# The DOS Don ts of Web Design for Health Care: 27 Tips for Finding Patients and Building Trust on the Web



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# THE DOS DON TS OF WEB DESIGN FOR HEALTH CARE: 27 TIPS FOR FINDING PATIENTS AND BUILDING TRUST ON THE WEB

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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Web is Confusing and Confounding.but it is Here to Stay. Your older patients are passing on and being replaced by younger, more technology-savvy ones, who use mobile devices more than anything, and increasingly look to the Internet (for better or for worse) to make decisions about their health care. If you aren t taking full advantage of the Web as a Health Care Provider, you are leaving potentially thousands of dollars on the table every year, every month, every week, every day. The Dos Don ts of Web Design for Health Care covers: How the different generations, from millennials to Gen X s, prefer to interact with your organization, and what they will do if they don t find what they re looking for. Step by Step, the path you need to take to maximize the effectiveness of your website planning process (choosing a name, brainstorming, etc.) The one little trick that professional Web designers use so that 80 of their work is done for them already before they do a single thing. The language less-than-scrupulous Web designers use to cheat you out of your money. How to use - and how to waste time and money on - Internet marketing and Search Engine Optimization The 5 pages you NEED on your website (and the ones that will kill your site).

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