

Promise Statement

Banner

LOGO Banner

About Us

Treatments

Products

Results

Media

Skin Conditions

5 Moving Banners with full Size picture and
Captions words in it

CONSULTATION
BOOK ONLINE

PURCHASE
PRODUCTS ONLINE

PRACTITIONERS
Intranet access

About Dr Michael Tirant

Case Studies
Before and After

**What's Unique about our
treatment Protocols**

Testimonials
Patients and Media

Consist of 5 sections (As divided by the blue double line)

- 1) Heading Banner (logo and a catchy Promise statement
- 2) Tool bar with 6 heading and helps navigate
- 3) Largest section which will have 4- 5 large pictures and make claims as caption on the photos
- 4) 3 points to which you click and lead to actions like booking a consultation or ordering a product or linking to the intranet portal with a password
- 5) More details of various info like videos, patient testimonials etc etc

Section 2 –i.e The tool bar section will expand as follows

About Us

- Introduction
- History
- Our Founder
- Our Treatment Protocol
- Our Logo
- International Partnership
- Contact Details

Treatment Protocol

- What do we specialise on
- Consultations
- 5 Unique steps involved
- Book an appointment (Should be able to link with another page which will generate an automatic email consultation booking)
- Clinic Location (on an Australia map and clicking it gives the details)
- Practitioners and associates
- Cost of Consultation

Products

- Introduction
- Safety profile and test
- Orals
- Topicals
- Others
- Distributors
- Distribution opportunities

Results

- Clinical Trails
- Case Studies
- Before and After Photos
- Patient Testimonials
- Media exposure

Skin Conditions

- Psoriasis
- Eczema
- Rosacea
- Other Common Skin conditions

General Information

Current website www.goodskinicare.com.au and www.psoriasis.com.au

Benchmark international site www.psoriasis-drmichaels.com

Colours should be blue shades and Aqua blue shade. **Not to use Green**

Should be coded in wordpress such that it helps with SEO activity and google adwords pickup