

Notes for Del Rey Sinus site  
7 Mar 2017

1. There are a few features of the current site that we need to carry forward:
  - Form submissions. There are several landing pages (blind, not in nav) where people can enter their name, email and phone. These pages need to carry forward to keep our SEM and display ads going to target.
  - Form reporting. I run a report every other day that includes the info from the form submissions. An example is sent along with this note.
  - Blog entries. Note that right now the blog “digests” are on the [delreysinus.com/blog](http://delreysinus.com/blog) page but individual blog entries are not in a `/blog/[entry]` subdomain.
  - User-editable: adding new pages, designating friendly URLs. We have standard Word Press editing capability
  
2. There are a few “wish list” items or changes we have in mind. These will be put in place now or implemented later:
  - Cross-linking to the other sites (Aesthetics and ENT, and back to Del Rey MD of course)
  - Dr. Sigari is registered owner of [delreymd.com](http://delreymd.com), [delreyent.com](http://delreyent.com) and [delreyaesthetics.com](http://delreyaesthetics.com) domains, and we’ll want the last 2 to forward to the new sites (they are now just parked). Currently the URLs for ENT and Aesthetics are sub-domains at [delreymd.com](http://delreymd.com).
  - We’ll add several more Conditions and Treatments over time, including videos. For the most part, each condition and treatment will have its own page.
  - We’d like a “media” section to include press releases, video playlists, press mentions and other similar info. There is not currently a media section by itself.
  - There will be an “About us” section later, where we can place the bios of Dr. Sigari and staff. Right now we don’t have photos of the staff so there is only a “meet Dr. Sigari” section
  - The global submission form is in the footer, where it’s not very visible. We’d like it to be more prominent. A competitor example (not the best implementation) is: [zadehmd.com](http://zadehmd.com) (blue bar on the right)
  - Would be good to have a favicon for the Del Rey URLs, there is not one currently
  
3. For general background, the main online focus for Dr. Sigari is:

- Yelp:  
<https://www.yelp.com/biz/farhad-sigari-md-facs-del-rey-sinus-and-allergy-institute-marina-del-rey>
- Facebook: facebook.com/delreysinus
  - i. Note there is a Del Rey ENT page as well but we are not currently supporting that. We may phase it back in later.
- Twitter: facebook.com/delreysinus
- ZocDoc: <https://www.zocdoc.com/doctor/farhad-sigari-md-facs-30448>
- YouTube:  
<https://www.youtube.com/channel/UCziubbWvYC-vbCZYSLSpfWA>

There are a few other spots where he has a presence on the Web but these are the ones we support most. We don't have a single place that shows these Web locations so maybe that can be added to the media section.