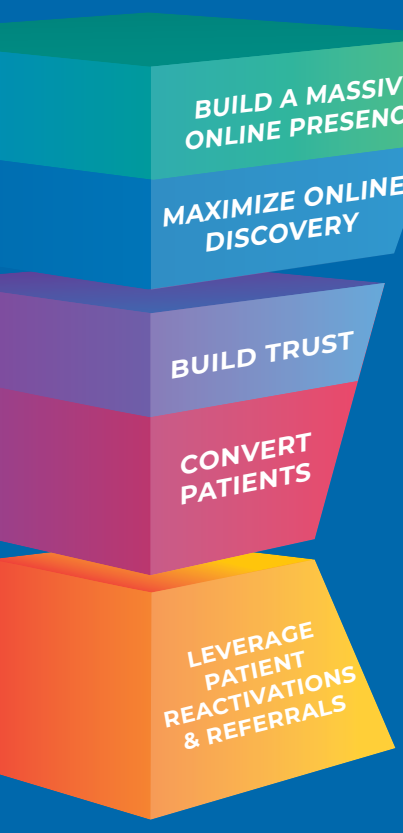


#3 USE CUSTOM PHOTOS

It's easy to get a stock photo for your front page, but put a face to the name:

- **Photos of your team** to establish a personal connection with visitors
- Showcase **images of patients** actively engaged in physical therapy sessions *(but ask for permission!)*
- Show **well-maintained treatment rooms, exercise areas, specialized equipment, and any unique features** that set your practice apart

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The ULTIMATE Patient Acquisition Strategy

Having a Powerful, Effective Website Is Just One Step
Of A More Powerful Practice Marketing Strategy...

STRATEGY	OUTCOMES	TOOLS TO USE
BUILD A MASSIVE ONLINE PRESENCE Set up your website with good SEO practices, blogging, and filling out your Google MyBusiness profile.	High number of local visitors to your website and blog. You appear in 2-3 places on page 1 of Google for several search terms.	Organic or "On Site" SEO Online Brand Presence Regular Blogging
MAXIMIZE ONLINE DISCOVERY Use paid ads to increase how many local listings you appear on with Local SEO.		Google Ads for Therapy/Service Type Google Ads for Conditions Local Listings/ Local SEO
BUILD TRUST Educate and excite patients by connecting with their specific problem, then build trust in your expertise with proof from others like them.	High number of people calling your front desk or requesting an appointment online.	Quality Online Reviews Patient-Focused Web Design Condition-based Content
CONVERT PATIENTS Use clear language like "book appointment" and give them the option to call or use a form on your website. Also make sure you know where calls and leads come from so you can invest wisely.		Appointment Forms & Chatbot Know Where Patients Come From Generate & Track Phone Calls
LEVERAGE PATIENT REACTIVATIONS + REFERRALS During and after care, develop **patient loyalty.** This requires a good clinic experience and staying top-of-mind consistently after care. Fill your schedule with reactivations and patient referrals by calling past patients to action with newsletters, email, and more.	4 and 5-star online reviews/ testimonials increase each month. High number of reactivated patients on your schedule.	New Patient Welcome Emails Review Request Tools Email Blogs & Newsletters In-Clinic Materials Printed Newsletters Direct Mail Campaigns

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