



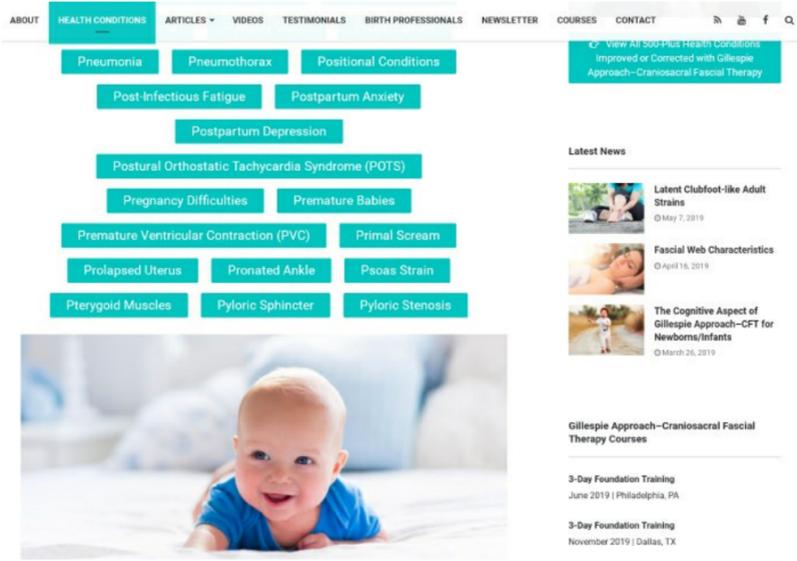
The Gillespie Approach Newsletter Spring 2019 Supplement



Beautiful Buttons Reveal All the Hundreds of Ways Gillespie Approach–Craniosacral Fascial Therapy Has Touched the World

Some time ago, a patient mentioned to Dr. Barry Gillespie, "It would be great if we could see all the health conditions the Gillespie Approach has helped people with." If you had this thought as well, dream no more! This digital index is finally here in the form of 579-and-counting glorious turquoise buttons, representing story tags (think index keywords in a book), just begging to be pressed. You can find them on the new [Health Conditions page](#). When you click on each button, stories relevant to these health conditions and anatomy fill your screen.

This Health Conditions page is designed to put content you and loved ones are looking for right in front of your eyes—and just a click away. It's a tremendous resource in seeing just how pervasive Gillespie Approach–Craniosacral Fascial Therapy has shown to be in helping people heal from conditions from "A" through "W." (Barry's working on "X" through "Z.") Want to know about how this therapy can help babies with colic? Check out 40-some stories about this condition. How about breastfeeding difficulty? Check. Reflux? Another check. The list goes on. You can even sort stories by babies, children and adults. There's enough content to keep an avid reader busy for a whole week.



The Health Conditions page represents the biggest triumph of a Gillespie Approach website reconstruction project that saw Dr. Loose and I reimagine how to streamline navigation and help shine a bigger spotlight on Gillespie Approach–Craniosacral Fascial Therapy. What started out as a discussion about Google Analytics statistics and curiosity about why a major website department wasn't getting the amount of clicks it deserved spiraled into a project that got bigger and better and filled with electric energy as the days went on. Over the past six weeks, every page on the website has been enhanced, with the addition of tags to all 500-plus articles and images to 400-plus stories published before the website was moved to the WordPress platform, in autumn 2017.

Pages now pop with more functionality, images and color, and you'll see these turquoise buttons throughout the website. A marketing wizard once told me, "People love to press buttons. They do!" I heard this message loud and clear and responded by creating buttons site-wide. The beauty of these buttons is that they're much easier to press on a phone or tablet screen compared with a text link. Data show 59 percent of Gillespie Approach website visitors this year are using mobile devices—and this figure is going to continue climbing because people are accessing information at any time and from anywhere, not saving their curiosity strictly for when they're in front of their laptop or desktop computers.

Another major website change is the streamlining of the [Articles department](#). Before this change, most of the content on the website was tucked away under the News dropdown from Articles in the main menu bar. It was apparent that the entire Articles department needed to be overhauled to improve navigability. Now all articles—including Case Studies and Testimonials, both benefiting from tags—are accessible from Articles. Highlights from testimonials are featured on the [Testimonials page](#). These snippets link to full testimonial stories, and there's a carousel slider showing all these stories.

In case you missed an announcement from a few months ago, the Gillespie Approach website now features a [Videos](#) section in the main menu bar. You'll find all Dr. Gillespie's videos, complete with transcripts for quick scanning if there's a keyword you're seeking. All videos are also accessible in the sidebar as well as a button to go to YouTube to subscribe to the Gillespie Approach channel.

All these website changes help improve the website's SEO, or search engine optimization. A goal with GillespieApproach.com is to help connect with folks the world over to illuminate them on the power and whole-body scope of Gillespie Approach–Craniosacral Fascial Therapy. We hope you enjoy all these improvements. You can help the therapy reach and aid more people when you share content with family and friends. They'll be glad you did!

Brian Rossiter
Gillespie Approach webmaster
[Fruit-Powered.com](#) holistic health coach

[Explore the Refreshed Website](#)

Gillespie Approach–Craniosacral Fascial Therapy Courses

The Gillespie Approach–Craniosacral Fascial Therapy 3-Day Foundation Training
June 21 to 23, 2019
Philadelphia, Pennsylvania

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The Gillespie Approach–Craniosacral Fascial Therapy 3-Day Foundation Training
November 1 to 3, 2019
Flower Mound, Texas

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