

Your Practice Online

INTEGRATED INTERNET MARKETING

Your Practice Online was founded by medical professionals, for medical professionals, to provide digital marketing solutions, resources, and support to help you compete in today's healthcare marketplace.



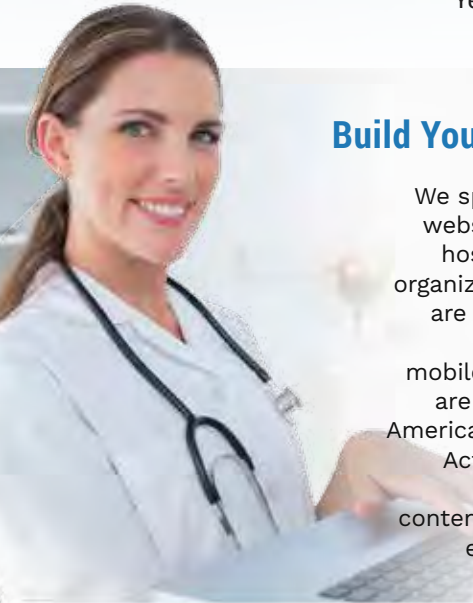
17
Years of Experience



2700+
Happy Clients



550+
Educational Videos



Build Your Online Brand

We specialize in building websites for physicians, hospitals & healthcare organizations. All websites are custom-developed, easy to navigate & mobile-friendly. Our sites are compliant with the Americans with Disabilities Act (ADA) guidelines & include educational content, support & search engine optimization.

Patient Education Videos & Content for Your Practice

Studies show that educated patients can have better outcomes.

Your Practice Online provides written patient education content & videos as part of our website service. Our video library covers normal anatomy, diseases that affect the anatomy & surgical procedures & will greatly enhance your site while engaging and educating your patients. View our video library at ypo.education.

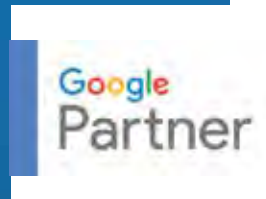


Get New Patients

Did you know 81% of people click on a sponsored link when looking for health information online?

Digital advertising, or Pay Per Click Advertising, can be more effective & less expensive than TV, newspaper or billboards. Google AdWords & Facebook ads give you the ability to target the right services, in the right community, to the right audience.

As a certified Google AdWords Partner, we will help you launch an effective campaign, saving your practice time, while driving new patients to your practice.



Reach More Patients

72% of Internet users say they looked online for health information within the past year.

Our proprietary Search Engine Optimization (SEO) technology enables your site to be re-registered periodically with search engines, online directories, web rings, etc. Our SEO team registers your website with thousands of search engines to make your registration results more valuable & increase your placement position.



Engage Your Community with Social Media

Almost 70% of all US adults are on Facebook & 75% of them use it everyday!

Get a conversation started about your practice by portraying a positive message in your social community. We have a variety of social media service levels that can help you educate & connect with the community, as well as improve marketing presence across social media networks such as Facebook, Google+, YouTube & Twitter.



Manage Your Online Reputation

Showcase your positive reviews & present your practice in the best light with our Reputation Management services. Our reputation management tools will help you manage your online brand, so you can focus on your patients.

Make Your Practice Portable with an App

Make sure your practice is at your patients' fingertips! We build custom apps that are consistent with your brand and your website, offering your patients easy accessibility to your practice anywhere, anytime.

Our pricing model is straightforward with no hidden costs.

Pricing consists of a one-time website design fee and an annual maintenance fee.

Pricing	Individual Practice	Group Practice (2-9 physicians)	Group Practice (10+ physicians)
Website Design	£1,500	£2,000	£3,000
Annual Maintenance			
Standard Package	£500	£1,000	£1,500
Premium Package	£1,000	£2,000	£3,000

Annual Maintenance Package Options	Standard Package	Premium Package
Domain Name Registration & Management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website Hosting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Multiple Email Addresses & Forwarding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Search Engine Optimization	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website Statistics & Reporting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unlimited Content Updates & Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Patient Education Videos		<input checked="" type="checkbox"/>
Social Media Management & Optimization		<input checked="" type="checkbox"/>
<input type="checkbox"/> Account creation for Facebook, YouTube, Twitter & Google+ <input type="checkbox"/> Account updates and integration into your website <input type="checkbox"/> Unlimited client posts and shares to all outlets <input type="checkbox"/> Holiday greetings posted on social media <input type="checkbox"/> News articles posted weekly on social media		

A la Carte Upgrades:

- Logo Development - £1000
- Online Survey Services - No Charge
- App Development - Contact for Quote
- Digital Advertising - Contact for Quote
- Reputation Management - Contact for Quote
- SSL Certificate for Security - £75/year
- Purchase, 301 Redirect & Manage Extra Domain - £50/year
- 301 Redirect & Manage Extra Domain - £25/year

Google
Partner

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