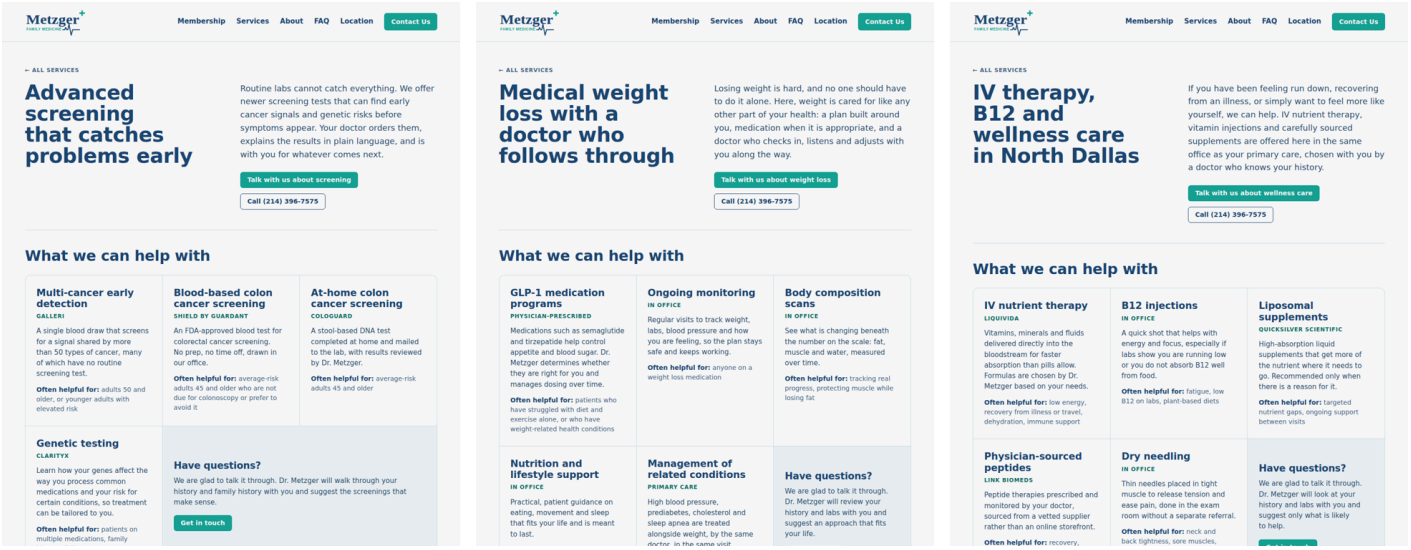
GREAT TECH



Care people needed help finding

Metzger Family Medicine is a membership practice in North Dallas, built around having real time for every patient. Dr. Tyler Metzger, DO also offers cancer screening, in-office diagnostics, medical weight loss and sports medicine — care most people assume they have to go elsewhere for. GREAT TECH rebuilt the website so patients can find it, replaced the computers and internet in the office, and stays on call for whatever comes next.

25

Services now showcased for patients to find

6

Areas of care with a page of their own

9

Pages built, up from three

30

Patient questions answered on the site

What we delivered

Dr. Metzger built his practice around having real time for patients. Our job was to make everything he offers easy to find, and to give the office technology that keeps up with it.

The practice had outgrown its website. It was three pages — home, About and Contact — with a home page of about 633 characters: a logo, two paragraphs and a stock photograph. None of the pages carried headings, descriptions or structured data, so search engines had very little to work with. A patient searching for cancer screening, medical weight loss or an in-office ultrasound in North Dallas would not have found this practice, even though it offers all three. That was the opportunity.

We divided the work at the outset. Dr. Metzger owned the clinical content and the description of each service. GREAT TECH owned the structure, the design, the copy, the build, and the technology in the office itself. Every page was reviewed together before it went live.

A page for every area of care

Advanced screening, diagnostics, weight loss, sports medicine, wellness and aesthetics. Each page showcases what is offered, why it is worth having through a family doctor, and what a patient can expect.

Written so patients can find it

Every page carries a heading structure, a description and medical structured data naming the practice, the physician and the services. Titles name both the treatment and the location, so a search for care in North Dallas turns up the doctor who provides it.

New computers and a faster office

The practice moved to new office computers and a better internet connection, so the tools the staff use every day keep pace with the care they are delivering.

Someone to call, and someone who visits

Day-to-day technology runs on a monthly GREAT TECH agreement: on-call help the moment something goes wrong, and regular visits that keep everything current before it does.

TECHNOLOGY ADVISORY

Planned it

The audit, the search strategy, the page structure and the review process.

AI SERVICES & CONSULTING

Built it

The design, the copy, the structured data and the build.

MANAGED SERVICES

Runs it

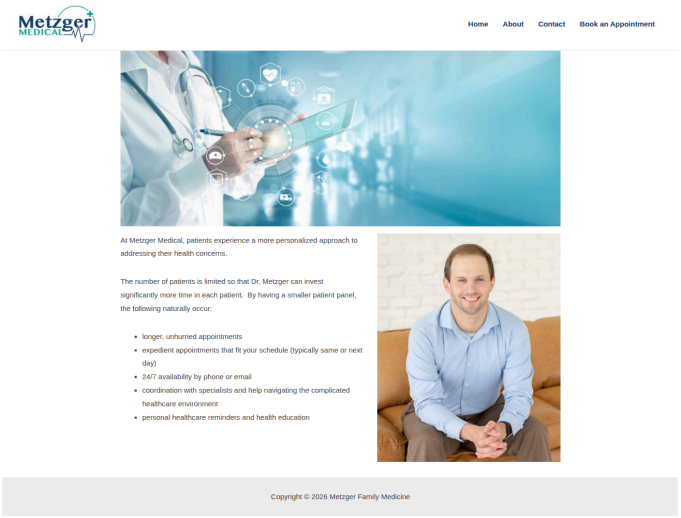
Office computers, internet, on-call support and regular visits.

Everything the practice offers, where patients can see it

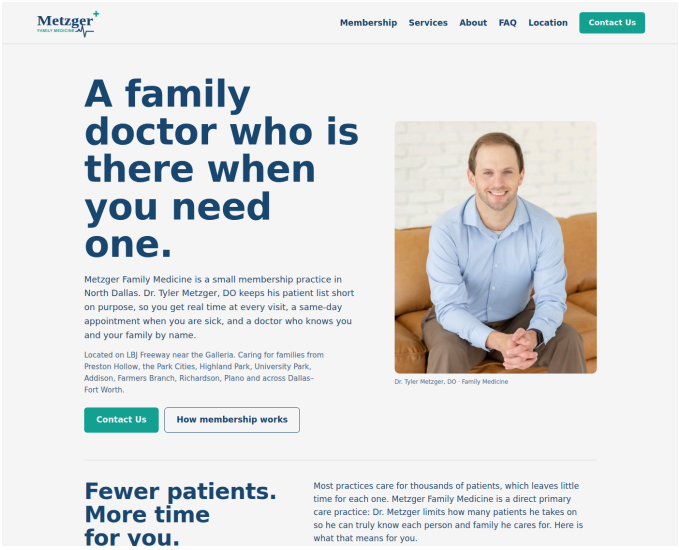
Dr. Metzger's care did not change. What changed is how easily a patient can find it.

The new home page says what the practice is in its first line, introduces the physician, explains how membership works, and names the office and the neighborhoods it serves. Behind it sit six service pages showcasing 25 treatments and tests — multi-cancer early detection, in-office ultrasound, home sleep studies, GLP-1 programs, joint injections, IV therapy. A patient can see the full range of what Dr. Metzger offers before ever picking up the phone.

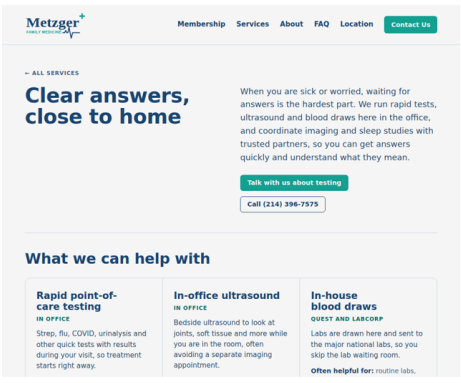
BEFORE

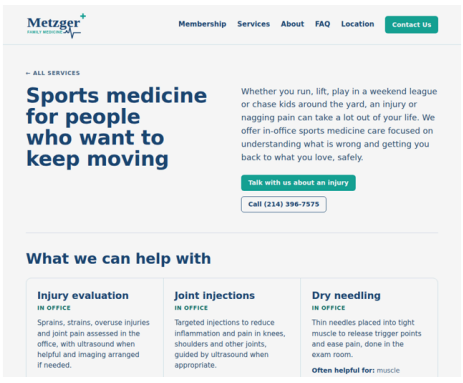


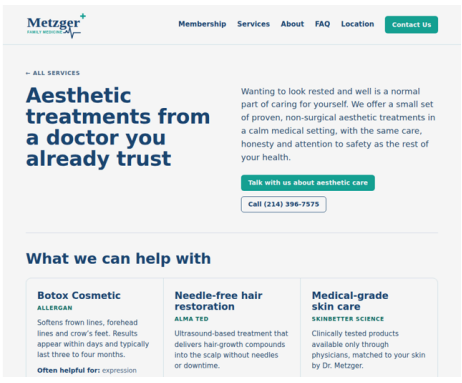
AFTER



NEW — THREE OF THE SIX SERVICE PAGES







What the practice can do now

Patients can find the care they are looking for, and the office behind it runs on equipment that keeps up.

Found by service, not only by name

A search for advanced cancer screening or medical weight loss in North Dallas now reaches a page showcasing exactly that.

Differentiators in plain view

Care a patient would not expect from a family doctor is named, explained and attached to the physician who provides it.

An office that keeps up

New computers and a faster connection mean staff spend their time on patients, not waiting for a machine.

Help before it becomes a problem

On-call support handles whatever comes up, and regular visits keep the office current before anything breaks.

METZGERFAMILYMEDICINE.COM	BEFORE	AFTER
Pages on the site	3	**9**
Services showcased	0	**25**
Pages with a heading structure	0	**9**
Pages with medical structured data	0	**9**
Home page size	2.7 MB	**137 KB**

We apply the same methodology to any technology problem

Assess what exists. Find what a business does well that no one can see. Make it visible, then keep it running. The approach is the same whether the problem is a website, the computers your team uses daily, or the reporting the business runs on.

GREAT TECH
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Technology services
Dallas–Fort Worth