

Active Family Chiropractic of Gaithersburg, MD Unveils Newly Redesigned Website, Marks 10-Year Anniversary on the Internet

Dr. Greg Swistak of Active Family Chiropractic in Gaithersburg, MD is pleased to announce that the practice's newly redesigned website is now live at swistakchiro.com. The new website offers current and prospective patients easier access to a wide range of health and wellness resources as well as up-to-date clinic information and new interactive options.

Gaithersburg, MD ([PRWEB](#)) June 23, 2014 -- Gaithersburg chiropractor Dr. Greg Swistak and his team at Active Family Chiropractic have seen a lot of change since launching swistakchiro.com in 2004. "In the past 10 years, there's been a huge shift in expectations. We've had patients tell us that they just won't go to a practitioner without a website. People are looking for more information at their fingertips about what our practice does as well as information about their own health and wellness—especially about [specific health concerns](#) and [treatment options](#)."

At the same time, visitors to the site are also looking for faster, more convenient ways to interact with the clinic's team. Dr. Swistak points to online appointment scheduling, new patient forms and even [massage gift certificate](#) purchases as great examples. "There are times when a phone call to the office just isn't an option. That's particularly true for people who are at work or in public places. In those kinds of situations, it's better to be able to visit the website and click on a button to schedule an appointment or send us a message. The same thing is true for getting maps and directions. It's a great way for people to interact with us on their schedule, whenever it's easiest for them—whether or not the office happens to be open."

According to Dr. Swistak, this is the second time that swistakchiro.com has received a major face-lift. The first time was in 2008. "Fast forward to 2014 and we could really see the need for some changes. We knew we needed to get more information online and make a commitment to keeping it up-to-date for our visitors. At the same time, we wanted the website to have more functionality and be more user-friendly—easier and faster to navigate. I think we've accomplished all those things with this new design and the new technology behind it. We also took the opportunity to introduce our new logo and update the aesthetics."

For Active Family Chiropractic, part of the appeal of the new website is its attention to detail and the small things that can make a big difference for visitors. "For new patients who have never visited our office before, having photos of the building on our site makes it easier to find us. And the [virtual office tour](#) helps them know what to expect when they arrive." The feedback so far has been very positive. "Patients love the new look and how easy it is to navigate."

Asked about his future plans for swistakchiro.com, Dr. Swistak focuses on the website's educational potential. "The [Active Family Chiropractic Health Blog](#) is a really great reference for patients. It covers a broad range of topics and we'll continue to build on that, but we also plan to add some educational videos as well. We look forward to adding videos that actually demonstrate some of the basic stretching exercises patients can use at home to address some common injuries."

About Dr. Greg Swistak and Active Family Chiropractic

[Greg Swistak, D.C.](#) is a member of the Maryland Chiropractic Association and the International Chiropractic Pediatric Association. He is also a Fellow of the American Medical Acupuncture Society and a well-known



lecturer on complementary and alternative medicine. He received his Doctor of Chiropractic degree in 1997 from the Palmer College of Chiropractic.

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Online Web 2.0 Version

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