

The Ultimate

# GUIDE

to Building a Physical Therapy Website



**Your Complete Guide  
to Setting Up a  
New Clinic Website**

[www.ptprogress.com](http://www.ptprogress.com)

# Table of Contents

Chapter 1:	<u>Getting Started</u> .....	3
Chapter 2:	<u>The Anatomy of a Website</u> .....	5
Chapter 3:	<u>Selecting a Domain Name</u> .....	7
Chapter 4:	<u>Understanding Web Hosting</u> .....	9
Chapter 5:	<u>Setting Up Wordpress</u> .....	11
Chapter 6:	<u>Web Design Made Simple</u> .....	13
Chapter 7:	<u>Customizing Wordpress</u> .....	16
Chapter 8:	<u>Quick Wordpress Guide</u> .....	18
Chapter 9:	<u>Basic SEO Search Engine Optimization</u> .....	22
Chapter 10:	<u>Resource List and Links</u> .....	23

# Chapter 1: Getting Started

**Before we dive into any details, I want to address two things:**

1. Yes, you do need a website (and if you already have one, it probably needs to be updated...)
2. You don't need to pay someone thousands of dollars to build it for you if you're willing to do the work yourself.

That may sound strange coming from me. After all, I promote web design as a service of my business and charge thousands of dollars to build websites. Why would I give away all these steps to build your own website?

## Two simple reasons:

### Reason #1

If you're a DIY person like myself, you probably won't rush to hire anyone to build your website until you've tried it yourself. Fair enough. I can relate. Figuring out how to build something from nothing is thrilling for folks like us. Spending hours reading forums, watching tutorials, and researching HTML/CSS/PHP may not sound exciting to most people, but that's part of the thrill.

### Reason #2

I'm confident that you can build a great looking website for your practice. I've taken 5 years of experience developing websites and condensed it into this guide - talk about the learning curve you have against your competition!

For those of you who have even a little bit of time to put the effort into building a website, you should have a great looking site if you follow this guide! I realize that others still may put off the task of building their website. If that's you, the good news is that you'll have the resources to build it at your own pace.



# Chapter 1: Getting Started

## The Purpose of This Guide:

My goal isn't to sell you a website or to give you some surface level website suggestions that sound good, but leave you wondering 'now what.'

There are too many blog articles online that simply say 'you need a good PT website' and **not** many step-by-step guides to building one start to finish.

**Here's my goal:** to equip you to get on the right track with your online presence. This guide is focused on showing you how to build a website for your physical therapy practice.

I know that a lot of folks think of websites, sales, and marketing like a foreign language. For others, it's just a lack of time that keeps them from taking their marketing to the next level. That's why I made this guide.

This guide will give you the step-by-step instructions you need to get a functioning website up and running for your PT business. I'll also teach you the basics of something called Search Engine Optimization so that your new website can actually be found in search engines.

**Be Warned:** This guide may not be something you tackle in just one evening. I wanted it to be complete, yet understandable for someone who might be new to building websites. Use the table of contents above to reference each section and reference our [resource page on PTProgress](#) to find links to the tools I use and suggest in this guide.

# Chapter 2: The Anatomy of a Website

*If you can get through a basic anatomy class, you can understand the basic structure of a website. Here's my attempt to clean up the fascia, identify the arteries, and expose the muscles of standard website.*

Just like in the anatomy lab, we'll start with an identification list to give us an idea of what we're looking for and its significance in the web design process.

---

## Quick Glossary

**Domain** – This is your web address: *www.YourWebsiteName.com* Typically domain names are purchased for about \$10 per extension. The most common extensions are .com, .net, and .org.

**Website Hosting**- Hosting is the service that gives space for your website on the Internet. Everything on your website is uploaded through the host so it can be seen on someone's web browser.

**Content Management System (CMS)** – Applications that allow you to edit, upload, and make changes to your website through a user-friendly interface. WordPress is a CMS and is the interface used in this guide.

**Plugins** - Secondary applications in WordPress that provide functional, structural, and visual features for use with your website. Plugins are downloaded directly from the WordPress dashboard page.

**Website Backend** – The control panel or dashboard of your website that allows you to make changes to your website files. *CPanel is a backend found at most hosting providers that allows users access directly to the files of their website.*

# Glossary continued

**Search Engine Optimization (SEO)** – The process of changing the visibility of a website in a search engine’s organic or un-paid search results. Many refer to it as ranking higher for a search term.

**Keywords** – A specific word or phrase that describes the contents of a web page.

**Meta tags** – Data used to provide information to a search engine about a page. Meta tags include title tags, meta descriptions, header, alt tags and more.

**HTML** – Hypertext Markup Language is a system to tag text files in order to format font, color, graphics that display on webpages.

**CSS** – Cascading Style Sheets is a formatting language used to define or apply changes to HTML elements through the website.

**Mail servers** – provides delivery, receipt, and storage of email based on a user’s domain name (i.e. [you@yourdomain.com](mailto:you@yourdomain.com))

**Backlinks** – The relationship that occurs when one domain includes a backlink on a website that points to another web page on a different domain.

**Blog** – A collection of entries or ‘posts’ published on a webpage in order to provide value to readers.

*Now that we know what we’re looking for, let’s dive into greater detail for each of these parts.*

# Chapter 3: Selecting A Domain Name

It amazes me how many businesses and professionals don't even own the domain name of the business they're working so hard to get started. It's one of the first things I check when I'm building a new website - is the domain even available?

It needs to be something you carefully think about from the beginning. Your website is the front door to your business, a door that you'll greet most of your visitors meeting you for the first time. Your website is your first impression to future patients, doctors, and even new staff. So make sure your domain represents your brand appropriately.

Most domains will look like this: [www.\\_\\_\\_\\_\\_.com](http://www._____.com). You've probably noticed other domain extensions like *.org*, *.biz*, *.net*, *.tv*, *.us*. The big three *top level domain extensions* are *.com*, *.net*, *.org*, so I'd stick with one of these.

The first thing I do when looking for a domain is to use [Domain Search](#) to find out if the domain is even available. If you find that your name is available, don't buy it just yet. Wait to buy it through your hosting provider – this will make things a lot easier for you.

**DOMAINSEARCH.COM**  
Add Search Guestbook Link To Us Name Finder

Search Multiple Domain Names From Around The World!  
Find Available Domains | Monitor Your Company Name | Lookup Domain Records

YourPhysicalTherapyClinic.com

Select Extensions Below: Change List View:

**3 SIMPLE STEPS TO SEARCH**

1. Enter the Domain name you want to search in the field above. Do not include an extension (ie. domain not domain.com).
2. Select the extensions that you want to search from the selection box. To search multiple extensions at once, hold down your keyboard's "control key" (Ctrl) as you click each Domain extension.
3. Click the Search! button.

ac - Ascension Island  
ac.cn - China  
ac.jp - Japan  
ac.nz - New Zealand  
ac.th - Thailand  
ac.uk - United Kingdom  
academy - New gTLD  
accountants - New gTLD  
active - New gTLD  
actor - New gTLD  
ad.jp - Japan  
ae - United Arab Emirates  
aero - AERO  
af - Afghanistan  
agency - New gTLD  
airforce - New gTLD  
am - Armenia  
archi - New gTLD  
army - New gTLD  
as - American Samoa  
asn.au - Australia  
associates - New gTLD  
at - Austria

COUNTRY  
Auto Select:  
.COM .NET .ORG  
POPULAR PICKS  
Search

## Remember!

Just use DomainSearch to do some research on available names. Buy your domain through your hosting provider (I recommend [GoDaddy](#) or [HostGator](#))

# Chapter 3: Selecting A Domain Name

*Side note: If you already have purchased a domain, you'll have an additional step. Once you set up your hosting account (see instructions below) you will need to 'point' your domain to your website host. You do this by changing the DNS (domain name server) settings to the DNS settings provided by your host. It's usually just a matter of copying and pasting two lines into the DNS records at the place you purchased your domain. It may take a couple of hours for the domain to propagate, but it should point to your host in less than 24 hours.*

## But what if my domain is already taken?

There are hundreds of clinics that share a business name, but only one of them will get an exact match for the domain. If you cannot land the domain for your clinic, try expanding your domain name to include your city or region. i.e. AdvanceTherapyStLouis.com.

### A few domain *Tips*

- Try to avoid the dreaded dash "-" It's difficult to remember and people often confuse the dash for an underscore \_ or a backslash / example: chicago-rehab-clinic.com
- Avoid double letters like Trumpphysicaltherapy.com
- If the .com and .org are available, consider buying both. Domains are only around \$10 to \$15 a year and it's worth having both in case someone types in your domain wrong.

# Chapter 4: Web Hosting

Here's the lowdown on hosting. A hosting company makes your website visible on the Internet. You can expect to pay about \$10 a month for a website host to store your website and all its files.

Some hosts are easier to deal with than others. I've worked with quite a few and my favorite host provider is [HostGator.com](http://HostGator.com). They have a 24-hour support line which is helpful if you are new to all of this.

Another great hosting provider is [DreamHost.com](http://DreamHost.com). This was the first hosting provider I used because of the simple 'one click installs' for WordPress, which we'll discuss later. Dreamhost also provides you with a free domain when you use their hosting service, which is a nice added benefit.

Most people have heard of [GoDaddy](http://GoDaddy) as a domain provider, but few know that they offer hosting as well. In fact, they've recently added a very handy one-click install feature for WordPress websites, which is the platform you'll be building your website on.

All of these hosts will walk you through the process of opening a hosting account. You'll be issued a username and a password to log into the 'backend' of your website, so I suggest that you create a simple word document to store your username, password, billing information and any other relevant login information you collect from your hosting provider.

 <p><b>HostGator.com</b> Website Hosting</p>	<p><a href="http://HostGator.com">Visit Hostgator.com</a></p> <ul style="list-style-type: none"><li>• Quick WordPress Install</li><li>• 24/7 Hosting Support</li></ul>
 <p><b>DreamHost</b></p>	<p><a href="http://DreamHost">Visit DreamHost</a></p> <ul style="list-style-type: none"><li>• Free Domain</li><li>• WordPress Hosting available</li></ul>
 <p><b>GoDaddy</b></p>	<p><a href="http://GoDaddy">Visit GoDaddy</a></p> <ul style="list-style-type: none"><li>• Simple One-Click Wordpress Setup</li><li>• Easy Domain Management</li></ul>

# Chapter 4: Web Hosting

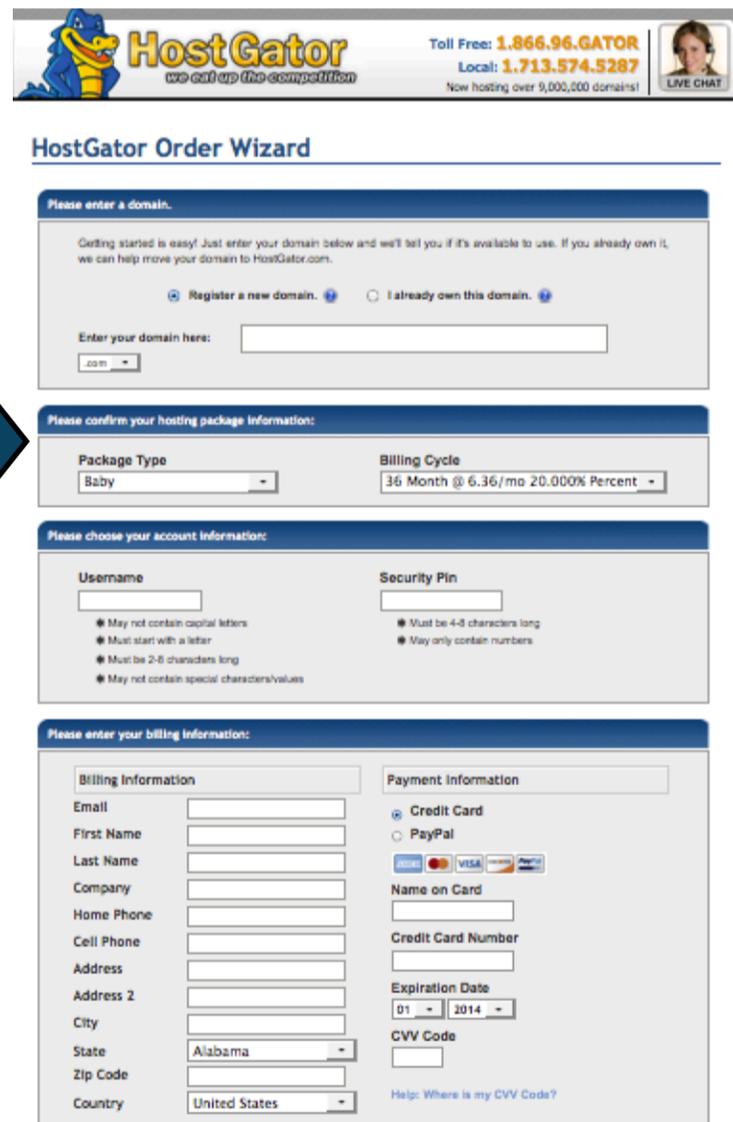
## Setting Up Your Hosting Account

Here's a few screenshots to guide you in setting up a hosting account. The process is very similar for DreamHost or GoDaddy. Please understand that you only need to choose one hosting provider - I've outlined the process for HostGator below.

## HostGator

I recommend the "HostGator Baby Plan" for most practices. It gives you all of the important features of the business plan without the extra costs. For most clinics, this is more than enough. If for any reason you need more support with your web hosting, you can always upgrade your plan.

When you select the plan, you'll need to enter your personal/payment information on the next page. Once it's complete, HostGator will send you a username and password to access the "CPanel" of your website - this is your control panel where you will install WordPress.



**Check Your Email!**  
Your account setup is complete. Use the login info emailed to you to access your CPanel to setup Wordpress.

# Chapter 5: Setting Up WordPress

## Connecting Your Domain to Your Hosting Account

Once your basic hosting plan is set up, you will need to point your domain name servers to the host. If you purchased the domain through your hosting provider, they'll do it for you right away. If your domain is at another place, you'll need to locate your host's name servers (which look something like ns1.example.com ns2.example.com) and add these to the DNS area where your domain was purchased. Remember, it may take a couple of hours for the domain and host to make the connection.

## Setting Up Your CMS – Content Management System

If you use a host like [GoDaddy](#), [Dreamhost](#), or [HostGator](#), you'll have access to their 'one-click' WordPress install feature. WordPress is a content management system that makes running a website very easy. The WordPress backend is simple to manage and allows you to add pages and change the design by selecting themes. We'll talk more about design later in this guide.

Finding the 'one-click install' option at your host provider should be pretty manageable. Be prepared to set up a new username and password that will allow you to log into the back end of your website. Go ahead and save this information in the username/password document that you created earlier.

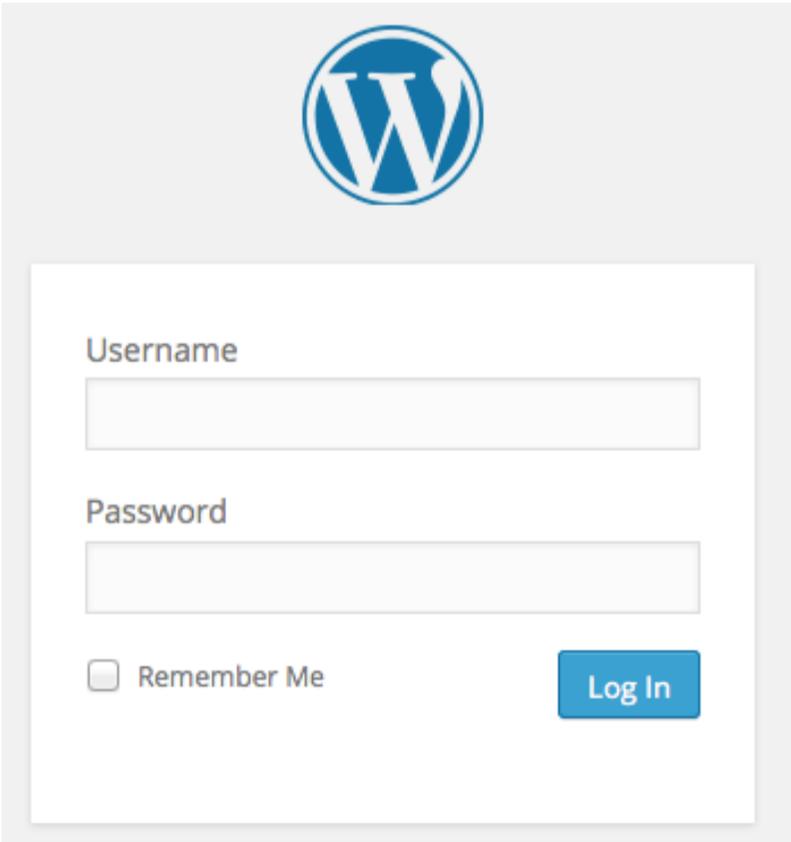
Once the WordPress install is complete, (***note: it may take 2-24 hours to complete***) you can access the backend of your site by adding this to your domain: /wp-admin.

**Example:**  
**[www.MyPhysicalTherapyWebsite.com/wp-admin](http://www.MyPhysicalTherapyWebsite.com/wp-admin)**.

This will take you to your dashboard where you can edit the appearance of your website and add content.

Congratulations! If you've purchased a domain name, connected it with your hosting provider and installed WordPress, you technically have a website. At this point there's nothing on your site, so the next step is to set up your site design and add the content.

Wordpress Login



The image shows a screenshot of the WordPress login interface. At the top center is the WordPress logo. Below it, there are two input fields: one for 'Username' and one for 'Password'. Under the password field, there is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In'.

# One-Click-Install Guide

## One-Click Installs

In case you were wondering how the one-click install features work, I've included a few screenshots below for HostGator WordPress Install.

## HostGator

After you set up your hosting account, you were given a username and password to access the "CPanel" of your website - this is your control panel. Use the CPanel web address provided in your email or simply type "cpanel." in front of your domain name.

Example: "cpanel.mydomain-name.com" You'll see this login screen.



## Installing Wordpress

HostGator makes it really simple to install WordPress. You'll see the option to "Install Now" on the sidebar in your Control Panel. Click this box and you'll be taken to the 'quick install' page. Here you should select "WordPress" and the domain that you wish to use.

If you registered your domain through [HostGator](#), you should see it listed here. If you registered your domain somewhere else, follow these steps:

1. Scroll down in your Control Panel and find the "Name Servers" They should look something like this:  
**ns1000.hostgator.com**  
**ns1200.hostgator.com**
2. Login to your domain provider. Find the DNS (domain name server) editor.
3. Add the two name server addresses you found in step 1.

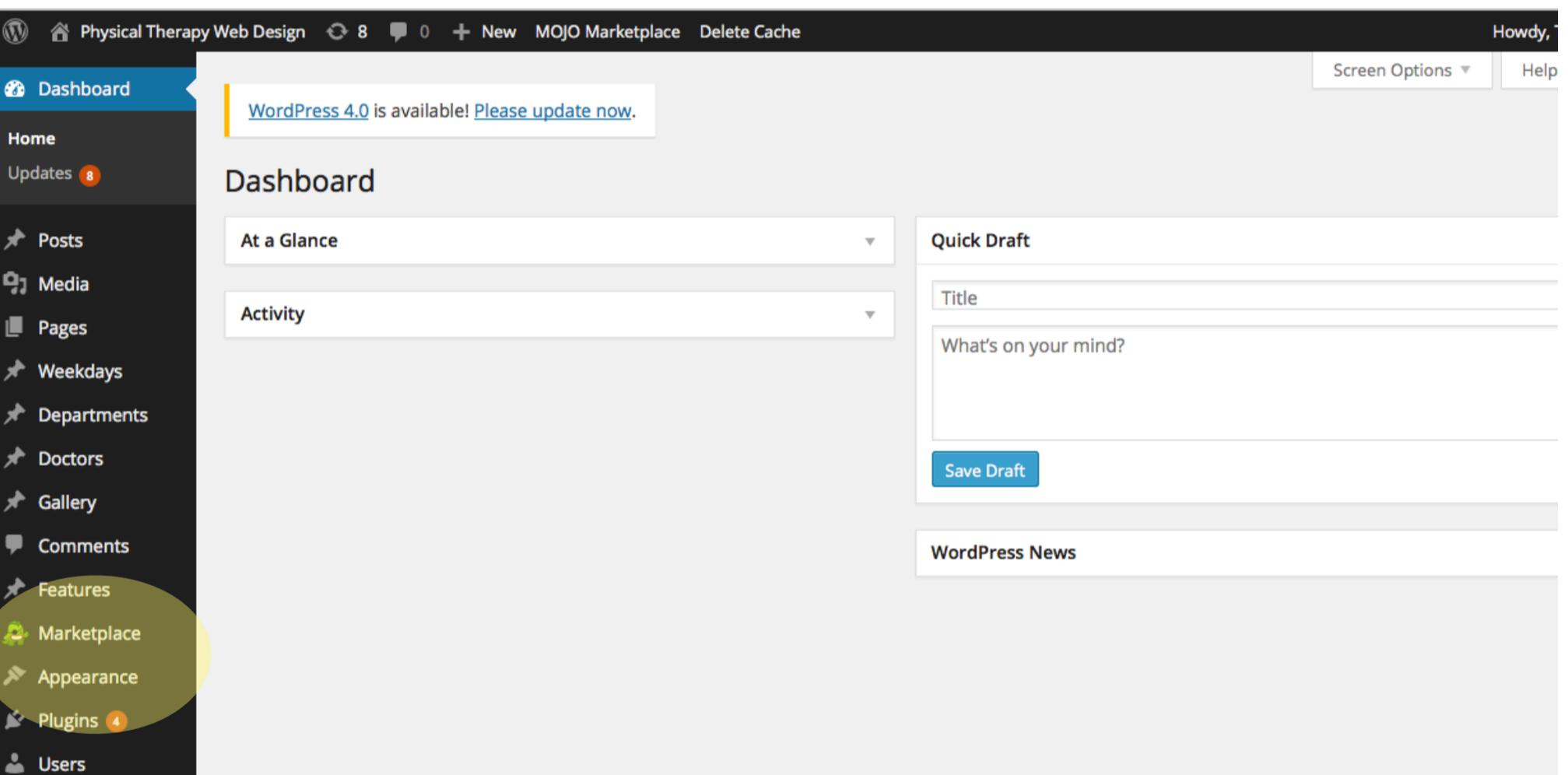
Remember, it may take about 24 hours for the domain name to propagate or register with your hosting account. Once it is finished, you can complete the WordPress Install.



# Chapter 6: Web Design Made Simple

## Website Design – How to Avoid A Massive Headache

I don't have the time or patience to design a site from scratch anymore. That's why I love WordPress. If you followed the steps to install WordPress at your host provider, you should have the log in information to access the WordPress control panel, also known as the backend of your website. You can enter your username and password for Wordpress by typing [www.YourDomain.com/wp-admin](http://www.YourDomain.com/wp-admin). The "wp-admin" at the end of your domain will prompt the login for wordpress where you can enter the username and password you have in your email. Once you're logged in, it should look something like the image below.



This is where you can customize everything that has to do with your website look and feel. You can even add new users and give people on your team access with their own username and password.

To get started, take a look at the *Appearance tab* on the left hand column of your control panel. You'll see the option to click on "Themes." Themes are simply predesigned templates that you can use to further customize your new website. Sure, you can build your website from scratch, but unless you're a web designer by trade, WordPress themes are by far the best way to go.

# Chapter 6: Web Design Made Simple

## Selecting a Wordpress Theme

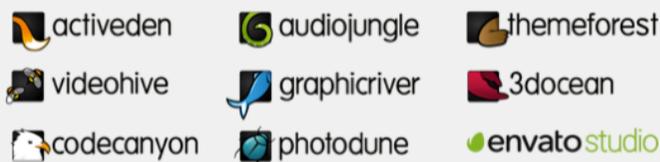
Thousands of themes are available for \$30-\$60 at places like [ElegantThemes.com](http://ElegantThemes.com) or [ThemeForest.net](http://ThemeForest.net). I personally use both and suggest looking ThemeForest first because of their huge selection. Make your way over to the site and register for an account. (On the [ThemeForest website](http://ThemeForest website), you'll see 'Envato' - this is the parent company of ThemeForest and other media resources.)

### *The process is simple:*

1. Open a free account at [ThemeForest](http://ThemeForest)
2. Browse the thousands of website templates
3. Purchase your theme and download the .zip file for the theme.

### Create a new Envato Account

Your Envato Account gives you access not just to ThemeForest, but also to the other Envato Market sites listed below. You can use it to sign in and buy or sell digital goods like WordPress themes, background music, After Effects project files, graphics, photography and much more.



Already have an account with any of these sites? Then you already have an Envato account and can sign in with your existing username and password.

### Create Account

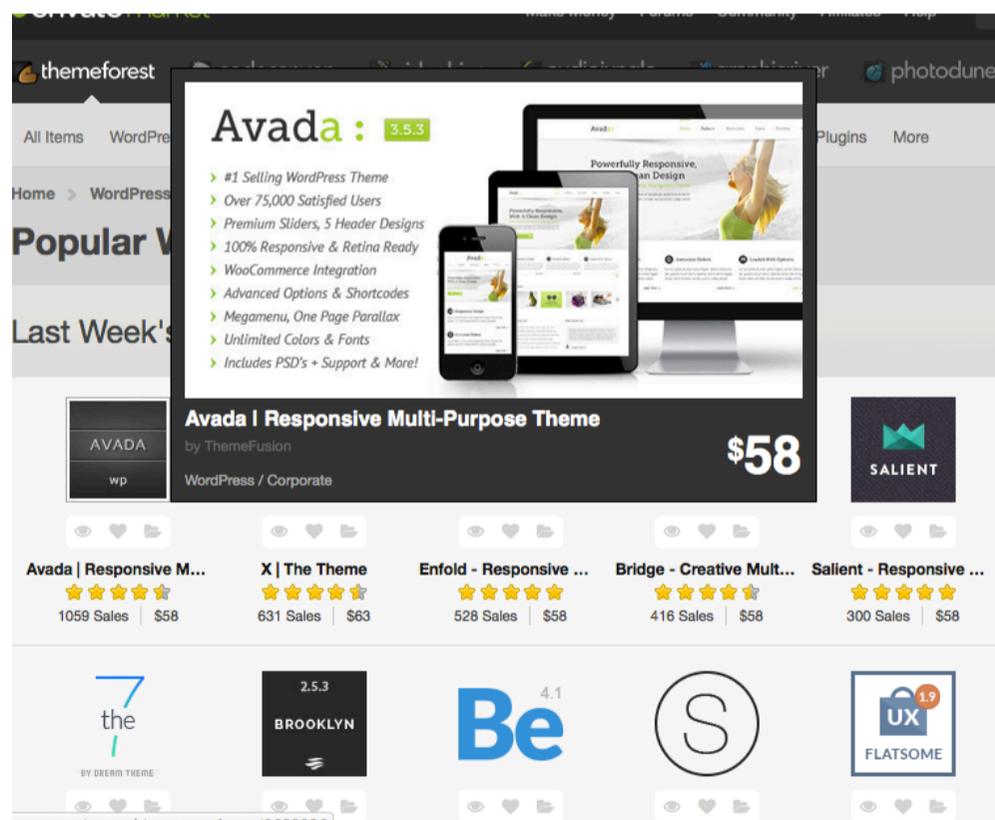
## Quick Tip-

Make sure to look for themes with these features:

- Mobile/tablet friendly
- Documentation
- Sample or 'dummy' content
- Support forum with user guides.

Nearly every theme will have this, but it's always good to know what you're looking for.

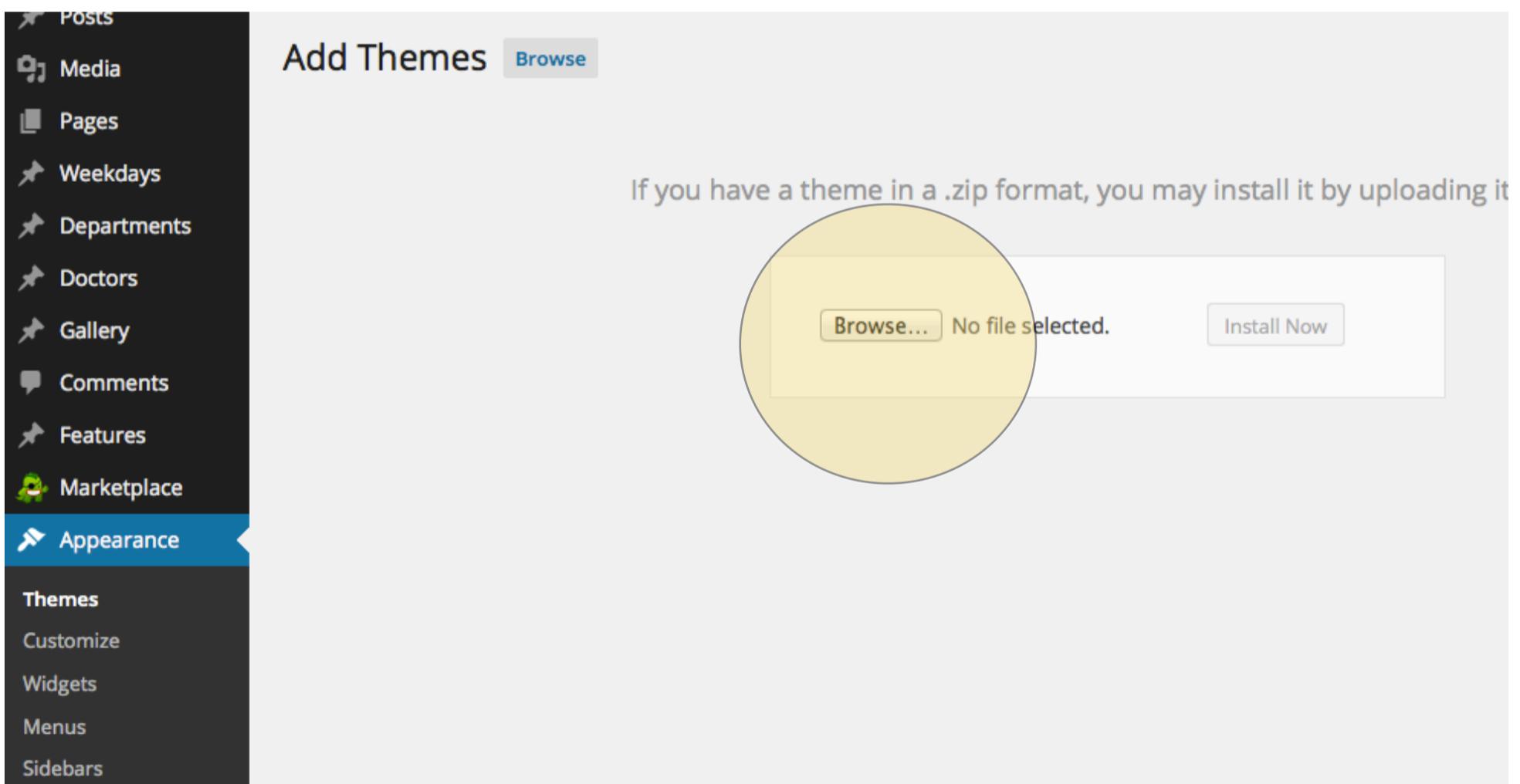
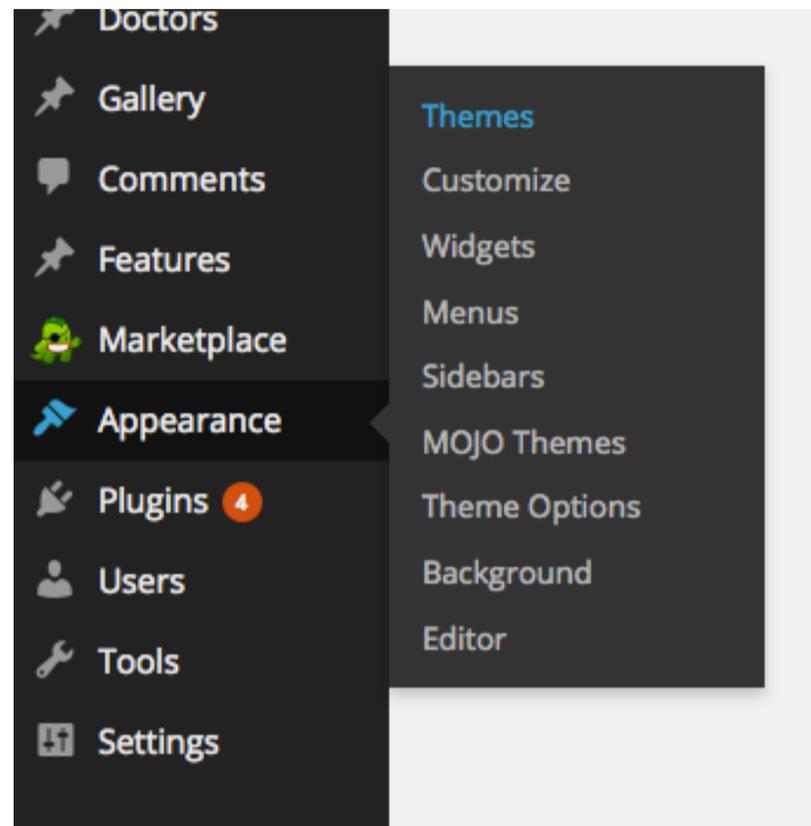
When you find a theme you like, purchase it and download the files to your computer.



# Chapter 6: Web Design Made Simple

Now that you've purchased and downloaded the zip file from ThemeForest, you're ready to upload it to your WordPress backend. Under the Appearance tab, click 'Themes' then click 'Add New' at the top. You should see an upload button – click this to find the .zip file that you've saved and WordPress will automatically install the theme for you.

WordPress should prompt you with a message that your theme was successfully added and will ask you to 'activate' the theme – go ahead and activate it.



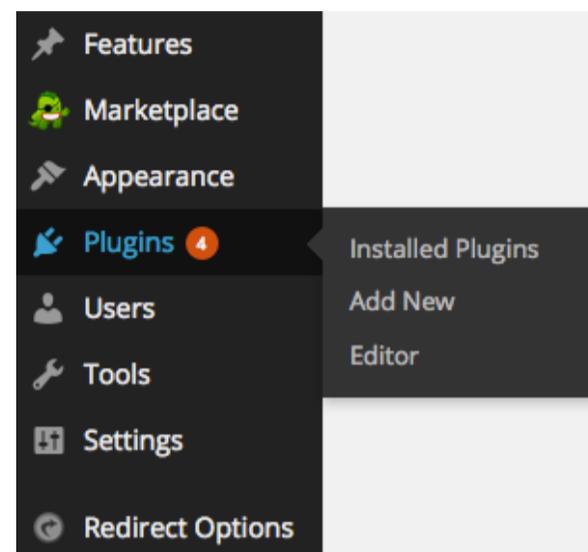
# Chapter 7: Customizing WordPress

## Customizing Your WordPress Theme

Most themes require a few additional steps in order to look like the 'live preview' that you saw on [ThemeForest](#). In order for the theme to look like you expected, you'll need to download and install two plugins in WordPress:

**"WP Importer"** and **"Widget Data - Setting Import/Export Plugin"**.

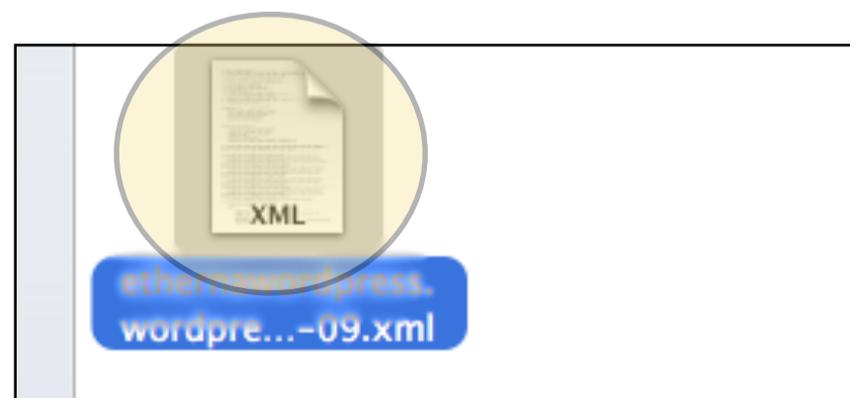
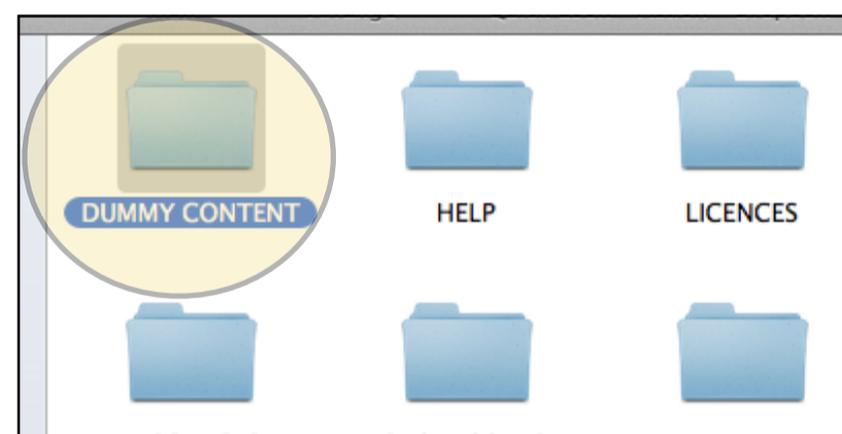
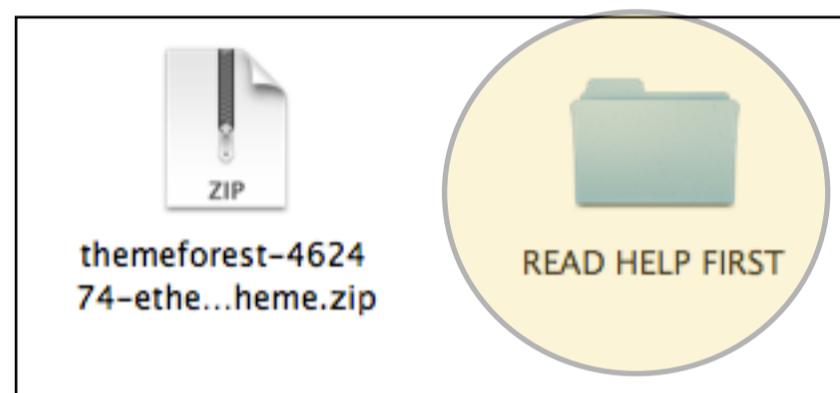
On the left column, click on the 'Plugins' tab > Add New and search for the plugins listed above. Remember to activate them after you've installed them and you should be able to see them added to the left column when installed correctly.



Most of the time, the instructions customize your theme with WP Importer are found in the support documentation for the theme, which can be located within the .zip file. In order to view this, just double click the .zip file that you previously downloaded and it will open as a file. Within this file, you should see a folder titled 'documentation', 'index' or "Help", which should outline the steps to use WP Importer to add the sample or 'dummy' pages to your site. In general, you can add the dummy content by selecting the appropriate .xml file through the upload tab in WP Importer plugin. The WP Importer is accessed under the 'Tools' category within your WordPress dashboard. Under tools, click on the 'Import' link then on "WordPress" at the bottom. Here you can upload the .xml file with the sample content from your theme. The same can be done with the Widget Data - Setting Import/Export Plugin.

The great part of adding this sample or dummy content to your site is that you can find and edit the areas easily by looking for the sample content within each page. This will make your life so much easier because you can just add your own content in place of the sample text.

Your theme will also have an online support forum and guide to help you set up everything as well.



# Chapter 7: Customizing WordPress

## Website Functionality and Plugins

One of the best features about WordPress is that it gives you a lot of functionality through plugins and widgets. You'll see a tab for each of these on your WordPress dashboard.

The widgets section gives you access to your website sidebar and footer and lets you add features by dragging and dropping 'widgets' into place.

The plugins area provides a search feature that lets you add a *plugin* for almost any functional characteristic that you want your site to have.

Here are a list of WordPress plugins that will make your new website perform better:

1. [All In One SEO Pack](#) - Using this plugin is one of the simplest ways to improve your page rankings in Google. All in One SEO adds an area on each page and article so that you can add the keywords, description and title that helps your website to be found.
2. [Google XML Sitemaps](#) - A site map allows search engines to crawl your site easier and to decipher what your content is all about. Consider it a road map for Google.
3. [Ultimate Google Analytics](#) - I highly recommend setting up Google Analytics if you haven't already. This plugin lets you add your Google Analytics tracking number very quickly, giving you priceless insight into how your visitors are finding your website.
4. [Akismet](#) - If you plan on having a blog on your website, Akismet is a must. Spammers are constantly looking for vulnerable sites to attack with comment spam, and Akismet eliminates a ton of garbage comments from spammers.
5. [Contact form 8](#) - Every site needs a contact page. Your WordPress theme should come with a contact form, but if it doesn't, this plugin makes it a snap to add one.
6. [BackUpWordPress](#) - Hopefully your website never crashes, but just to make sure you're ready, install this plugin. You can set it to back up your site weekly and to email the site backup to you automatically.

# Chapter 8: Quick WordPress Guide

## Setting Up User Accounts

By default, your WordPress username (see WordPress Login section in chapter 5) is set up to be an administrator. You have full control and access to every aspect of the website as an administrator. You may add new users and customize profiles, biographical information, add pages and edit the layout of the site.

New users may be given full administrator access or limited access as an author or contributor (a useful feature if you plan on giving someone access to post content to the website's blog). To add a user, click on the user tab in your dashboard. Here you can add a new user and change their role from administrator to user or contributor.

## Creating Pages and Posts

You can easily create pages and posts (blog posts) within the dashboard of your website.

Pages and posts are edited in the same manner and include common features. It's important, however, to know the difference between them.

A **'page'** is a static location on your website and is generally a part of your navigation bar. (About, Contact, Business, Home are 'pages.')

A **'post'** is a part of the website's blog and is used to update visitors on the latest news and timely information.

## Elements of a Page

If you decide to add a new page, simply click 'pages' in the left menu bar from your dashboard. You'll see a list of all your website's pages as well as the option to add a new page. Click 'Add New' at the top.

The title section is where you describe the page itself: About, Business, etc. The large text box in the middle of your screen is where your text and images will be placed. The light gray area above this text box allows you to make changes such as centering text, adding hyperlinks, and changing the size of the text, similar to what you would see in a word publishing program like Microsoft Word.

# Chapter 8: Quick WordPress Guide

## Elements of a Page (Continued)

The right column shows a box called **'Publish'**, **'Page Attributes'** and **'Featured Image'**

### Publish Box

You can edit a page and save it as a draft without publishing it right away. It's always a good idea to save often, though WordPress is designed to backup your pages and posts frequently.

This area also allows you to schedule the publishing of your page. While it's not common to schedule a page to publish on a later date, you have the option to.

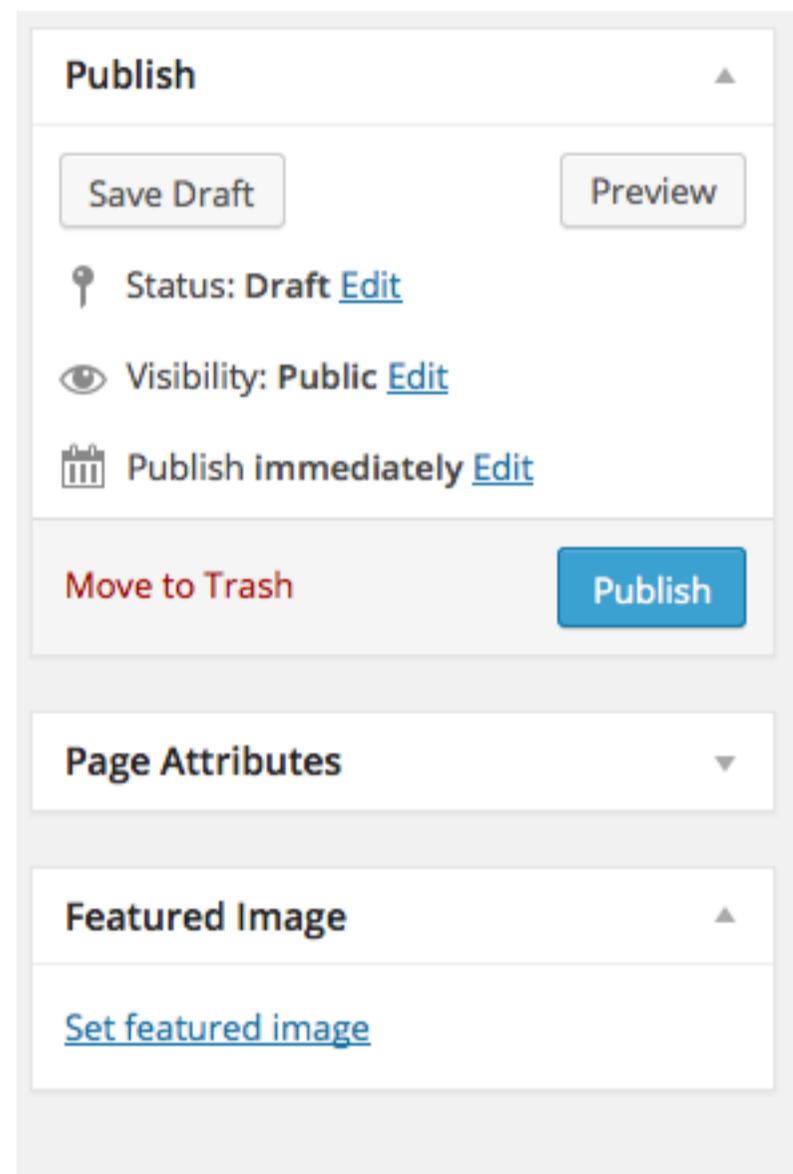
### Page Attributes Box

When you click the drop down arrow for Page Attributes, you'll see a 'parent' tab. It's common to leave the 'parents' tab unselected. Creating a 'parent' for your page ties the page to another page within your site. ex. [www.yoursite.com/products/shirts](http://www.yoursite.com/products/shirts) is an example of a page (shirts) with a parent site.

Your pages can use different templates. The 'default template' is the most common layout (a full-width page), but other templates give you the option to build a page with different features. (i.e. a 'contact' template or "home" template)

### Featured Image

Some themes integrate the featured image option very well, while others don't. I generally insert any images directly into the main text area using the 'Add Media' button located at the top left corner of the composer box.

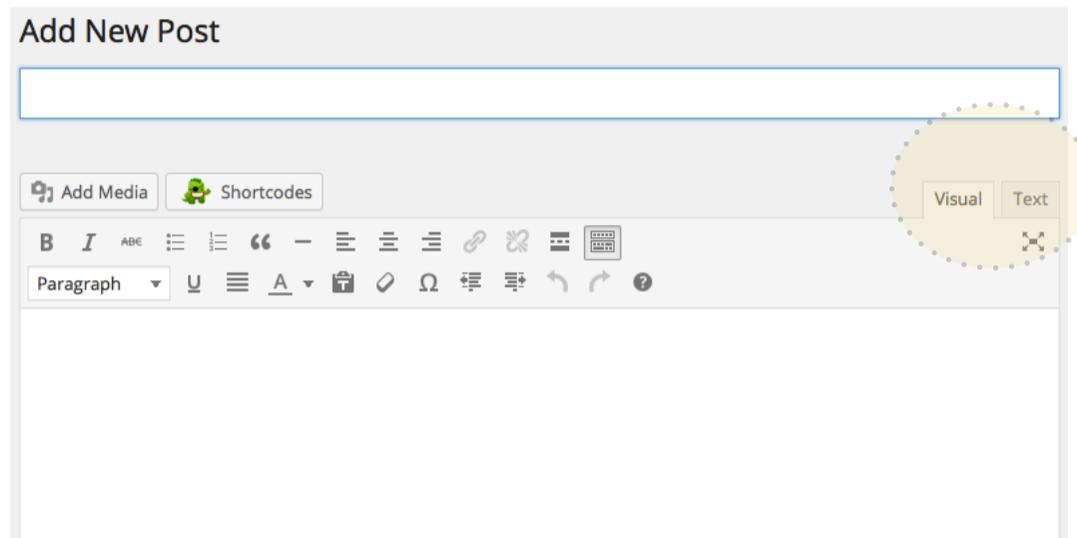


# Chapter 8: Quick WordPress Guide

## Elements of a Post

Adding a post to your blog is simple. Click the 'Posts' tab to view all posts. Click 'Add New' to start a new post

Like the *Page* settings, a post will have a Title and an area for the main text. The visual editor guides in the gray area above the text box and the upload/insert features work exactly the same way as a page. The 'publish' box also functions the same way, giving you the ability to schedule a blog post to publish at a future date (a very helpful feature).



## Categories

When composing a post, it's required that at least one category is chosen (see the categories tab located to the right of the visual editor). A category is simply a way to keep your posts organized. You can add a category very quickly and manage the categories under the 'categories' tab located in the left margin of your dashboard under the posts tab.

## Tags and Featured Images

Tags can be used if you want to further categorize your posts. It's not required and is seldom used with most blogs. The featured images option is available, but positioning an image is easier to do within the text area itself.

## Visual and HTML Editor

Every page or post has an option to view the text area in a 'visual' or 'HTML' setting. The 'visual' setting gives you a quick preview of the simple layout. The 'HTML' is for advanced users and gives you the ability to see the code behind your page or post.

As you create a page or post, you can click 'Preview' at the top of the screen to see what it looks like on your website.

## Adding Links to Pages and Posts

You can add hyperlinked text on pages and posts by highlighting the text and clicking the icon that looks like a chain (insert/edit-link button). When the link box pops up, you can manually enter in a URL or search below to link to existing pages or posts within your site.

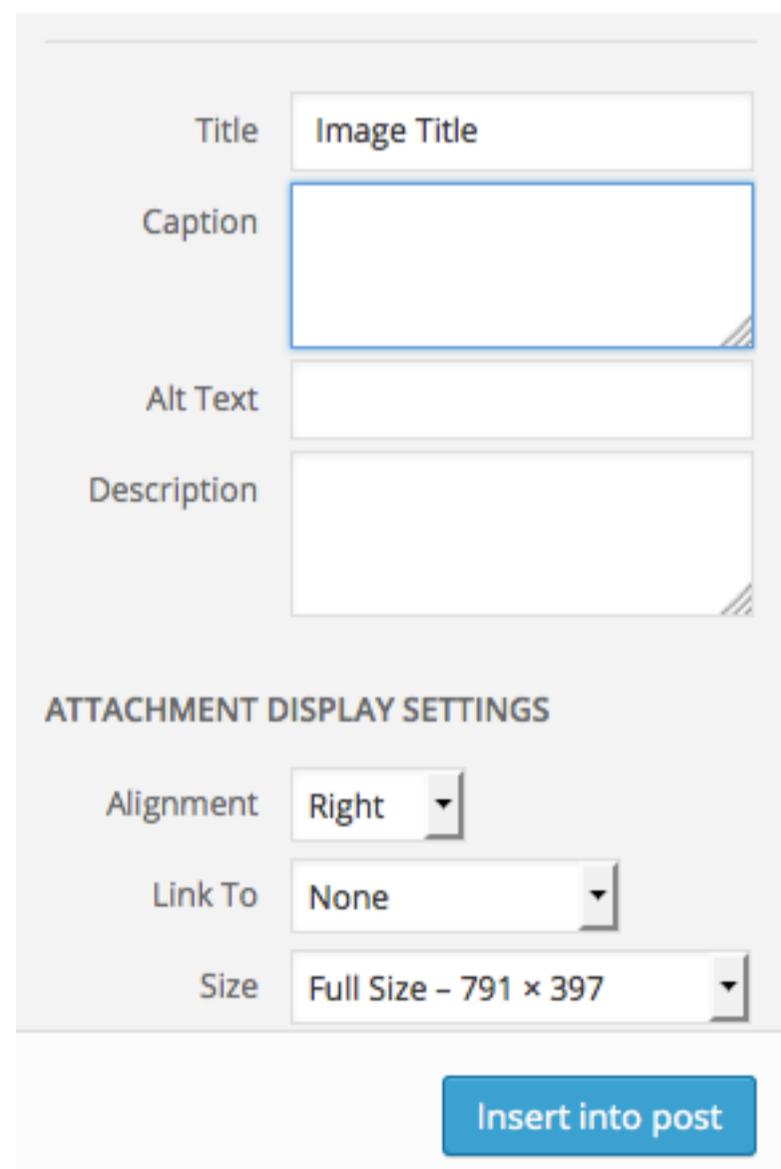
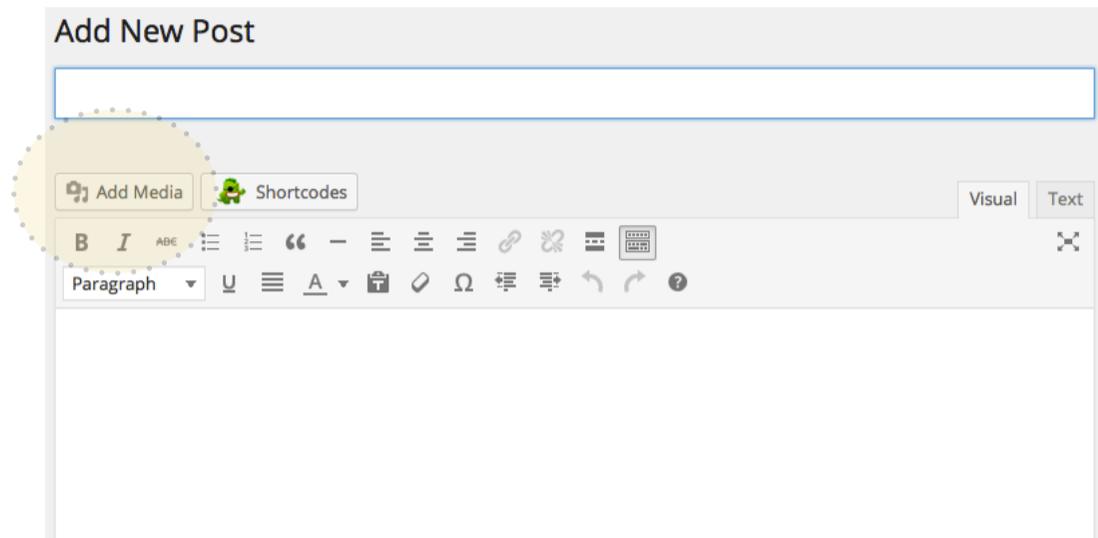
# Chapter 8: Quick WordPress Guide

## Adding Media

Adding images, pdf documents, or videos can be done through the media tab located on the left side of your dashboard. You can also upload media within a post or page by clicking the 'add media' icon located above the text area. The media library keeps all your images and allows you to search for previous images.

When you upload a new image, WordPress imports the title of the image and provides an image URL (the location of the image). Under "Attachment Display Settings," you'll see the area where it says "link to." In most blog posts, you'll click 'none' for the link URL option. If you leave the link URL, then someone can click the image and it'll open in a new window. It just looks better when you click 'none.' Of course, you can also add a custom URL to an image, which means if someone clicks on that image, they will be directed to the URL you've designated.

You can also align your image to be left, center, or right aligned. Generally an image looks better when it's left or right aligned because the text 'wraps' around the image. You can choose to display the image in the original size or to have WordPress automatically shrink the size of your image.



# Chapter 9: Basic SEO *Search Engine Optimization*

## The Basics of Search Engine Optimization (SEO)

When you do a search for a physical therapist in your city, Google presents you with a list of websites that have ranked for that phrase. In order to move up the ranks, a site owner needs to improve their search engine optimization strategy. This can be as easy as making sure you use the proper title tags, meta tags, and keywords – all of which are good SEO terms to know.

**Title Tags** – The title tag shows up in the top of your browser when you view your website. It's also the tag that gets the most power in terms of ranking your site. That's why it's so important to use consistent descriptors across your entire website. Be sure to keep your title tag less than 70 characters since this is the max that will show in search engines.

It's incredible how many home pages or about pages I come across that are simply titled "Home Page" or "About Page." By doing this, you're throwing away an opportunity to tell Google more about your website. A better title tag for your home page would be "Advanced Therapy - Springfield Physical Therapist". Your 'about' page and other pages should also use similar descriptors to highlight your practice.

**Meta Data / Meta Tags** – These tags give the search engine an idea of what your website is all about. Aim for between 150 and 160 characters as this is the max that will show up on search results. Your site's main meta tags can be accessed through the plugin All in One SEO and you'll be able to add specific meta tags to each page and post. Make sure you take the time to do this – it's worth the effort.

**Keywords** – Search engines like Google and Bing will use your keywords to rank your site among thousands of others. If you don't use keywords or use the wrong ones, you're basically letting Google guess what your site is all about. Do your research on relevant keywords by using tools like Google Keyword Tool. This tool will show you the keywords that are similar to your main keyword.

***A note on keywords:** Finding appropriate keywords is an art in itself. There are plenty of guides and articles about keyword research and tools that help you to find the best keywords. As a start, I like using the [Google Keyword Planner](#) to get an idea of how many searches a particular keyword receives each month. It also gives me ideas on other keywords that I may have overlooked. With a fresh set of keywords in mind, I can make an educated decision on which keywords I will include in order to move up in the search results.*

# Chapter 10: Resource List and Links

## Cost of Getting Started

Setting up a website for your practice doesn't need to be expensive. Here's the breakdown of what to expect when setting up a new website:

**Domain Name** - \$10 per year

**Hosting** - \$10 per month (usually paid once annually)

**Email** – Free with most hosting companies

**WordPress Theme** - \$60 from [ThemeForest](#) or [Elegant Themes](#)

I get the fact that you went to school to be a physical therapist, not a web designer – so did I. But building a website has become so accessible today that you or someone on your staff can easily get started with the basics in a weekend.

There's no reason why you shouldn't have a great looking website. Can it be frustrating the first time you try to build a new website? Sure it can. I can remember spending hours and hours learning about domain name servers, HTML, and CSS. But don't let the challenge of a new website keep you from acting on it! Give it a shot and if you realize that it's too much on your plate, you'll at least have a working knowledge behind the basics when you look for someone to design it for you.

**Resource List-** Click on the link below or visit our website for the direct links to each of these resources: [www.PTProgress.com/Resources](http://www.PTProgress.com/Resources)

### Domain

- [GoDaddy](#)
- [HostGator](#)

### Hosting

- [HostGator](#)
- [DreamHost](#)
- [GoDaddy](#)

### WordPress Themes

- [Elegant Themes](#)
- [ThemeForest](#)

*Disclosure: Please note that some of the links are affiliate links, **and at no additional cost to you**, I will earn a commission if you decide to make a purchase. Please understand that I have experience with all of these companies, and I recommend them because they are helpful and useful, not because of the small commissions I make if you decide to buy something.*

# Bonus Material

Your new website is just one piece of your online marketing presence. Yes, it is a BIG piece, but don't just stop once your website is up and running. There are so many opportunities for you to obtain more clients and to stay in touch with your customers besides just having a great looking website.

In this next section of bonus material, we'll go over 5 additional ways to reach your current customers and to get the attention of potential customers.

## 5 Ways to Reach More Clients

### 1. Start an e-Newsletter

If you're like most practice owners, you're probably wondering, "What am I going to do with a list of people's emails?" That's a valid question, especially if your clinic generates all of its revenue through activity in person, not online.

But consider this: if you had to contact all of your clients with a special offer or announcement, what are your current options?

- **You can mail something to them:** That'll cost postage, printing, and design time.
- **You can call them:** That will take quite a bit of time and lead to lots of voicemails.
- **You can just post a sign in your clinic?** That might work for your current clients, but what about all of the others who aren't scheduled for an appointment?

This is why having an email list is so crucial. At any given moment, you can contact all of your customers with no printing or postage costs and do so extremely quickly.

Plus, e-mail today is actually a very personal way to connect with your customers. The use of mobile devices puts email in front of our eyes every day, multiple times a day. Your customers will have the opportunity to digest your email according to their schedule – not when they're rushing out the door of your clinic, ignoring that small flyer taped to your wall.

# Bonus Material

## What will I email them?

The possibilities are endless, but you can start with these ideas:

- *Promotional events at your clinic*
- *Discounts and coupons for services*
- *Pain management tips for: low back, shoulder, wrist.*
- *Running advice: how to avoid injury*
- *Posture tips: reminders to stay aligned*
- *New products at the clinic*
- *New staff additions*
- *Success stories*

Creating a 300 word email for each of these ideas may take all of 30 minutes each and can be sent automatically with a tool called Aweber.

The absolute best tool for managing your email addresses and newsletter is Aweber. Aweber allows you to capture emails, sort them in a list, and generate automatic email newsletters to each person as they sign up on your website. The process is simple:

1. Visit Aweber and sign up for a free trial.
2. Create your list and email form
3. Add the email form to your website



Have you ever seen one of those web forms that prompt for your name and email in exchange for a free document or newsletter? They're probably using Aweber.

Don't have time to design a great looking email form? Even the most basic email form is better than nothing at all. For a small clinic, having the ability to email 100 of your clients is a huge deal. No matter your clinic size, you need to start collecting email addresses, and Aweber is an awesome and affordable way to start.

### Create Your \$1 Trial Account

You will be charged \$1 for your first month, and \$19 on a recurring monthly basis after your trial.

#### Risk Free Guarantee

If you are not completely satisfied with AWeber, simply contact us within 30 days for a full, no-hassle refund.



#### 1 Select A Pricing Plan (\$1 trial applies to 1 month plan only)

**MONTHLY** First Month Just \$1 **\$19** \$1 TRIAL

**QUARTERLY** 3 Months Recurring **\$49** SAVE \$8

**YEARLY** 12 Months Recurring **\$194** SAVE \$34

# Bonus Material

## 2. Connecting with Social Media: Facebook Ads

Without question, you need a Facebook page for your clinic. It is one of the easiest ways besides email to make an announcement or update your customers.

Setting up a Facebook business page for your clinic is extremely simple – Just go to [facebook.com/business](https://facebook.com/business) and follow the steps there. It's really easy so I won't waste your time talking you through it.

What I do want to spend more time on is Facebook Ads. If you're looking to boost page likes or want to promote a post or event that's happening at your clinic, you need to check out Facebook ads.

Facebook gives you the ability to target very specific demographics for your promotion. This is huge, especially since you can choose to pay per click or per view. Both options are great, so I'll encourage you to try them out to see which works better for you. Facebook ads provides analytics to show how your advertisement is performing so that you know what's working and what's not. Here's a look at the process as outlined by the Facebook Ad team:



### 1. Build a Facebook Page

- ✓ Add a unique cover photo and use your logo as a profile picture
- ✓ Create a post so when people visit your Page they see recent activity
- ✓ Make sure to like your Page and share it with your friends

[Create a Page](#)



### 2. Connect to your fans with ads

- ✓ Create multiple ads to help build an audience for your Page
- ✓ Use the targeting options to show your ads to only the people you want reach
- ✓ See which versions of your ads work best



### 3. Engage your fans with great content on your Page

- ✓ Add a new post to your Page at least once a week
- ✓ Pin your most important posts to the top of your Page
- ✓ Ask questions, share exclusive news and respond to people when they post or comment on your Page



### 4. Influence the friends of your fans

- ✓ Encourage check-ins, participation in events or create an offer to encourage more activity on your Page
- ✓ When people interact with the content on your Page, their friends are eligible to see the activity
- ✓ When people do things such as like, comment or check-in to your Page, you can promote those activities to their friends

# Bonus Material

## 3. Lead Pages: The Ultimate Conversion Tool

If you are looking for ways to convert website visitors to paying customers, read on. If you don't have any interest in this, just skip to the next section.

Do you have an idea for an eBook or e-course that you want to promote on your website? You can create a simple page in your new WordPress website and write all the promotional content yourself...or you can use Lead Pages to guide you.

Lead Pages is an online tool that lets you create promotional pages for your products based on proven templates. These templates are structured to drive your visitors to act and make it extremely easy for you. You'll find pre-written sales copy that you can edit with your product information and proven layouts and images that drive visitors to click through and purchase your products. Lead Pages isn't free, but it is affordable and gives you a 30-day money back guarantee. It's worth looking into, especially if you have a product that you want to sell online.

Lead Pages is the ultimate tool for customer conversion. It provides you with the pages you need to create awesome sales funnels that are proven to work. One reason why I really like Lead Pages is that they use templates that have proven conversion track records. You can actually sort each page template by its conversion rate and build your sales page based on the best converting template out there. If you have a product to sell and you're willing to invest in the cost of Lead Pages, which runs about \$37 a month (discounted if you pay annually), you won't regret using Lead Pages.



# Bonus Material

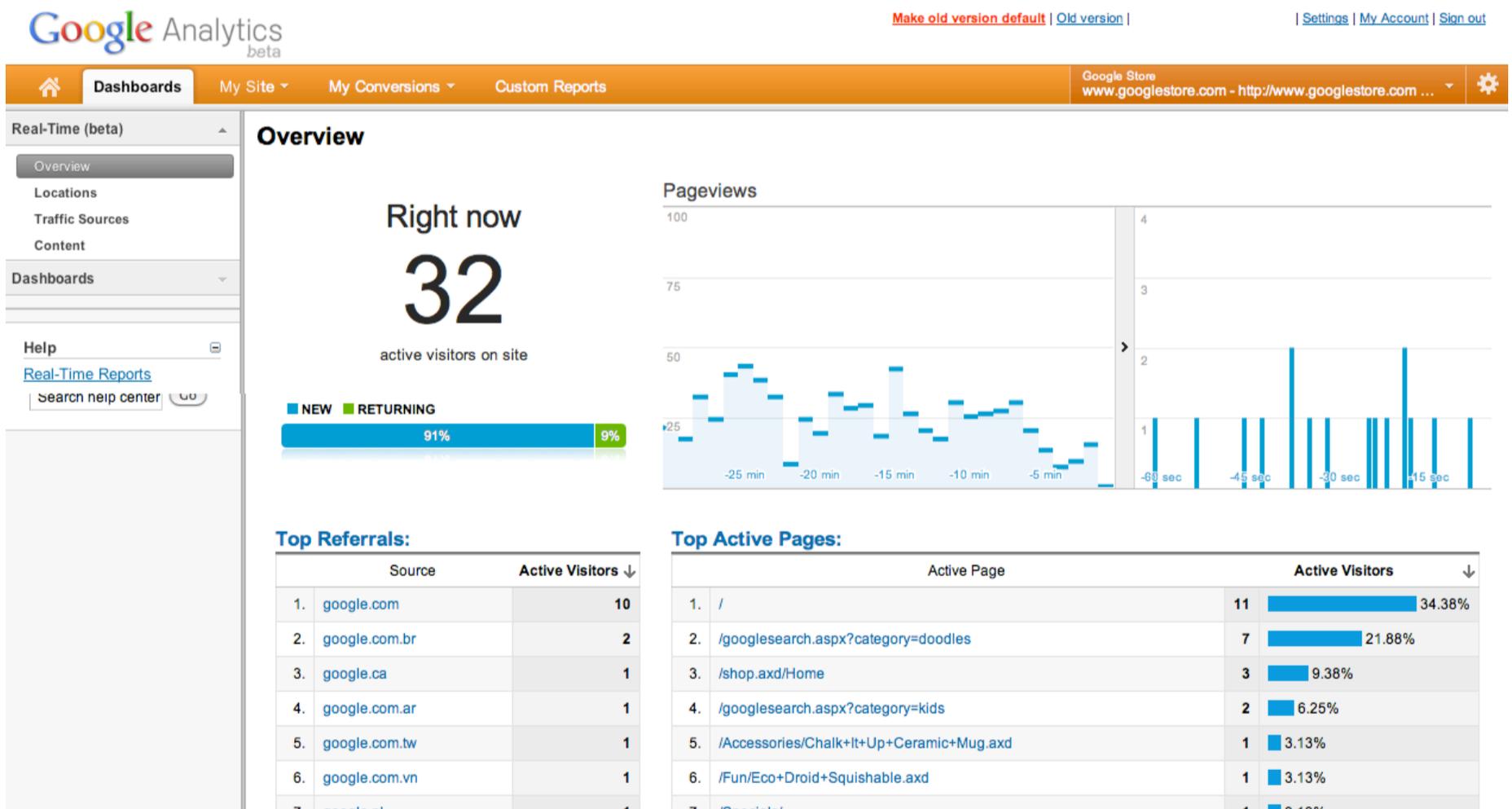
## 4. Google Analytics

One of the recommended plugins suggested in this guide is Ultimate Google Analytics. This plugin lets you connect your new website with Google Analytics.

What's Google Analytics? It's a free service offered by Google that gives you an insider look into where your website traffic is coming from.

Setting up Google Analytics is simple. If you have a Google Account (required), visit [analytics.google.com](https://analytics.google.com) to set up your account. You'll be prompted to add your website domain and given an analytics account number that looks like this: "UA-XXXXXXXX-X" Copy this and paste it into the area within your Ultimate Google Analytics Plugin found on your WordPress dashboard.

Once your website is verified, Google Analytics will begin tracking visitors and your traffic stats. You can view your traffic and set goals directly on the Google Analytics website.



# Bonus Material

## 5. Starting a Blog

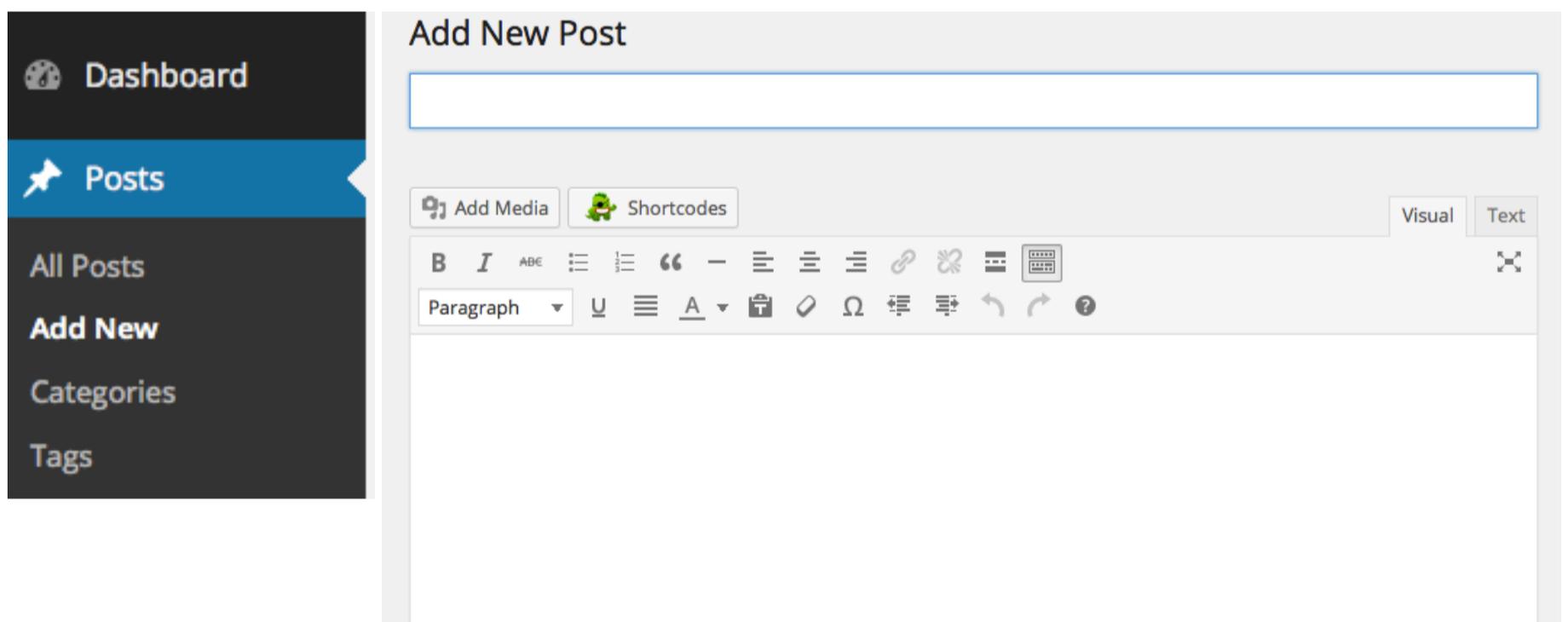
Your new WordPress website gives you the option to include a blog in addition to the static pages you've created for your business. A blog is a dynamic, or changing feed of articles and announcements that show on your website as you create and publish them. Your articles or blog posts are all managed through the 'Posts' tab within WordPress.

Blogging can be intimidating, especially if you feel short on time. It's common for blogs to go unattended and for site owners to neglect this side of their new website altogether.

But before you give up on blogging before you even begin, consider this:

- *Blogging is a great way to engage with your customers in a non-invasive way.*
- *Blogging helps to improve your ranking in Google through organic search results.*
- *Blogging builds an audience that seeks to learn from you and can lead to potential clients.*

You have the tools you need within WordPress – all you need to do is start!



# Expanded Resource List

You have all the tools you need to get started with your website. Following the steps in this guide will save you thousands - yes, literally thousands of dollars. I'm confident you can build a great website and hope you get started right away.

**Resource List-** Click on the link below or visit our website for the direct links to each of these resources: [www.PTProgress.com/Resources](http://www.PTProgress.com/Resources)

## Domain

- [GoDaddy](#)
- [HostGator](#)



## Hosting

- [HostGator](#)
- [DreamHost](#)
- [GoDaddy](#)



## WordPress Themes

- [Elegant Themes](#)
- [ThemeForest](#)



## Email Newsletters

- Aweber



*Disclosure: Please note that some of the links are affiliate links, and at no additional cost to you, I will earn a commission if you decide to make a purchase. Please understand that I have experience with all of these companies, and I recommend them because they are helpful and useful, not because of the small commissions I make if you decide to buy something.*