



How a Custom Website and SEO Make it Easy for Patients to Find Your Practice

Your Presenters



Rebecca Schaad, RemedyConnect Account Manager

Rebecca has been working with Pediatric and Family practices since 2007. She is passionate about helping providers and practices reach their communities with relevant information to support children & families.



Jamie Parrish, RemedyConnect Search Marketing Manager

Jamie is responsible for search engine optimization on all of Remedy's custom websites as well as digital marketing opportunities. With more than 25 years of marketing experience across a variety of fields, she offers a unique marketing perspective. She has spent ten years in healthcare marketing and four years with a large Pediatric practice. She is passionate about helping healthcare providers build an online presence to further their success.

What You'll Learn Today



Responsive website design with SEO (Search Engine Optimization) is the marketing foundation for your practice. If you want to attract more patients, they need to be able to find you online.

- Review the content on your website to make sure it is relevant, meaningful, and up-to-date. This is your chance to tell your story and really shine!
- Learn how to confirm that providers are set up correctly on your website to optimize for Google Search.
- Hear how social media, strong calls to action (CTAs), and clear direction enhance patient engagement and help attract new patients to your practice.

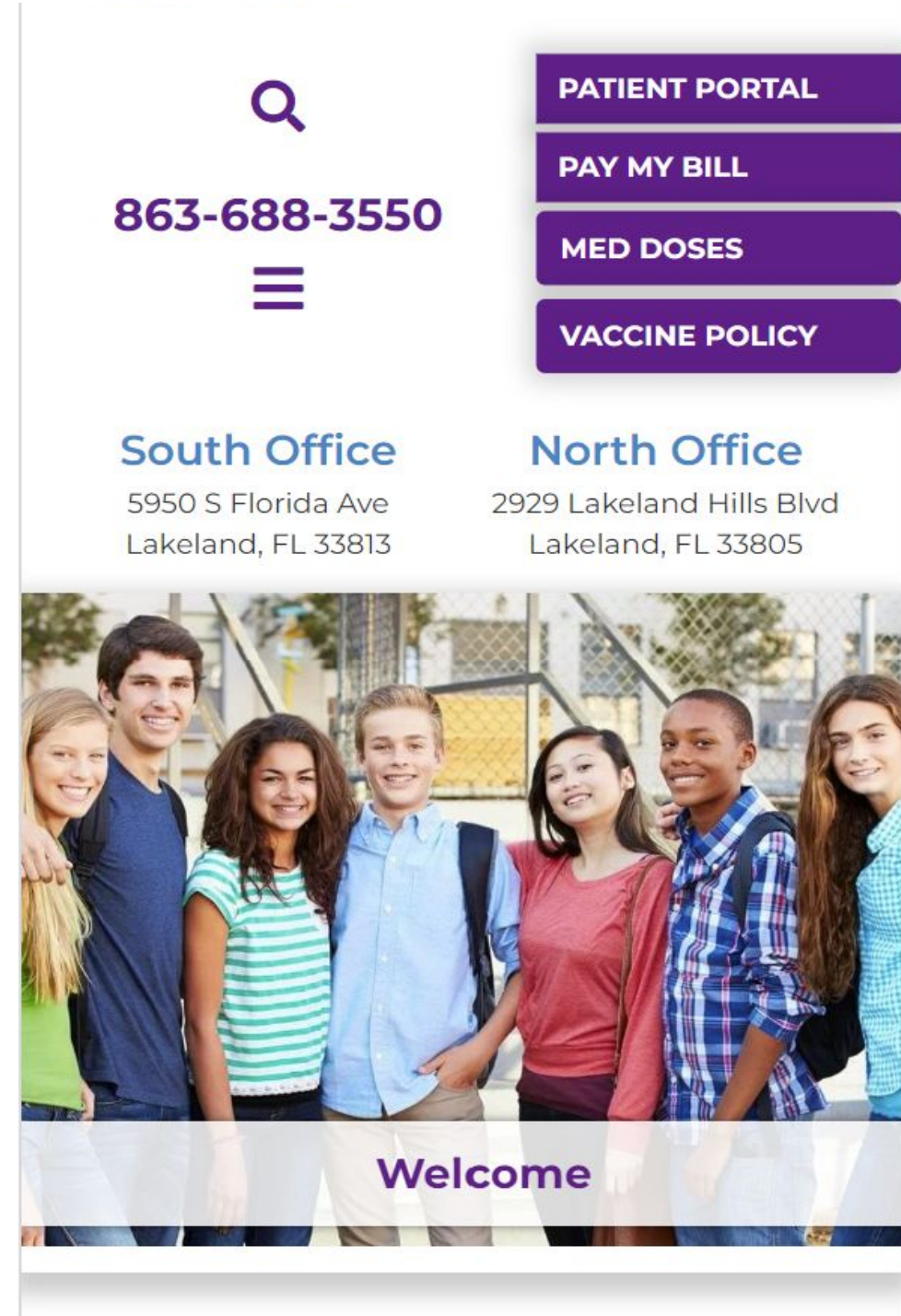


Mobile Responsiveness

Is your website mobile friendly? Google predominantly uses the mobile version of a site's content, crawled with the smartphone agent, for indexing and ranking.

This is called mobile-first indexing.

- Test URL on your cell phone
- On a desktop or laptop, right click on your website and choose "Inspect"



Control Your Messaging



Search engines want to see recent updates to your website.

- Ability to update site 24/7
- Ease of use
- Alerts
- Practice News
- What's Going Around

A screenshot of the RemedyConnect website editor interface. The top navigation bar shows "Southwest Childrens Center" and "Pages > Practice News (Page)". The main editing area is titled "2023 Texas Rising Stars!" and features a news article snippet. The article text reads: "Dr. Root, Dr. Ponzio, Dr. Hanson and Dr. Vizuete are recognized in the July issue of Texas Monthly Magazine for its 2023 Texas Rising Stars!! Congratulations!!". Below the text is a "Read more" button. To the right of the text is a photograph of four people (three women and one man) standing together, with a caption that reads "2023 Rising Stars TEXAS MONTHLY MAGAZINE July issue" and "DR. KARALIN ROOT, DR. TIFFANY PONZIO, DR. GREG HANSON AND DR. KRISTA VIZUETE". The editor interface includes a left sidebar with a tree view of website pages, a top toolbar with "Save" and "Spell check" buttons, and a bottom toolbar with "Edit" and "Delete" buttons. The page title "2023 Texas Rising Stars!" is highlighted in blue.

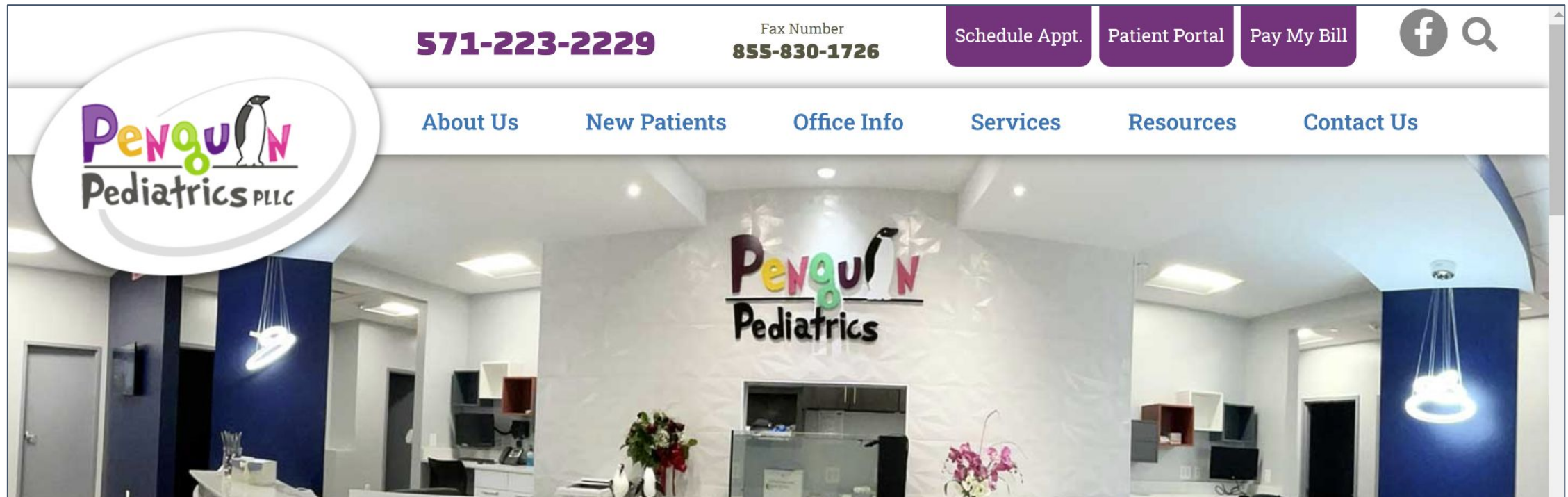
Provider Profiles



The screenshot shows the website profile for Jason Vargas MD, FAAP. The header includes the clinic name "Cactus Children's Clinic, PC" and navigation links for "Our Practice", "Our Services", "New Patients", and "Off In". The profile text reads: "Dr. Vargas was born and raised in the Bay Area in California. He graduated from San Jose State University with a degree in molecular biology and then went up the road to Stanford University for his MD degree. After training at Seattle Children's Hospital in pediatrics he returned to practice in San Jose. After marrying a native of New Mexico they decided to move to the Valley of the Sun." A photo of Dr. Vargas is visible on the right side of the profile.

The screenshot shows Google search results for "jason vargas md". The search bar contains the text "jason vargas md". Below the search bar are buttons for "Images", "News", "Shopping", and "Maps". The search results show "About 7,280,000 results (0.37 seconds)". The first result is from "Cactus Children's Clinic" with the URL "https://cactuschildrens.com > Meet-The-Provid". Below the result is the name "Jason Vargas MD, FAAP" and a snippet of text: "Dr. Vargas is a board certified pediatrician and Pediatrics. He enjoys educating families about".

Clear Call to Action (CTA)



Emphasize next steps. Lead your client where you want them to go.

Growing Your Practice



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Online Reputation Management

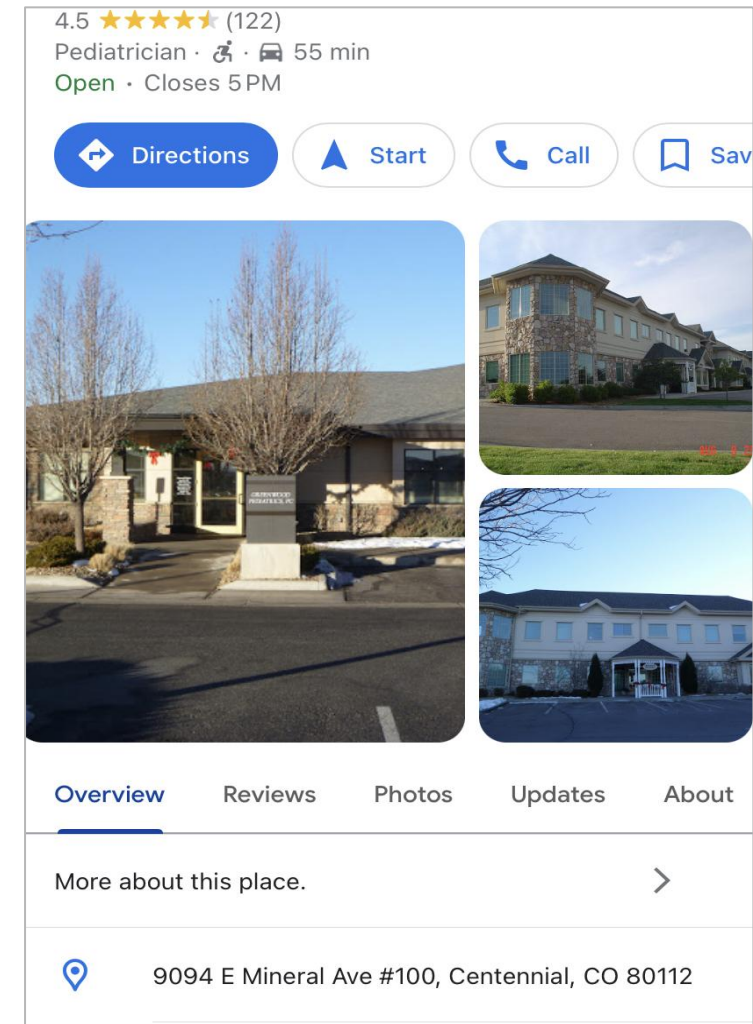


Meet patients and potential patients where they live ... **online!**

Take control of how your practice is seen.

- [Apple Business Connect](#)
- [Google Business Profile](#)

Get your Apple Business Connect and Google Business Profile in order and ask for reviews. Reviews are weighted in SEO results.



Search Engines Driving Factors for Local Results

Relevance

Determines how closely the search user's query matches information about a local business.

Distance

Determines how close the search user is to local businesses based on the user's browser information.

Geo-Location

Prominence

How well established the practice is.

Strategy to Grow



- Do you know the percentage of patients that age out or leave your practice each year?
- Do you know the average amount of money that is brought into the practice per newborn to age 5?
- How often do you engage with your social media?



Search Engine Optimization (SEO)

Content

Regularly update website content. Sprinkle in keywords for items you want to rank for. Write for humans, not bots.

Traffic

Build traffic from social channels. On your posts, link back to your website or medical library for authoritative content.

Links

Be bold. Ask others to link to your website, including affiliated hospitals, charities you support, community groups & specialists you refer to.

Social Media Marketing Calendar

**Mental Health -
back to school**

Tylenol Dosing

**Back to school
Backpack Bash**

**Provider - fun
video**

**Camp pictures -
Dr. Smith
volunteered**

**“How to use an
inhaler” video**

**Fun Run for
the Cure**

**Teens & Vaping
- what to know**

**Lactation advice
highlight**

Links & Resources



RemedyConnect Resources

- [RemedyConnect SEO & Website Findability](#)
- [Remedy Web Services Info Sheet](#)
- [Lunch & Learn Series Recordings and Upcoming Schedule](#)
- **Client Success Story:** [Websites Work: Building Trust with Your Patients Outside Your Practice Walls](#)

National Awareness Calendars

- [National Awareness Month & Day Calendar](#)
- [Awareness Calendar PDF](#)