



**Proven Results for da Vinci Robotic Surgeons  
Branding, Web Design, Medical Copywriting, & Search Engine Marketing  
Aurora Information Technology, Inc.**

<http://www.Aurora-IT.us>



# Mission Statement

- **Aurora focuses on highly customized websites. We've chosen this approach over standardized website design because having differentiated, unique content is the most effective way to achieve high rankings on search engines. Search engine optimization (SEO) is indisputably the best way to bring in new clients other than word of mouth referrals.**
- **We prefer quality over quantity. While this is the standard line of any boutique firm, we mean it. We like to build and design something new every time we create a website so that we stay challenged and excited about what we're doing. Prospective patients like the personalized touch they get from Aurora websites, which benefits doctors greatly.**
- **Many web development companies have chosen another route, which is to use template-based design. This makes sense in the short-term since such sites look presentable and professional on the surface and are relatively easy to produce. But standardized sites don't deliver as marketing tools, nor do they work as sought after information sources.**
- **Aurora produces outstanding returns on investment because we integrate marketing and design at every stage of a website's development. We are creatively strategic. We fill our sites with informative, keyword-savvy writing and elegant, original design. Search engines like us for it because search engines like sites that are content-rich and unique.**
- **While this highly customized approach may sound expensive, it's not. Our prices are comparable to those of companies producing standardized, template-based websites.**

# Aurora IT Accomplishments

- Top medical website design and marketing company
- Websites achieve top 10 ranking after 6 months
- Long-term relationships with top physicians
- Proven ability to deliver on-time and within budget
- Unique website and logo design
- Consistently exceed client expectations



# Logo Design - Examples



# Logo Design - Examples



# Search Engine Optimization

- Search engine friendly website design
- Article writing and publishing
- Press release publishing
- Internet directory links
- Organic link building (back links added)
- Carefully managed, frequently updated websites

**This will increase the organic rankings of client websites and generate new cases.**



## CASE STUDY:

### Practice website for da Vinci Surgeons:

- Website will enhance professional image
- Practice name and logo will help with branding
- Health information is 3<sup>rd</sup> most popular web search
- 20-50% caseload increase with website
- Existing patients like to read doctors' websites
- Internet marketing strategy as part of site build
- New businesses benefit greatly from websites
- Patients find robotic surgeons mostly online



# Aurora IT Approach

- Design site to build brand online by reaching target audience
- Drive high quality patients to website
- Develop well written patient education content
- Build site with keyword and key phrase richness
- Publish physician articles and news on website and elsewhere online



# CONCLUSION

## Benefits of Website Design by Aurora IT:

- Significant increase in patient inquiries
- Online brand development
- Target audience reached efficiently
- Marketing messages communicated effectively
- High rankings on search engines
- 100% ROI in 6 months or less
- Growth in market penetration



# Summary

Comprehensive package includes:

- Logo, website, flash design, and copywriting
- Content management system license and software
- Search engine optimization setup
- Domain name
- Website and email hosting
- Stock photos
- Website support
- Ownership of website and copyright
- No monthly fees
- No page limits
- Free updates

**Complete return-on-investment (ROI) of all costs within 1-6 months of website launch.**

**Contact Information:**

**Daniel J. Gilbert**

**Aurora Information Technology, Inc.**

**Phone: 914-591-7236 Mobile: 914-374-0892**

**[dgilbert@aurora-it.us](mailto:dgilbert@aurora-it.us)**