

# Date

# Key Events

# The Digital Therapist

2000



A WEBSITE IS AN E-LEAFLET. YELLOW PAGES IS STILL IMPORTANT

2002

2004



GOOGLE DOMINATES SEARCH

2006



3/4 OF ALL EMAIL IS SPAM

2008

IPHONE LAUNCHED JUNE 2007

2010



ANDROID PHONE BECOMES MAINSTREAM

2012



1 BILLION PEOPLE USE FACEBOOK

2014

2016



GOOGLE 'MANDATES' SECURE SSL CONNECTIONS

2018



GDPR REGULATIONS COME INTO FORCE

2020

2022

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*First WebHealer client*

*Web/Google becomes a key source of enquiries. SEO is important*

*Spam-safe enquiry forms become important*

*Mobile-friendly design is important*

*A website is a therapist's digital presence. High quality design and social media integration become important*

*A secure website is important*

*Online Booking becomes important*

*GDPR-compliant Practice Management Software*