

How to Market Your Practice Online Without Spending a Fortune

Top Practices Summit | October 2021

1. Local SEO & Reviews
 - a. What Is Local SEO?
 - i. Key to ranking in Google Map Pack
 - ii. Gets your practice in front of local patients
 - iii. Making sure people like what they see (reviews!)
 - b. Why Is Local SEO Effective?
 - i. Increase visibility
 - ii. Shown *above* #1 organic results
 - c. Local SEO Explained
 - i. Local Citations
 1. NAP (Name, Address, Phone number)
 2. Accuracy/Consistency lead to higher local rankings
 - ii. Reviews
 1. Quality AND Quantity
 2. Consistency is the key
 3. Cutting corners will cost you!
 - d. How Much Does Local SEO Cost?
 - i. Tools: \$500-1000/year for semi-automated tools
 - ii. Time: A few hours a week will go a long way over time. Maintenance is easier than a big overhaul.
2. On-Site SEO/Content Optimization
 - a. Why SEO Is Effective
 - i. Key to organic SERP ranking
 - ii. Put yourself in front of people asking pointed questions
 - b. How to Do SEO/Content Optimization
 - i. Page Title
 1. Straight to the point
 2. Succinct! ~60 characters
 - ii. Headline/H1
 1. Expand on your Title Tag
 2. Accurately prep readers for the content to come
 - iii. H2's
 1. Help readers easily digest your articles
 2. Use as an "outline" for skimmers
 - iv. Internal Linking

1. Build your site in a way that makes sense and is designed to convert
- 2.
- c. How Much Does SEO/Content Optimization Cost?
 - i. Time: ~20-30 minutes per article (not including writing and editing)
 - ii. Expect to spend \$150+ per hour for 3rd party SEO services.
3. Social Media
 - a. Why Is Social Media Effective?
 - i. Humanize your practice
 - ii. Provide followers with important information AND fun stuff!
 - iii. Indirect benefit to organic rankings
 - b. Tips for Effective Social Media
 - i. Inject personality
 1. Birthdays, office events
 2. Charity events, community involvement
 - c. Don't Neglect the "Boring" Elements of Social Media
 - i. Informational updates
 - ii. Q&As
 - iii. Reviews!
 - d. How Much Does Social Media Cost?
 - i. You get out of it what you put into it
 - ii. But it doesn't have to cost anything but time.
 - iii. Put someone in charge; social media needs an owner.
4. None of this matters without:
 - a. Good customer service
 - b. Good lead tracking