

Websites, Blogs, & SEO, Oh My!

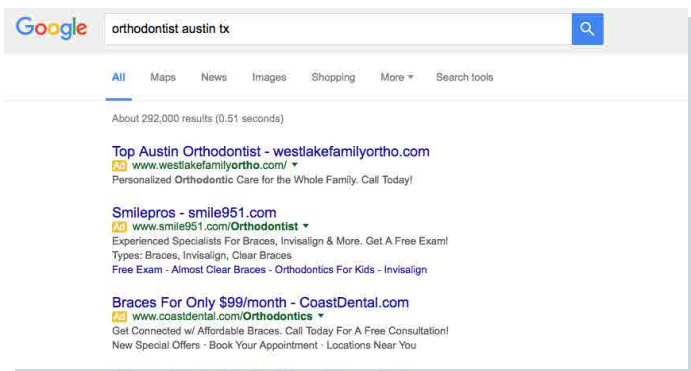
FOLLOWING THE CUSTOMER'S DIGITAL JOURNEY

A customer's journey to becoming a patient is a complex process that typically involves multiple interactions with your practice's digital footprint. From discovery to loyalty, each patient must get to know and come to trust your practice in ways that set you apart from your competition. Learn all the tips and tricks to differentiate your practice, as well as all the roadblocks you might encounter along the way and how to avoid them.



STEP ONE Discover

Through trusted referrals, a search for your practice's name or services in Google, or even local directories, there are many ways potential patients can make their way to your website. Your practice could be missing out on new patients if you're not showing up in the search engine result pages (SERPs) or you're being outranked by your competition. Adding your business to local directories and running paid ads to get immediate exposure in the SERPs, while working on implementing organic SEO strategies, are great ways to make sure all routes are covered.



STEP TWO Explore

Once you've been found, potential patients will learn more about you by exploring your website, checking out testimonials, reviewing About pages, and reading FAQs. They will most likely check out local directories and review sites to see how you stack up. If your site is outdated or missing key information, or you have negative reviews that haven't been addressed, attend to these right away in order to keep them on the path of becoming a new patient.

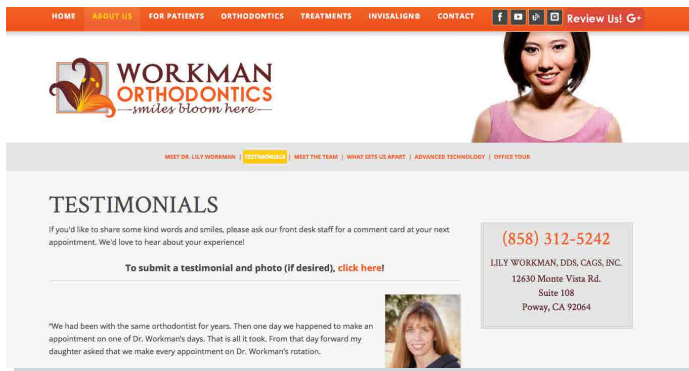


Phenomenal office! There's a lot going on, behind the scenes- you'd never know it when you walk through the front door- and that's as it should be. The entire staff, Dr. Allen included, are awesome! They're friendly, professional, understanding & give good vibes!! My situation is unique- Dr. Allen will be working w/my dentist to come up with an ortho-plan and that fits my needs. I felt very comfortable with them and can't wait to start my plan! -More to come!

Was this review ...?

STEP THREE Captivate

Setting yourself apart from the competition is the key to winning potential patients over. Make sure your website's user experience is consistent on desktop and mobile devices and that you have great testimonials, case studies, and a frequently updated blog. Frequently updating your blog is a great way to stand out as an expert in your industry. Another great way to captivate and build rapport with your audience is through social media, where you can showcase your office's unique personality and friendly staff.



STEP FOUR Convert

If a potential patient can't easily find your contact info, an appointment request form on your site, or they call a number from a local listing that's incorrect, they can easily fall off the path to becoming a patient. Make your name, address, and phone number (NAP) information available on the homepage of your website, as well as consistent across all platforms. Add new patient content to your FAQs to answer any lingering questions, and include new patient forms they can download directly from the site.



STEP FIVE Loyalty

Once you have gained a new patient, their journey shouldn't stop there. Turn your patients into advocates that will help you gain new patients through referrals and return for repeat visits! Encourage them to interact with social media and leave reviews, and when they do, be sure to leave a friendly thank you. Consider publishing before-and-after case studies of your happy patients to further build rapport.

KEY TAKEAWAYS

There are many ways customers can get detoured along the journey to becoming a patient. Don't get overwhelmed; start at the beginning of their journey and optimize your online presence each step of the way. Make sure your site is optimized for both mobile and desktop viewing and has current information clearly listed on the homepage. Design your user experience to be as friendly and consistent as possible across all channels. Leverage social media and reviews to develop a relationship with your patients that will pay enormous dividends in lifetime value. Use these take-home, actionable tips to leave a lasting impression on anyone who interacts with your practice today.

Interested in learning more? Get in touch with us today by emailing west@wpromote.com or calling **1.800.723.0308!**

WPROMOTE

west@wpromote.com

1.800.723.0308

west.wpromote.com

