

Why Your Internet Presence is Critical to the Future of Your Practice



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Why your website needs to appear high in search listings

Keep in mind that 92 percent of search engine users review no more than the first three pages, or SERPS, prior to clicking on a result. Don't get buried too deep or remain invisible on the web.

Get professional help to make your Internet presence known. When your website is optimized, your practice will benefit from a level of web presence that can generate a steady stream of new patients.

For maximum visibility, you can make your practice accessible from all points of the search engine – whether from the natural search results list or from Google's sponsored links. With sponsored links, when a potential patient types in a keyword related to your practice, your practice ad will appear at the top or right next to the returned list of search results. This will be visible as a standalone ad, or together with only one or two competitor links.



Why you need social networking to build relationships and referrals

The third step to achieving a strong presence and position online involves investing time in “social media.” Social media includes all the major social networking platforms (Facebook, Twitter, YouTube®, LinkedIn, Google+) that facilitate talking to your patients and prospects directly. Social media allows you to increase your online presence, answer questions and build trust over time. Here are some tips for getting the most out of Facebook engagement, for example:

- Plan what you want to achieve with a professional online presence (e.g. Facebook “like” page). Start with clear objectives.
- Consider adding practice pictures or video to your professional account to help generate traffic.
- Think twice about adding personal friends versus patients: If friends (non-patients) post a personal comment on your wall, would you want your patients to see it?
- Remember that social media websites offer a space for you to engage in authentic dialogue. If you treat social media solely as a method for pushing your promotional messages, you will turn prospects off and waste your time.
- Monitor what’s being said about your practice, and respond only when necessary, in a nonconfrontational manner.
- Don’t build a Facebook page for your dental or medical practice without having a solid website first. It’s important to provide a link back to your main website on all of your social media profiles to build credibility and visibility.
- Don’t respond to personal healthcare-related questions on Facebook or any other social media platform.
- Don’t, under any circumstances, post any identifying information about patients online.
- Don’t “friend” your patients online. Instead, steer them to “like” you on a professional fan page.
- Don’t expect to achieve results overnight.
- Don’t get too personal in your updates.



A strong online presence is as easy as 1-2-3-4

Having a strong Internet presence boils down to doing four things well:

1. Creating traffic through search engines, SEO and social media.
2. Turning traffic into leads through calls to action on web pages and web forms.
3. Turning leads into patients by having trained staff handle phone calls and greet walk-in prospects. Do each of the three steps to help your practice grow and prosper.
4. Protect and manage your online reputation to mitigate negative reviews and facilitate positive reviews.

If you'd like to know more about developing and maintaining a strong Internet presence, or if you need help getting your practice online, call Practice Builders at 800.679.1200.



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