

## 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 Trials
- Case Studies
- Before and After Photos
- Patient Testimonials
- Media exposure

## **Skin Conditions**

- Psoriasis
- Eczema
- Rosacea
- Other Common Skin conditions

## General Information

Current website [www.goodskincare.com.au](http://www.goodskincare.com.au) and [www.psoriasis.com.au](http://www.psoriasis.com.au)

Benchmark international site [www.psoriasis-drmichaels.com](http://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