

## DC ChiroWeb Receives Three Awards

Editorial Staff

In 1996, even before its one year anniversary, DC ChiroWeb (<http://www.chiroweb.com>) received its first award as one of the "top 5% sites" by Lycos (<http://www.lycos.com>). This award was in the Health & Medicine -- Professional Medicine review category, rather than the chiropractic category. This noteworthy award may help to make the medical community more aware of the site, and in turn help foster a better understand of the chiropractic profession and what it has to offer patients.

And like this year's wet winter, when it rains it pours. After the Lycos award, more accolades followed. With plans to make major improvements on the DC ChiroWeb site still in progress, Steven Sheiner, the site's webmaster, was notified on January 20, 1997 that Health Explorer chose DC ChiroWeb as a Best Site in their Alternative Medicine -- Chiropractic Category. Health Explorer (<http://www.healthexplorer.com>) is part of the Creative Multimedia family and rates web sites in categories ranging from acupuncture to spiritual wellness.

The Health Explorer review praised DC ChiroWeb as being informative for both consumers and chiropractic professionals:

"For the newcomer to chiropractic, ChiroWeb offers a truly comprehensive introduction to chiropractic medicine, complete with short and long medical histories, a glossary, and news articles documenting chiropractic's effectiveness. But ChiroWeb also caters to professional chiropractors, with links to bulletin boards, chat rooms, and equipment suppliers. Visitors can browse around in the All about Chiropractic section, or ask chiropractor Dr. Brett a question via e-mail. If you are ready for an actual office visit, you can make use of these ChiroWeb features:

- The Chiro Locator -- A searchable index for finding a chiropractor in your area.
- Special Offers -- Search by zip code to find introductory discounts from chiropractors in your area. This site also features the Feel Better Store, where you can order massage tools, vitamins, and chiropractic paraphernalia."

Just three days after Health Explorer's Best Site award to DC Chiroweb, and its glowing review, NetGuide presented the site with its prestigious Gold Award. NetGuide's selection process for its awards involves screening over 100,000 URLs (universal resource locators, i.e., basically an Internet address), and reviewing over 50,000 web sites. NetGuide's ratings are based on numerous attributes within five main categories:

Ease of Use  
Content  
Design

Personality  
Navigation

It looks like chiropractic and DC ChiroWeb have a bright future on the Internet.

Those who are interested in learning more about DC ChiroWeb should visit the web site at <http://www.chiroweb.com>, send an e-mail inquiry to [OrderDesk@DCMedia.com](mailto:OrderDesk@DCMedia.com), or call toll free (800) 359-2289.

FEBRUARY 1997