



DIGITAL MARKETING & SEO FOR **DIRECT PRIMARY CARE PRACTICES**

The Best Online Marketing Methods for Getting
More Calls, Better Leads & Bigger Profits

by Andrew & Renee Newland
of Direct Primary Care Marketing

Digital Marketing & SEO for Direct Primary Care Practices
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Andrew and Renee Newland

Introduction

Congratulations on your purchase of "Digital marketing & SEO for Direct Primary Care Practices," a complete overview of what it takes to maximize your opportunities online in terms of *leads*, *calls* and *revenue*.

There are a number of channels/mediums to consider for your practice when you look at the digital marketing space. Whether you are a new practice, existing practice, or you are planning your future alternative health business, this book has the tools you need to build your strategy.

At first glance, all of the digital marketing options available online may seem overwhelming. Search Engine Optimization, Email Campaigns, Paid Listings, Social Media, Pay-Per-Click, Sales Funnels....which one should you use? The answer – They all have their place.

To maximize your lead flow from the internet, you need to know what works best for your target audience and develop a strategy that covers each of the digital marketing opportunities that will accomplish your goals.

The purpose of this book is to outline a plan that will transform you from a digital marketing novice to the dominant player in your area. Throughout this book, we lay the foundation for mapping out your digital marketing plan. Our hope is that by the end of this book you will understand - and be able to implement - strategies for the following:

Fundamentals of Marketing - Message, Market, & Media

Digital Marketing Strategy Creation - Website, SEO, PPC, etc.)

Website Setup and Optimization – The best website development option that fits your goals and budget

Website Conversion Fundamentals - How to ensure that your website converts visitors into leads in the form of calls and web submissions

Mobile Optimization - How to optimize your website for mobile visitors and other responsive modes

Search Engines – How they work and the differences between the paid, organic and map listings

Search Engine Optimization - How to optimize your website with keywords that are most important for direct primary care practitioners, including:

- How to conduct keyword research
- Our list of the most commonly searched keywords in your industry
- How to achieve maximum results by mapping out the pages that should be included on your website
- How to optimize your website for ranking in the organic listings on major search engines
- How to improve your website's visibility so that you can rank on the first page for your most important keywords
- List of link building techniques and strategies that are proven to enhance rankings even in the post Penguin and Panda Era
- Content marketing strategies for maintaining relevance in your market

Google Maps Optimization - How to get ranked on the Google maps results in your area, including:

- The fundamentals of Google maps ranking (NAP, Citations, Consistency and Reviews)
- How to establish a strong Name, Address, and Phone Number Profile
- How to properly claim and optimize your local listing
- How to develop authority for your map listing via citation development
- List of the top citation sources for your practice
- How to get real reviews from your patients in your true service area

Social Media Marketing - How to utilize social media (Facebook, Twitter, LinkedIn, and other social platforms) for maximum effect in your practice area

Video Marketing - How to tap into the power of YouTube and other video sharing websites to enhance your visibility and drive better conversions

Email Marketing Tools (Constant Contact, Mail Chimp, etc.) to connect with your patients on a deeper level, receive more reviews, get more social media connections, and ultimately get repeat and referral business.

Pay-Per-Click Marketing (Google Ads & Facebook) - How to maximize the profitability of your pay-per-click Marketing efforts

- Why PPC should be part of your overall digital marketing strategy
- Why most PPC campaigns fail
- Understanding the Google Ads Auction process
- How to configure and manage your Pay-Per-Click campaign for maximum ROI

Paid Online Directories – What these directories accomplish and which ones you should consider

Track, Measure and Quantify - How to track your Digital Marketing plan to ensure that your investment is generating a strong return

We understand that this list may sound entirely overwhelming at present. But our goal throughout this book is to provide you with thorough yet simple explanations of each of these digital marketing methods so that you can feel empowered in your marketing efforts, whether you are doing them yourself or working with an agency. Let's get started!

CHAPTER 1

The Fundamentals



Fundamentals of Marketing: Message, Market, and Media

While you may be tempted to skip ahead to that section on your Google My Business listing or some ideas for your next social media post, we urge you to read through this chapter first.

No amount of know-how or creativity will work if you don't first understand the fundamentals of marketing – the what, who, and how of marketing.

Spending a little time now to lay the proper groundwork for your strategy will ensure that all of your efforts and dollars are actually well spent and not wasted on faulty assumptions.

So, what do we mean when we say 'Fundamentals'?

All marketing has 3 core components:

- Message (What)
- Market (Who)
- Media (How)

You must have a unique “Message” (who you are, what you do, what makes you unique, and how you solve your patient’s problems), a specifically defined “Market” (who you sell to and who your best clients are), and *then* look at “Media” (where you can reach those clients best). The tactics (pay-per-click, SEO, Social Media, Direct Mail, etc.) fall into the “Media” category and they are simply a by-product of the other two determining factors.

If you focus solely on the media and tactics, you will likely fail regardless of how well-selected that media is. You need to invest the time and energy into fleshing out your “Message” and figuring out who your “Market” is. By doing so, all of your Media choices will be vastly more effective. How can you do that?

Spend a few minutes and think about the following questions. We encourage you to write your answers down.

Message

- What do I do that is unique and different from other practices?
- If you think about the psychology of a patient, what concerns or apprehensions do you think they have about seeing a Direct Primary Care doctor for the first time? (i.e. What are their pain points?)
- What concerns or frustrations do they have about dealing with these health issues in the first place?

- How can you address your patients' common concerns in a unique way?

It's worth an extra note here that practitioners of Direct Primary Care have both a unique challenge and unique opportunity for developing their message. As you're probably well aware, many patients that need your services may not know that you are what they need. Therefore, you must have messaging that is developed to meet them at all stages of their awareness.

Market

- Who is my ideal client? Don't take the easy route here and just say it's everyone that resides within 25 miles of your practice. You need to be clearer than that.
- Take a look at your last 25 clients and evaluate who spent the most money, who had the highest profit margins and who was genuinely changed by and pleased with your treatment. What are the unique characteristics of these patients? Are there any unifying characteristics (age, gender, condition, etc.)?
- Start to define who your ideal patient is so that you can put a marketing plan in place to attract a similar audience.

Media

Once you have fleshed out your *Message* and your *Market* you can start to think about *Media*. To determine what media will be most effective for you, you need to think about where you can reach your *ideal* patient.

Again, this goes back to the first two aspects of your marketing fundamentals. If you haven't clearly defined what you do and how you solve specific problems (Message), you won't be able to

clearly define your target audience (Market). Which in turn will make it impossible to know where they spend their time and what methods to use to reach them (Media).

Let's take, for instance, a Direct Primary Care Practice that specializes in hormone imbalances. The majority of hormone imbalances begin showing themselves in mid-thirties and beyond. Women tend to be the most aware of these issues and the most motivated to change.

This indicates your ideal audience is women over 35 years old. But there's more to that, yes? Because not all women over 35 years old that have hormone issues will believe that direct primary care treatment is the route for them. You need those that tend to be more aware of the body's inherent capabilities to heal and its connections to our lifestyle choices. So ask yourself...

- What are some common interests of these women?
- Where would they spend much of their time?
- What are some daily activities and concerns they would have?
- What is their familial status, social status, etc.?

As you answer these questions, you'll find that your patient profile will help make the *Media* more clear.

For instance, 87% of women ages 30 – 49 use YouTube on a daily basis, and 79% of that same demographic uses Facebook. Compare that with 47% using Instagram, 35% using Pinterest and 26% using Twitter.

If you're looking for the best return on your investment, it's clear that YouTube and Facebook both have a greater share of your target audience.

While this is one small example to developing your marketing strategy, we hope this gives you a springboard for completing your own market research and deep-dive into your marketing fundamentals.

We believe the internet is the best "media" for connecting with your ideal patient who is proactively in the market for your services (we are digital marketers after all!). Throughout the remainder of this book, we will be explaining the various digital marketing channels and how you can use them to connect with your target audience.

CHAPTER 2

Digital Marketing Overview

Digital Marketing Channels

When it comes to digital marketing for your integrative health practice, there are a number of avenues to explore. In this chapter, we will briefly touch on the various digital marketing channels that are available, and then go into more detail throughout the book. This chapter serves as your “Marketing Plan” and roadmap going forward.

1. Website Optimization and Conversion
2. Search Engine Optimization (organic results and map listings)
3. Search Engine Marketing/PPC on Google Ads
4. Social Media Marketing (Facebook, Twitter, LinkedIn)
5. Video Marketing
6. Email Marketing
7. Paid Directory Marketing

Website Optimization and Conversion

Your website is the foundation to all of your digital marketing efforts. All channels should lead back to your website where you clearly explain who you are, what you do and how you solve your client’s problems. The best outland Facebook Ad campaign can do nothing to combat a poorly designed and optimized website.

Does your website answer these three questions within the first 5 seconds of a visitor landing on your site?

- What do you do (in a nutshell)?
- How do you solve your target audience's problems?
- What must they do to take the next step (call, fill out form, etc.)?

If potential patients arrive to your site and have to search for any of the above information, you have failed your audience and most likely lost a large percentage of your possible conversions.

Make sure your website communicates your unique brand and messaging, is professional (no grammatical errors, low-resolution images, etc.) and has a clearly defined conversion action for visitors.

The rest of these initiatives are active marketing methods to bring traffic to your site and practice, but remember that your website exists as the face of your practice and the primary foundation of your efforts.

Search Engine Optimization

When you or anyone else types in a search query in a search engine (Google, Yahoo, Bing, etc.), the results that appear are called search engine results.

It's important to understand the difference of the various results that appear for any particular search. There are three very critical components of search engine results. These three components are:

- **Paid Listings** – The area along the top and side that advertisers can bid on and pay for in order to obtain decent placement in the search engines. Most search

engines have some small indication that these results are paid.

- Organic Listings – The area in the main body of the search engine results page.
- Map Listings – These are the listings that come up beneath the paid listings and above the organic listings in a number of searches, linked to a physical location that matches closely with the user's location or area searched.

Search Engine Optimization (SEO) is the process of increasing your company's visibility on major search engines (Google, Yahoo, Bing, etc.) in the **organic, non-paid listing** results.

Search Engine Optimization involves getting your website to show up in the organic and map listings. These listings account for a majority of the search volume traffic. More than 78% of searchers click on the organic (non-paid listings) rather than the paid listings. Hence, we recommend SEO as a high priority for your marketing strategy.

However, as you will begin to see SEO is best done in conjunction with other digital marketing initiatives. It is only one piece of the MUCH BIGGER "digital marketing" puzzle for practices.

Search Engine Marketing / PPC

Search Engine Marketing (SEM - not to be confused with SEO) constitutes the traffic that you pay for directly. Google, Yahoo and Bing all have paid programs that allow you to buy listings associated with your keywords to be placed in designated areas of their results pages.

We rarely recommend that our clients focus only on paid marketing; however, there are three distinct benefits of PPC:

- Your keyword listings (website or Google My Business listing) will appear on search engines almost immediately
- You only have to pay when someone actually clicks on your listing – hence the term pay-per-click marketing!
- You can get your ad to show up on national terms in the areas/cities in which you operate.

PPC Marketing works on an auction system similar to that of eBay. You simply choose your keywords and propose a bid for what you would be willing to pay for each click. A number of factors determine placement of your ad by the search engines. These will be discussed in detail in Chapter 12. But, in the broadest sense, the person who is willing to pay the most per click will be rewarded the top position in the search engines, while the second-highest bid will appear in the second position, etc.

PPC Marketing is a great way to get your company's website to appear at the top of the search engine results immediately, driving qualified traffic to your website.

Social Media Marketing

There is a lot of buzz around Social Media (Facebook, Instagram, Twitter, LinkedIn, YouTube), but how can it best be utilized by a direct primary care practice to both grow your business and connect with followers?

We've met doctors on both sides of the social media fence. Some swear by it and some would rather die than succumb to its vice. We understand. It's a love/hate relationship for us as well!

But before you throw it out, here are some simple facts about general usage:

- More than 4 billion active users on social media worldwide
- 50% of active users log on to Facebook on any given day
- The average user has 130 connections
- People spend over 700 billion minutes per month on Facebook
- 40% of people worldwide use social media for business and work purposes
- 44.8% of social browsers used social media to research products in 2020. (Hootsuite)
- 63% of customers actually expect companies to offer customer service through their social media – and 90% of social media users have already connected with a brand or business through their chosen platform (Smartinsights)
- Adults aged 18 to 34 are most likely to follow a brand on social media, with 95% of them doing so. (MarketingSherpa)
- The likelihood that a consumer will recommend a brand on social media to others after having a positive experience is about 71%. (Ambassador)

So, how can you employ this amazing tool to grow your business? Use it to connect with your personal sphere of influence, past and new patients. By doing so, you can solidify and maintain existing relationships, remain top-of-mind and ultimately increase repeat and referral business. We'll go in more depth about the myriad of options in Chapter 9.

Video Marketing

Did you know that YouTube is the second-most used search engine on the market (second to Google only!)? Would you guess that it is ahead of Bing and Yahoo? It's true! Millions of people conduct YouTube searches on a daily basis. Most people are so focused on SEO that they completely neglect the opportunities that video and YouTube provide.

By implementing a Video Marketing Strategy for your business, you can get additional placement in search results for your keywords, enhance the effectiveness of your SEO efforts and improve visitor conversion.

Email Marketing

Similar to Social Media Marketing, Email Marketing is an effective way to remain top-of-mind with your patients and increase repeat business and referrals. Compared to direct mail and newsletters, email marketing is by far the most cost-effective means to communicate with your patients.

As we will discuss in the chapter about Email Marketing, we feel that this method can be used to effectively develop relationships with existing patients, build more community on your social media platforms, and take advantage of upsell opportunities.

CHAPTER 3

Your Conversion Machine



Building Your Website

Perhaps you're hesitant to put money or energy into your website because you simply don't understand how it affects your bottom line. Consider these statistics about websites:

- 38% of people will stop interacting with a poorly designed site (Adobe Consumer Content Survey)
- 38.5% of users judge a business by how their website looks at first glance (fitssmallbusiness.com)
- Almost 40% of users will stop engaging with a slow website (fitssmallbusiness.com)
- Conversion drop on average of 4.42% per second of site load time (Protent, 2019)

Office signage and the waiting room used to be the “first impression” your patients received of your practice. In 2021, it is your website. And just as you wouldn’t want your office space in disarray, you should equally concern yourself with the professionalism you are communicating on your website.

Thankfully, there are a plethora of website options to fit every budget and still look and function well.

This chapter discusses how to setup and optimize your website. We will cover details as they relate to mobile optimization and conversion aspects in subsequent chapters.

Why do we address this first? Because without a properly designed and functioning website, *almost any* marketing efforts you employ will be put to waste. Before you can or even should begin exploring those options, you must have your website up and running.

Let's talk about website formats and the different options that are available to you for creating a site:

Template Based Site Builders

Site builders that you can obtain through providers such as GoDaddy, Website Tonight, and 1&1 are turnkey options. You buy your domain and set up your website. Although this is tempting to those with limited abilities and limited funds, this is less than ideal. With the ease comes limited control and flexibility. And while it’s not impossible to make a site of this nature work for you, we don’t recommend it.

CMS Systems

Content Management Systems allow you to easily create a site and manage content without understanding code. Some of the most common are WordPress, Joomla, and Drupal.

Coding from Scratch

You can also create a site from the ground up if you understand html and CSS. However, even if you are hiring your website out to an agency, we don't recommend this option, as it can often put you in a bind down the road when agency relationships change, hourly rates skyrocket and you simply want some minor changes to the site.

In our opinion, a content management system is essential for your practice. It supports scalability, while still providing cost-efficient options.

If you choose a drag and drop template site, you're faced with only a narrow scope of possibility. Coding your site from scratch makes every change laborious.

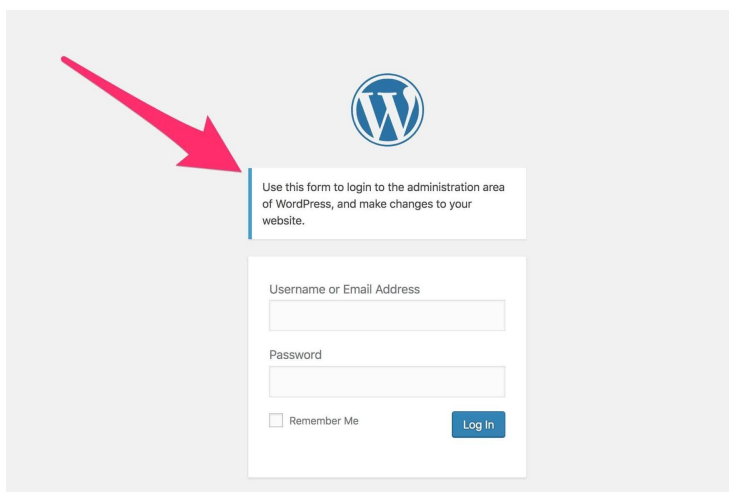
However, a CMS combines the best of both worlds to allow your practice optimal digital efficiency and results.

In a CMS platform, you have the ability to easily change your navigation, add as many pages as you need and scale the site with minimal effort. With a CMS such as WordPress, everything is built behind code allowing you or a web team to easily edit and add multiple pages.

As you will see in the Search Engine Optimization section of the book, it is ideal to have a page for each one of your services and each city in which you operate (if applicable to your practice). A CMS allows you to create your pages in a scalable format without having to mess around with the graphics or do anything that is difficult to control. It is also easy to access, modify, and update.

You can input text, import images, and "publish" edits, making them immediately live on your site.

Our suggestion? A CMS



Content Management Systems

Aside from the scalability and flexibility, there are a variety of reasons that we suggest using a CMS.

A CMS has intelligently structured linking between pages and content, making it extremely search engine friendly. In many cases, a blog will be automatically bolted onto a CMS based website providing you with a section where you may feed content updates. In the SEO chapter, we cover the importance of creating consistent content and blogging regularly.

Another benefit of content management systems is that there are numerous plugins that will provide a vast array of capabilities and functions. Pull in social media feeds, YouTube videos and check-ins. Syndicate your website to automatically post any new updates to your social media profiles. Add map integration so patients can click to get directions. And these barely scratch the surface. Features are plentiful and new ones are created daily.

Whether you are looking to build a website from the ground up or you feel like you simply need a redesign, we highly suggest that you do so in a content management system.

If we were to suggest one CMS over the others, it would be WordPress. Not necessarily because it has better functions than the others, but primarily because it is easy to use and the most widely adopted CMS worldwide. Most any developer will be familiar with it. Constant updates and improvements keep it relevant and effective.

Site Navigation

Okay, you've decided to use a CMS to build your site, but what should your website contain? What information is important and what is simply noise?

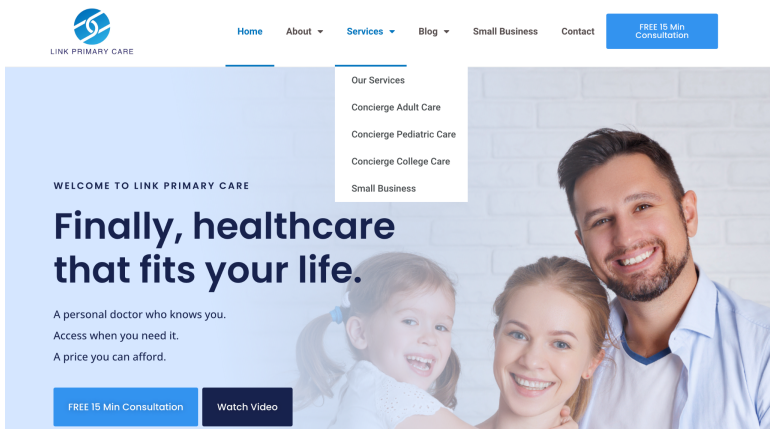
We must look at this from two sides balancing priority between the user experience and the visibility of search engines.

With that in mind, we always suggest starting with your messaging (remember that from chapter 1!). And by that, we don't mean you have to write your content first. We simply mean you should know what you do, who your audience is, how you solve their problems and how you want them to convert.

Once you have that determined, you start with the bones of your site. What pages should be on your site? What content is important? What navigation structure should you create?

We suggest close iterations of the following navigational structure:

1. Home
2. About Us
3. Services
4. Service Areas (see Chapter 5 on Search Engine Optimization)
5. Reviews and Testimonials
6. Patient Resources
7. Make an Appointment
8. Blog
9. Contact Us



These are the core pages; however, some of these may have subpages. Within "About Us," you might incorporate a dropdown menu for subcategories including "Meet the Team," "Why Choose Our Practice," etc.

Within "Our Services," it is ideal to have a drop down listing the types of services that you offer. We discuss this to a great extent in the SEO module. Creating pages for each one of your services allows you to optimize for different keyword combinations.

Additionally, a "Service Area" section will give you the ability to show a heat map of all the locations that your practice services (i.e. surrounding cities).

A "Reviews and Testimonials" page will provide you with a section to showcase what your clients are saying about you in text or video form. You can also pull in reviews from sites such as Google maps and Facebook.

Finally, you will need a "Contact Us" page where web visitors can find your general contact information.

Additional Site Elements

Outside of your navigational structure, what else should your website have? What other elements are going to help with conversion?

Phone Number in Top Right

Always provide a primary phone number on every page of your website. Studies show that the best location for the phone number is in the top right-hand corner as the eyes' natural

movement flows from left to right (from logo to phone number). When someone visits a site, they are drawn to the top section, and it's important that they see your company name and number first. It also doesn't hurt to have a call to action along with the phone number – Call Now, etc.

Contact Form

Websites should always make a web form available from which a person can easily request more information. If your website makes customers wait to contact you, you may never hear from them in the first place.

Not every visitor to your website is searching during office hours. Sure, you may have someone on their phone during the day, easily able to call you. However, many visitors may be unable to call you immediately. They may be at work, it may be 11 at night, they may be in a waiting room elsewhere and unable to talk in person. Whatever the situation, you need to make sure you're providing both the opportunity to contact now via phone as well as a contact form or scheduling option for later.

Make it easy for your potential patients to enter their information into a web form that alerts you to their needs and desire to connect. This takes psychological pressure off of your visitors, while placing the ball in your court for follow-through.

What should be on the web form?

Make it simple! Generally, we suggest name, phone number and email for contact information, with an additional section where they can give you a brief overview of their interests or concerns for contacting you.

Social Media Links

You also want to provide links to your social media profiles. Link to Facebook, Twitter, Instagram, and LinkedIn so clients can

easily jump off, engage with you on social media, see what you're doing and be able to press that important "like," "follow" or "subscribe" button. It helps create a sense of authenticity when your clients get to see your practice and employees in real-time. This also plays into your SEO (more detail in Chapter 5).

Online Reviews

Have a direct link that drives visitors to your online reviews and testimonials as we discussed previously. You should also post your credentials either in the sidebar or in the header graphic, proving, for example, that you're IFM-certified. This builds trust with your potential patient and helps them rest-assured that you're less likely to provide them with poor service or medical advice.

NAP (Name, Address, Phone Number)

It's important to have your company name, address, and phone number on every page of your website. As we explain in the Chapter 6, having name, address and phone number consistency is critical for ranking on Google Maps. The footer is an ideal place to list this info, as it auto-populates across every page on the site.

Make sure this information is also on the Contact Us page.



Personality and Authenticity

In this fully digital age, consumers crave authenticity even more. It's important to infuse personality into your website. This is best accomplished through authentic photos and videos.

Showcase your practice, featuring yourself and the other practitioners. Also show your technicians, office team, etc. Showcase the office itself and the products you sell.

If at all possible, don't use stock photography. This promotes a connection between you and the visitor so that they know, like and trust you before they even pick up the phone. We've seen this tactic prove itself time and time again. especially in an industry where so much of the service and satisfaction thereof is dependent upon the practitioner.

Persuasive Language

Don't shy away from persuasion. If you truly believe you can help heal their issues and bring them into a life they love living, why shouldn't you push them to take that step!

Craft messaging that explains why they should choose your practice over the competition. Show them how you uniquely answer their needs, address their problems and partner with them for health. What distinctive difference do you bring to your approach or experience that makes you the ideal practitioner? Highlight that!

Again, this is a great place to highlight your online reviews. This shows how others have trusted you and validates the claims you are making about your service.

Mobile Optimization

The other major thing you want to think about, from the conversion perspective, is having a responsive version of your website. Most searchers are accessing the internet via smart phones. Make sure that the mobile version of your site isn't the same as your regular site.

It should be condensed, fitting their screen, and giving them just the information that they need. It should integrate with their phone so all they have to do is press a button to call. People that are searching or accessing your website from a mobile device are in a different state of mind than those that are browsing from a desktop. Make it easy for them to get the information they need and to get in touch with you. We discuss mobile optimization in Chapter 8.

CHAPTER 4

How Do Search Engines Work?

Understanding HOW Search Engines work and the differences between the paid, organic and map listings.



Core Components of Search Engines

To those that don't have the background knowledge, search engines can be as elusive as those unexplained "autoimmune diseases". But as you well know in your practice, with knowledge and understanding, all becomes clear.

We want to take a few minutes to demystify search engines and break down the anatomy of a search engine results page. By understanding how each component works, you can formulate a strategy to maximize your results.

There are three core components of the search engine results page:

1. Paid (PPC) Listings
2. Map Listings
3. Organic Listings

Ad - <https://www.chthonsovet.com/> (303) 502-9039
Denver Concierge Doctors - Beyond Concierge Medicine
Our Concierge Medicine Program Offers Easy Access To Your Doctor Via Phone, Text or Email. Receive Unparalleled Attention From A Personalized Doctor Who Is Always Available To You. Same-day appointments. 120 Patients Per Doctor. Highly-trained physicians.

Ad - <https://www.more.mdsnp.com/primary/healthcare> (866) 201-0545
A Different Kind Of Healthcare - Transform Your Healthcare
MDVIP Physicians are Available 24/7 And Have Stronger Relationships Than Traditional Doctors. How MDVIP Can Help - Care On Your Schedule - Beyond Concierge Medicine
9 830 E Harvard Ave #285, Denver, CO - Open today 8:30 AM - 5:00 PM

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Paid Listings

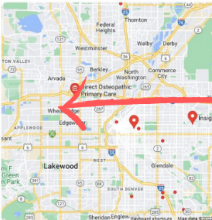
Direct Primary Care | Rating | Hours

Direct Osteopathic Primary Care
4.8 ★★★★★ (14) Family practice physician
16 Lakeside Ln. (303) 422-2236
Open - Closes 5PM
Medicaid accepted
"So this is the best alternative to traditional primary care!"
Website Directions

Insight Primary Care
4.8 ★★★★★ (10) Medical clinic
2272 Central Park Blvd Unit 205 (303) 377-2494
"Their website mentions direct primary care"
Website Directions

Summit Primary Care
4.5 ★★★★★ (19) Medical clinic
1900 N Ogden St #130 (720) 600-0802
Open - Closes 5PM
"Their website mentions direct primary care"
Website Directions

More places



Local Listings

<https://www.dpcare.org/colorado>
Colorado | direct-primary-care
230 East 13th Ave, Denver, CO 80203 (720) 579-7729 - Aurora Cornerstar Plaza Clinic, 15001 East Greenwood Circle Suite 380, Aurora, ...

<https://www.purefamilymedicine.com/>
Pure Family Medicine | Direct Primary Care in Denver Colorado
As an independent Direct primary care practice, we're here to build a healthcare experience centered on what is best for you, without letting insurance ...
About Membership - Our Physicians - Services - For Employers

<https://www.coloradohealthinstitute.org/research/dpc/>
Direct Primary Care: A New Way to Deliver Health Care
Jun 27, 2018 - Direct Primary Care is a simple concept, a flat fee covers many basic health care services from a primary care doctor. Patients pay a monthly ...

<https://www.cddpc.net/>
Colorado DPC - No copays or deductibles. Just you and your ...
We provide you this information in advance, so you can make informed decisions about your primary care. Learn More Membership Plans.
About - Membership - Contact



Organic Listings

Paid (PPC) Listings

In the paid section of the search engines, you are able to select keywords that are relevant to your business, and then pay to be listed amongst the search results. The PPC term (pay-per-click) comes from the fact that you only pay when someone clicks on your link.

Map Listings

As Google has grown and morphed with the way people search, the map listings have become highly important. They are the first things that come up in search results for most locally based searches. If someone searches “direct primary care + your city,” chances are the map listings will be the first thing they look at. Unlike the paid section of the search engine, you can’t buy your way into the map listings. You must earn it. Once you do, there is no per-click cost associated with being in this section of the search engine. It’s a highly coveted position to hold.

Organic Listings

The organic/natural section of the search engine results page appears directly beneath the map listings in many local searches but appears directly beneath the paid listings in the absence of the map listings (the map section only shows up in specific local searches). Similar to the map listings, you can’t pay your way into this section of the search engines and there is no per-click cost associated with it.

Now that you understand the three major components of the search engine results and the differences between paid listings, map listings and organic listings you might wonder... “What section is the most important?”

The fact is that all three components are important, and each should have a place in your digital marketing program. Why? Because you want to show up as often as possible when someone is searching for a direct primary care doctor in your area. With that said, assuming you are operating on a limited budget and need to make each marketing dollar count, you need to focus your investment on the sections that are going to drive the strongest ROI.

Research indicates that the vast majority of the population looks directly at the organic and map listings when conducting a search, and their eyes simply glance over the paid listings.

To get the best bang for your buck, you should start by focusing your efforts on the area that gets the most clicks at the lowest cost. We have found that placement in the organic and map section on the search engines drives a *significantly* higher ROI than pay-per-click marketing.

Begin with the organic listings; then as you increase your profits, you can start to shift those dollars into a proactive pay-per-click marketing effort.

In the next chapter, we will start to look at Search Engine Optimization and how to optimize your website to rank in the organic listings (non-paid) for the most important keywords in your field.

CHAPTER 5

Search Engine Optimization

How to optimize your website for the keywords that are most important for your practice.



Search Engine Optimization

Getting your practice listed in the organic section (non-paid listings) of the search engines comes down to two core factors – On-page Optimization and Site Authority.

On-page Optimization

Having the proper on-page optimization helps Google know what you do and the general area that you serve. This allows your site to be put in Google's index for the right keywords. You do this in two ways:

1. By having your primary site pages optimized for your primary keywords (direct primary care doctor + your city, etc.)
2. By having pages for each of your services and then optimizing those pages for specific keyword combinations (your city + main service, your city + service 2, your city + service 3, etc.).

Creating Authority

Creating enough authority and transparency so that Google ranks you on the first page (rather than page ten) for those specific keywords is tricky, but definitely rewarding. Ultimately, it comes down to having credible inbound links and citations from other websites to your website and its sub-pages. The practitioner who has the most credible inbound links, citations and reviews will be the most successful.

On-Page Optimization Explained

Keyword Research

Before you start creating pages and trying to do the "on-page optimization" work, you need to be clear on the most commonly searched keywords relative to the services you offer. By understanding the keywords, you can be sure to optimize your website for the words that will actually drive qualified traffic to your site. Our team has done a great deal of due diligence and developed the following list of the most commonly searched keywords for direct primary care practices.

If you happen to work in a different industry than what is listed and you wish to learn the methodology behind selecting these keywords, we have provided an overview of how to conduct your own keyword research.

There are a number of tools that can be used to conduct keyword research. Some are free of charge and others have a monthly cost associated with them. Some of the better keyword research tools include WordStream, Google Ads Keyword Planner and SEM Rush.

For the purposes of this book, we have developed instructions based on the free Google Ads Keyword Planner.

- Develop a list of your services and save it in a .txt file
- Develop a list of the cities that you operate in (your primary city of service and the smaller surrounding towns) and save it in a .txt file
- Go to www.mergewords.com
 - Paste your list of cities in column 1
 - Paste your list of services in column 2
 - Press the “Merge!” button
 - The tool will generate a list of all your services combined with your cities of service
- Go to Google.com and search “Google Keyword Tool” or go directly to <https://ads.google.com/home/tools/keyword-planner/>
 - Paste your list of merged keywords into the “word or phrase” box
 - Press “Submit”
- You will now see a list of each of your keywords with a “search volume” number beside it
- Sort the list from greatest to smallest

You now have a starting point for your keyword strategy. The keywords with the highest volume of monthly searches, will be the ones you will most likely focus on for optimization.

With this list you can map out keywords to specific pages on your website and rest assured that you are basing your strategy on opportunity rather than conjecture.

Here is an example list of some of the most commonly searched keywords broken down by monthly search volume:

Direct Primary Care near me	1K – 10K
Concierge medicine near me	1K – 10K
Integrative medicine near me	1K – 10K
Direct Primary Care doctor	1K – 10K
Direct Primary Care practitioner	1K – 10K
Concierge medicine practitioner	1K – 10K
Integrative family medicine	1K – 10K
Direct Primary Care	10K-100K
Integrative medicine	10K-100K
Direct Primary Care doctor near me	10K-100K

These search volumes are pulled from Google's keyword planner, however with paid tools, you're able to get much more specific search volume results.

Based on the data you find, you'll also want to create content on your website for those keyword variations with your geo-locator (your city or area).

Your City + direct primary care
Your City + integrative doctor
Your City + concierge doctor
Your City + concierge medicine

Keyword Mapping

Now that you have determined the most commonly searched keywords in your field, you can begin mapping out the pages that need to be added to your website.

Keep in mind that each page on your website can only be optimized for 1-2 keyword combinations. If you came up with 25 keywords that you feel you must have, then you should plan on at least 12 – 15 landing pages.

Be sure you have each keyword mapped to a specific page on your site.

Keyword	Mapped to what page
Main Keyword	Home
Keyword 1	Services - Keyword 1
Keyword 2	Services - Keyword 2
Keyword 3	Services - Keyword 3
Keyword 4	Services - Keyword 4
Keyword 5	Services - Keyword 5

Now that you have mapped out the pages that need to be included on your website, start thinking about how to optimize each of those pages for the major search engines.

Keyword	Mapped to what page
City + Direct Primary Care	Home Page
City + Concierge Doctor	Home Page
City + Concierge medicine	Concierge medicine Page
City 2 + Concierge Doctor	City 2 Home Page
City 2 + Concierge medicine	City 2 Concierge medicine Page
City 2 + Direct Primary Care	City 2 Direct Primary Care Page

On-page Optimization Basics

In this section we'll cover how to optimize your website and pages for ranking in the organic listings on search engines.

Step 1 – Build the website based upon services and areas serviced to obtain more placeholders on the major search engines.

A typical direct primary care practice's website has only 5-6 pages (Home – About Us – Our Services – Blog – Contact Us). That does not create much indexation or placeholders on the major search engines. Most practices provide a wide variety of services, as covered in the keyword research section of this chapter. However, it's rare that those services have their own page.

By building out the website and creating separate pages that highlight each of these services that are offered (combined with city modifiers), the practice can get listed on the search engines for each of those different keyword combinations.

Here is an example:

- Home – Services – About – Patient Forms – Contact Us
- Sub-pages for Services – Denver Direct Primary Care, Denver Concierge Doctor, Denver Concierge Medicine, Denver Concierge Specialist, etc.

Those trying to attract new patients in a large number of locations outside of their primary city, would also want to add some of these sub-cities.

- Sub-pages for each sub-city serviced – Cherry Hill Concierge, Aurora Concierge, etc.

Step 2 – Optimize Pages for Search Engines

Once the pages and subpages are built for each of your core services, each page needs to be optimized from an SEO perspective in order to make the search engines understand what the page is about. Here are some of the most important items for on-page Search Engine Optimization:

- Unique title tag on each page
- H1 tag restating that title tag on each page
- Images named with primary keywords
- URL containing page keyword
- Anchor text on each page and built into footer – e.g. Denver Direct Primary Care
- XML Sitemap should be created and submitted to Google Search Console

Creating Authority Explained

Link Building

Once the pages are built and the “on-page” SEO is complete, the next step is getting inbound links. Everything we have discussed to this point is laying the groundwork. However, the number of *quality* inbound links and web references to those pages will determine placement.

30% of SEO is on-page type work. The other 70% is Link Building.

The best way to get your site to rank above your competition is by having MORE quality inbound links and citations to your site. These are called backlinks. Backlinks are links to your website from another website.

Again, if there is any secret sauce to ranking well in the search engines, it really is links, as these create “authority”. Google sees it this way – if hundreds or thousands of other sites trust your site enough to link to it, the information must be good and relevant. The more others trust you (your site), the more Google trusts you. The major caveat to that is that you can't just use garbage links.

Google's algorithm changes have led to penalties specifically focused on bad quality links (Google Panda and Google Penguin). This is Google's attempt to prevent spam. Previous black-hate SEO tactics figured out ways to get a variety of links with random anchor text pointed back to the pages that they want to have ranked. Google has recognized that if those links are not relevant then they don't add any value to the internet.

Bad or irrelevant links can actually hurt your ranking more than help it. It's about getting quality, relevant links back to your homepage and subpages through content creation and strategic link-building. But how do you get the links? Where do you get the links?

Link Sources

Create Interesting Content/Articles

This is probably the #1 source of inbound links. For example, you can write an article about “How to eat out during holidays without ruining your health plan” and push it out to thousands of people through article directory sites that may each contain a link back to a specific page on your site.

Association Links

Be sure that you have a link to your site from any industry associations that you belong to (Ex. Institute for Direct Primary Care, HealthPros.com, AIHM, etc.).

Directory Listings

Get your site listed on as many large & niche directory websites as possible. Here is a list of a few that you may want to consider:

Yelp
Health Grades
Vitals
Rate MD's
ZocDoc
MD.Com
Doximity

Directory Links

There are a number of what we like to call "low hanging fruit" links. These are your online directory listings. Some examples include Google maps, Yahoo Local, City Search, Yelp.com, Yellow Pages, and the list goes on. All of these online listings let you list your company name, address, phone number and a link back to your website. Some of them even allow reviews.

For the most part, adding your business information to these directories is completely free of charge. You want to make sure that you have your company listed on as many of the online directory listings as possible for authoritative linking reasons.

They're also valuable from the Google maps optimization perspective because they give you citations, which are very important for getting ranked on the map. A great way to find additional online directories to add your company to would be to run a search in Google for "Direct Primary Care – Business Directory" or "Your City – Business Directory". This will give you a great list of potential directory sites on which to add your site link. There are also tools for this like BrightLocal or White Spark, that can provide you with a list of directory sources based on your industry.

Digital Marketing & SEO for Direct Primary Care Practices



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We keep our services simple – Adult and Pediatric Direct Primary Care. Simplicity allows us to focus on you and only you. Our goal is to provide convenient, affordable healthcare that is based on relationship and a thorough knowledge of you and your family. See what's included below:

- ✓ Immediate appointments
- ✓ Concierge Physician
- ✓ Complete care for all ages
- ✓ Urgent care services
- ✓ Mental health services
- ✓ In-office lab draws
- ✓ Call, text, email your doctor
- ✓ No enrollment fees
- ✓ Wholesale prescriptions, labs and tests
- ✓ Wellness coaching
- ✓ Annual physicals



Affiliated Industries and Local Businesses

You can work with colleagues that have affiliated industry type businesses. For your practice, go to other local practitioners that you refer people to (e.g. acupuncture, massage, chiropractor, etc.) and ask if they will post a link to your website on their own site and vice versa. Utilizing your resources and teaming up with relevant practitioners will add more authority to your domain.

Social Media Profile Links

The other “low hanging fruit” is your social media profiles. Chapter 9 talks about the power of social media and how you can harness it to get repeat and referral business.

Simply from a link building perspective, you should set up as many social profiles as you're able to manage and place a link to your website on each. Consider the following as the top profile choices - Facebook, Instagram, Twitter, LinkedIn, and YouTube. Each one of them will allow you to enter your company's name,

address, phone number, a description and, of course, a place to put your website address.

Local Association

If you're a member of the Chamber of Commerce, a networking group like BNI (Business Networking International), or if you're involved with a local charity, find out if they list their members on their websites.

You might be surprised that if you really tackle these elements and you don't do any of the other things we have discussed, you will notice that you'll start to build enough links to outrank your competition in your area.

Competitive Link Acquisition

For those that want to take things a step further, here are some additional thoughts and strategies on how you can accomplish even more from a link building perspective.

If quantity and quality of inbound links are the secret sauce to outranking your competition, then knowing what you need to beat allows you to focus your efforts. If you can figure out who is linking to your competition or what links your competition has, then you can get those same or similar links pointed back to your website. This will immediately start giving you that edge that you need for organic placement.

Competitive link acquisition is the process of figuring out who is in the top position for your most important keywords, reverse engineering their link profile to see what links they have, and getting those same or similar links pointed back to your website.

A simple way to do this is just to Google "your city + your service," and find out who is in the top few positions.

Take a look at the number one placeholder for your area. The practice that holds this spot is there because Google has placed trust and authority on the site. This may be based upon a number of reasons, but one of the key things probably being the quality and quantity of inbound links compared to the competition.

Once you know the site in #1 position for your area, you can use a couple of different tools such as aHrefs.com and SEMRush to find a list of the links that they have on their site. Take the URL of your competitor's site, input it into your tool of choice, run the report, and get a list of links in return.

Let's break it down for you. Your number one competitor is competitor.com. Google spits out a list showing that they have 392 inbound links.

- They have a link from the local Chamber of Commerce.
- They have a link from the IFM.
- They have a link from an article that was posted in the local newspaper about their practice.
- They have a link from the local networking chapter.

By analyzing the types of links that this site has, you can systematically mimic those same links for your own website.

But don't stop there. After you've compared link profiles with your first competitor, look at your second, third, fourth, and so on.

If you build out your site for your services and sub-services, optimize the pages using SEO best practices and then systematically obtain inbound links, you will start to dominate the

search engines for the direct primary care related keywords in your area.

Content Marketing Strategies

Another highly important factor in SEO is relevant ongoing updates to your website. In the information age, content is king.



Google loves fresh content. In some competitive areas, your site may even be discounted if Google doesn't see fresh information posted on a consistent basis. It is important to have a strategy and system for creating and posting content to your website on a regular basis.

First, position yourself as a subject matter expert by teaching people about their health, the common illnesses and symptoms, and some general information about healing. Whether you hire a company that specializes in content creation, have your office assistant write this or you do it yourself, it's important to build this repository of content on your site.

If you're creating this yourself, start with the topics you know the most about. Think about those questions that you or your office assistant gets the most often. Address those topics first.

Also, keep in mind that content comes in a variety of forms. It doesn't have to be just written words. Aside from articles, the most common are videos, audio (think podcasts) and photos. Stop and think about what content creation method works best for you.

Perhaps you can't focus your mind or time enough to sit down and write a lengthy article but speaking about the same topic off-the-cuff comes naturally. Set up a video camera and get to it!

Whatever method you choose, intentionally work it into your schedule and make the setup and implementation as streamlined and easy as possible. If you're doing video, set up the equipment in a location where you will not have to move it or resituate. Have chargers right nearby. Have proper lighting already available.

If it's difficult, you're much less likely to follow through with your commitment.

Video Content Creation



Video is one of the best modes of communication for numerous reasons. It connects your potential patients with you on a personal level. Search engines love it. It positions you for obtaining multiple links to your website. And it provides a basis for a variety of other pieces of content.

The video can be uploaded to YouTube, Vimeo, Meta Café, etc.

You can also take that video, save the audio portion of it, and you now have an audio clip. You can upload that audio file to your website and post on other various sites, even in use as a podcast.

You can then use a transcription service like Castingwords.com, to convert the audio or video file to text. For a few dollars, you'll have a complete article transposing what you said for use on your website's blog.

Even if video seems highly unlikely for your schedule or comfort level, you should still create content on a consistent basis. Use the blog on your website as the posting hub, then syndicate it to various other sources.

You want to make sure you're appropriating each one of these link-building opportunities to maximize your rank-potential in your area. You might be surprised that alternative health services are highly competitive from an SEO perspective. There are a lot of practices that want to rank for the same keywords, and many of them have invested heavily in their website's visibility in search engines.

Now that you've built your website, you've optimized it correctly, and you've got an ongoing link-building and content development strategy in place, you want to start looking at Google Maps optimization and getting ranked on the map.

More Optimization

Site Speed

Site speed actually increases sales!

Don't believe us? Ask Walmart ([cloudflare.com](https://www.cloudflare.com), 2019) who found out for every second of increased page speed, they saw a two percent increase in conversions. In a 2018 research conducted by Google, 53% of mobile visitors abandon a site that takes longer than 3 seconds to load (thinkwithgoogle.com, 2018).

Three seconds doesn't sound like much, but the same research revealed that it took 15 seconds on average for mobile sites to load. That's 12 seconds of additional time you'd be sitting there

waiting to fill your virtual shopping cart or interact with a business online.

When it comes to page speed or site speed, every second is vital. The faster your website loads, the more likely your users will stay engaged and move towards the conversion point. Slow-loading websites not only force your users to abandon your website, but they can also end up on the wrong side of Google's algorithm. In July 2018, Google rolled out a comprehensive update focused on incorporating Pagespeed as a critical ranking factor. The slower your website, the lower it ranks. The lower it ranks, the less effective all of your other SEO strategies will be.

MachMetrics published a research report in 2018 which found that most sites have load times anywhere from 8-11 seconds. Well over the 3-second limit.

What does that mean? Most of your competitors have slow websites, so by ensuring your website is the fastest you gain an edge over them when it comes to attracting and retaining website visitors and gaining higher rankings on search results. We call this the 'speed advantage'.

The first step in making your website fast is understanding where you stand right now. Find out exactly how your website is performing. This is as simple as entering your website url in <https://gtmetrix.com>. After a few seconds of performing a load-speed test, you'll receive a comprehensive report about your website's performance. If it's under 3 seconds and has 90+ page speed and YSlow scores, well done! If not, you're right there with 9 out of 10 other businesses.

There are a variety of tactics to increase site speed. Following many of the suggestions in the GTMetrix report will certainly help. But one of the most overlooked things for site speed is your

hosting provider. No amount of on-page optimization will make up for a poor hosting service.

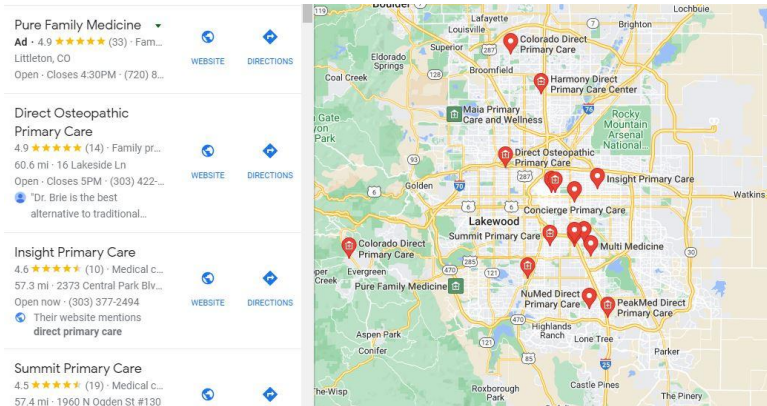
There are many good options available for this, and as with most everything, you get what you pay for. WP Engine, SiteGround and inMotion are just a few.

One in particular that blows all others out of the water is The WP Help (<https://www.thewphelp.com>). Keep in mind this company has created their hyper-optimization methods specifically for WordPress sites, so all speed optimization is based upon that.

For a quick overview optimization guide for your website and content, visit <https://directprimarycaremarketing.co> for our free Marketing Checklist!

CHAPTER 6

How to get ranked on local Google Maps



The Fundamentals of Google Maps

Getting listed on the first page of Google Maps for “Your City + Service” comes down to four primary factors:

- A claimed and verified Google map listing
- An optimized Google listing for the area that you operate in
- A consistent N.A.P. (Name, Address, Phone Number Profile) across the web so that Google feels confident that you are a legitimate organization located in the place you have listed and serving the market you claim to serve.
- Reviews from your clients in your service area

If you have each of these four factors working in your favor you will *significantly* improve the probability of ranking on the first page of Google Maps in your market.

GMB Establishment

As mentioned above, having a consistent Name, Address, Phone Number (N.A.P.) profile across the web is essential for ranking well in the Google Map in your area. Google sees it as a signal of authority.

Rather than jumping directly into claiming your Google Map listing and citation-building, it's critical that you start by determining your true N.A.P. so that you can ensure that it is referenced consistently across the web. You want to be certain that you are always referencing the legitimate name for your business.

If your company's name is "North Denver Direct Primary Care", you must always list it as "North Denver Direct Primary Care," as opposed to just "N Denver Direct Primary Care."

There is a lot of misinformation about how to list your company name online. You may read information suggesting that you 'keyword' your name. For example, if your name is "Denver Direct Primary Care," somebody might tell you it would be really smart if you just added to the title of your company "Denver Direct Primary Care | Denver Natural Nutrition," for instance. While that may have worked a decade ago, it's no longer an effective strategy. Make sure you list your exact company name the same way across the board on all of your directory sources. Don't shorten it, and don't add to it.

Also, make sure that you use the same phone number in all of these places. We advocate for the importance of tracking phone numbers to see what is happening with your marketing. But, when it comes to your online directory listings, you want to use your primary business phone number that you've been using from the beginning.

Don't try to create a unique number for each one of your directories. That simply confuses your name/address profile. It will hurt your business in the long run. Use your primary phone number in all of these online directories, your exact company name, and your principal address. All of them should be written the same way. If your practice is located at "1367 Southwest 87th Street, Suite Number 105", make sure you list it just like that every single time. Don't neglect to include the suite in one place and then put it on another. Don't spell out "Southwest" in one place and put "SW" in the other. Your goal is to have an exactly consistent name/address profile across the web.

A good way to figure out what Google considers to be your N.A.P. is to run a search on Google for "Your Company" and see what is being referenced on the map. See how that compares to the other high authority sites like Yelp.com, and others. Look for the predominant combination of N.A.P. and reference that for all your directory work going forward.

Claiming Your Listing

Below you will find a step-by-step guide for checking, claiming, and managing your Local Business Listings on Google.

1. Go to <https://www.google.com/business/>
2. Click on Create an Account or Log-in using your Google Username & Password
3. Enter all of the necessary contact information
4. Click on “List your Business”
5. Enter your phone number so that Google can determine if you already exist in their database
6. If your company comes up, click “Edit.” If it doesn’t, click “Add New Listing”
7. Fill in all of the necessary information:
 - Update Your Company Name to Read “Company Name”) – e.g. Well Known Direct Primary Care. Don’t add any additional keywords here.
 - Add your Website Address – This will create an important inbound link.
 - Upload photos – *as many as possible* – Use personal photos: pictures of yourself (the owner/doctor), your staff, the office, your exam rooms, the waiting room, the outdoor sign, specials, etc. People connect and resonate with images. Leverage that in your map listing.
 - Upload a video if you have one (If you don’t – Get one made!)
 - List your hours of operation and services offered
8. Press Submit
9. You will be asked how you want to confirm your listing – via Google Analytics on the website, by phone or by postcard.

ALWAYS CHOOSE PHONE OR GOOGLE ANALYTICS if possible. It is much faster & will ensure that your process is completed. The postcard option can take 2-3 weeks.

Note, there are times when the only option Google gives you is a postcard. In this case, you simply have to wait for verification.

10. If you choose phone, you will receive a call from Google's automated system immediately. The automated system will provide you with a 5-digit code. *Make sure you or an employee is available to answer the office line listed in your map listing.*

11. Enter the code provided on the next screen and press "GO" to activate your listing.

12. You will see a confirmation page indicating that you have successfully activated your listing.

That's it! You have completed the steps to claiming and setting up your Google map listing on Google My Business.

When you navigate to your GMB admin dashboard, you will be able to edit your listing, add offerings and check out your Google My Business page stats, such as:

- How many people see your Google My Business profile
- What keywords they search to find you
- How many of them are clicking on your site, etc.

Optimizing Your Listing

There are a number of best practices to follow for proper optimization of your map listing.

Company Name

Always use your legal Company Name – don't cram additional words into the name field. Ex. If your company name is "Well Known Direct Primary Care," don't try to put additional keywords like "Well Known Direct Primary Care – Dallas". This would be against the Google My Business guidelines and will reduce your probability of ranking.

Address

On the "Address Field" use your EXACT legal address. You want to ensure that you have the same address listed on your Google My Business listing as it is on all the other online directory listings like YellowPages.com, CitySearch.com, Yelp.com, etc. The consistency of your N.A.P. (Name, Address, Phone Number Profile) is very important for placement.

Phone Number

Use a local number (not an 800 number), and make sure it is your real office number rather than a tracking number. We find that 800 numbers don't rank well. If you use a tracking number make sure it's consistent with your other online directory listings.

Categories

You can use up to five categories, so use ALL five. Be sure to use categories that describe what your business "is" rather than what it "does". Use "Concierge Medicine Practitioner" and "Integrative Practitioner," rather than "Concierge" or "Integrative". The latter would be considered a violation of Google's regulations and would hurt rather than help you.

Service Area and location settings

Google offers two options here when setting your listing up:

1. No, all clients come to my location
2. Yes, I serve clients at their location.

As a direct primary care practice, you need to select “No, all clients....” because people come to your practice. Not doing so can result in a penalty on your listing.

Picture and Video Settings

You can upload up to ten pictures and five videos. Use this opportunity to upload authentic content about your company. It's always best to use real photos of your team, office, and equipment rather than stock photos.

Pictures

You can get more juice from this section by saving the images to your hard drive with a naming convention like “your city + direct primary care practice – your company name,” rather than the standard file name. You can also create geo context for the photos by uploading them to a video sharing site like Panoramio.com (a Google Property) that enables you to GeoTag your photos to your company's location.

Videos

Upload VIDEOS. They don't have to be professionally produced and will resonate well with your clients. A best practice is to upload the videos to YouTube and then GeoTag them using the advanced settings.

Once you have optimized your listing using the best practices referenced above, you want to be sure that you don't have any duplicate listings on Google maps. We have found that even just one or two duplicates can prevent your listing from ranking on the first page. In order to identify and merge duplicate listings, run a search on Google for "Company Name, City".

Duplicate Listings

To clean up duplicates, click on the listing in question and then click "edit business details."

- Click "This is a duplicate" to let Google know that the listing should be merged with your primary listing.

If you follow these best practices, you will have a well-optimized Google maps listing for your direct primary care practice.

Merging A GMB Listing

How to merge your Google My Business and a pre-existing one.

- Login to your Google account (ideally the one tied to your Google My Business Listing)
- You can tell if it is the right account by going to www.google.com/business
- If it shows you a dashboard with data, you are in the right place
- Type in Phone Number (It should find your existing business)
- Click on "Your business listing"
- "Confirm your Info"
- List your external website

- Agree to the terms and press OK
- Update categories, phone and profile picture and click “Finish”
- Update the business information
- Click “Unverified” or “In Progress”
- From there you can request the PIN Code and/or enter the PIN once you receive it in the mail

That's it. Once you enter the PIN, your listing will be verified, and your previous listing will be merged with your Google My Business listing!

Visit www.directprimarycaremarketing.co/gmb-checklist for our free Google My Business Checklist!

Citation Building

Now that you have claimed your Google My Business Listing and optimized it to its fullest, you need to build authority. Having a well-claimed and optimized Google My Business listing doesn't automatically rank you on the first page. Google wants to list the most legitimate and qualified practitioners first. So, how do they figure out who gets the first page listings? Well, there are a number of determining factors, but one of them is how widely the company is referenced on various online directory sites such as Yellow Pages, City Search, Yelp and others.

Citations are web references to your company name, address, and phone number. You can add citations in a variety of ways. There are directory listings that you should claim manually and others that you can submit via submission services like Moz or Yext.com. Our preference is to claim listings manually, ensuring that we are in control and can make updates/edits as needed.

TOP Citation Sources to claim manually:

Google

Google is probably the most important and most talked about place to list your local practice. Getting citations from many of the sites below (as well as ratings) can help boost your practice's listing in Google.

Yelp

Aside from counting as a citation for your practice in the eyes of major search engines, this site can deliver quite a bit of traffic on its own.

Local.com

Business listings and reviews. This is similar to Yelp.

CitySearch

One of the most authoritative local directories.

Holistic Health Link

A niche directory for natural/holistic practices.

Superpages

One of the many Internet Yellow Pages directories (IYP). Includes business listings, people search, reviews and local deals.

InsiderPages

Local directory and rating site.

HealthhProfs.com

A niche directory for practices to have a listing.

Best of the Web

A popular directory with free and paid listing options – specifically for local, they have a Best of the Web Local directory.

Yellowpages.com

Internet yellow pages (also YP.com)

Apple Maps

Maps.apple.com – maps listings for safari and iphones

Better Business Bureau

Your local Better Business Bureaus will usually charge for membership and provide a link to your business.

DexKnows

Business and people directory.

There are many other directories to discover if you travel to citation building sites such as Brightlocal.com. By securing these high-quality citations you will boost your authority and highly improve your probability of ranking for the Google Map listings.

The next critical step is to get online reviews!

Online Reviews



The next critical component for getting ranked in Google Maps after you've claimed and optimized your listing, you've established your N.A.P. and you've developed your citations across the web, is obtaining reviews. You need to have real reviews from real patients in your true service area.

This goes without saying, but don't use fake or fraudulent reviews. You do not want to create bogus accounts and post reviews to Google map, Yelp, City Search, etc. just for the sake of showing reviews.

Google pays very close attention to the reviewer's profile, considering a variety of factors to determine the veracity of the review, including length of the google account, IP address, and more. Google will flag a bogus review and it could eventually get your listing removed.

It is important to have a strategy to collect authentic reviews from your patients. As we said, don't play the system. This shouldn't involve any type of incentive offering in exchange for a review.

With that said, how can you get reviews? What kind of process will you need to actually get reviews from your patients?

While there are a variety of ways you can do this, here is an initial strategy.

First of all, create and print a review card. This can be a simple note with your company logo and a short thank you note.

"Thanks so much for your business. We appreciate the opportunity to serve you. We'd love it if you would write us a review."

Then provide a link to a page on your website where they can find your review platforms: yourcompany.com/reviews. On this page, provide links to the various places where patients can write a review.

Or use a QR code generator on the printout, so patients can easily navigate to each review platform.

You'll want to have a link to your Google map listing, Facebook, City Search listing and any others that you may have claimed and verified.

Having a variety of review options helps in two ways:

1. Diversification for Search Engines
2. Options for Patients' Ease

Diversification for Search Engines

You need to diversify where you're getting reviews from your patients. Yes, you want to have a lot of reviews on Google. But Google is also looking at the reviews that you have on other websites like Facebook.

It looks more authentic to have 12 on Google, 17 on Facebook and 13 on a niche directory, than it does if you just have 42 reviews on Google.

Options for Patients' Ease

The other thing you want to bear in mind is that different people use different systems. Some people are always on Google, and a Google review will be the easiest option.

Others, however, may not have a Google account, but they may be on Facebook or big-time reviewers on Yelp. It's much easier for people to write a review where they already have an existing account. The easier and more convenient you make it for people, the more likely you'll get the review.

By providing options, the Yelp user that has a reputation for writing reviews and decides to write one for you is going to make a difference. That review is going to stick as opposed to being filtered when it's from someone that created the account only to give you a review.

Phase one, print out review cards. This shows appreciation. This holds you accountable because you're asking for feedback. And this shows your patients that you really care about their experience and trust that you're giving them excellent care. You can also automate this to send out a postcard to those that you are seeing on a virtual basis.

The next step in your review strategy is to make it digital. It's likely that you already collect both phone and email information at a patient's first visit. Consider using an automated system such as aDash.io, GoHighLevel, Birdeye, etc. to check-in your patients and trigger their review notification via SMS and email immediately after they've checked out. This is a powerful way to capture the review 'in the moment' as they leave your practice. And a quick note – SMS (text messaging) is ideal. 80% of people are more likely to open your text message vs 20% that will open the email.

The third step is to rely on your circle of influence. Your circle of influence is going to be your most recent patients, those that have been using your services for quite some time, your family members, and your friends. People that you know and trust, who would be willing to act on your behalf.

Put together an email list in an Excel sheet with these names and email addresses. It might be ten contacts, or it might be 700 contacts. Then, use a tool like Constant Contact, GoHighLevel, or MailChimp to send an email blast with the following message and platform links included:

Email Subject: Thank you for your trust!

Name,

I wanted to shoot you a quick email to thank you for trusting us with your health. We have greatly appreciated the opportunity to serve you!

Our goal is to provide 100% satisfaction and exceed your expectations. I certainly hope that we did just that! If so, it would help us out if you'd be willing to post a review for us online. Below are a few direct links where you could write a public review about your experience with us:

- Google
- Yelp
- Facebook

We appreciate your support!

Best Regards,
The Well Known Direct Primary Care Practice

Again, save them the time of having to find the websites on their own by providing links to the most common platforms for reviews. By sending this email, you'll most likely create a positive bump in your online review profiles. Again, reviews are important. Getting more than ten reviews on Google is essential. It makes a huge difference in how you rank, and it gives you a different perception in the mind of your patients.

However, you decide to get reviews, we suggest you have a system in place for this process. It is often overlooked, but the importance of it in today's digital world cannot be overstated.

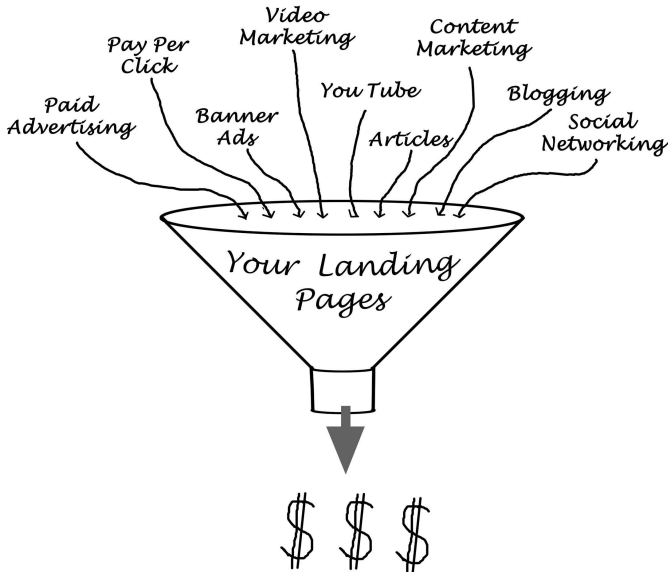
Our suggestion would be to handle this primarily digitally. With that in mind, it's important to get both the phone number and email address up front when the patient is scheduling, as that will ensure you get the information you need.

This will also play into future efforts and initiatives for email marketing (discussed in Chapter 11). These emails you gather will become your patient database that will help you stay connected to patients and keep you top of mind for their health needs.

The number of reviews that you have from actual clients is going to increase exponentially if you repeat this process regularly. This will position you to dominate the Google map listing, as reviews and citations work in harmony for ranking.

CHAPTER 7

How to ensure that your website converts visitors into leads in the form of calls and web submissions.



Website Conversion Fundamentals

This chapter is all about website conversion fundamentals. This involves the structure of your website, the messaging on your website, the navigational flow of your website - all to ensure maximum conversion and profitability from your entire digital marketing efforts.

You can have an optimal Pay-Per-Click campaign, Search Engine Optimization, and #1 rankings in Google, but if your site isn't built to convert, then you're wasting most of your marketing dollars. Your site should connect with your potential patients immediately, give them a reason to choose you over the competition, and then tell them exactly how to interact with you.

4 Elements of Website Conversions

There are 4 key elements to your website as a conversion machine – the messaging, the trust, the technicals, and the command.

The Messaging – Use messaging that connects

Be real. People resonate with real people. They like to see you and your office, your assistants, the people they would be talking with on the phone, etc. Use pictures of the practitioners, the team, and your office. As much as possible, avoid stock photography, but make sure the photos you use are professional looking.

Be Understanding. Communicate directly to their deepest pain points in your messaging. Spend time to dive down into what they really want from better health and communicate to those needs. Show them you understand not only their health concerns and fears, but also their concerns over picking a practitioner.

Be Bold. This is not the place to be humble. Your website should highlight all the reasons why you are the best choice for their health needs. Mention your laurels, certificates, honors, years of experience, etc. But then remember to always bring it back to them, because in the end, all those flashy things are only there so you can help more people live a fuller life.

The Trust – Establish yourself as the expert in your field

Establish Your Authority. People buy from brands they trust. And we are more likely to trust a brand that has educated us on a topic. Fill your site with as much informational content as possible. Well-written blog articles are great for establishing trust with your potential patients. Plus, keyword optimized articles are one of the foundational aspects of a good SEO strategy.

Showcase Other's Trust. According to a recent survey done by HealthLeadersmedia.com, 70% of potential patients say that online reviews are crucial in selecting healthcare providers. Show your potential patients that others have trusted you and not regretted it – put reviews up on your website! This goes such a long way to establish trust between you and your patient.

The Technicals – Don't leave them wondering!

Make sure that your site visitors know exactly how to contact you and find all the pertinent information about your practice. A few key elements that you should make sure are apparent on your site:

1. **Logo** – Your company logo should always be in the top left-hand side of the page. Sometimes clients tell me they want their logo to be triple this size. The reality is that few searchers know you from your company name, so occupying too much space with just your logo is a waste of valuable webpage real estate.
2. **Phone Number** - Your phone number is very important. It should be as close to the top right-hand corner as possible. Make sure it's large and easy to find. People always look to the top of the page for that vital piece of

info.

3. **Contact Form** – We talked about this already in the chapter on website development, but it doesn't hurt to mention it again. Make sure there is a way for them to contact you during off hours, if they desire.
4. **Navigation** – Your website's main navigation should be easy to find and easily understood. Give users all the information they need in as few clicks as possible, while effortlessly guiding them throughout your site.
5. **Videos** – We know video can be scary for some, but videos help immensely with your conversion. It allows them to see you, build a connection with you and it more readily holds people's attention.

The Command – Tell them exactly what to do

This one is simple, but perhaps the most important part of your site's conversion story – you have to TELL people what to do. If you don't, chances are, they won't do it!

Throughout your site, always tell people where you want them to click next. Most of your commands (calls-to-action) should be leading them to your primary conversion point – either calling directly in or scheduling with you online. But it's important to also have supporting links that lead people to more information about you, your testimonials page, pertinent information about your process, etc.

CHAPTER 8

How to optimize your website for mobile visitors.



Mobile Optimization

More and more of searchers are completing their entire transaction on mobile devices. Here are just a few eye-opening mobile stats reported by WordStream:

- 3.5 billion Google searches are made every day.
([Internet Live Stats](#))
- 52% of global internet traffic comes from mobile devices.
- 60% of Google searches are done via mobile devices.
Only 5 years ago, the figure was nearly half that—34%.
([Statista](#))

- Google captures 95% of the mobile search engine market in the U.S. ([Statista](#))
- Roughly a third of all mobile Google searches are related to location. ([Blue Corona](#))
- 65% of clicks on paid Google search results come from mobile devices. ([Statista](#))
- The average CTR (Clickthrough Rate) for a Google search ad on mobile is 4.1%. That's nearly a full percentage point higher than the average CTR for a desktop ad—3.17%. ([WordStream](#))
- 50% of “near me” Google searches done via mobile result in a store visit. ([SEO Expert Brad](#))
- 42% of mobile-driven brand interactions involve Google search. ([Blue Corona](#))
- Mobile users' interest in places that are currently open has tripled since 2015. ([Blue Corona](#))
- Mobile search queries are practically as long as desktop search queries. ([Moz](#))

Before you start to develop a mobile arsenal to drive more inbound calls, you must first figure out who your mobile competitors are. It is important to know who you are up against in mobile marketing so you can plan your strategies accordingly.

To effectively do this, you need to identify your closest competitors and learn what mobile techniques they are using to generate their sales.

Analyzing Your Competitors

First, find out which of your competitors have a mobile-optimized website. One quick and easy way to find this out is to pull up their website on your mobile phone.

Did it load quickly? Was it easy to find their contact information and other details that clients tend to look for while on-the-go? If so, they have invested in their business by making sure their mobile prospects are taken care of.

Now, pull up your website on your phone. If it's a nightmare, it's not your phone that is the problem, it's your website. This means you have been losing potential business.

Next, figure out which of your competitors are using text message marketing. If your competitors are doing it, they are probably telling the world to "text 123 for example." If you see promotions such as this, they are using text messaging to build a list of new patients.

This is one of the most cost-effective and results-oriented forms of marketing today. Text message marketing allows your competition to draw in local consumers with a great offer. Then, they send out occasional messages or coupon offers to keep them coming back to use their services.

If your competitors are using these methods, it may be in your best interest to start researching how your business can do it even better.

Analyzing Your Current Mobile Marketing

What is your status when it comes to staying connected with local consumers using mobile marketing strategies?

Researching your competition is a necessary task if your goal is to become the local authority in your niche. But it is equally important for you to analyze where your business currently stands in order to move forward.

Are you currently running a mobile marketing campaign, but not seeing the results you want? Or do you want to start a mobile marketing campaign but keep putting it off because you don't know where to begin?

Every business in your local area is in a crucial fight for more patients and profits. Therefore, to bring more patients into your practice, you can no longer ignore your mobile efforts.

Mobile-Friendly Assessment Questionnaire

- Is your mobile website user-friendly?
- Does it load within seconds or take forever to render properly?
- Does your mobile website have all of the relevant information on it that consumers look for while on the go?
- Does your mobile website come up high in the rankings on mobile search engines, or is it nowhere to be found when local consumers perform a search for you on their mobile devices?
- Have you started to build a text marketing list?
- If so, what are you currently doing with that list?
- Are you focused on building a trusting relationship or are you spamming them with offers on a daily basis and getting high rates of opt-outs?
- Is your opt-in/call-to-action on all of your printed and web marketing materials?
- Are you using QR codes as an additional method of increasing awareness about your business?
- Do you have your QR codes on all of your other marketing materials?

- Are you using them to direct traffic to your mobile website?
- Do you currently use a mobile app to keep your audience engaged?

As you can see, there are many things to consider when it comes to making sure your practice stays competitive and increases your conversion rate.

CHAPTER 9

How to leverage Social Media for maximum effect in your practice.



Social Media Marketing

How To Leverage Social Media

There is plenty of buzz around social media of all types - Facebook, Twitter, Instagram, YouTube, LinkedIn, SnapChat, TikTok, and the list goes on. But how can it be leveraged by a direct primary care practice? Is it necessary, and does it do anything to actually grow your practice?

As we talk to office managers and doctors throughout the country about digital marketing, social media is perhaps the most frustrating aspect of their marketing efforts. They have been told they need to have a social presence, but the day-to-day outworking of that can be confusing and overwhelming.

Many practitioners question whether or not social media is worth the effort, mental stress and time. Does it really move the needle at all for a practice?

The answer to that question has two very distinct sides. And to explain, we need to first address expectations.

Setting the Right Expectations

There are two different aspects of social media that we will discuss. The first is organic social posting – posting updates, specials and information on your business page that is seen by your followers only. The second is paid social ads – paying for the social platforms to show your ad to a pre-determined audience (followers and non-followers).

It's the organic social management that often has the most unrealistic relationship between efforts and results.

15 years ago, when businesses were just warming up to the idea of a business presence on social media, the world of social media seemed a bit like a gold strike in the wild west. Everyone was rushing out to partake in the profit and the first arrivals certainly benefited massively. But as the landscape became overrun with “gold-seekers”, there wasn't enough to go around for everyone and the powers-that-be started to regulate the findings.

In other words, years ago, a few organic social posts every week would have gotten grand visibility for your business and perhaps you would have even had high engagement.

But now, organic posting does little to move the needle in terms of new visibility. In fact, Facebook especially (the most common platform for businesses), intentionally limits the amount of visibility that a business gets from their posts. Why? One word – money. They want you to “pay to play”. On average, your organic posts are only seen by 10% or less of your followers. So, if you have 329 people that have “liked” or “followed” your business page, only around 32-33 of them will even see your posts, let alone click on it or engage with it.

So, is that finally your excuse to relegate social media to the storage closet?

Unfortunately, no. As a professional business, you still need a professional image. Searchers often turn to social media platforms for more information about a business (some even turn there first), and if your social page is non-existent or has cobwebs growing in the corners, your potential patient will make assumptions about your business based upon what they see.

They may think you’re not relevant, not in business anymore, or simply not open to connecting.

It is still imperative that you have a strong social media presence; however, make sure your expectations are right from the start. Organic social posting is a *branding* effort, not as much a marketing effort. But if you follow the example of the multi-million-dollar companies that invest in branding, you can be assured that branding has returns far beyond a simple quick sale.

Not All Hope is Lost

So, organic posting isn't going to deliver exponential results for your practice. But there *is* benefit. And with a well-executed strategy, it can result in new patients.

A Referral Portal

Stop and think for a moment about the number one source of business for your practice today. Most likely, it only took you a few seconds to determine that it's repeat and referral business that brings in the most new patients.

The lifeblood of any practice comes when existing clients return for services over time and refer you to their friends and family.

And here's the thing. If social media is harnessed correctly, it provides a platform to take that repeat and referral business and take it to a new level.

While organic social is not going to flood your practice with new patients, it does allow you to *truly connect* with your current patients, leading to more repeat and referral business.

It does this by 1) keeping you top of mind, 2) bringing awareness to an issue they had perhaps not thought about 3) endearing you to them as they see your personality and heart behind your business and 4) continuing to build you as the expert within your field that will be able to answer questions and provide solutions.

A Brand Advocate Builder

Social, when done right, creates more connection between you and your patient which continues to build more brand loyalty. This strong brand loyalty leads to brand advocacy over time.

When a patient has crossed that bridge to being an advocate for your business, it is as though they start taking a vested interest in your success. They take pride in what you're doing, how you're doing it, and your growth through it. They become your biggest fan. Active social media accounts play a large part in building this brand advocacy.

Major companies like Coca Cola, Pepsi, and Lay's spend billions of dollars a year on advertising and promotions - TV, radio, print, and social media. Why? They're developing their brand, so they can maintain what we call "TOMA," top-of-mind-awareness.

Leveraging social media inside your existing sphere of influence is a great way to tap into that top-of-mind-awareness.

But where should you start? With so many different social media tools, platforms, and methods, what should you be using?

Social Media Strategy

In case you haven't noticed, we like to start with a strong foundation – your strategy.

What are your goals?

Figure out the big picture for your social platforms. Is it merely to have a professional image? Is it to show your office personality? Is it to develop yourself as an influencer within direct primary care? Is it solely to bring in more patients? Is it to educate people within your field?

It's okay to have more than one goal, but we suggest having between 3-5 (no more than 5) so your efforts aren't diluted.

Who is your audience?

Remember the chapter that discussed your market? Now might be a good time to go back and review that as your market and audience will play directly into developing your strategy. After determining what your goals are with your social presence, you'll want to marry that with your ideal target audience. Then determine where this demographic spends most of their time.

We highly recommend that all practices have at least a Facebook page. The general specifications for direct primary care target demographic are most often on Facebook.

But you'll want to think also about what other platforms may support your goals. Do you want to be an educator within your space? Perhaps a YouTube channel with weekly topical videos will be a nice addition. Maybe you have a passion for how food affects the body and helping people discover joy in healthy eating. Consider a Pinterest or Instagram profile that leads to a recipe blog or video feed of healthy recipes.

How do you do it?

Once you figure out your big-picture goals, your audience, and where you can find them, you can begin crafting the specifics of your strategy.

Determine how many times a week based upon each platform recommendation. Based upon the platform you are choosing, there are specific times that tend to work better than others. Check out Sprout Social, Hootsuite, Buffer or Hubspot for their current data regarding the best posting times.

Content Development

It's also ideal to give yourself parameters and guidelines for your posting content. We like to follow the 70-10-20 rule for posting.

70% Value Content – Content that educates, informs, inspires, connects, or evokes emotions

Examples: articles you write for your website on direct primary care, healthy recipes, video on yoga stretches for lower back pain, article from the IFM on direct primary care related topics, inspirational video that encourages a well-lived life, warm weather is coming - here's how to naturally protect your skin from the sun, etc.

10% Community Content – Promoting other supporting businesses and community events

Examples: a chiropractor that's running a charity, a new organic catering business that just opened in your city, a featured special at an IV Vitamin practice, etc.)

20% Sales/Marketing Content – Promoting your services, your results, or your special promotions

Examples: a patient's review or testimonial (with permission) about healing, an upcoming promotion you have for immune building services, an explanation of a specific condition you treat and how you help, etc.

Too often, businesses get this formula completely flip-flopped. They do 80-90% promotional content (Me! Me! Me!) and forget that social is about connecting, showing humanity, and giving back to your audience.

One quick note here – the blog articles that we discussed in the chapter on SEO are optimal content for posting on your social profiles. You accomplish numerous things at once with this. It drives traffic back to your site. You're establishing yourself as the

expert (not another source). And it is providing that value content that answers followers' needs and raises awareness.

What Not to Post

1. Remember, not too much about yourself. Don't be the "me-monster" in the room.
2. Keep it business related. Your political and religious beliefs are never a good mix with business.
3. Photos of your kids playing tee ball are ok if your clients know them, but don't let it dominate your page.
4. Keep your vacation photos on your personal social sites.
5. Keep your opinions, beliefs, and interests to yourself.

We'll talk more about the bolts of posting schedules at the end of this chapter. But first, how do you get people to follow and engage with your profiles?

Getting People to Your Profiles

Having an active social media profile with daily updates is not worth a pile of kale if you don't have likes or viewers.

At the same time, if you have hundreds of irrelevant "followers", it's not actually going to help your profile visibility. If they're not interested in your business, they most certainly will not engage. And the less engagement you get (percentage of your followers), the less likely Facebook will be to show your future posts to others.

You want to make sure that your strategy involves getting followers within your ideal demographic that will actually engage with and show interest in your services.

The easiest and cheapest method for starting will undoubtedly be your existing email list.

These are patients that have already interacted with your business in the past, being much more likely to continue that engagement.

Use your email list to write a quick message thanking them for their business and explaining that you are trying to build more community and presence on social profiles. Ask them to follow (like) your page and provide them with the direct link.

You can even offer an incentive, such as a coupon or a discount. Or simply ask them to do it as a favor. Some might surprise you.

The next step is to continue this ask for new and future patients.

Automate Your Outreach for Likes

In the Google Maps Optimization chapter, we talked about having an automated email to clients after every service, thanking the client for their business and asking them to write a review.

Consider sending a subsequent email a few days later asking them to follow your social profile and telling them what they can expect from your social feed. Having this as part of your automation process will ensure that the ask goes out and you don't have to think about it again.

Engaging with Followers

Social media isn't a one-way dialogue. Remember, you're trying to connect with your patients. Don't just post it and forget it.

Have a Conversation

First, think of the type of material that will get engagement and use that. Then, when you do get a comment or a share, make sure you engage in like-kind. Start a conversation with them and show that you are thankful for their relationship and support.

For example, you make a post about "Top 7 ways to get your kids to eat healthy." Then, one of your followers asks, "Is it ok to feed them popsicles?" Engagement! Awesome!

You can respond "It's ok to give your kids popsicles but be sure to find fruit popsicles that don't have added sugar". They respond, "Thanks Doc!" Follow up with a push to another value session, "We're having a live Q & A on Wednesday morning if you have any other questions. I hope you join the live stream!"

Listen to What They're Saying

It's also important to listen to what your fans are saying on their own profiles. They might post something that's irrelevant to you, such as "We're celebrating my husband's birthday today!" But there is no reason that your organization can't reach out and say, "Hey, wish Bill a happy birthday for us!". This shows genuine interest in their lives.

Utilize Reviews

If someone writes you a testimonial, take that as an opportunity to not only engage, but show your appreciation.

Say thank you and share it on your profile.

"Hey, Jean! Thanks so much for the positive testimonial! We value your feedback. We love hearing that your life has changed in such huge ways since starting with us. This is what keeps us going!" Then, take that testimonial and put it on your website and other social profiles.

Always remember that it's a social platform, so it should be about *being social!* Engage and connect.

Optimizing Your Profiles

Optimization on your social profiles helps with your visibility (sometimes an active social profile will actually come up in search results before the company's website!), and it helps establish your brand.

Fill in as much information as the profile makes available. Hours, website link, call to action, bio, year established, etc. If it's an option, fill it out!

On Facebook, Twitter, LinkedIn, and Google+, you have the option to fill in an 'About Us' or bio section. Write some interesting information about your business there, and make sure it shows your unique personality.

You also have the ability to put a small image on each one of these social profiles, so make sure you're using an image that represents your business. It can either be a shot of the team, the main doctor, or your logo.

Branding Your Profiles

Your social profiles provide an extension of your branding and messaging that you have developed on your website. Use all the visual space available to you to reinforce your brand. Cover photos, profile photos and other photo uploads are key areas to highlight your colors, logo, office, etc.

Craft a consistent flow, look, feel, and color scheme on all of your digital platforms including your social profiles.

Scheduling Posts

After you have determined your audience and platforms, it is helpful to have a general guideline for posting. Using the 70-10-20 rule as your guide, determine which days of the week you'll post which type of content.

First, develop a list of all the different types of content you would like to post.

- Articles from a list of sources you trust on relevant topics
- Recipes free from all allergens and sugar
- Videos about meditation and stress-relief
- Etc.

You'll want to list out topical items for each post type (Value content, Community content, and Promotional Content).

With this list in hand, place priority levels on each item on your list.

- 1 – Top Priority
- 2 – Mid Priority
- 3 – Low Priority

It might look something like this:

- Articles on relevant conditions and topics – Priority 1
- Recipes – Priority 3
- Videos for healthy living – Priority 2

Then, as you create your “posting schedule”, you’ll want to make sure you have a greater percentage of your priority 1 items over your priority 3. So perhaps you post a priority 1 item two times a week, while you only post a priority 2 once a week and priority 3 once a month.

This will help you put your most important things in your schedule first, and then fill in with the supporting content.

Additionally, you could delegate days of the week for specific post types.

Monday, Wednesday, Friday - health articles, health tips, recipes

Tuesday, Thursday – photos in office, community events, etc.

Saturday or Sunday - specifics about your services and a discount

We certainly aren’t saying this is the editorial calendar you should follow. This is merely an example that we hope gives you a starting place for your content creation.

It always should be developed in relation to your social media goals, audience, platform choices and your unique brand.

Leveraging Live Video & Stories

People spend 3x as much time watching a Live video than a pre-recorded one according to socialmediadaily.com (2019).

One way to use video without actually posting a video directly on your feed is to leverage the stories feature. Facebook and Instagram Live is also a great way to engage with your audience on video along with utilizing story features.

Live video allows you to answer questions immediately, creating an even greater connection. These live moments can also be reposted and shared across other platforms like Twitter and YouTube.

Similar to your posting schedule, you can also create a schedule for Instagram and Facebook Live or Stories. For instance, on Sundays you always do a quick 15-minute FAQ with your clients where they can ask specific health questions or Wednesday mornings are always your quick tip of the week where you cover a product in the practice or reminder for self-care.

That one piece of content can serve multiple functions. It's great for reposting on social media profiles, YouTube, and your website.

You can also take that video and have it transcribed using a service like castingwords.com. This can then be used as a blog post (great for SEO!) and can be syndicated into your social media profiles. Additionally, take that same audio and turn it into an audio podcast hosted on your website.

There are numerous options for creating and utilizing your content, working with the modality in which you feel most comfortable. Figure out what you'll be most likely to do and run with that.

Remember, educational content that's published in multiple places gives you industry expert status.

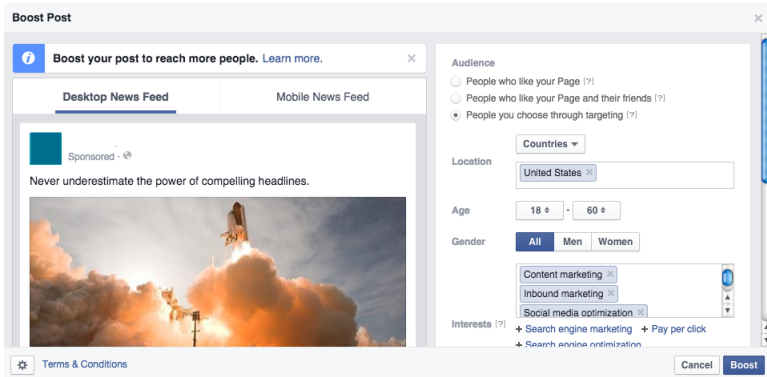
Using an automation tool like Hootsuite or Quuu (a tool for content promotion from industry articles) will help you proactively approach social media management and keep your profile updated. The mentality in 2020 is if your site is outdated and your socials are dormant, you must not be in business. Don't let this be the assumption about your practice!

Sponsored Posts

According to Sproutsocial.com (2019) the average organic reach is 6.4% of Page Likes. That's only a fraction of the audience you're hoping to reach with the content you just put so much effort into creating. For this reason, Facebook has essentially converted to a pay-to-play model which means you will need to spend some money to see large amounts of engagement on your posts.

There are two ways you can pay for visibility – Facebook Boosts and Facebook Ads. These are two separate things that often get confused. A Facebook boost is simply paying for more reach on an already existing post. These should be used when an organic social post has already shown some decent engagement and reach (at least more than your normal). A boost can also be used for an event, promotion, or such that you want to go out quickly and effortlessly.

If you've decided on boosting some of your content, it's important to set up your Facebook Business account and properly track the performance and audience metrics to optimize ongoing sponsored content.



Facebook Ads are a completely different process. Facebook ads should include a comprehensive audience analysis, demographic targeting and A/B testing for ideal results. Facebook ads are where you will see more direct new patient acquisition from your efforts.

While it's not impossible to tackle this project on your own, we generally recommend hiring a company that specializes in this or doing a good bit of your own research on the topic before throwing your money in the ring.

Social Media Recap

In the end, it's important to remember that your social media is there to support your business and grow your brand. The primary goal should never be to bring in more patients, although if done

well, that is a happy by-product. But your goal should be to truly connect with your current and potential patients, creating a community around your brand and providing value to your followers.

CHAPTER 10

How you can tap into the POWER of YouTube to enhance your visibility and drive better conversion.



Video Marketing

YouTube is the second most used search engine in the world. Second only to Google. Take into account the various demographics, interests, and verticals represented in YouTube's viewership and you can surmise that this platform is a powerful tool for business. There are 2 billion active users on YouTube (Hootsuite, 2020). Think with Google (2018) suggests that 90% of people find new products and brands through YouTube.

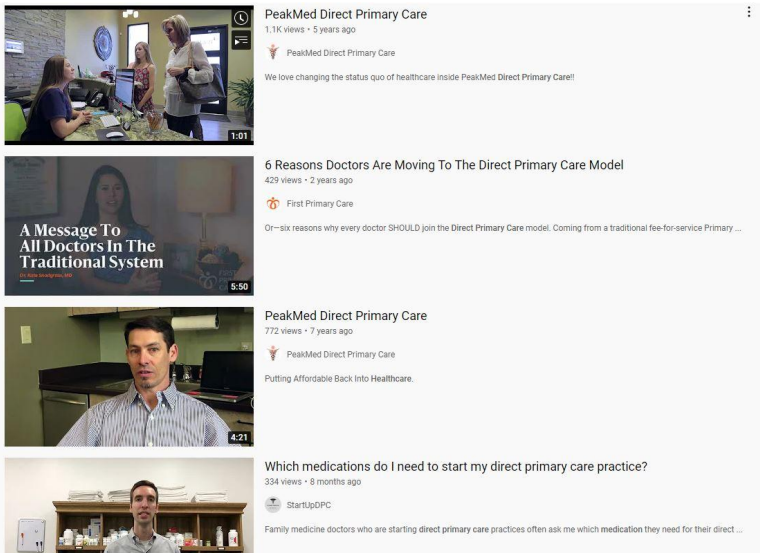
Direct Primary Care practices often focus on Search Engine Optimization but neglect the opportunities that video and YouTube provide. Implementing a video marketing strategy for your practice can get you additional placement in the search results for your industry keywords, enhance the effectiveness of your SEO efforts and improve visitor conversion.

Video marketing benefits your practice in a number of ways. It will increase your exposure on search engines, giving you more placeholders for the keywords that are most important to you.

A good video on your homepage or subpages, will resonate deeper with your audience, keeping them on your site longer (again, boosting statistics for your site's SEO). Video also helps move your site visitors closer to conversion through a call or contact form.

There are significantly less videos than there are web pages on the internet. So, creating relevant and quality video content for YouTube and other video sharing sites presents an untapped opportunity. These videos help you connect with your audience, answer their questions, and present you as a trusted voice within your industry.

If you do this right and optimize your videos correctly (we'll show you how in this chapter), your videos can begin ranking in organic search results, often simultaneously ranking your website as well.



Leveraging Video for SEO

Video also acts as a boost to your SEO efforts by driving quality visits to your website and creating relevant backlinks to the site, therefore improving conversion.

As already mentioned, backlinks are critical for ranking. By creating quality video content and placing on video streaming platforms and your website, you can drive inbound links to your website from high level video sites like YouTube.

Remember the strategy that we suggest for your core services pages? Video is an excellent support to that strategy. Consider creating a video that covers each of the conditions you treat or core services you offer. Optimize that video on the platform and then link to the video within your core services page on your site.

On-site Metrics for SEO

Video on a website also improves user interaction within your site. Search engines look at a variety of factors to determine the popularity and credibility of your site. Many of these factors are related to how users interact when they arrive on your site. Some of the top on-site metrics include:

- Bounce rate (the percentage of people that land on your site and then immediately click off)
- Time on site (how long visitors spend on average on your site)
- Average time per page
- Internal navigation (how many different pages a visitor navigates to)

Video helps improve all of these metrics, as it captures and holds attention better.

If a site visitor takes the time to watch a video, that is improving your website visit-length statistics. Even if they only watch a few seconds, you have captured their attention long enough that Google will see your site as relevant.

Don't get confused by the notion that having video on your page automatically improves your SEO. That's not necessarily the case, but having people stay on your page longer and not bounce off does impact SEO.

Strategy Tips

Focus on the Unexpected

It's rare to see video on subpages, which is why offering tips and explanations on these pages will increase the engagement. Talk about "nightly routines to help insomnia" or "recipes to decrease

inflammation.” These unexpected topics and tips will catch attention and delight your user.

Above the Fold

Above the fold refers to the part of a webpage that is first visible when the user lands on your site – the part before scrolling. Having an intro video above the fold on your homepage will immediately grab attention and allow for quicker connection.

Tell them What to Do

Our brains process video 60,000 times faster than text. Use video to walk your potential patients through the exact steps of working with you.

If you want them to schedule a 15-minute discovery call, tell them that; tell them how to do it, what to expect and what the next step after that will be. A confused mind never buys. So, if we can take the confusion out of the process, we can help lead them along the path to conversion.

Be Authentic

Video resonates. It gives your potential patients a chance to get to know and trust you before they call. And the most power you’ll see through this is if you create an authentic video, not a corporate polished one. Talk directly to the camera, make it conversational, answer real questions, and try not to memorize a script. Just be you.

Video Creation for Beginners

Video can be daunting. Don’t over complicate it. Create simple videos about your company, your services, and the most frequently asked questions.

Tools

- Smart Phone/Webcam- If you have any of the recent phone models within the past 3-5 years, you should have sufficient video capabilities on your phone. Decent quality webcams can also accomplish the task.
- Tripod – There are a variety of tripods that hold phones for video for a reasonable price.
- Lighting – You'll want to make sure you have good lighting, whether from a natural source (a window) a lamp or a video lighting setup. If you're using a window, make sure you aren't shooting when sunlight is directly hitting your face, as that will create stark shadows. But indirect window lighting provides some of the best lighting situations. If you don't have a window to utilize, use a lamp or a ring light. Ring lights are inexpensive and compact, specifically designed for creating YouTube videos. Many even come with a tripod for holding your phone.

Those are the essentials! You don't even need high-end editing software. YouTube gives you the ability to edit your video right within their system. These are limited to simple edits, but all you need for starting. You'll be able to crop the video, choose your start and end time, and add text and a link to your website. There are also a variety of simple editing software programs like iMovie (free with Macintosh computers) and Movie Maker (free with the PC).

Types of Videos

Introduction Video - We recommend starting with an introduction video for your website. This can be as simple as, "Thank you so much for visiting the XYZ Healthcare website. We specialize in providing XYZ services to the XYZ area. These are the things that make us unique and why people tend to choose us. We'd

love the opportunity to care for you and your family. Give us a call right away at the number below, and we can schedule your appointment today.”

Service Page Videos - Next, focus on creating a video for each of your service pages. Explain the problem you solve, mentioning some of the common pain points for this condition or treatment, and how people can take advantage of your services.

FAQs Videos – Next, do a series of videos on frequently asked questions. You can place these on a FAQs page or intersperse them throughout your site in relevant places.

Ex. How is Direct Primary Care different than traditional? Why can't I see my doctor now? Have a doctor who really knows you. The benefits of concierge medicine, etc.

The Technicals

Length – keep your videos between 30 seconds to 3 minutes in general. There may be times where you feel a topic warrants longer, but most videos should be in this range.

Content – What should you say? Should you use a script or wing it? If there is any way you can go without a script, that is best, as it tends to lean towards the more authentic you. But we understand some people may feel stressed without a script to follow. Try a hybrid option by outlining what you want to say with detailed bullet points but allowing expansion on each of those points as you're talking.

Video Placement – Upload your video to YouTube (you'll need a YouTube channel setup first). When uploading your video, name it with common search terms that relate to the content within your video. For instance, for your intro video, title it “Your City

Direct Primary Care Doctor". In the description section, you can utilize this to drive more traffic to your site by adding your website and a brief description of what you do and what was said in your video.

YouTube Best Practices

When you set up your channel, make sure that you give it a "city plus service, name of your company" title, instead of just your company name. Also make sure you add tags with keywords to it. Don't just leave the tag area blank.

Make sure you use your name, address, and phone number in every description on your YouTube channel as this is an excellent citation source. As covered in the Google Maps optimization chapter, citation development is critical (having your company name, address and phone number referenced consistently across the web).

Also, make sure that there's an image avatar with your company logo. You can update the default image by putting in your logo or put a picture of the team or office.

Once your channel is setup, go to the "My Channel" settings and make some of the following updates:

Add your logo. To change your logo, simply click "change" and choose your image – a very simple step.

Where it says "Your company name," it's going to default to something basic such as your email address on Google. You can hit "change" and update it to say "your city direct primary care

doctor" or "your city integrative doctor" and then a dash and your company name.

This gives you the chance to get your YouTube channel itself to show up for your keywords in the search engine. You will also have the opportunity to add your channel keywords. That is where you can type in words such as "your city direct primary care," "your city bio-identical hormone therapy," etc. and of course your company name.

In the "About your company" section, put a description of who you are, what you do, and what areas you serve. You can get as creative with this area as you want, but it is most important to make sure you first put a description of your services and your city.

Video Tagging

Now, let's talk about video tagging best practices. Let's say you created the inventory of videos we recommended: an intro video, clips for each of your services, and FAQs.

How did you tag those videos to maximize the opportunity and to make sure that you're going to rank well in search?

The first thing you want to do is have your primary keywords in the title of the video as well as a description that includes the "https://" before your web address.

In the description area, you can put in "We're a full service XYZ company. We serve this area. This is our name, address and phone number," but at the very top, you should have your website address, including the "https://".

If you just put www.yourcompany.com, YouTube won't understand the link and it will show that it isn't clickable. If you put "<https://>" the link will be clickable, and visitors will go straight to your page. You also get the link authority from having that link back to your website.

Choose the screenshot and add video. Whenever you upload your video, you are able to control your title and your description, as well as the tagging.

Again, don't call your videos "your company name." Don't call it "treating depression naturally" Call it "Your City + That Service," and then your practice name. Title your videos the same way that somebody would search.

If it's your intro video, you might want to call it "Your City + Your Primary Service" If it's the Hashimoto's service page, "Your City Hashimoto's Treatment - Company Name".

It is critical that you have the right titles on your video. This is what helps Google locate it and include it in search results.

The next thing you want to do in your description is to put the link at the very top. The first thing you want to do is include a link back to the homepage or to the specific page that you're discussing in the video.

If it's the IBS page, don't put a link to your homepage. Put a link to that IBS page, and again, make sure to have that <https://> included.

Next you will add your tags. Within those tags you can put in your city and keywords as well.

Title of Video with City & Service - Company (always mix this up a little)

- Description should always start with <https://companyurl.com> and then describe the service using those same keywords. *Always add N.A.P. info at the bottom of the description.*
- Use your keywords as tags and include the company name.
- Choose most appropriate screenshot
- Click "advanced settings" and add address to video

Video for Conversion Rate Optimization

Now that you've updated your video and properly optimized it, how can we use these videos? Make sure you don't just leave them on YouTube. Amp up the benefits of this impressive conversion component by posting on your website and social profiles.

The best way to do this is to copy the "embed code" and post the videos right on your site. The intro video should be embedded on the homepage and the service-specific videos should be posted on the appropriate subpages. You can find the "embed code" right within your YouTube channel or YouTube account.

Go to the video manager and find the list of all of the videos that you have. Choose the video that you want to post on your website and choose the share and embed option. You will then be provided with a piece of code. This is the specific code for that video. It goes from Iframe to Iframe.

If you are updating your website on your own, copy and paste the code right into your website's HTML. If you have a detached web manager, send the code off to them with details on where you want it posted. Once the code is embedded in your HTML, it will show up on the page itself.

CHAPTER 11

How to use Email Marketing for deeper connection, more reviews, and more business.



Email Marketing

Email marketing is one of the oldest forms of digital marketing still in use. Although it gets a bad rap because of those that use it incorrectly, it is still one of the most effective forms of marketing.

But there is a right way and a wrong way to use it.

Did you know the easiest client to sell to is the client you already have?

And yet, many business owners rarely ever market to or keep in touch with their existing client base. Companies will spend thousands of dollars to get new clients but never think to work the database of their existing clients.

We hear common excuses for this lack of effort. Not enough time in the day. They're already a patient...why would I sell to them? I don't want to bother them.

The truth is most patients want to hear from you (if done right) and they want to be touched by your business. If you don't reach out to them, your competition will.

Starting A Campaign

The first thing you need is an email marketing service. You shouldn't do this from your personal email for several reasons:

1. Your Internet Service Provider (ISP) will blacklist you for sending bulk mail.
2. You would have no stats for tracking your open emails
3. It would look unprofessional coming from your personal or front desk email

With that said, let's take a look at some of the popular email marketing services. All of these are priced based on the number of emails sent. Most start around \$15.00 per month for a couple hundred emails.

Constant Contact

Constant Contact is one of the most widely used email services available. It has great tracking stats, the ability to post directly to social networks and a user-friendly interface.

There are also a variety of templates available for use, should you simply want to plug and play. Or, you can add your own custom templates. Custom templates are ideal for any business wanting to solidify and promote their brand. You will have to know a bit of HTML, but if you don't, you can have a web designer create one for you at an inexpensive cost.

MailChimp

Mailchimp is another service we recommend, with very similar features to Constant Contact. It's easy to use and offers a free account with basic features up to 2,000 contacts (at the time of writing). The interface is clean and easy to use. Prices increase depending on the number of contacts in your database.

aDash.io

aDash is more of an all-in-one platform for your business which can encompass not only an email campaign, but your incoming leads as well. This system allows your front desk staff to place any inbound call in the system with a few simple steps. You can then utilize the automated communications to nurture them after the call for scheduling, signing up for a webinar, etc. It can also send appointment reminders, birthday emails, and much more across a variety of email campaigns. Much like the other two, aDash's interface is also easy to use.

GoHighLevel

GoHighLevel has almost endless possibilities, as it can be used to create landing pages, texting campaigns, email campaigns, Facebook ad campaigns, and more. However, it generally works best when partnering with a marketing agency for setup,

optimization and management. It's complex and open-ended, leaving it somewhat difficult for the normal user to navigate.

Growing Your Email List

We are asked on a regular basis how a practice should go about getting email addresses. It's not as easy as sending a letter in the USPS mail to anyone on the list.

Just because they are your patient and you have their email address, doesn't mean you can send them communication at any time. You must have their permission first.

This certainly is a fine line, because you already have their email address, and they have used your services before, so is it really considered spam? Technically, yes. You didn't ask them if you could send them specials or a newsletter in email form.

The first thing you should do is get your clients' permission to add them to your email list. There are a variety of ways to do this, including placing a form on your website, putting a sign-up sheet on your counter, or even putting a space on your new patient info sheet.

Explain that you send out health tips or supplement specials, etc. on a monthly basis, and would love to have them on your mailing list. You might even consider offering a discount coupon off your services if they sign up.

It may seem like a good deal of work to do this, but remember, you want the opportunity to have your company's name in front of your patients every single month. You want to remain top-of-mind if one of their friends is looking for services like yours or if they run into an emergency.

Email for Beginners

Content & Frequency

First, what should you send? Use another percentage rule - the 80/20 rule, 80 percent value information and 20 percent sales. If all you send are emails about what services you offer, your users will stop reading it. It's a great way to kill your list.

Keep them up to date on pertinent information about your industry, give tips on getting rid of stress, throw in some recipes, and make sure it's information that will help your users. For the 20% sales-related content, add a coupon or a special you are having, or offer something for your patients' friends and family.

How often you send your emails is just as important as what you send. For a direct primary care practice, we recommend approximately once per month, the same time every month. More than once a month can become annoying, and you may find yourself stretching to come up with good content.

Legalities

Make sure you give patients the ability to opt out of receiving email messages at the bottom of every message – an unsubscribe link. This is a requirement for all bulk emails from a business.

They may simply be cleaning out their email box. It does not mean they will never buy from you again. But be sure, if they want out and you keep sending email to them, it's a sure-fire way to bother them and make them think twice about your services.

Again, you want to leverage email marketing as part of your overall digital marketing strategy. The best way to use it is to be

sure you're collecting the email address from all of your patients and prospects. From there, use email marketing to get online reviews, engagement on your social media accounts and remain top-of-mind as a strategy to get more repeat and referral business.

You'll also find that all email service providers will require your actual physical address to be in the footer of each email. This helps eliminate spam. Your provider of choice will automatically add that info into each email footer.

Maximizing Opportunity

Social Followers

Email can be an excellent platform for gaining more followers on your social platforms. Place social icons in your footer with a link to your business social profile. You can also use an occasional email to remind patients within the body copy to follow you on social. If you're going live on Facebook in a week, let them know in your monthly newsletter and suggest they follow you, so they'll get the notification when you do.

Online Reviews

As we've already mentioned, online reviews are perhaps one of the most important aspects of a business's online presence. Your email list provides a primed audience for generating these reviews.

Again, place a review plugin in the footer with a link to your platform for review. Or call it out in an email with the direct link. If you're struggling to get reviews, consider devoting one email only to this request, as many people will simply peruse an email and not read the text in its entirety.

Customer Feedback

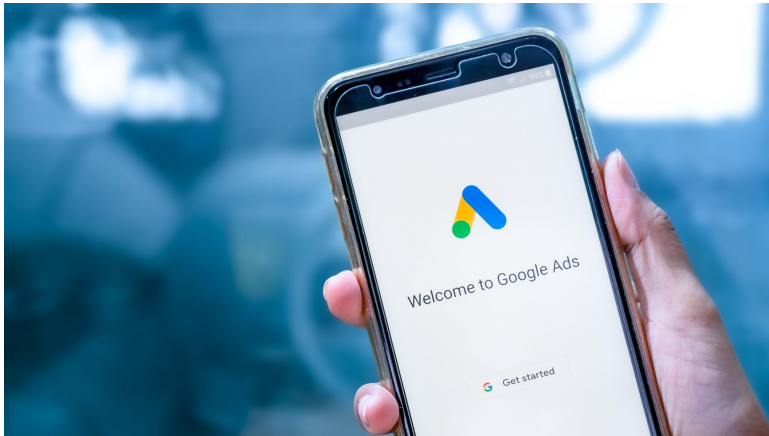
One of the most useful tasks email can accomplish is perhaps one of the most underutilized – surveys. Your email list is a great place to find out more about how you are doing, what your patients want to see more of, etc. Don't do this too often, but once a year would be an ideal strategy as it will help inform your continued planning and business growth.

Bonus...when patients see you implement something they suggested, they become even greater brand loyalists, as they know you listen and care.

In the end, email should be about connecting with your current and future patients and showing them the heart and personality of your practice. As with everything, be real. Be you. And give value.

CHAPTER 12

How to bring a quick return on investment through paid ads.



Paid Marketing (PPC)

If we revisit the digital marketing plan referenced in the introduction chapter, you will recall that the foundation of your digital marketing plan should be focused on the organic, non-paid marketing efforts (Website, SEO, Google Maps, Social Media Marketing, Video Marketing, etc.), and that once you have a strong foundation in those areas, you should have the financial resources to invest in other paid digital marketing initiatives.

While this is ideal, we also understand that some practices need to see leads come in quicker and are willing to take that upfront risk for more tangible results now.

There are three primary paid digital marketing channels that you can utilize for your practice:

- Pay-Per-Click Marketing on Search Engines (Google Ads, Bing, etc.)
- Paid social ads such as Facebook and YouTube
- Paid online directory listings on sites like Angie's List, and Yelp.com

In this chapter, we'll be talking about the most powerful of the three, Pay-Per-Click Marketing, to help you understand how it works, why it should be integrated into your overall strategy, and how you can run an effective program that can drive quality leads for your practice.

The Benefits of PPC

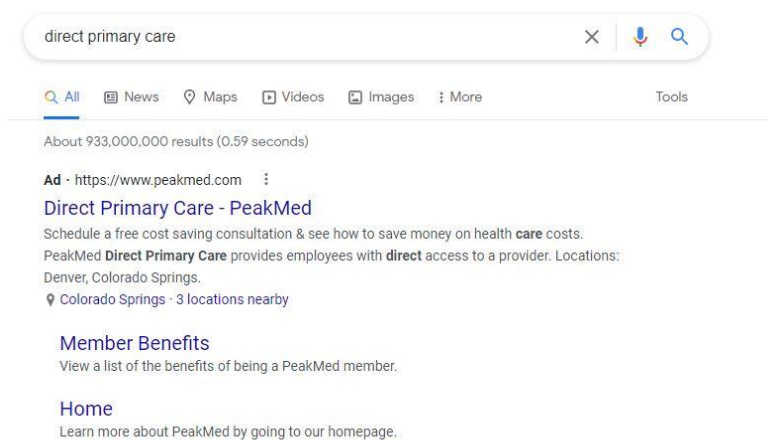
Why PPC should be part of your overall digital marketing strategy:

- You start showing up quickly (as opposed to months with SEO)
- Show up as often as possible exactly where your potential patients are looking
- Show up for non-geo-modified terms, such as "direct primary care", "Integrative", "concierge medicine," etc.
- Can target people that are closer to decision (less tire-kickers)

PPC gets movement fast, unlike an SEO program, website, citation building and having the right on-page optimization. All of those elements can take a little bit of time to materialize. What you do today and tomorrow, will start to pay dividends in three to four months. But what if you need leads now?

With PPC advertising, you set up your campaign and will start to see your ads served within search engine results in just a few days. You can drive quality traffic, especially during the times when you need to make sure you're visible.

You want to show up as often as possible when someone is looking for your services. Having a pay-per-click ad that shows up on the top, on the map, and in the organic section is important.



A PPC Campaign can give you the opportunity to show up for words for which you won't rank in your organic SEO efforts, specifically, non-geo-modified keywords. SEO and an organic strategy gives you the ability to show up in search engines when someone types in your city service, your city natural doctor, your city holistic nutrition, your city weight-loss, etc. All of those include some kind of geo-modifier (your city).

With a pay-per-click campaign, you can show up for the non-geo-modified terms, such as "direct primary care doctor",

“concierge medicine”, etc. You can also specify that you only want to show up for people within a 25-mile radius of your office, for example.

Google can isolate who ran the search, where they ran that search from, and then place the ads based on the advertisers that are set up for that area. You only pay on a per-click basis, but you're able to show up for those keywords in those major markets.

Mobile Campaigns

With mobile PPC campaigns, when somebody is searching for your services from a mobile device, it's typically because they need immediate service. They're not as apt to browse multiple pages or listings.

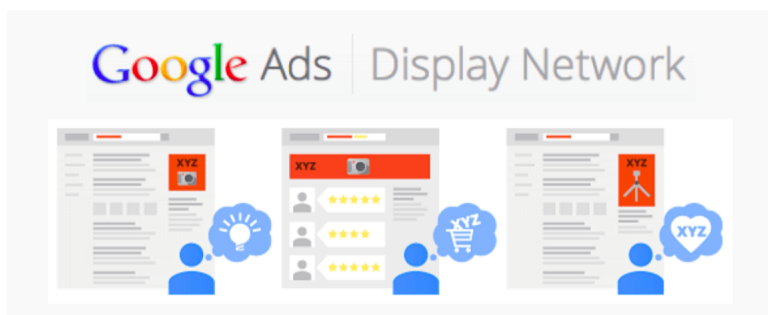
If someone is searching on their mobile device, and you have a pay-per-click campaign set up, that search will be PPC enabled. They can simply hit your ad and rather than browsing to your website and researching, they can immediately call your company.

On a pay-per-click campaign through mobile, you're actually paying per call as opposed to paying per lead. It's very powerful, and these are the reasons you want to have a pay-per-click campaign as part of your overall digital marketing plan.

Display & Retargeting

Have you ever traveled to a website and then felt like their advertising followed you around to other sites you visited? Those vitamin D supplements are now showing up on Facebook and

Instagram just begging to be purchased. This is the result (and fine work) of a retargeting campaign with display ads. Essentially a little cookie on the internet is tied to your IP based on what you browsed so the company has an increased opportunity to sell to you after you've left the site. According to Software Advice (2019), Website visitors who are retargeted with display ads are 70% more likely to convert.



Google Ads Auction

Let's review how Google Ads works. In the simplest sense, you're paying on a per-click basis and you can choose your keywords. As you pick those words, you bid and you pay on a per-click basis.

So, let's just say you're bidding on the keywords "San Antonio direct primary care," but there are a lot of other practices in San Antonio that want to rank for that keyword. If you say that you'll pay \$2.00/click and your competitor says that they'll pay \$5.00/click, they will be listed at the top in results.

Assuming nobody else has placed a higher bid, \$2.00 is going to be ranked second and \$1.20 is going to follow. Now, remember that you pay on a per-click basis and you are bidding against the

competitors to determine how you are going to rank on your keyword.

It's an auction, just like eBay. People are bidding and whoever can offer the most money is going to start from the strongest position. However, many pay-per-click campaigns fail, even if they have the higher bid. This is because many pay-per-click campaigns are built on the notion that the highest bid wins.

Advertisers pick their keywords, throw up the highest bid per click and hope that everything turns out the way they want it.

PPC Pitfalls

Here's where most people go wrong with Google Ads:

- They set up only ONE ad group for all services
- They don't use specific text ads and landing pages for groups of keywords
- There is no strong call to action or OFFER on the landing page

Typically, only one ad group is setup for all services, whether it's general services or something super specific. You should have one ad group for each type of service. Also, there's no specific text ads and no landing pages for those ad groups and groups of keywords.

What you wind up with is the same landing page and the same text ad, whether your client typed in "anti-aging," "hormone," or "fibromyalgia," in the search engine. Whatever was typed into the search engine was likely very specific and should match up to a very specific page. But most of the time, that doesn't happen.

Many times, it is simply directed to the homepage. With this strategy, not only is your campaign going to convert poorly, but your cost-per-click is going to be higher (more on this later in the chapter).

One of the biggest mistakes in a PPC campaign comes when there is no strong call-to-action on the landing page. You just paid \$5.00, \$8.00, even \$15.00 to get a potential client to your website and yet the page doesn't convert because it does not have a strong call-to-action.

It doesn't tell the client what to do next. Make sure your campaign isn't guilty of these common mistakes.

PPC Benefits

Let's talk about how the Ads auction process actually works. It's not as simple as the highest bidder winning. It's more complicated than that. Google needs to feature the most relevant results because their endgame is to get people to keep using their search engine over the competition (Bing, Yahoo, etc.) and vice versa.

Ultimately, they are concerned about the relevancy of your ads with the matched search queries. If they sacrifice relevancy for dollars, they will start to become less of a player in their market. So, they had to figure out a way to make their pay-per-click program grow around relevancy. In came "Quality Score." Google wants to make sure that the person or company who has more relevance gets a higher quality score and as a result, can have a lower cost-per-click.

Take for example, someone typing in "BMW". Obviously, that user is looking for a BMW dealer or for information about BMW. Mercedes could say, "That's our demographic also. If someone types in BMW, they're looking for a high-end vehicle. They are probably in the market to buy. Why don't I bid on the word BMW?" Of course, they can.

However, the person that searched BMW isn't looking for Mercedes. So, Mercedes could say, "I'll pay \$25.00 for everybody that clicks on me when they search 'BMW'." BMW might say, "That's my brand and I am going to compete for it, but I am not going to spend \$25.00 for every click on my own brand. I'll pay a dollar for every click."

Based on quality score, Google may decide to serve BMW first to searchers because it's in the best interest of the person researching the brand - the consumer. It's also in the best interest of overall relevancy. That's how the quality score works. Quality score is driven by three core components:

- Click Through Rate
- Relevance
- Quality Score

As someone conducts a search and your website shows up on the page in the pay-per-click section, Google is tracking what percentage of those people saw your ad and wound up clicking through. That's one of the primary metrics that they analyze.

If your ad is relevant, if it speaks to the person's needs, and if it's compelling enough to them that they click through, Google just made more per-click. This will make them willing to give you a higher quality score because you have a better click-through rate.

Also, relevancy is a major factor. How relevant is your text ad to the keyword that was typed? If they type in "autoimmune disease in Denver," and your text ad reads...

"We're a direct primary care practice in Colorado," vs. "We specialize in autoimmune disease here in the Denver area. Click here to make an appointment!"

Which do you think is more relevant to the client? Google wants their search results to be as applicable as possible. They're looking at your click-thru rate, they are looking at the relevancy of your text ad to your keywords, and they are looking at the quality of your landing page.

If your landing page (the page that you drive people to) doesn't match up with what the person just clicked based on your text ad, or if that landing page doesn't have a strong call-to-action and the person quickly returns to the search engine, that signals to Google that you were not very relevant. This will result in a quality score reduction.

By having a higher quality score, you can bid lower and still achieve the top position. This is where you can actually win in the pay-per-click marketing game because a better quality score results in a lower cost-per-click for those who hold the top positions.

Again, if we just look at the reason most pay-per-click campaigns fail, it's because:

- You only set up one ad group
- You had the opportunity to create a separate ad group for each one of your core services, but you don't use a specific text ad that's going to compel someone to click and improve your click-through rate

- You don't have a strong call-to-action that matches up with what the consumer was looking for
- You don't have a high click-through rate, relevancy, or applicable landing page.

All of these issues result in a lower quality score.

With a low-quality score, you end up paying more per click. PPC marketing is very competitive. If you're paying more per click, you're not going to be able to spend as much because you won't be getting enough calls to generate ROI. That's exactly what you don't want to do.

Campaign Setup

So how can you position your campaign for success? What can you do to ensure the highest probability of leads with the lowest cost possible?

First, set up ad groups based on the specific groups of services that you offer. Write compelling text ads that are relevant to your specific keywords or services.

Then, link your ads to the specific pages on your site rather than the homepage. Keep in mind, the specific pages on your site that talk about that service should have a strong call-to-action combined with an offer. If you don't have one currently, add one. It will be beneficial for your direct and organic traffic as well.

Also, consider including some type of incentive or offer to spur action immediately.

What ad groups should you use? What ad groups do you need to set up for your business?

- Pick your list of keywords.
- Write a specific text ad that matches up with the searches being done for your business.
- Drive them to a landing page on your website.

We look forward to connecting with you.



Find healthcare that fits your
lifestyle!



When you set up your ad groups this way you will have high relevance, which leads to a higher click-through ratio, ultimately increasing your conversion rate.

In some cases, you will be dealing with services that have a longer purchasing cycle. They might just be in the researching process. For these types of services, offer them something for free, such as a buyers' guide for buying health food, how to sleep better, or 10 things to know before you change your diet plan. Have a lead capture form, where they can enter their name and their email address to download these guides.

This gives you the ability to catch people when they're in the first stages of their evaluation process. Send them a well-crafted guide that walks them through some of the initial factors to their health and sets the buying criteria in your favor for their future needs.

Why would they want to choose your company versus the competition? What things do they need to be made aware of? In that guide, you can really position yourself and educate them in a way that will help them see the value of utilizing your services.

This is another great tool for growing your email list if you recall. Require an email entry in order to download the guide, and then make sure you nurture those leads with email marketing. It may be 6-9 months before they make a decision, but when they do, you'll be top of mind and the most likely choice.

This is an excellent way to position yourself out front if you're working on a longer purchase cycle service.

Best Practices

Below are some of our top best practices for Google Ads.

Address Extension

Set up an extension with your address. As you're setting up your Google Ads account, we recommend you use the same Gmail account that was used to claim and optimize your Google My Business listing. This gives you the ability to add your address and a direct link to your Google My Business listing in your search.

Multiple Ad Groups and Text Ads

Not only do we recommend multiple ad groups (based upon individual services), but we also recommend you have multiple text ads for every one of your ad groups. This allows you to split test in order to find the better converting ad. Different text ads are just different variations of the same messaging. Give them

equal share. If there are one thousand impressions, you could distribute 500 to one, and 500 to the other.

By split testing, you will be able to determine which one had a higher click-through rate. With that information, you can drop out the lower performing ad and create a new one to compare to the higher performing. Then at the end of the month, you can compare those two ads and see which one performed better. You keep doing that so you can continually improve your click-through ratios.

Remember, having better click-through rates is going to get you more traffic, but it's also going to give you a better quality score. This will eventually make your cost-per-click lower, making it more profitable for you in the long-term.

Ongoing Optimization

Always pay attention to your average position in your Google Ads campaign. The average position is based on the quality score and the average cost per click. Ideally, you should maintain a top four position on the major search engines in your pay-per-click marketing campaign.

We have found that the further down the list you are, the higher probability that you will be attracting a price shopper that's literally clicking every single company along the way.

You don't necessarily need to be the top listing; however, you want to maintain a top four position. That's going to give you the best overall visibility, and ultimately, the best return on your investment.

Pay attention to your average cost-per-click, and manage your bids so you maintain a top four position.

Exact Match vs. Broad Match

There is a setting in your Ads campaign that allows you to specify exact match or broad match for your keyword matches. Always choose exact match. If you choose a broad match, your ad can easily begin showing up in results for keywords that have nothing to do with your specific business.

Negative Keywords

Negative Keywords provide another power-packed opportunity to optimize your campaign. Negative keywords are the keywords for which you don't want to show up in the search engine. Some of the most common negative keywords to include are related to employment - jobs, employment, marketing, etc. If someone types in "direct primary care jobs in your city," that person is looking for employment in your industry, not services from you. Unless you are trying to fill a position, these type of keywords are not the right search intent for your campaign.

When you add these specific keywords to your negative keyword list, you will be pulled out of that specific bidding process for those keywords. This keeps you from paying for clicks that are not relevant.

We know it may sound daunting to keep all of these factors in line for your PPC Campaign. But if you don't, you may simply be throwing your money away.

Here's a recap of what we discussed:

- Create separate ad groups - pick keywords that group together
- Write text ads (multiple) that speak directly to that group of keywords
- Ensure your landing page is congruent with the text ads and the group of keywords and includes a strong call-to-action
- Continually monitor and optimize your campaign with negative keywords, testing and positioning

As the relevancy of your campaign improves, your cost-per-click will decrease and your conversion will improve. You'll find you spend less, yet still get better positioning and more traffic to your website. This is how you maximize the profitability of your pay-per-click marketing campaigns and succeed in PPC where others fail.

CHAPTER 13

What about paid online directories?



Paid Online Directories

We already mentioned the various free listings that are important to utilize. While the online listing services discussed in this chapter accomplish much of the same goal, these ones are “pay to play.”

Most paid online directories are not a necessity; however, if you have extra funds in your marketing budget, a few of these can be

a cost-effective bolster to what you're already doing. Online directory listings allow you to pay for a premium listing, giving you more visibility and providing you an authoritative backlink to your website.

There are hundreds of online directories as well as an array of other secondary directories. But there are a few top-level ones that will help you gain exposure where your clients are looking most.

The most prominent and most visited online directories are as follows:

- **YP.com**
- **Yelp**
- **CitySearch**
- **BBB**
- **HealthProfs**

YP.com

The online yellow pages vary area by area. In some markets, it's known as YP.com, and in others, it may be DexKnows.com, Version Yellow Pages, YellowBook.com or some similar iteration.

With YP.com and other online yellow pages, use caution in the services you buy. Their print ad and digital PPC advertising can greatly increase your recurring commitment from a few hundred dollars to potentially a couple thousand dollars per month.

Printed Yellow Page advertising will not give you near enough return on your investment. There simply are not enough people using the printed directory anymore to give you the visibility you need.

Yellow Pages pay-per-click advertising will undoubtedly produce poor results and a frustrating experience. This is not their primary skill set and you will be limited with the amount of control that you have over the campaign. Do it the right way. Set up the ad groups on your own or hire a company that specializes in PPC advertising.

Paying for a regular listing could still be a smart investment. Depending on the package and the specific directory in your city, there may also be the option for small banner ads that appear on their website at the top and along the side. Before deciding on something such as their banner ads, it is important to see concrete numbers on their site analytics. Ask for site traffic, behavior flow on the site (i.e. do they just visit one page and leave, do they click around, what percentage of ads get engagement, etc.) and numbers on those looking specifically for services related to direct primary care.

If you do choose to purchase this listing placement, pay close attention to your tracking to see how many visitors are coming to your website from theirs. Compare both their numbers from monthly analytics as well as your own numbers gleaned from your Google Analytics on your site. Some of these directories may even offer you a unique call tracking number to determine how many actual leads come through their service. If you see little to no return after 5-6 months, it's time to put your money elsewhere.

City Search & Yelp

Two other paid directory listings that are similar to YP.com are CitySearch and Yelp.com. Again, not necessary, but these can be an additional boost to your online efforts. If you happen to

have numerous reviews on Yelp.com, this may be beneficial to pay for a premium ad on their directory.

Better Business Bureau

The Better Business Bureau (BBB) is not just an online directory; it has become synonymous with quality and credibility. While not as popular as it once was due to the increase in online reviews, it still provides a badge of authority and trust. Posting the BBB logo on your site and being able to say that you're A+ credited is oftentimes worth the investment. We don't often see this bringing in leads, but it does build credibility for those that are considering your practice.

HealthProfs

HealthProfs can provide a decent source of leads if used correctly. Make it work best for you by following a few of the tips below:

- Fill out all your information accurately and consistent with your GMB listing.
- Include your website, phone number, and contact email. Include a profile picture.
- List all the conditions you treat.
- Make your description focused on your care for people, showing how you take time to listen and find hope and health.
- Include all of your qualifications, credentials and licenses. Include a strong call-to-action (schedule a free consultation, call now, etc.).

In the end, we wouldn't recommend any of these paid listings as your primary or sole marketing initiative. However, they do provide a solid support to your online footprint.

Before making any decision, it's important to weigh the risk/reward and make sure that you don't get pulled into flashy deals based upon "BUY NOW" decisions.

CHAPTER 14

How to track your digital marketing plan to ensure that your investment is generating a strong ROI.



Track, Measure, & Quantify

Now that you've developed a strong foundation for your online marketing, you need to put the right tools in place to help you track, measure, and quantify the data. This will be imperative to determining your strategy from year to year.

It's said that insanity is doing the same thing and expecting a different result. And yet we see companies across industries do

this often with their marketing simply because they don't have the ability to analyze and track their results. Year after year, they throw money into the same marketing methods, whether it's working or not. Don't let that be you. Track your results so you can be certain that you're making the right decisions.

A variety of tracking mechanisms can be utilized, from free to "break-the-bank" monthly fees. Start small and see what you can accomplish. If you need more, you can always add it later.

We break down your website related data into three categories – Website Traffic, Keyword Rankings and Call Tracking (Leads).

Website Traffic

The more traffic you get to your site, the more likely you will be to get leads. It's simple math. So it's important to know if your site traffic is increasing or decreasing and what efforts are contributing to that.

One of the most accessible tools for tracking website traffic is Google Analytics. Google Analytics is a free tool provided by Google to track and analyze your website traffic. It can be complex to understand if you have no experience with the user interface, but there are a variety of courses to walk you through the basics, including on Google's own platform, YouTube, Lynda.com, and much more. Google Analytics will show you specifically:

- How many visitors go to your website on a daily, weekly, monthly, and annual basis
- Some of the keywords they typed in to get there (for all keyword searches, connect your website to Google Search Console – another free Google tool)
- What pages on your website they visited

- How long they stayed on your site
- Where they are located
- And much more

To simplify your data, look for the traffic that you were getting when you started your marketing efforts compared to the traffic you are now getting months later.

Ultimately, you're looking for an increase in site traffic (users and sessions on the site). Additionally, it is good to note if the variety of keywords that they're finding you with are increasing. In other words, is your online visibility moving in a positive direction.

To get your site setup on Google Analytics, visit google.com/analytics. You will be walked through the process for setup and verification. A small piece of code will need to be installed in your website's HTML. If you do not know how to do this, a web developer can easily do this for a small fee.

Keyword Tracking

We also recommend you track your keywords, or more specifically, how you rank for your keywords. Remember the list of keywords that we suggested you develop for your specific services and area? It's time to track those keywords to see how your efforts are affecting them.

The tools below are just a few of the options available for tracking your rankings on your keyword list:

- Bright Local
- White Spark
- Ahrefs

- SEMRush
- Google Search Console

<input type="checkbox"/>	Keyword	Start	Rank	1d	7d	Life	Search Vol.	Search Location
<input type="checkbox"/>	link primary care membership	1	1	—	—	—	—	St. Louis, MO, USA
<input type="checkbox"/>	link primary care membership	1	1	—	—	—	—	Richmond Heights, ...
<input type="checkbox"/>	direct primary care st louis	1	2	—	—	↓ 1	40	St. Louis, MO, USA
<input type="checkbox"/>	primary care	4	2	—	—	↑ 2	135,000	St. Louis, MO, USA
<input type="checkbox"/>	concierge pediatrics	1	3	—	—	↓ 2	390	St. Louis, MO, USA
<input type="checkbox"/>	pediatric direct primary care	> 100	3	↑ 97	↑ 97	↑ 97	50	St. Louis, MO, USA
<input type="checkbox"/>	pediatric concierge medicine st l...	1	4	↑ 1	—	↓ 3	—	St. Louis, MO, USA
<input type="checkbox"/>	pediatric direct primary care	10	6	↑ 1	↑ 94	↑ 4	50	Richmond Heights, ...
<input type="checkbox"/>	primary care st louis	11	7	—	—	↑ 4	30	St. Louis, MO, USA
<input type="checkbox"/>	concierge pediatrics st louis	1	7	↓ 2	↑ 7	↓ 6	—	St. Louis, MO, USA
<input type="checkbox"/>	primary care provider st louis	20	8	—	↑ 3	↑ 12	—	St. Louis, MO, USA
<input type="checkbox"/>	primary care provider	13	10	—	—	↑ 3	14,800	St. Louis, MO, USA
<input type="checkbox"/>	concierge pediatrics	1	13	↑ 2	↑ 2	↓ 12	390	Richmond Heights, ...
<input type="checkbox"/>	personal physician st louis	34	15	↑ 1	↓ 1	↑ 19	—	St. Louis, MO, USA
<input type="checkbox"/>	complete medical care	> 100	51	—	↑ 7	↑ 49	210	Richmond Heights, ...
<input type="checkbox"/>	acute care st louis	34	67	—	—	↓ 33	10	St. Louis, MO, USA
<input type="checkbox"/>	pediatric concierge medicine	5	73	—	↓ 6	↓ 68	70	Richmond Heights, ...
<input type="checkbox"/>	pediatric concierge medicine	4	> 100	—	↓ 91	↓ 96	70	St. Louis, MO, USA
<input type="checkbox"/>	complete general medical care	> 100	> 100	—	—	—	—	St. Louis, MO, USA

With a report like this, you can easily see how your website is trending in the search engines.

If you've built out the website correctly with the right on-page factors (title tags, H1 tags, meta descriptions, etc.), you're building links, developing citations and have a proactive review acquisition system in place, you will be able to see your website move up in these results. When you see your position stagnating or losing traction, you can go back to that keyword, figure out which page is optimized for it, look at your links and link profile, and do whatever is necessary to push that keyword to the next level.

Call Tracking

The third tracking metric we recommend you consider is call tracking. In the end, it doesn't matter how many visits you get to your site or keywords you rank in position #1...if you're not getting more leads, something isn't working. Calls into the office directly equates to increased profit. You need to know that your efforts are resulting in more calls and more patients. If you see an increase in traffic, but no increase in leads, this indicates that your website conversion elements are lackluster. Or perhaps you see an increase in calls, but little increase in actual patient bookings. This may cause you to assess your office policy for calls and scheduling. Again, tracking all this information is critical for determining where you can improve and how you can grow.

There are several call tracking tools that you can utilize. CallRail is one of the most common services for call tracking. With CallRail, you can track not only the amount of calls and the quality of leads, but also the efficacy of your front desk staff for sales.

Social Media Tracking

We also feel it's important to mention tracking for social media, although, this does not always focus on the same metrics.

Analyzing your social engagement (likes, shares, comments) on your posts can allow you to quantify what type of content connects most with your followers.

With a combination of tracking pixels on your site and Google Analytics, you can also see specific traffic that comes to your site from your social channels.

Paid Advertising Tracking

It seems to come without saying, but we still feel necessary to mention this – make sure you're looking intently at the analytics from any type of paid ads. This is one of the most costly advertising mediums you can use, so don't waste your money on poor-performing campaigns!

Any paid platform that you utilize (Google, Bing, Facebook, etc.) will provide data from your campaign for your tracking purposes. Make sure you take the time to analyze and adjust accordingly.

All-In-One Tracking Solutions

Digital Marketing changes at a lightning pace, so by the time this book is in your hands, there may be a variety of other tools available; but these are a few tools that allow you to integrate all your tracking solutions into one platform:

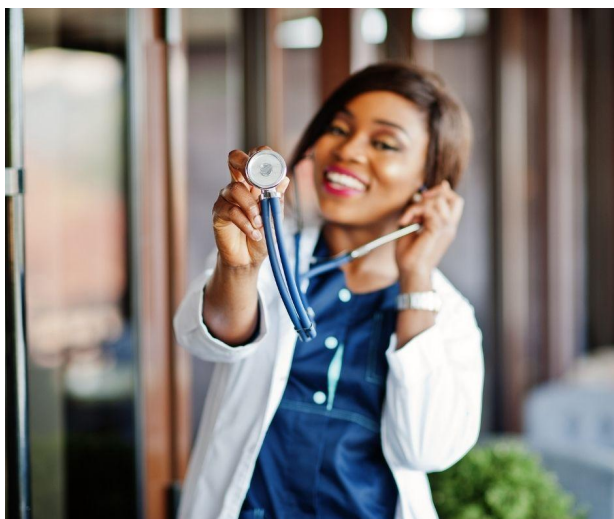
- aDash.io
- SEMRush
- Vendasta

If there's one thing you take from this chapter, we would suggest you focus on setting up the suite of Google products that allow you to track your website traffic and keywords (Google Webmaster Tools - Google Analytics, Google Search Console and Google Ads)

These are all free and with a little bit of self-tutorial, you will be able to analyze the top-level data for your marketing efforts.

CHAPTER 15

Now it's time to set your practice on the right course.



Next Steps

If you've made it this far, we're impressed. We covered an abundance of information, and we fully understand you may feel overwhelmed at this point. Take a deep breath and smile. You're not alone. In fact, we're experts in marketing and we feel overwhelmed at times too! Things change so quickly in this industry that it's a constant learning process. But we hope you remember the foundation we laid out in the beginning because that will never change – know your target audience. Dive into their needs, their habits, their goals, and their frustrations. And

then just continually ask yourself where you can find them and how you can help them best. If you keep that in the forefront of your mind, we're confident you'll continually adapt and grow towards the digital efforts that will serve your patients and your practice the best.

Direct Primary Care Marketing

Need more help?

We also understand that many practitioners simply do not have the time to do all of these initiatives on their own. If you would like extra help implementing these ideas, we are here to support you. As experts in direct primary care marketing, we have had success implementing these strategies for practices across the country.

Visit us at www.directprimarycaremarketing.co to learn more about our services and connect with us.



Free Digital Marketing Evaluation

Request a **free custom digital marketing evaluation** now.

Your custom-tailored optimization audit will:

- Identify key issues that could be harming your website without you even knowing it.
- Look at where your website stands compared to your competitors.
- Determine whether SEO is the appropriate route for you to take.
- Uncover hidden revenue that you're leaving on the table.
- Offer recommendations that you can use immediately.

To request your customized digital marketing evaluation, visit us at
www.directprimarycaremarketing.co/marketing-evaluation-video.

ABOUT THE AUTHORS

Andrew and Renee Newland

We have always been a bit unconventional when it comes to healthcare. Andrew grew up in a naturalistic household, where his parents constantly searched for ways to manage his dad's Celiac. I (Renee) grew up with a father that loved hot dogs and bologna and a mother that carted us kids across the Ohio countryside to see an Amish herbalist for Iridology tests. Both of us had a background that placed importance on health and wellbeing.

However, our choice to be entrepreneurs from the time we were first starting our family has always left us a bit vulnerable when it comes to healthcare and affordable access to it. We learned to place importance on preventative measures through our diet and lifestyle choices to (hopefully) avoid massive medical bills. But some things still need a doctor, a prescription, or just some advice!

That's why when we heard about Direct Primary Care, we were instantly impressed with the brilliance behind this new model of healthcare. It gives power back to the patients *and* the doctors. It allows patients to afford the help they need and doctors to do the job they truly love, rather than the bureaucratic landmine of paperwork and reports that most conventional healthcare environments have become.

We love the ability to help Direct Primary Care practices grow. We've experienced the brilliance of this model and we hope it quickly becomes a mainstream service that families are accessing on a consistent basis.