

## CASE STUDY

# Zora Minds Psychiatric Practice

Telehealth Psychiatry • Maryland

Devtecture LLC

devtecture.com

### INDUSTRY

**Psychiatric  
Telehealth**

### LOCATION

**Maryland (statewide)**

### PROJECT TYPE

**New Site Build**

### ENGAGEMENT

**Ongoing Retainer**

## THE SITUATION

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Zora Minds is a Maryland-based telehealth psychiatric practice specializing in care for adolescent girls and women — treating mood disorders, anxiety, ADHD, hormonal health, and migraines. The practice was preparing to launch its first website and had already begun building on WordPress through another web design company when the founder shared the work-in-progress for feedback.

The site had significant issues across design, performance, and technical foundations — problems that, left unaddressed, would have undermined patient trust, hurt search visibility, and created long-term maintenance overhead. Devtecture proposed starting fresh with a professional-grade platform purpose-built for speed, accessibility, and long-term maintainability.

## PROBLEMS IDENTIFIED

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A detailed audit of the in-progress WordPress site revealed the following:

- Inconsistent typography with no clear visual hierarchy
- Poor section separation — sections ran together without clear delineation
- Color contrast failures reducing text legibility
- Services section presented as plain text with no visual structure
- Inconsistent button styling across three different design systems
- Cluttered footer with no clear visual grouping
- Mobile: CTA button appeared above the hero — before any introduction
- Broken social media links
- Page load issues degrading SEO potential
- Legacy WordPress stack with performance and security overhead

The search engine optimization (SEO) score of 45 on the in-progress site — a measure of how easily patients can find the practice on Google — reflected missing metadata, poor document structure, and technical deficiencies that would have made the site nearly invisible to patients searching for psychiatric care in Maryland.

## WHAT DEVTECTURE BUILT

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Devteature started fresh. A complete ground-up rebuild was delivered on a professional-grade platform purpose-built for speed, security, and long-term maintainability.

View the live site: [zoraminds.com](https://zoraminds.com)

The build included:

- Homepage with five structured sections: Services, Our Process, About, Blog, and FAQ
- Seven individual service pages — each optimized to attract patients searching for a specific condition or treatment
- Three launch-ready blog posts to establish credibility and improve search visibility from day one
- A consistent, professional design throughout — unified colors, fonts, and button styles that build patient trust at every scroll
- Services section redesigned with cards, icons, and clear structure — replacing a plain text box that buried key information
- Mobile experience rebuilt from the ground up — correct button placement, working social links, and a layout that works on any device
- Text and background colors selected for readability for all patients, including those with visual impairments
- Page layout structured to naturally guide patients toward booking an appointment

## PERFORMANCE RESULTS — GOOGLE LIGHTHOUSE

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Google Lighthouse is an independent tool used by Google to measure website quality across four categories that directly affect patient experience and search visibility. Scores range from 0 to 100. The table below compares scores on the in-progress WordPress build against the completed Devteature site. All measurements are desktop.

	Performance	Accessibility	Best Practices	SEO
BEFORE	80	92	77	45
AFTER	100	96	100	100

The perfect SEO score of 100 is the most consequential result for patient acquisition: it maximizes the practice's visibility to patients searching for telehealth psychiatric care in Maryland — as strong a result as Google's own tool can confirm. The perfect Performance score (100) also means patients are far less likely to leave the site before reading anything — a particular concern for mobile users. For a telehealth psychiatric practice, mobile is arguably the more important surface: patients searching for mental health care are overwhelmingly doing it on their phones, often in private. Mobile Lighthouse scores mirror the desktop results almost exactly — 99 Performance, 96 Accessibility, 100 Best Practices, and 100 SEO — confirming that the site delivers the same exceptional experience regardless of device.

## CLIENT FEEDBACK

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*“I did not feel like I was just getting a website; I felt like I was getting a brand presence that was thoughtfully built around my practice. The final result felt polished, professional, and aligned with who I am and how I want to serve my clients.”*

*“Working together was a very positive experience. The process felt collaborative, organized, and supportive from start to finish. I appreciated how my vision was truly listened to and translated into something that felt aligned with my brand and goals.”*

*“If you are a psychiatrist considering this, it is well worth the investment. Having a website that truly reflects your practice, values, and professionalism makes a big difference in how potential clients perceive you. It is a great option for anyone who wants a stronger online presence without the stress of trying to figure it all out alone.”*

— Founder, Zora Minds Psychiatric Practice

### The bottom line

*A WordPress site-in-progress with an SEO score of 45 and significant design and performance problems was replaced with a professionally designed, fully accessible site scoring 100 / 96 / 100 / 100 across all four Lighthouse categories — built to attract, reassure, and convert patients searching for psychiatric care in Maryland.*

## Ready to grow your practice?

We specialize exclusively in websites for psychiatric practices. If you're looking to attract more patients, establish credibility online, and work with someone who understands your field — let's talk.

**Book a free 20-minute consultation at [devtecture.com](https://devtecture.com)**