

# Website Do's and Don'ts

Presented by Beth E. Chase and Jaime Wright

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# Legal Disclaimer

The information contained herein is for education and informational purposes only and not for the purpose of providing legal advice.

You should contact your attorney to obtain advice with respect to any particular legal issue or problem.

The opinions expressed herein are the respective opinions of Chase Advancement Inc. and Embellish Marketing.

# Why We're Discussing this Topic

Your clinic's website is a marketing tool to educate clients, donors, and your community at large. **It is one of the most important, and powerful, marketing tools you have!**

The recommendations we make during this presentation come from the perspective of managing your risk, liability, and public trust.

Overall, our goal is to equip and empower you with knowledge so you can better protect your website and, ultimately, your clinic!

# Why Pay Attention To Your Website

*There are well funded and emboldened groups who want to see all PMCs closed down and they are looking at your websites for 'gotchas'.*

Do not be naive – know thy enemy.

# Why Pay Attention To Your Website

**FTC**

**ExposeFakeClinics.com**

[https://www.exposefakeclinics.com/  
report-false-advertising](https://www.exposefakeclinics.com/report-false-advertising)

# Website Do's



1. Do have less information  
on your website, not more



# 1. Do have less information on your website, not more.

\*This mainly applies to Medical information but may also expand into staff information, patient stories, etc.

Having more information on your website opens you up to greater risk and scrutiny.

If you have medical education on your site, ALWAYS have your Medical Director approve the content.



2. Do consider the potential impact of placing a disclaimer on your website.



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### Considerations for a Disclaimer:

- FTC/State regulation concerns
- How can your disclaimer decrease or increase risk by omitting information or making misleading or wrong statements

# Sample Disclaimer

*We do not provide birth control, fertility enhancement or infertility services, mammograms, or perform abortions or extended OB/GYN care. Every patient is provided with a referral list of physicians and medical clinics in the community who can provide continued reproductive healthcare services and referrals to specialists.*

2. Do consider the potential impact of placing a disclaimer on your website.

### Questions You Should Ask When Developing a Disclaimer:

- Is your organization organized with the IRS as religious category?
- What services do you not do that should be included in the disclaimer?

3. Do critically evaluate the feedback you receive on your website.



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### Questions to Consider When Evaluating Website Feedback:

1. Who did the feedback come from? (Staff, donor, client, family member, etc.)
2. What type of device were they viewing the website on?
3. Consider the gender, age, and technological savvy of that person.
4. Is the feedback related to personal frustration or concern for all users?
5. Could this issue be resolved by teaching that person how to use your website?
6. Does this feedback require action?

4. Do add a line item in your annual budget for website expenses.



## 4. Do add a line item in your annual budget for website expenses.

Like with a home or a car, regular maintenance of your website is essential to preserving the functionality, integrity, and overall value of the website.

### **Annual Website Expenses May Include:**

- Domain registration fees
- Website hosting plan
- Template/content fee
- Plugin fees/licenses
- Security features
- Professional services for website maintenance

### **Additional Related Expenses May Include:**

- Email program fee
- Stock photo fees
- Graphic design fees



# Website Don'ts



1. Don't discuss ultrasound without first stating the correct medical reason why you're using it.



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"We use ultrasound to confirm a viable intrauterine pregnancy."

During this exam, a woman may see her unborn child for the first time."

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## 2. Don't use high-risk or "landmine" words.

### High-Risk or Landmine Words:

- Confidential
- All, every, always, never
- "Accurate medical information"

### Less Risky Word/Phrase Recommendations:

- "Confidential as allowed by state law"
- Some, many, or most
- "Evidence-based medical education and services"

3. Don't use pre-designed website templates or pre-written content without doing your due diligence.



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### **You are the owner of your website.**

You are legally responsible for everything about it unless you have a contract that says otherwise.

The Federal Trade Commission (FTC) regulates “truth in advertising” requirements, so make sure that what's placed on your website is accurate and relevant so you can't be accused of “false advertising.”

3. Don't use pre-designed website templates or pre-written content without doing your due diligence.

Review the pre-designed template and pre-written content\* thoroughly before publishing your website.

You should know and agree to exactly what is placed on the site on your behalf.

*\*Make sure your medical director reviews and signs off on all medical content every time the content is updated.*



4. Don't let your website get outdated.



## 4. Don't let your website get outdated.

### Ways Your Website Can Get Outdated:

1. Outdated images and/or text
2. Outdated design and coding
3. Outdated software and plugins
4. Outdated security features

### How to Keep Your Website Updated:

1. Update website images seasonally
2. Review the website content at least 1x per year
3. Frequently update software and plugins
4. Upgrade security features as necessary; don't allow paid features to lapse
5. Invest in a new website every 2 - 3 years

# Review



# Review

## Website Do's

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2. Do consider the potential impact of placing a disclaimer on your website.
3. Do critically evaluate the feedback you receive on your website.
4. Do add a line item in your annual budget for website expenses.

## Website Don'ts

1. Don't discuss the ultrasound without first stating the correct medical reason why you're using it.
2. Don't use high-risk or "landmine" words.
3. Don't use pre-designed website templates or pre-written content without doing your due diligence.
4. Don't let your website get outdated.

# Website Tool Available



# Client Website Blunders Ebook + Bonus Resources

By Beth Chase and Jaime Wright

*Reviewed in 2021!*



# What's Inside?

## Ebook Topics

- Risks and Responsibilities of Website Ownership
  - Legal
  - Financial
  - Reputation
  - Ethical
- Website security and disclaimers
- Terms of Use and Privacy Statements
- Website content and language
- Maximizing website effectiveness
- How to optimize your messaging, layout, and design
- Landmine words to avoid
- Important calls to action
- So much more...

# Client Website Blunders Ebook Sneak Peek



## HOW TO IDENTIFY AND FIX THE TOP MISTAKES PMCS MAKE

extremely important that your medical director approves all of the medical information that is provided on your client website. One of your best protections comes through engaging your medical director in your medical services and communicating to the public that you are providing medical services under the direction and supervision of your Medical Director who is a physician licensed in your state.

### All Encompassing Words

There are some "all encompassing" words that you should avoid or use cautiously most of the time on your client website. This includes but are not limited to the following words and phrases:

All	All women	Brief in content	Extensive
Everyone	Never	Accurate	Whispered
Everybody	Everything	Comprehensive	In depth
Every woman	Complete	True	Thoroughly

### DISCLAIMERS

The Federal Trade Commission (FTC) wants to see reasonable transparency regarding the services that are and are not performed by your organization. To determine if there is suitable compliance for this, the FTC asks the question - is information omitted from the website that will likely have made a difference in whether or not a potential customer would go to your organization.

Therefore, it is critical that you provide a well-written, transparent, and honest disclaimer on the homepage of your client website.

For a long time now pregnancy help organizations have been taught to make sure that they disclose on their client website that they neither perform nor refer for abortions.

This is absolutely true. But in our opinion it is not enough.

There are many services pregnancy medical clinic do not offer. Abortion referrals and services are only a couple of them. Therefore, why single out just those two services?

We like something like the following for a pregnancy medical clinic disclaimer. Of course, you adjust to what is true about what your particular organization offers.

Example disclaimer:

"We do not provide extended OB/GYN or pre-natal care, birth control prescriptions or devices, fertility testing, abortion services, referrals for abortion or STI/STD testing."

We like this disclaimer because it is reasonably true, honest, and forthright.



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## SECTION SUMMARY

### In this section we discussed:

- Your client website should be designed for your target audience, the Millennials, and not anyone else.
- A website designer can suggest design trends that would appeal to your target audience.
- Branding is an important component of a website design.
- Your website layout is going to be guided by the principle of hierarchy in which the most important information is placed at the top of a page and less important information is placed in a lower position.
- Images are an integral part of a website design and should be given much consideration.
- You should always ensure you legally have the right or license to use any images that are placed on your website, and those images should have all tag information.
- A responsive or mobile-friendly website is imperative for reaching your clients and ranking with search engines.
- Broken links on your website will impact organic search engine optimization and your user's impression of your organization.
- Integrate social media on your website by providing links directly to your active social media accounts.
- A well-designed and strategically planned website will provide a great user experience for your clients and translate into greater protection against risk.



# Ebook Bonus Resources

## Ebook Bonus Resources

- Website Strategy Planning Questionnaire
- Standards from the BBB, AMA, and more
- Content Review Worksheet
- Design and Functionality Review Worksheet (a.k.a. website audit)
- And more!

# Client Website Blunders Ebook + Bonus Resources

Regular Price: \$97

PMC Network Member Price: \$57

*Instant download from the PMC  
Network website store:*

[pmcnetwork.org/product/client-website-blunders-ebook/](https://pmcnetwork.org/product/client-website-blunders-ebook/)



# Questions?

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