



Creating an **SEO** Strategy for Your Healthcare Practice

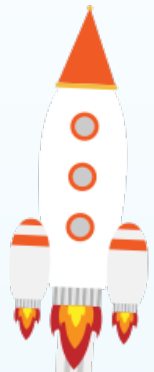


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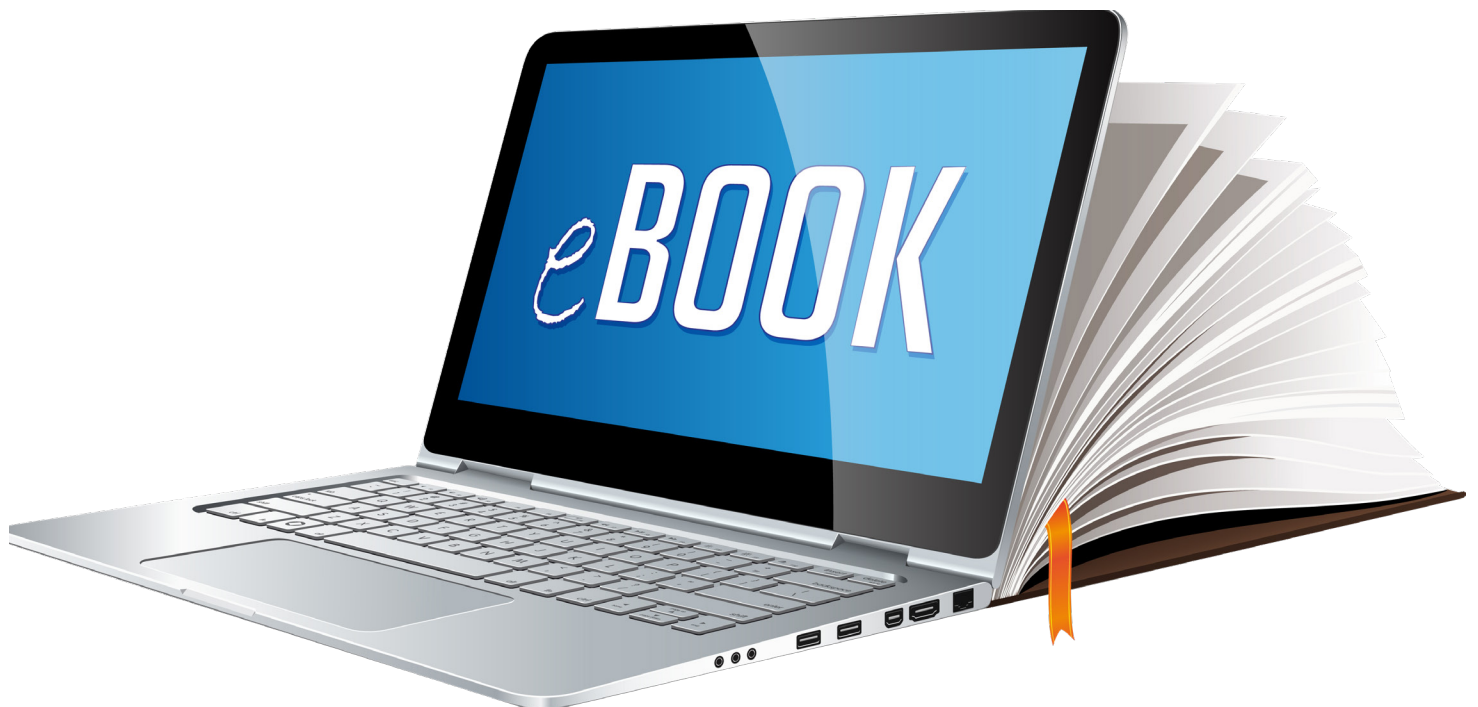
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An introduction to SEO

In 2022, there is no doubt that healthcare **SEO** is vital to the growth of online visibility for medical practices. Every medical practice owner and digital marketer understands this. However, what still needs to be better understood is the fact that healthcare **SEO** is continuously evolving.

A lot has changed in the world of medical **SEO**. There are so many proven and effective **SEO** tips, techniques, and best practices out there. There are, however, **SEO** elements that remain unchanged. Before we dive deeper to understand what those elements or techniques are and how they can help double your organic traffic, let us understand first what **healthcare SEO** is.



What is Healthcare SEO?

In a nutshell, healthcare SEO is the practice of increasing both the quantity and quality of your medical practice website traffic through organic search engine results.

Simply put, it is a powerful marketing tool to help potential patients discover your services online.

SEO is about understanding what your potential patients are searching for online, the words they are using for searches, and the type of healthcare content they want to consume. Knowing these answers will allow you to better connect with them and offer your services.

If understanding your target audience's intent is one side of the healthcare **SEO** coin, delivering it in a way that search engine prospects can find your content is the other.

Most of us understand that SEO offers incredible opportunities to attract inbound traffic, but it can be hard to know where to start and what tips to follow. For this reason, SEO experts at Practice Builders have put together an ultimate guide to give you what you need to know about organic search engine optimization.

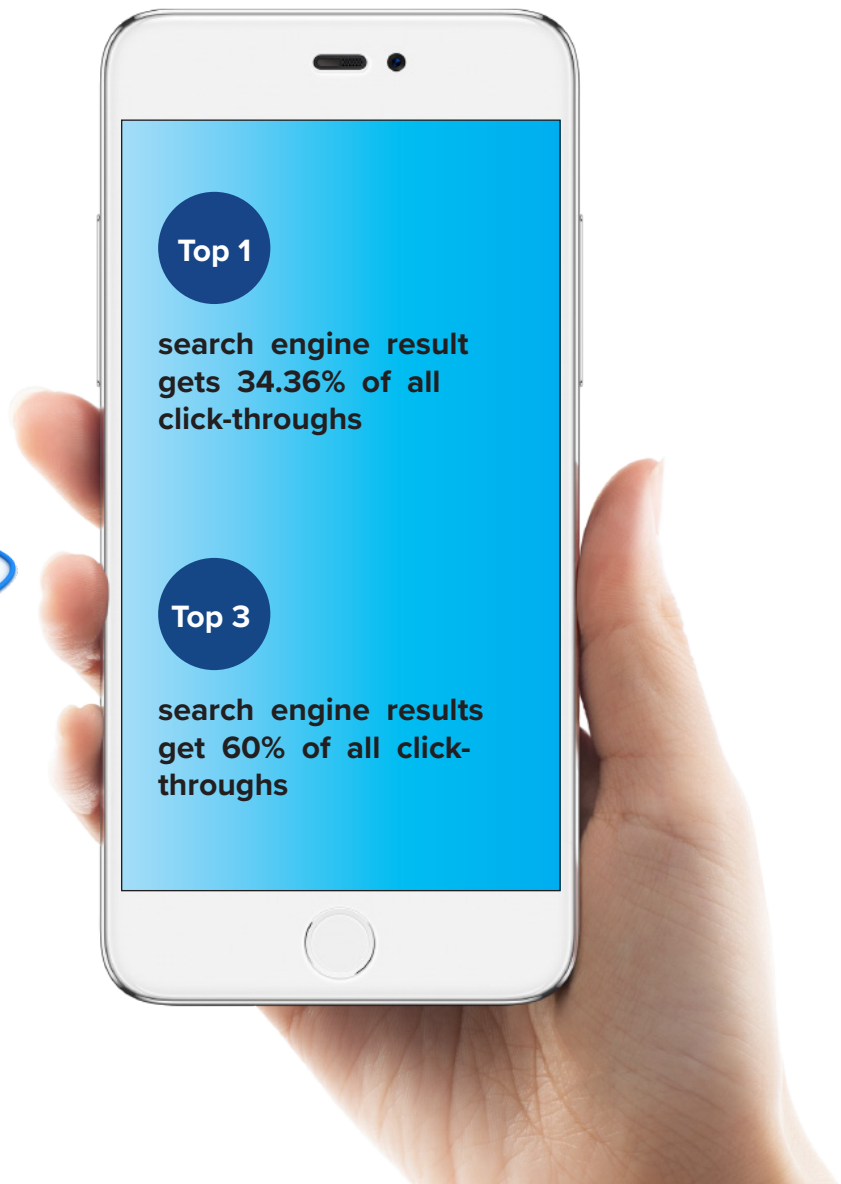


What is SEO?

Search engine optimization is the process of improving the quality and quantity of traffic to a website or a web page from search engines. The goal of **SEO** is improving a website's presence and its visibility on search engines like **Google**. So, when people search for services and offerings related to your website, they should find you there.

For example, let's assume that you are a gynecologist, running your practice somewhere in Fairfax, Virginia. When people from that location are searching for 'gynecologists near me', your website appears in the top results because of good **SEO**. Now, your website has a better chance of getting that potential patient to visit you and convert to become your patient. This process, which includes optimizing your website for better search queries so it can appear in higher positions to attract people to your website and convert them, is called **SEO**.

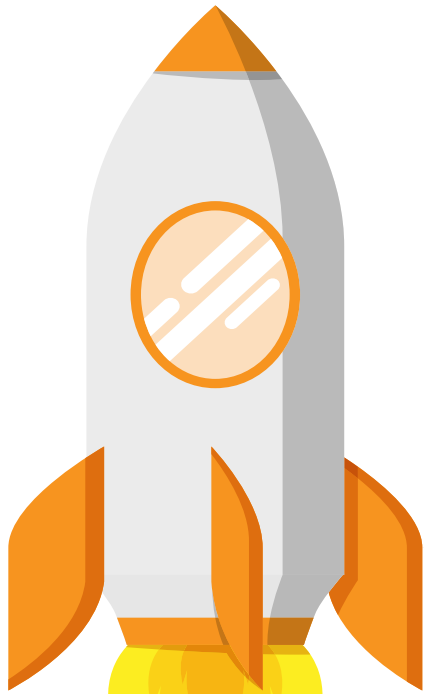
Key Stats



Why is it important?

SEO is critically important if you want to attract new patients and build the success of your practice. If you want to see more patients, patients need to see you first. Since **more than 90% of potential patients start their search journey on Google**, SEO is the key to a successful healthcare marketing plan and helping patients see you online.

Compared to the short-lived gains of a single ad campaign, medical SEO gives you the highest ROI because the changes you make can, over time, produce long-term gains. You can bring qualified leads and patients to your medical practice for years with the help of compelling SEO tactics. Traditional marketing strategies such as TV, radio and print media deliver a lower ROI than SEO as shown by multiple studies. SEO provides higher ROI and improves your branding, credibility, reputation, traffic and visibility.



Increases Online Visibility

Searchers trust Google. When your website appears at or near the top of a search listing, you receive a strong endorsement for your medical practice. Potential new patients trust a practice more when it appears high in search engine rankings.

More Reliable and Credible

A patient prospect's vote of confidence can often be directly linked to your Google rankings. Potential patients trust Google, and they believe that a medical practice that appears near the top of their search results is more credible.

Costs Less to Acquire New Patients

With effective SEO techniques, you can stay true to your marketing goal of gaining new patients while reducing your overall marketing investment. That's because most traditional forms of marketing are more expensive than digital marketing. Also, with digital marketing, you can easily streamline your goals while being flexible enough to reach your target audience.



Why is it important?



Increases Online Traffic

Setting up a new practice on a backstreet in Peoria will not make you money or automatically help your practice grow. Setting up shop on a busy street might bring you more customers which, in turn, will make you more money. By the same token, online traffic will not automatically make you money. But by marketing yourself to more people, you increase the chances of attracting more potential patients. What's more, visitors to your website are considered qualified leads because they have already shown an intent to try services at your practice or a similar one.

Increases ROI

SEO is essentially an inbound marketing strategy that focuses on qualified leads that have an interest in your services. SEO delivers a higher ROI (10:1) than most other kinds of marketing strategies, except email (40:1). In other forms of marketing, an advertisement can interrupt a favorite TV show or take up expensive space on a magazine. With SEO, all you need to do is show up in the search listings. You don't even have to convince your target audience to try your services. All you need to do is convey that your practice is likely best for their needs.

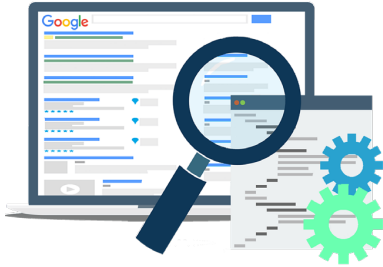
More Profitable

SEO is among the most cost-effective strategies a healthcare practice can use to target a potential audience. There are other proven strategies such as cold calling, which can provide leads. However, these leads can be 61% more expensive than the ones provided by digital marketing. Also, **leads from SEO are better qualified** than other marketing leads because potential patients are already searching for a practice similar to yours.



Who benefits from SEO?

Here are just a few reasons why you should consider leveraging SEO organic search to benefit your business.



Bring in more customers through organic search

Presently, 53.3% of all web traffic comes from organic search and 60% of marketers claim their highest quality leads come from those SEO-engaged consumers. Why? Because consumers are searching for solutions. By appearing among the top results, you are fulfilling their needs.

Ranking on the first page of Google is necessary to be seen by consumers since most don't search beyond the first three results, let alone page one results. Climbing to the top position can almost double your click-through rate over the number two spot. Claiming a "Featured Snippet" at the top of the page can even help you jump over the number one spot while potentially adding a second way for customers to click to your website.

By ranking for specific search terms, you'll attract the right prospects. And by getting your site on the front page, you'll make your brand highly visible and showcase your practice as a trustworthy resource.

Create a trustworthy web experience for customers

Without a quality experience for users, you'll have a hard time keeping them on your website.

You need all the technical elements of SEO, such as the right keywords, fast-loading pages, quality backlinks, on-page and off-page optimization and other authority building elements. These are crucial to the success of your SEO. So is having great content that connects with prospects emotionally, answers their questions and holds their interest.

SEO will help you rank better and get more exposure. It will also make it easier for customers to trust you based on the content and functionality of your website.



Who benefits from SEO?



Focus on your user's experience

Google started prioritizing the user experience as a ranking factor in 2021 and will continue to do so to determine if you are providing a valuable interaction or not. For healthcare practices, this means that you need to focus on the needs of your patients. What do they want to know? What kind of help are they searching for? What other information, resources, or services can you provide them to improve their experience?

By prioritizing the needs of your prospects, you stand a better chance of ranking better, keeping them on your site, and converting them to patients. The more often that happens, the stronger your site will be and the more people you'll bring in.

Improve brand awareness

When you improve your rankings and attract more prospects, you increase overall brand awareness for your health practice. Even if some prospects don't click onto your site, they'll see your listing and begin to associate your brand with positive solutions.

This is especially important if you're competing on specific search terms with other practices. You want to be top of mind when people input questions or directly search for the service you offer. If you're competitors own those searches, then those organic sales will likely go to them.

If you're just starting to optimize SEO for your practice, target longer variations of a given search phrase or keyword. For example, rather than trying to rank for "heartburn Houston" try search terms like "heartburn treatment near me" or "best nonsurgical heartburn treatment for women in Houston."

While those longer terms don't generate as much search traffic, they do make it easier for you to rank than the shorter, more competitive (and more expensive) terms. The more of these longer variations you rank for, the more likely you are to move up for the shorter search term as well. This will also help you increase awareness within your target market.



Who benefits from SEO?

Keep yourself informed

An evolving science, SEO changes all the time. Search engines are updated. Algorithms change and other healthcare practices evolve their own strategies to rank higher in search. In order to execute SEO successfully, you need to stay informed about best practices and better solutions.

It helps to understand online trends and proactively address any major changes. Through your research and site updates, you will come to understand more about your patient prospects, your competitors, and the consumer digital experience as a whole.

Do it on a budget

One of the best things about SEO is that it can be downright inexpensive. Sure, you can hire a specialist to do it for you, but you can learn and implement much of it yourself. Outside of the cost of hiring someone, or spending your own time, the actual implementation costs nothing.

Plus, investing in SEO has long-term benefits to your practice. Yes, things change all the time, but the core processes and strategies associated with SEO should stand for years to come and possibly only require minor tweaks. When it's done right, SEO can be one of the best long-standing marketing solutions that provides a continuous return on investment.

Make it trackable

One of the most frustrating aspects of traditional marketing is how vague your return on investment can be. Take billboards for example. They get an average number of views based on changing traffic patterns, which are quantitatively unknown. TV commercials gauge overall views based on imprecise rating systems. But SEO is precisely quantifiable and trackable thanks to digital marketing analytics.

To optimize your SEO efforts, you can use tools like Google Search Console. It will give you a better idea of how people are finding you, what search terms you're ranking for and where there's room for improvement. You'll even be able to dive deep into your site health here, which is another crucial element of user engagement.

Support other marketing initiatives

Almost every web project needs some SEO research. Research and insights help fuel that itch to research a potential search query or try a different phrase on an advertisement. In many ways, testing what has worked organically through other marketing channels can reinforce if something is truly working or not in your SEO strategy.

It can tell you what trends are emerging in your field, what customers are more likely to click on, what elements of a product or service are more popular or useful, and even what you should name a service or program. Your goal is to optimize your site by understanding what your customers care about. That can only help inform your other marketing efforts.



Why do practices need to practice SEO?

There are many reasons why your healthcare practice needs SEO. Here are four good ones:

01

It Raises the Visibility of Your Practice

Most people who conduct a Google search don't get past the first few pages. This applies to medical searches as well, which means that for patients to find out about your practice, it should appear near the top results. If you have a low-ranking, patients will likely miss your site completely, but a high ranking improves the visibility of your practice and increases your website traffic.

02

It Establishes Credibility

Patients tend to have more confidence in hospitals or health practices that appear toward the top of search results pages. Higher rankings provide greater credibility and build a sense of legitimacy for healthcare providers. Patients are more likely to click on your website, and if it meets their needs, seriously consider booking an appointment.

03

It Lets You Segment Your Target Audience

When Google's algorithms crawl sites to rank them for specific queries, they're looking at individual pages, not entire sites. Therefore, medical marketers should **consider creating landing pages or microsites for particular services, procedures, or staff members.** These SEO-optimized landing pages offer Google multiple options to show in search results, increasing your likelihood of ranking for each topic. Landing pages also help optimize the patient experience by providing them with content that's directly related to their query.

04

It Helps Attract New Patients

By investing in SEO and following best practices, you can increase your site's ranking, which in turn boosts your website traffic. This ultimately leads to more prospects viewing your content and possibly booking an appointment. SEO is especially effective for converting new patients because it shows your site to people who are already searching for the services you provide. As long as medical practices are competing for patients' attention, those with the most effective SEO strategies are likely to benefit from increased website traffic and higher patient conversions.

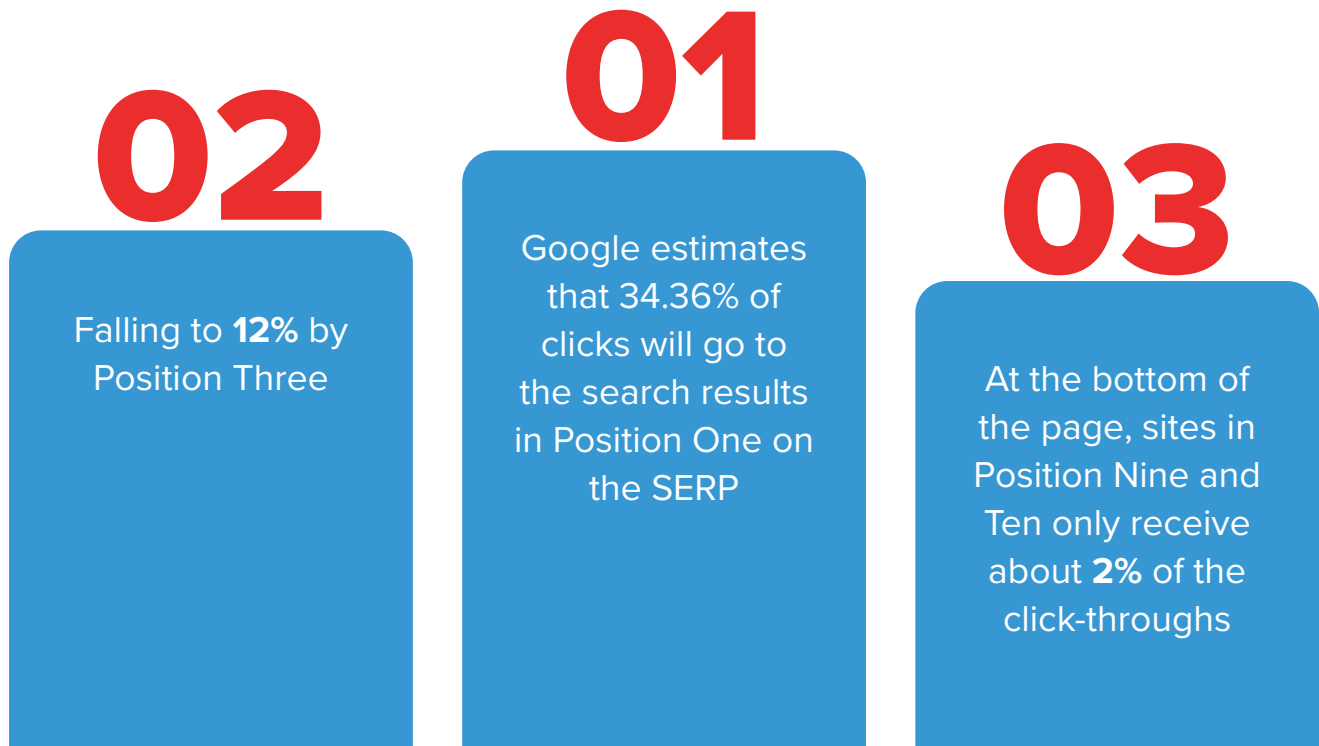


Why is it important to have an SEO strategy?

Having a strong SEO strategy will allow you to position your website and content highly on the search engine result pages (SERPs) for relevant keywords so that you can attract the attention of prospective customers.



Google looks at a variety of different factors when determining the ranking of websites that show up on their SERPs. They want to find content that is relevant to the user's query, but that can also be trusted to provide value for the reader. When content ranks highly on the SERP, it has a much greater chance of attracting attention than content that's ranked lower.



This disparity between top and lower ranking sites shows that practices who want more attention from online customers need to boost their rankings. In 2016, for the first time, more purchases were made online than in actual brick-and-mortar stores. Almost half of retailers also say that customers like to research online, even if they do end up buying in a physical store.



What are the key components of an SEO strategy?



Content

Content is king. Search engine leaders from Google and others have stated that creating quality content is the single best way to rank for keywords and create more positive user experiences. Your content will go a long way toward making sure that you're educating your prospects and being an authority in your niche, which will lead to a boost in sales.



Keywords

Keyword research should be the first step in any successful SEO strategy. Those who are successful with SEO understand what people are searching for. They use those keywords to drive targeted traffic to their website and services. You can brainstorm potential keywords by using Google's AdWords Keyword Tool. If you notice that some keywords are too competitive in your niche, go with long-tail keywords for which you can rank more easily. The longer the keyword, the less competition you will have for that phrase.



Meta tags

Meta tags play a vital role in SEO. If you type any keyword into a search engine, you'll see how that keyword is reflected in the title for that page. Google looks at your page title as a signal of relevance for that keyword. The same holds true for the description of that page.



Backlinks

Don't overlook backlinks in your SEO strategy. It's not about which site has the most links, but which site has the most quality links pointing back to their website. You can build backlinks by contacting popular blogs in your niche to see how you can work together to exchange backlinks. Create the best possible website to encourage people to link back. Use graphics or newsworthy content that will influence bloggers and news websites to link to that content.



Social media

The algorithms have changed since social media first emerged. Therefore, healthcare websites must establish a strong social media presence on sites like Facebook, Pinterest, Twitter, YouTube, etc. These social media sites send search engines signals of influence and authority and promote user engagement.



Product images

Images also play a role in SEO. When consumers search for services on Google, they look at the web results, but they're also looking at the "image" results. If you have quality images of your service or product and the file names contain relevant keywords, your images will also rank well in search engines. A great example of this would be before-and-after images on a plastic surgeon's website where the image file names might be "facial plastic surgery, Houston" or "best facelift procedure, southwest Houston." The image file names should include SEO keywords in the same way as web content. The same can be said of before-and-after images on a cosmetic dentistry website, where image file names might be "best smile makeover, Houston" or "teeth whitening, Houston."



What do I need to keep doing to optimize my website?

Now that you are more familiar with healthcare SEO, let's talk about some essential SEO techniques that you should continue in order to optimize your website.



On-site SEO

On-site healthcare SEO is one of the essential techniques you can use for achieving higher rankings in a search engine's result pages (SERPs). This technique focuses on optimizing web pages to improve your site's search engine rankings and attract more organic traffic. In addition to publishing original, relevant, and high-quality content, on-site SEO includes optimizing your HTML tags, headlines and images. The goal on-site SEO is to speak the 'search engines' language' and help prospects understand the importance and context of your content.

Off-site SEO

Off-site healthcare SEO refers to all the activities that happen away from your medical practice website, which also determines where you rank within the SERPs. Optimizing for off-site ranking factors is crucial for improving the trustworthiness and authority of your website. A strong off-site SEO strategy can be the difference between where you and your competitors rank within the SERPs. One of the critical factors determining the ranking of a webpage in SERPs is the number and quality of backlinks. Backlinks signify trust, and depending on where the links are coming from, they can significantly affect your SERP ranking. For instance, Top results on Google's first SERP have **3.8 times more backlinks** than those below them

Key Stats

Top results on Google's first SERP contain 3.8 times more backlinks than those below



What do I need to keep doing to optimize my website?

Local SEO

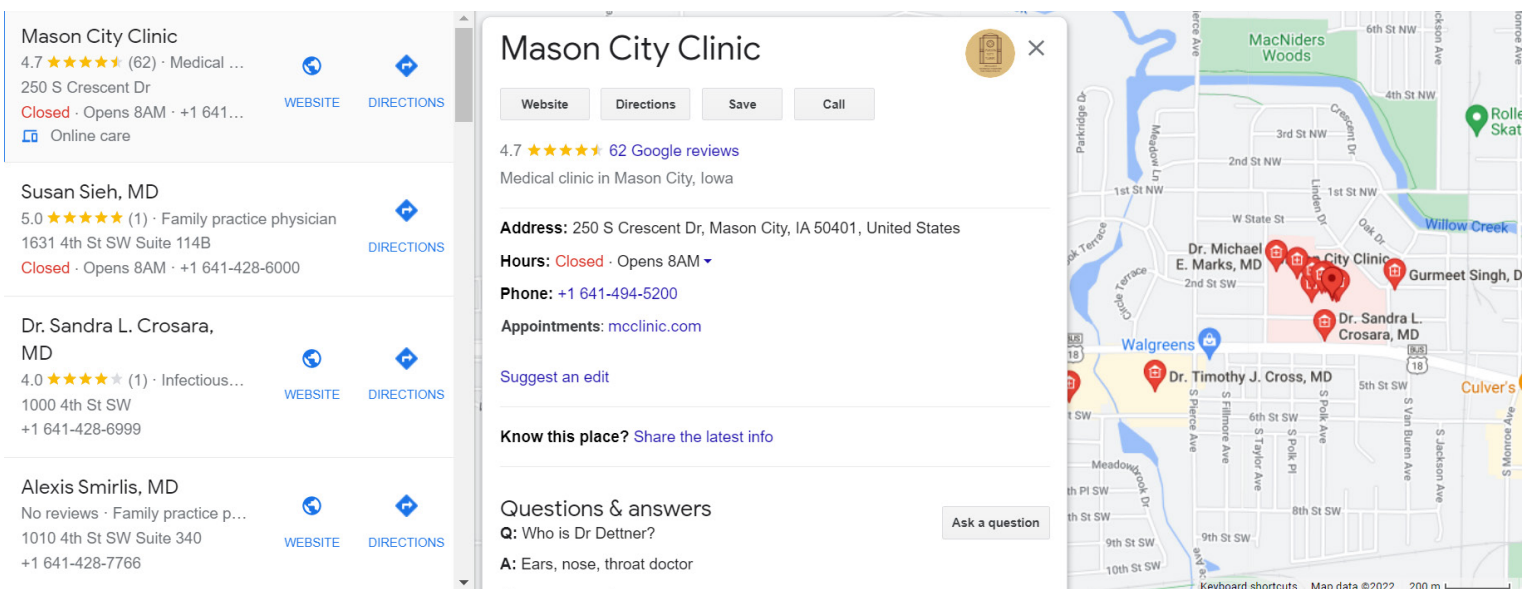
Local search engine optimization (SEO) is all about increasing search visibility for medical practices in local searches. Local SEO includes everything from claiming your medical practice’s online listing to ensuring that your business location appears in a local search on Google. Local SEO also extends to managing online reviews and ratings, local-centric social media management, and much more. A solid local healthcare SEO strategy is key to driving more patients to your practice, whether you have one office or five. Without local SEO, your medical practice could be losing out on a significant number of patients who may be looking for a healthcare provider in your area. Local SEO can propel you to the top of listings for searches such as “cardiologist in Cincinnati” or “dermatologist in Detroit” or “incontinence in Indianapolis.”

Voice search

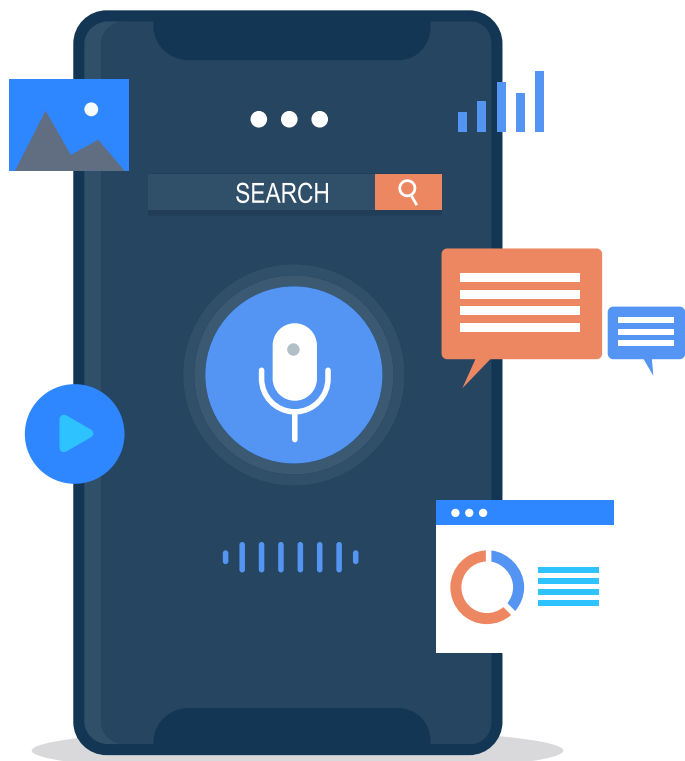
Voice search is no longer just a fad. Thanks to their smartphones and connected devices like Google Home and Amazon Echo, users now see voice search as a necessity. If voice search optimized content is not already part of your healthcare SEO strategy, then it is time make it so. For your content to be optimized for voice search, make sure it is easily readable, scannable, and does not have any pop-ups or ads that could prevent users from getting the information they need.

Google My Business

If you haven’t claimed your Google My Business listing yet, do it soon. Claiming and optimizing your Google My Business listing is an excellent way to give Google essential details about your medical practice, such as your address, phone number, business hours, location, and more. Keeping this information up to date and consistent across all platforms increases your medical practice’s chances of showing up in the results when a relevant voice search is performed.



How is voice search changing the healthcare industry and SEO?



Do you use voice technology? Do you frequently talk to Alexa, Siri or Cortana? If so, you are one of the millions of Americans who use today's digital voice assistants to get answers to all kinds of questions. Whether you love interacting with voice assistants or hate it, voice search is here to stay. For many, the ability to voice-command a weather forecast, a sports team's latest score or a favorite song is more than just extremely convenient. It gives the user a sense of empowerment. On the flip side, people who hate talking to devices complain about the potential for lost privacy fears, eavesdropping fears and problems with Alexa's comprehension.

Since the introduction of Apple's iPhone Siri voice assistant, voice-enabled search technology using AI-powered digital assistants has quickly infiltrated our lives. Today, it's also changing the way consumers access healthcare. It's becoming so popular that Amazon recently asked six major healthcare companies to develop new apps for Alexa. In addition, several new HIPPA-compliant apps are in the works. It's a fact. Voice-activated search is already changing healthcare marketing and search engine optimization.

Why People Like Using Voice Search

Most consumers prefer using voice-enabled search because it's faster, easier, more convenient and more natural for them. Most people would much rather speak than type. Additionally, when they ask Alexa or Siri a question, they can speak conversationally and provide more detail than they would if they were typing a typical query into their search browser window.

For example, a user's typical typewritten search query on a web browser might be something like "urgent care Peoria" or "compounding pharmacies Peoria." If that same user asks Amazon's Alexa, he or she might say, "Alexa, I need to find a compounding pharmacy near me." The latter is much more conversational, more like asking a friend. Thanks to your GPS, Alexa knows exactly where you are.

Another example reveals that a mobile device's ability to handle voice queries can help a patient who has a more detailed, more complex question. "Hey Siri, find the best-rated pain doctor near me who offers nonsurgical pain relief." For many people, talking is simply more natural than typing.



How is voice search changing the healthcare industry and SEO?

How Voice Search Marketing Is Changing Healthcare

Today's healthcare consumers want instant action and instant answers. The latest Google research suggests that **voice queries are 40 times more action-oriented than regular search queries.** In healthcare, "action" translates into finding the nearest medical specialist, hospital, urgent care center or pharmacy where one can fill a prescription. These patients want to see a physician or get their prescription. The main difference between typical search queries and voice queries is that voice queries are more conversational.

When you take into account Alexa's comprehension issues, you realize that voice assistants aren't perfect, yet. But, in the next few years, they're expected to become considerably more advanced. They're already affecting the way we search for healthcare services and providers. Some 33 percent of consumers are now using voice assistants regularly. In fact, over 19 million people have already turned to their voice assistants for answers to healthcare questions in just the past few years. And nearly **52 percent of consumers are more interested in using a voice assistant to help with healthcare questions.** As a result, voice assistants are also changing healthcare marketing strategies.

More important than knowing how patients are searching for information, is actually being able to accommodate them. That's where voice search marketing and voice search content marketing are changing the healthcare landscape. Since most experts believe that **voice will become the dominant search method in the very near future,** healthcare providers and marketers should begin positioning themselves to meet this brave new world of spoken search commands head-on. Marketing campaigns should feature call-to-action phrases such as "Just ask Alexa about the highest-rated pain specialist near you." Or "Tell Siri you want the best nonsurgical pain relief treatment near you." Promote your acknowledgement and acceptance of voice technology as part of your healthcare marketing plans.

Why Your Practice Should Embrace Voice-Enabled Search in SEO



Embracing voice search today will give healthcare providers and organizations a distinct marketing advantage tomorrow. You need not venture into this new territory alone, either. You can partner with an experienced digital healthcare marketing team. They can guide you through adapting your website content, SEO, social media and other digital healthcare marketing strategies. They can help you identify the voice-enabled data that pushes your healthcare practice to the top of voice searches.

Voice-enabled search is also changing SEO. Those typical short keyword searches we are accustomed to are great for targeting your usual type-and-read searches, but long-tail keywords and more conversational phrases are going to be most beneficial for voice search rankings going forward. Your SEO keywords will have to include the kinds of conversational phrases that consumers use on their Alexa and Siri devices.

Look at voice-enabled search as a new opportunity to find more patients and earn higher revenue for your practice. If you lack the time or resources to include voice search adaptations among your healthcare marketing strategies, find a reputable digital marketing company to assist you.



How is voice search changing the healthcare industry and SEO?

How Will Your Practice Survive in a Voice-First World?

Many healthcare practices are still not prepared for local search via voice. Many more practices have already begun taking steps to reach voice assistant users. Major healthcare brands, including the Mayo Clinic, Boston Children's Hospital and the American Red Cross are introducing Alexa skills to their users. Other brands have researched the impact that voice assistants have on older adults and long-term care patients. They see valuable medical use cases for voice assistants among elderly patients. In addition, Google's acquisition of Fitbit practically guarantees greater use of healthcare in voice-enabled searches. Fitness devices and smartwatches already comprise nearly 22 percent of healthcare voice-interaction uses

Research has shown that people who wear fitness trackers are more likely to visit healthcare providers due to prompts created on the device and their interest in improving health. Many believe that Google's acquisition of Fitbit will play a major role in the use of voice assistants for healthcare-related questions and tasks in the near future.

How Potential New Patients Are Using Voice-Enabled Searches

According to a 2019 survey, the most commonly reported voice assistant usage for healthcare was to ask about illness symptoms (nearly 73 percent). Consumers also used voice assistants to ask about medical information

(almost 46 percent), to find the location of a healthcare service provider or learn about treatment options (nearly 38 percent). Some 29 percent asked about nutrition and 28 percent asked to find a doctor or other provider. These questions remained consistent among all age groups and genders.

Clearly, consumers in 2019 were already comfortable using voice assistants to ask a wide variety of healthcare-related questions. And their numbers have grown consistently since then. The voice-enabled technology arena has virtually limitless possibilities. Imagine providing potential new patients with conversational responses from your practice. Imagine being able to provide those instant solutions they want, through conversation.



SEO success stories in brief

The following clients all had one thing in common when it came to increasing their organic web traffic and organic leads. They all chose to work with Practice Builders.

Occupational Therapy

A New York Metro area occupational therapist partnered with Practice Builders to optimize his website SEO. Before Practice Builders, he was getting 1,523 organic visitors per month. Thanks to new SEO, he's getting 2,167 organic visitors, an increase of 42.28 percent. In terms of organic leads, he went from 28 leads per month up to 105 leads, a whopping 275 percent increase.

Family Orthodontics

These Minnesota-based family orthodontists joined Practice Builders seeking more web traffic and leads. Prior to Practice Builders, they were receiving 1,929 organic visitors per month. After SEO kicked in, that number rose to 2,344, an increase of 21.51 percent. During the same period, their monthly organic leads rose from 77 up to 142. That's an increase of 84.42 percent!

Orthodontics

This Massachusetts-based orthodontist hired Practice Builders to optimize her website SEO in order to generate more organic traffic and organic leads. Prior to Practice Builders, she was receiving 1,209 organic visitors per month. With new SEO in place, she's receiving 2,012 visitors. That's a 66.42 percent increase. Her monthly organic leads jumped from 65 up to 97, an increase of 49.23 percent within one year.

Fertility Specialist

A Southern California-based fertility specialist partnered with Practice Builders in the hope of attracting more organic web traffic and leads. Before Practice Builders, he was receiving 4,864 organic visitors per month. With Practice Builders' SEO in place, he's now receiving 6,542 organic visitors, an increase of 34.5 percent. His monthly organic leads rose from 110 to 250, a whopping 127.27 percent increase in leads in one year!

Facial Plastic Surgeon

This California-based facial plastic surgeon turned to Practice Builders for help generating more organic web traffic to his site and increasing in organic leads. He started with 1,233 monthly organic visitors and increased to 1,545 visitors, an increase of 25.3 percent. In addition, his monthly organic leads increased from 30 to 59, for an incredible improvement of 96.67 percent!

Conclusion

Healthcare SEO is one of the few marketing strategies that, if implemented correctly, can continue to pay dividends over time. If you create and share a solid piece of content that deserves to rank for the relevant keywords, your website traffic can snowball over time, unlike advertising that needs continuous, ongoing funding to generate traffic for your site. The search engine techniques discussed in this e-book are simple and effective. However, they still need an expert to implement and monitor them. That's where we can help!



Who is

Practice Builders



Practice Builders has been helping healthcare practices achieve profitability and success since 1979. The oldest healthcare marketing agency in North America, Practice Builders has consulted with healthcare practices in nearly every specialty, including medical, dental, eye care, hearing care, physical, occupational and speech therapy. Our robust digital media solutions give you a strong Internet presence, one of the major keys to attracting new patients. We provide complete website design and development, SEO, web hosting, social media and online reputation management services that can take you to the next level in online marketing

Today's Most Effective Marketing Solutions at Your Fingertips

We **design and develop websites** that are user-friendly, responsive, engaging and written with health consumers in mind. Our websites are also appealing and inviting, easy to navigate, HIPAA compliant and ADA compatible.

State-of-the-science **search engine optimization (SEO)** will ensure that your website appears at or near the top of Google search results.

Social media is one of the most effective healthcare marketing strategies available. Whether you're on Facebook, LinkedIn, Twitter, Instagram or other social media platforms, we can help you communicate more effectively with health consumers.

The best **online reputation management** program will help you generate and publish more positive patient reviews using automated systems. More positive patient reviews will bring you more new patients.

Looking to blog regularly for maximum patient engagement? Our **blogging services** can provide custom blogs on the topics of your choice, freeing you to treat patients and run your practice.

Staff training can help you raise the bar on your practice's reputation and your patients' experience. Whether it's roleplaying, phone skills training or individualized counseling with staff members who need special coaching or behavioral modification, our experienced staff trainers can meet your individual goals and objectives for building a winning practice team.



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