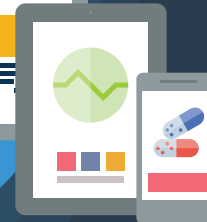


Managing your
WEB PRESENCE



NASS

A successful Internet presence is about so much more than being listed where people are looking. A good website gets you organized and makes your job easier, saving you time and money while allowing you to offer an improved and more personalized service.

A lot of medical practices these days have some sort of Internet presence, be it a single page listing services and working hours, or an in-depth, interactive, mobile-friendly site with a robust appointment system.

Of course, as a medical professional, you're in tune with patients' needs and you know what level of demand your practice can handle. The Internet has changed forever how people seek out and use services, including medical care. Take an honest look at your website:

- Does it reflect your professionalism?
- Is it bringing in more patients?
- Does it answer visitors' questions?
- Does it streamline your work processes?

Once you've looked at your website and maybe gathered some third party opinions, it's time to start looking at your options.



You might be fine with your web presence and decide that nothing needs changing. You might not even need a website at all, and find that traditional marketing methods keep you busy. But the Internet has changed the way people find health care professionals (they're not flipping through the Yellow Pages anymore) and by doing nothing you risk losing out to web-savvy competitors. Feel your site could be doing more for you? Here're your options when it comes to web presence management:

DIY

You can manage your own web presence - often an ideal solution for smaller practices as it saves money and gives full control. However, it can take a lot of time, especially if you have to learn the basics of web design and content management systems. And that time is best spent with your patients.

Bring in the big boys

A professional website company can give your practice a slick branding with flashy design and interactive functions. This comes at a price (up to \$25,000 for a big agency), while any site updates mean more bills. You'll also have to be actively engaged in the process and this too means time away from patients.

The best of both worlds

A fixed cost, total solution agency offers flexibility and affordability to any practice. Such agencies take full care of your web presence - design, copy, optimization for search engines, forms, social media - and regular updates are included in the monthly price. While such agencies are overseeing hundreds of websites and at times can't accommodate every single request, their experienced teams cater to every element of your site, freeing up your time that can be spent improving lives and growing your practice.



Pronto Marketing creates unique, cost-effective professional websites to meet the Internet presence needs of NASS members, medical professionals and companies alike. The official NASS partner, Pronto bundles all the key web presence elements into one cost-effective service under one low monthly fee.

Contact Pronto with any questions:
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