



# DIGITAL MARKETING 101

FOR MEDICAL AND LEGAL  
PRACTICES

---

1389 Center Drive #230  
Park City, UT 84098

435.575.7470  
[myadvice.com](http://myadvice.com)



# Contents

---

- 3** TOP 7 DIGITAL STRATEGY COMPONENTS  
Introduction
- 4** STEP ONE  
You Need a Website
- 5** STEP TWO  
Manage Your Website
- 6** STEP THREE  
Get Listed
- 8** STEP FOUR  
Manage Your Reputation
- 12** STEP FIVE  
Get Social
- 13** STEP SIX  
Get Found
- 14** STEP SEVEN  
Drive Traffic to Your Site
- 15** WE GET  
Results

Thinking about building or growing an online presence can be daunting. There are over **1.5 billion** websites on the internet today. How do you compete with all that noise?

---

# THE TOP 7

## Components of a Winning Digital Marketing Strategy



Whether you are a medical or legal practice, your website has the same purpose. It is a way to educate your audience on who you are and what you offer. Your site is the way people find you in your local area, discover what you specialize in, and read reviews about your past performance.

We have created a simple, manageable way to think about building and growing your company's digital presence so that your clients can easily find and interact with your business.

Here are the top 7 most critical steps to create and build up your digital presence.

# 1

# 94%

of first impressions  
relate to the design  
of your website.

SOURCE: WEBFX



FUN FACT

## You Need a Website.



This seems straightforward enough. However, have you ever looked around the web? The range of site layouts, navigation bars, and even contact pages is overwhelming. Who are you going to use as your website platform? You have to buy the domain name (choosing a URL could be a full day discussion in itself!), decide on graphics, and write content.

Now maybe you have a site, but it is not performing as well as you would like. Perhaps it has a high bounce rate, or prospective clients are not filling out your lead forms. Is your site optimized for mobile? A website is an extension of your business that should continue to be optimized for performance.



# 2

---

## Manage Your Website.

Now that you have a website, you need to keep it running.

This is called website management. You need to ensure that someone is monitoring your site 24/7 to make sure that it doesn't go down, that it remains fully functional, and is not at risk for server and malware attacks. Your site speed, software updates, virus protection, and website status are all things that Google looks at for SEO rankings, so you mustn't ignore it.

# 3

The number one area that we request our clients to be accurately listed in is local directories.

More than 150 million people access local directories each month, including prospective clients looking for businesses like yours.

## Get Listed.

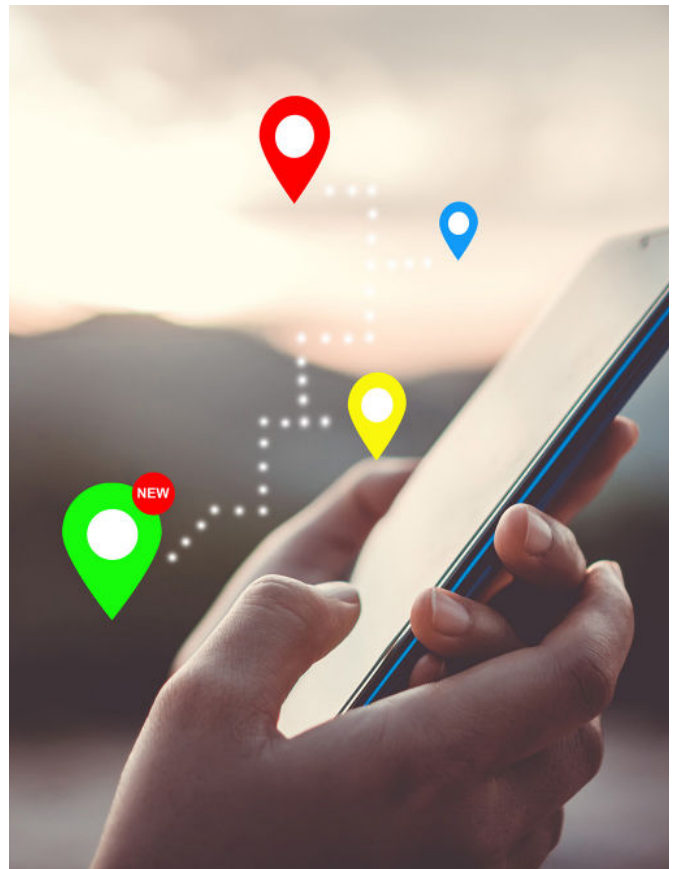


# 73%

of people lose trust in brands due to inaccurate local business listings.

FUN FACT

SOURCE: PLACEABLE



Take a look at Yelp, Superpages, Yellowpages, Google, and Facebook. You may be surprised to learn that not every listing is the same.

You may read these two listings the same:

Attorney Susan Smith  
123 Main St., Ste. 456  
NYC, NY 10022  
(917) 345-6789

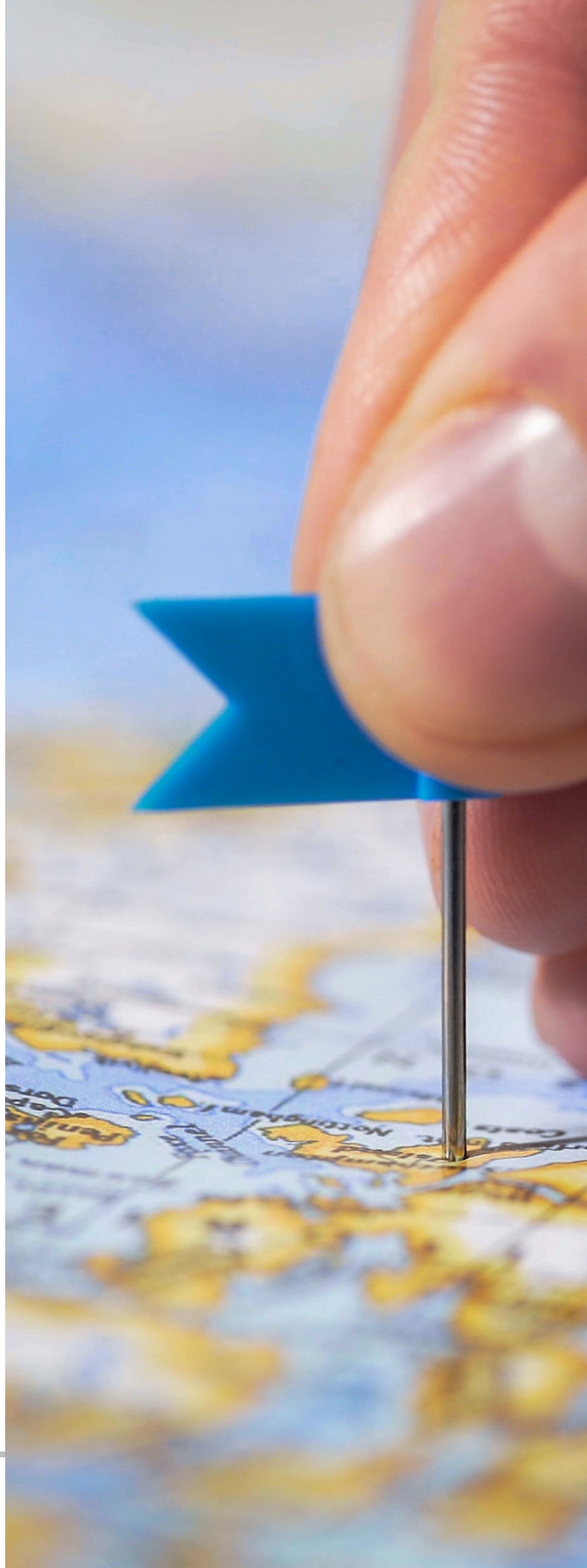
- AND -

Attorney Susan Smith, ESQ  
123 Main Street, Suite 456  
New York City, NY 10022  
917-345-6789

## However, Google's algorithm does not.

Ensuring that all of your NAP (business name, address, and phone) are uniform across all sites is critical. Even a slight variation (like the one above) is a signal to search engines that your listing might not be legit. When your NAP information is consistent in every listing, **Google will see your listing as trustworthy and help boost your search rankings.**

There are more than ten big directories on the web, never mind all of the small ones where your practice may be listed. It is a beast of a job to have to go through and update each one manually. MyAdvice offers a [free tool](#) that allows you to see how your business is listed across numerous directories. You can get started on fixing any issues today.



# 4

## Manage Your Reputation.

Now you have a website; it is being managed, all of your directory listings are uniform - the next step is to manage your reputation.

# 76%

of people trust online reviews as much as personal recommendations.

SOURCE: BRIGHTLOCAL



FUN FACT



Some people trust online reviews more than they trust feedback from friends and family. That is crazy! But it is just the way of the world now. To manage your online reputation, it is crucial for you to:

- Respond to negative comments.
- Make changes to your processes for continuous improvement.
- Respond to positive feedback to help build relationships with your clients.

Consider the following general stats regarding reviews.



82%

of consumers now read online reviews for local businesses

40%

of consumers form an opinion by reading 1-3 reviews vs. 29% in 2014

68%

say positive reviews make them trust local businesses more

44%

say a review must be written within one month to be relevant

37%

of people are likely to submit a review after a negative experience

25%

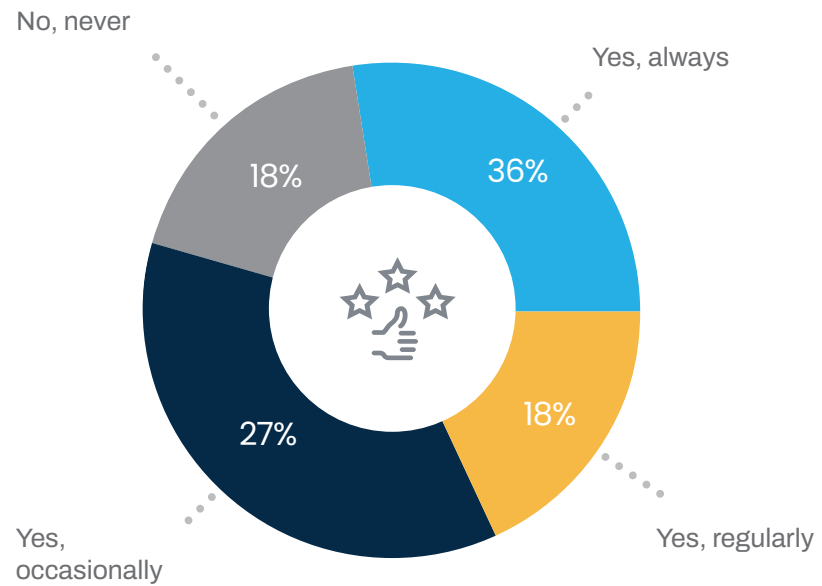
of people are likely to submit a review after a positive experience



## How Many Consumers Read Online Reviews for Local Businesses

SOURCE:  
BRIGHT LOCAL

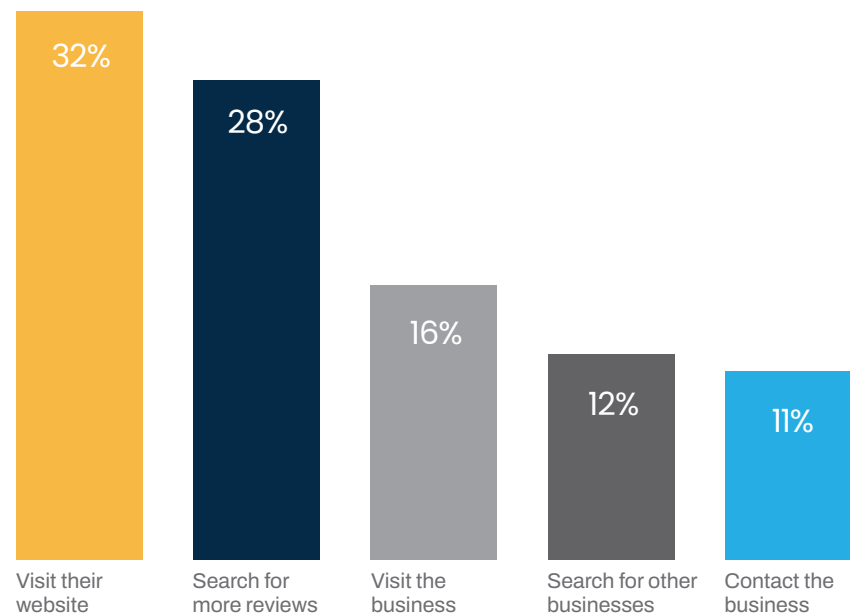
### Do you read online reviews for local businesses?




## What Consumers Do After Reading Positive Reviews

SOURCE:  
BRIGHT LOCAL

### What is your typical next step after you read a positive review?





The take-away from all of this:

**Not only do you need reviews, but you also have to receive them consistently to stay relevant.**

We encourage you to request reviews after positive client visits, specify where you want reviews posted, and reach out directly when you receive a negative sentiment. When a client leaves a negative review, they just want to be heard.

**We encourage you and your staff to reach out, to listen, and to acknowledge the client's concern.**

You never know, this negative review might help improve a process that you didn't realize needed improving.

**Final tip:** no matter if the review was positive or negative, ensure you respond directly to the review. Not only is the client looking for your response, but prospects are also reading these to see how you respond.

# 5

---

## Get Social.

The final important factor in an online digital presence is social media.

Social media usage continues to increase exponentially, and most everyone is on there looking to connect.



- Potential and current clients are visiting your company's Facebook page at least once per week before making a purchasing decision. They are also visiting your competition's social media accounts. So, you want to make sure your pages are up to date and include recent, engaging posts. This will help convert "followers" into customers.
- Social media (Facebook and Instagram specifically) allows clients to connect directly with your practice. You are not only posting about the services you offer, but also the people in your office. These posts are a great way to get your entire staff involved. Your front desk staff can post "Stories" about different staff members, or do office tours. You can hold contests or ask for your clients to post user-generated content that involves your services. Whatever it is, this is an area where you can get creative and get to know your clientele and vice versa.

# 6

## Get Found.



The two remaining pieces will help truly set you apart from your competition. The first is SEO.

You have built and are maintaining a website, your directory listings all match, you are monitoring your reviews and posting to social. However, all of these efforts will be in vain if your site does not rank well in the SERPs (search engine results pages).

# 75%

of users never scroll past the first page of the SERPs.

SOURCE: HUBSPOT

Do a quick search for yourself and see where you end up. On page two or higher? Then you require some SEO improvements.

To improve your SEO, you need to **improve your site's content** to be more valuable to people searching for similar subjects. Other factors that go into organic rankings are **site speed, site security, mobile optimization, content organization**, and **backlinks** to your site (showing that external links trust your site so much they want to use it as a resource).

**SEO is a way of playing the long-game.** Changes are made, and while you more than likely won't see improvement within a day, you will slowly start to see them over a month or two, especially if you are monitoring your Google Analytics.



DID YOU KNOW?

# 7

---

## Drive Traffic to Your Site.



**ROI =  
200%**

**FUN FACT**

Businesses typically earn \$2 for every \$1 spent on Google Ads.

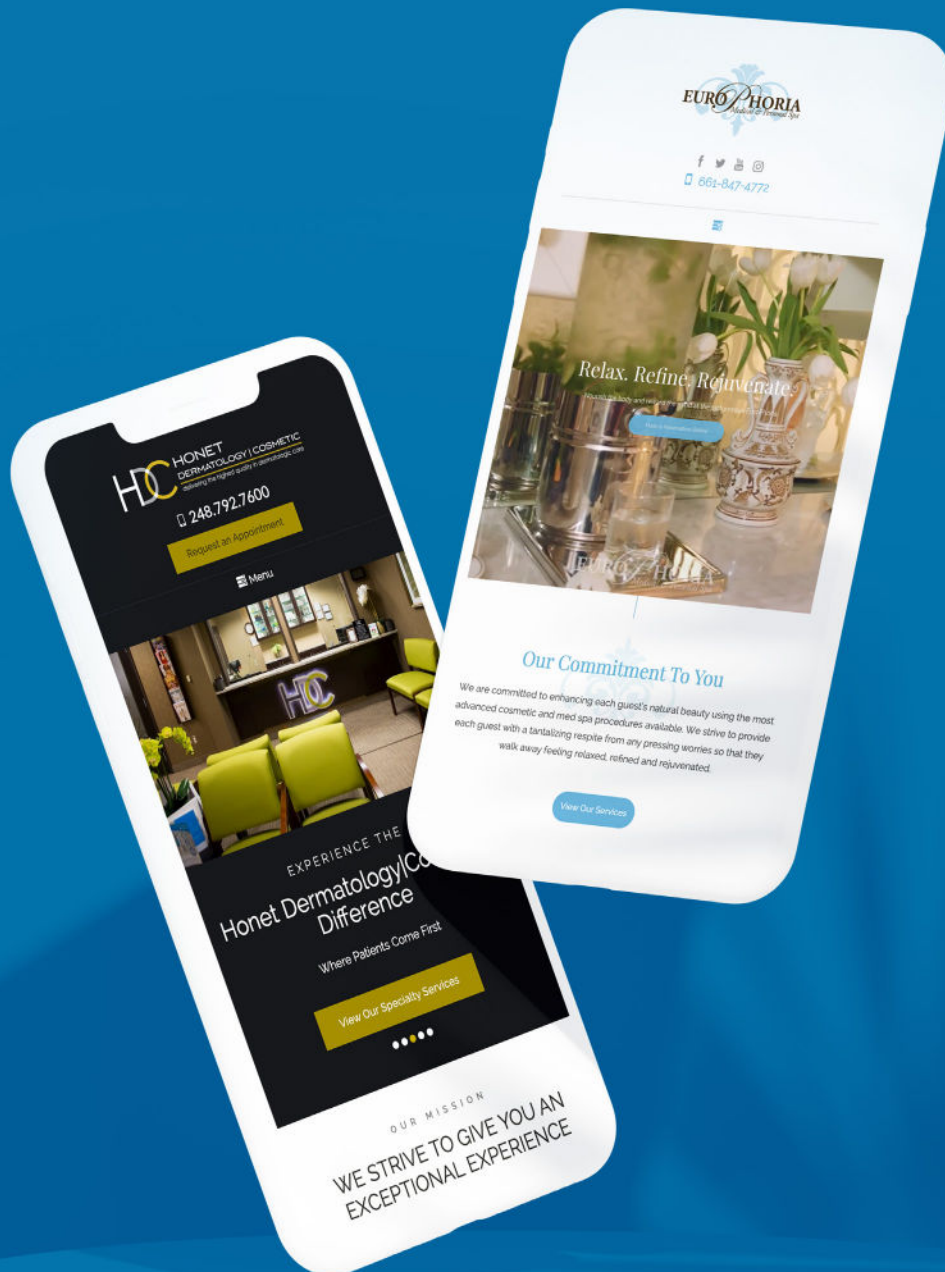
SOURCE: GOOGLE

Lastly, it is ideal to have a Pay per Click (PPC) campaign running to help drive traffic to your site, especially for a site that is still working on its organic rankings. PPC ads have a high ROI for businesses because the business only pays if the ad is clicked. PPC ads bring brand awareness to your business because your ads are consistently showing up on the first page of the SERPs. Even if a prospect doesn't click on your ad, they see it, and that gets filed away in their brain (even if they don't realize it!)

- PPC consists of doing keyword research to determine which keywords you want to bid on. It involves setting up a bidding system to determine how much you want to bid for each keyword. And it involves closely monitoring the campaign to ensure that you are not over-spending on keywords that are not working (or losing out to competitors on words that are working).
- It is a specific science that can take time to learn, but once you have your campaign dialed in, you will start to see site visitors and information requests increase over time.

We understand that all of this can be a lot to take in. This list is our recommended order of digital marketing activities. If you have done some already, great, but you might have some holes to fill. Here is the excellent news, especially if all of this seems overwhelming – there are ways to

outsource everything we talked about above (and more!) MyAdvice is a full-service digital agency specializing in the medical and legal fields. We have over 20 years of experience managing marketing campaigns that include all of these components for our clients.

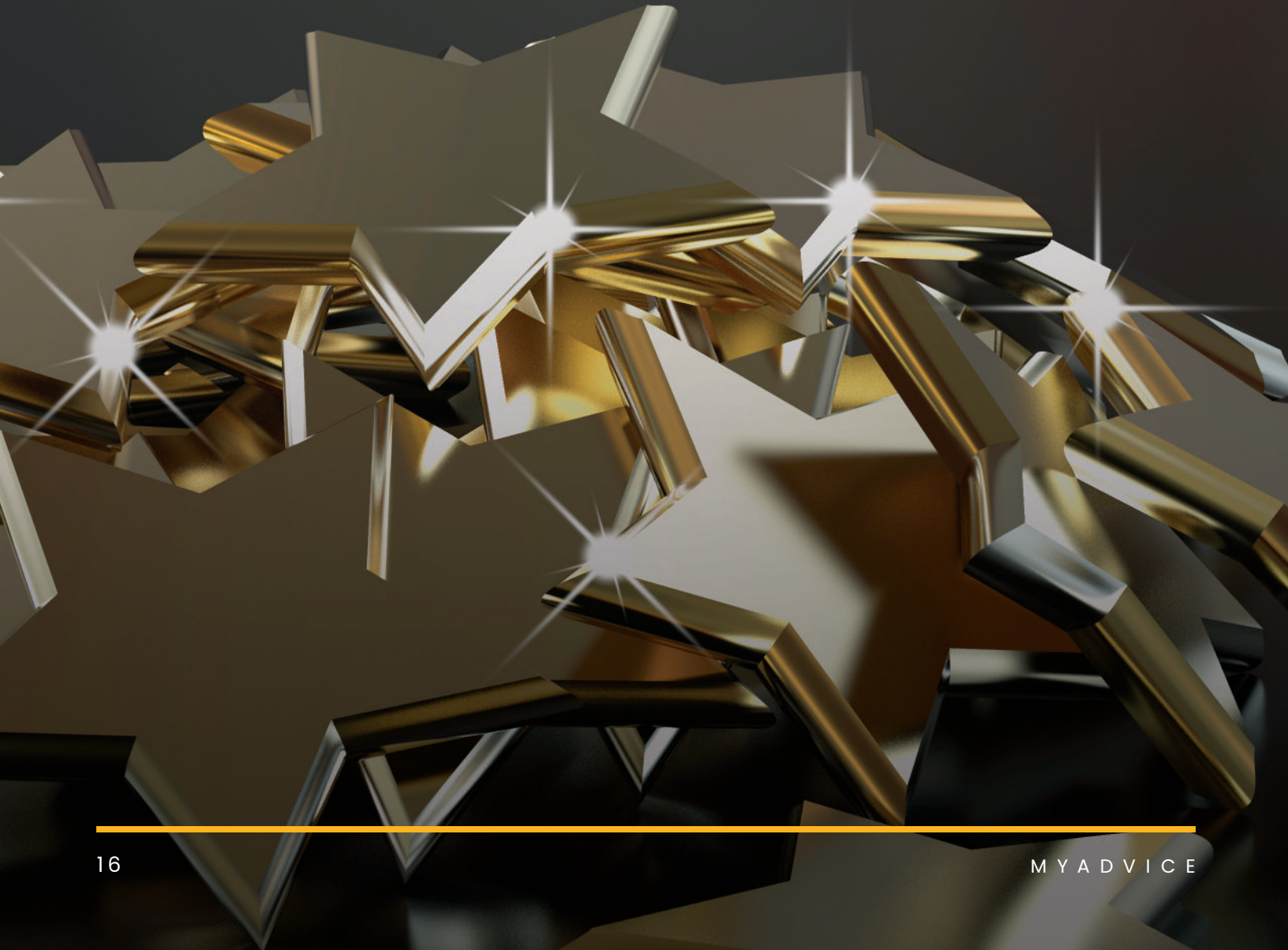


---

We Get

# RESULTS.

We understand your world. Our average client enjoys doubling their leads within the first two years with us.





# 177%

LIN PLASTIC  
SURGERY

Dr. Samuel Lin saw an increase in social media engagement by 177% after one year



[View Case Study](#)

# 1,507%

SINUS & SNORING  
SPECIALISTS

Dr. Daniel Slaughter used Local Power and saw a 1507% increase in citation listings



[View Case Study](#)

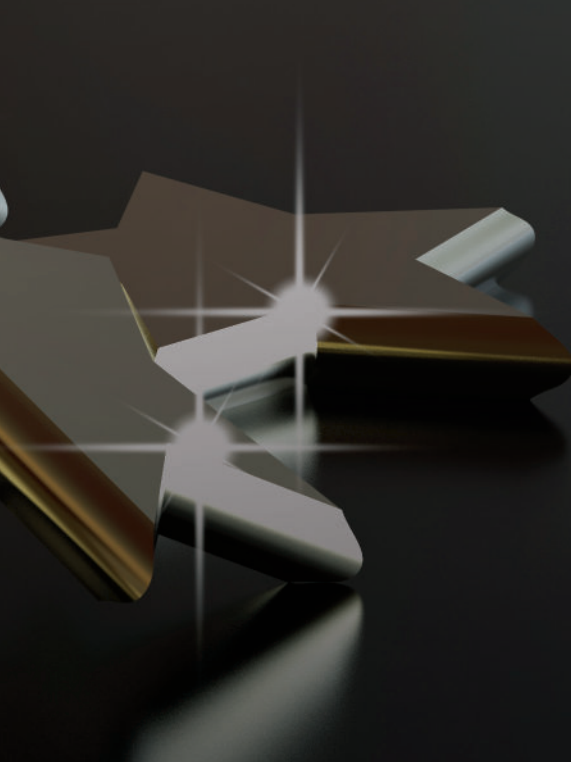
# 260%

SUMMIT  
DERMATOLOGY

Dr. Jessica Kim saw a 260% increase in conversions in her first year with MyAdvice



[View Case Study](#)



Let us focus on your digital presence so you can focus on growing your practice personally and professionally.

Reach out to [MyAdvice](#) today for a complete website evaluation and a customized marketing plan suited to your needs and budget.



# BECOME OUR NEXT SUCCESS STORY



[www.myadvice.com](http://www.myadvice.com)  
435.200.1018