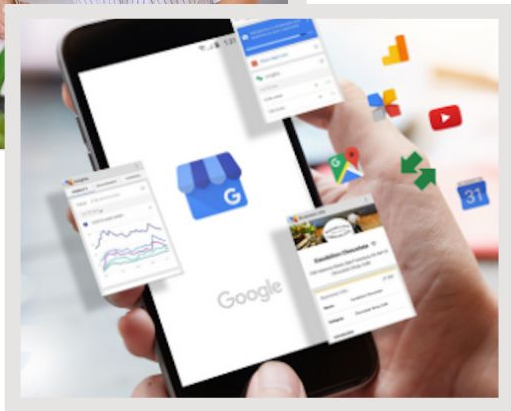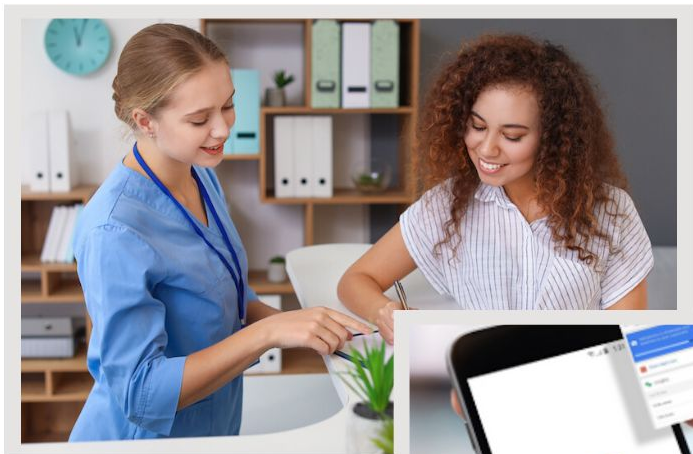# DEMYSTIFYING GOOGLE MY BUSINESS AND SEO

for Medical Professionals

22 July 2020

Presented by Maz Hancock

Facilitated by **HotDoc**

DEMYSTIFYING GOOGLE MY BUSINESS AND SEO
for Medical Professionals

This session will cover:

- Why Google My Business is the #1 web presence essential for any local medical practice

- How you can get more patients using Google My Business

- 3 simple tips to build your website's search engine optimisation (SEO) foundations for success - in non-tech language
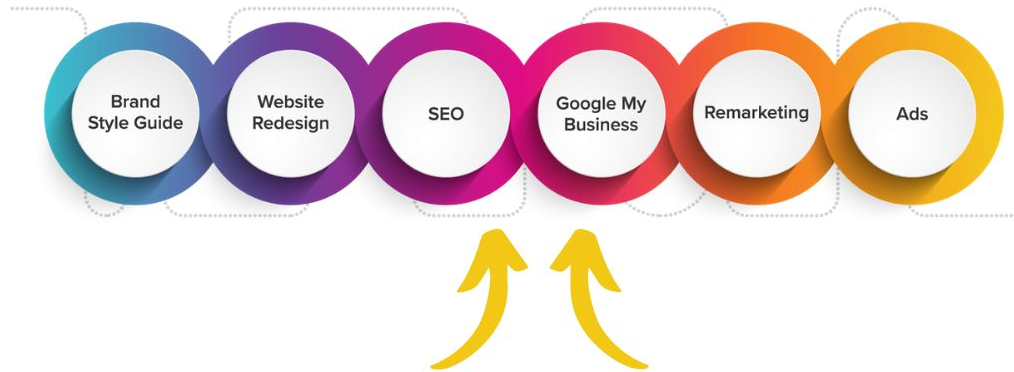
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HELPING NEW PATIENTS FIND YOU

This is part of our method for helping grow medical practices

CONNECT

With more new patients

Here's how...

Brand Style Guide

Website Redesign

SEO

Google My Business

Remarketing

Ads

GMB and SEO are marketing strategies to attract new patients to your practice

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1. WHY IS GOOGLE MY BUSINESS THE #1 WEB PRESENCE ESSENTIAL FOR MEDICAL PRACTICES?

Let's take a moment to consider how we search online when we need a local service
(could be a broken hot water system, electrical switchboard issue or having computer issues)

What's the first thing you do?

Ask a friend OR do a search on Google.

Even if you ask a friend, you'll probably look up their details on Google anyway.
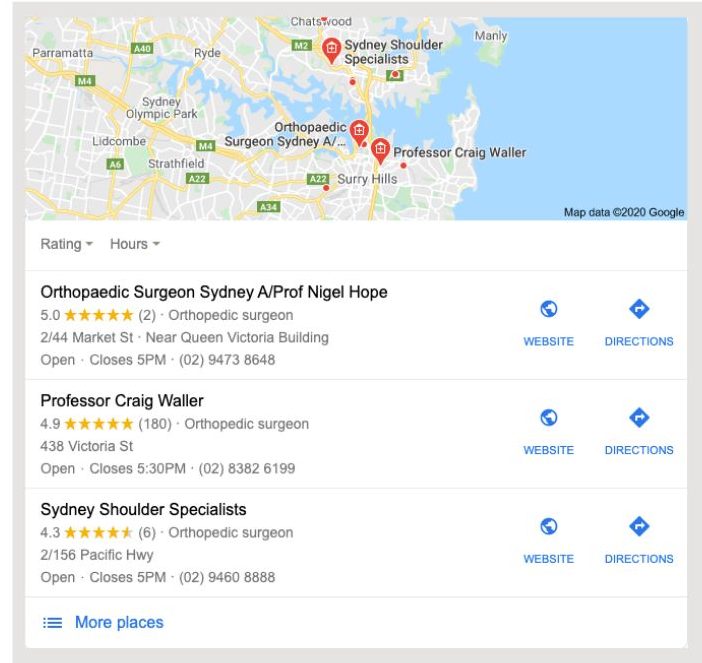
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What do you see?

Most likely - a map showing 3 businesses in your local area

Which one do you choose?

The business with the most credible-looking profile (lots of reviews + high star rating)

4.9 stars (180 reviews) stars is more credible than 5 stars (2 reviews)

Orthopaedic Surgeon Sydney A/Prof Nigel Hope
5.0 ★★★★★ (2) · Orthopedic surgeon
2/44 Market St · Near Queen Victoria Building
Open · Closes 5PM · (02) 9473 8648
WEBSITE   DIRECTIONS

Professor Craig Waller
4.9 ★★★★★ (180) · Orthopedic surgeon
438 Victoria St
Open · Closes 5:30PM · (02) 8382 6199
WEBSITE   DIRECTIONS

Sydney Shoulder Specialists
4.3 ★★★★☆ (6) · Orthopedic surgeon
2/156 Pacific Hwy
Open · Closes 5PM · (02) 9460 8888
WEBSITE   DIRECTIONS

More places

Local Search Results are different

- Google has changed how local businesses appear when people search online

- The first thing patients see when they Google your practice name is your listing on Google My Business

- Patients don't even need to visit your website anymore to find specific information

- Some of the most common searches:
  - Opening hours
  - Phone number
  - Address / Directions
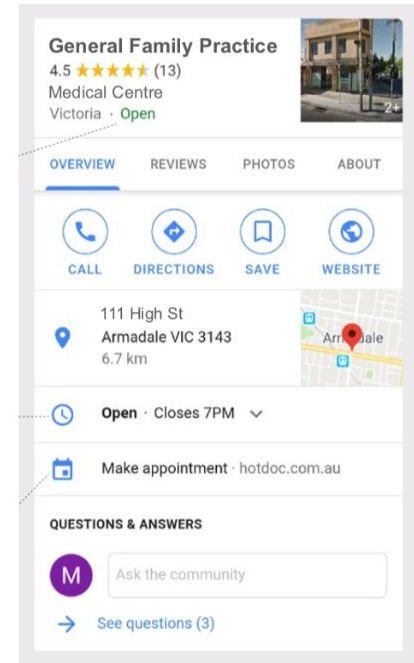
The Million Dollar Question

Q. How does Google decide who gets in the top 3 spots under the map?

A. They have a method: **Proximity, Relevance and Prominence**

Proximity   Relevance
                        Google
                    Ranking in your
                        suburb

                    Prominence
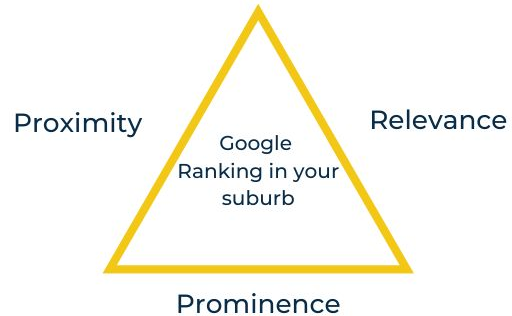
Proximity

Is the business close enough to the searcher to be considered a relevant answer for a search query?

E.g. An orthopedic surgeon in Narrabeen (North Sydney) is unlikely to appear if the person searching is in Surry Hills (close to the CBD)

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Relevance

Does the business do / sell what the searcher is looking for?

Google determines **relevance** based on things like:

- The information on your website
- Your SEO (a strategy to help Google understand your website better)
- The categories you choose in GMB
- What people write in reviews about your business

E.g. If a patient is searching for a GP who does **skin checks** and you don't mention it on your website or GMB profile, your practice is unlikely to appear for that search.

Prominence

Is the business popular or well-regarded in the local area?

Google determines **prominence** based on things like:

- The number of reviews you have
- The quality and number of other websites that link to your website
- Whether you're a well-known 'brand' in the local area

E.g. Perhaps alot of people share your practice name via word of mouth, leading to many people also 'Googling' your practice name.
This can help to boost your Prominence.

2. HOW YOU CAN GET MORE PATIENTS WITH GOOGLE MY BUSINESS

The better Google understands your business, the more visible you become online.

How?

1. Improve your Google My Business profile
2. Improve your website

If you want Google to show your practice as a top result for a specific search, you must have information on your website that is relevant to that search.

Improve your GMB Listing

- Information is 100% up to date

- Claim all relevant categories

- Add photos and videos

- Utilise the products feature

- Add a business description

- Utilise Google posts feature

- Claim eligible attributes

- Take control of reviews

Go to the **Insights** tab in GMB to view progress.

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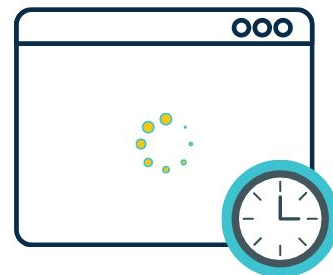
Improve Your Website

- Create pages for your most sought-after services

- E.g. GPs - skin clinic, womens health, iron infusions

- Specialists - specific procedures you offer

- Each service page gives patients another way to find you online

- Create good quality pages, you may need to write 600 - 1000+ words for each page depending on how competitive your local area is for your services. More competition = More effort required.

3 SIMPLE TIPS TO BUILD YOUR SEO FOUNDATIONS FOR SUCCESS (IN NON-TECH LANGUAGE)

Tip #1 - Make sure your website pages open fast

- Don't make your patients wait long for webpages to load

- This is called 'website speed'

- Do a free speed test, go to gtmetrix.com or wpengine.com/speed-tool/

- If the result is >3 seconds load time, you are probably losing patient bookings. A web developer can help.

Tip #2 - Make sure your website is 'Secure'

- Having a secure website means your web address begins with https://yourmedicalcentre.com.au instead of http://

- Helps prevent intruders from tampering with the communications between your websites and your users' web browsers

- SSL Certificate is provided by your website host. A web developer will need to ensure all of your website pages and images are also updated to https.

- If your website is still http your patients may be seeing a warning message that your website is not safe to visit and you will be losing patient bookings.

Tip #3 - Check what your website looks like on a mobile phone

- Depending on your patient demographics, between 60-70% of patients view your website on a mobile phone

- Look at your website using your smartphone. Can you see everything clearly? Are buttons big enough to click with your finger?

- If not, this can be fixed by a website developer, but you may need to upgrade your entire website

- If your website is not easy to use on a mobile phone you're making it harder for patients to learn about your practice and book with you

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HOW TO FIND OUT MORE

- Book a free 15 minute chat with me if you'd like to explore how we can help your practice connect with more new patients

  https://calendly.com/locally-connected/15min

- Go to my website and download free resources

  https://getlocallyconnected.com.au

- Email me: maz@getlocallyconnected.com.au

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STILL HAVE MORE QUESTIONS?

Join over 3,200+ Healthcare Professionals in our <u>HOT TOPIC</u> post directly after the webinar to ask Maz, Magali and our entire community.

WIN a Koko Black hamper valued at $200
Entries close tomorrow 23/07/2020

Koko Black is Australian owned and made premium chocolate. Support Australian Owned.

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