

# Unlocking the Secret to Great SEO

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REALPATIENTRATINGS™

## TRUST

Today's most effective internet marketing strategy is centered around trust in two ways:

Trust built with Google, and trust built with patients.

Which kinds of internet marketing can get you into trouble?

Which tactics result in greater trust with both Google and patients to generate more conversions, more consults, and more cases?

“Show your site's credibility by using original research, citations, links, reviews and testimonials.”  
- Google



### How do you build trust with Google?

#### ACT LIKE A BRAND

A brand has a mission statement, it has people, it has a logo and standard colors, it has professionally written content.

#### BE HUMAN

Write in an informal style, like you're actually talking to a patient.

Get good photos of you and your staff.

Go all out on your About pages.

Write your own procedure content. (If you can't do it all, start with the 2-3 procedures most important to you.)

#### BE FRESH

Stale, outdated content, old reviews, and messy photos make people think you don't care and aren't up to date.

#### FOCUS

Prioritize your efforts on the content which has the greatest impact on conversions



#### PHOTOS MATTER MOST

Visitors spend most of their time looking at your before and after photos.

- How many photos do you have?
- Does the quantity represent the number of cases you do?
  - Put the best photos at the front
  - Tell the story of each case in writing

#### NETWORK ONLINE

Interact authentically on the social media channels where you are comfortable.  
Participate on RealSelf.com

#### FOLLOW TECHNICAL BEST PRACTICES

Link OUT to your sources!!!!  
Link to your social media & society sites  
Domain name matches business name<sup>3</sup>  
Domain name isn't registered privately  
Be mobile-friendly  
Use Schema.org tags  
Have a privacy policy & terms and conditions

### How do you build trust with patients?

#### ACT LIKE A BRAND

A brand presents cohesive, professionally designed visual experiences.

Does your website look and feel like your office experience? Do your printed materials match and show that you care about quality?

If not, you're inviting cognitive dissonance.

#### PRICE TRANSPARENCY

Publishing your pricing online and being upfront about costs over the phone prevents unqualified consults, increases trust, and increases conversions.

When prepared for the fee ahead of time, 22% more patients scheduled at consultation vs. those who were surprised with a fee that was higher than they expected.<sup>6</sup>

#### SURVEY ALL OF YOUR PATIENTS

Survey your patients regularly. All of them.  
*The very process of asking for feedback can induce a customer to form a positive opinion on something that otherwise would not have considered.*<sup>2</sup>

#### WALK THE WALK

Back up what you say online with what you do in the office

#### FIX RECURRING ISSUES

If your reviews or surveys mention a specific theme over and over, FIX THE problem.

The #1 theme in negative reviews is time, either from waiting or being rushed.<sup>5</sup>

#### EMBRACE THE BLEMISH EFFECT

Nobody believes a perfect 5.0 rating, nor do they believe reviews when there aren't enough to read.

#### NETWORK IN REAL LIFE

Participate in your community.  
Where are the women meeting for networking? Go there. Make friends.  
Approach every opportunity with the question "how can I help you?" in mind.  
Support a cause that you care about and get involved.

### What NOT to do

#### DON'T DO EVERYTHING

Choose wisely the marketing tools and channels that are right for your personality and practice goals. You do not have to do it all!

#### DON'T STEAL

Don't take other people's content -- including reviews from other sites. You can't repurpose reviews without the permission of your patient and the original source.

#### DON'T OVERUSE STOCK PHOTOS

Stock photos scream "fake!" and can lean toward soft porn. For some markets (think Las Vegas), this is ok, but if your patient base is more conservative, be cautious with the images you choose. Especially avoid images of wet models.

#### DON'T OVER-PROMOTE THE DOCTOR

Ask yourself, is my website mostly about me or is about helping my patients? Limit content promoting the surgeon to the About pages.

#### DON'T "KEYWORD STUFF"

There are no games left to play with keywords or city names. Including the name of your city 20 times on a single page isn't needed anymore. Google knows exactly where you are.

#### DON'T WRITE FAKE REVIEWS OF YOURSELF

People can spot fakes a mile away.  
And you'll get caught.

#### DON'T BUY IT IF YOU DON'T UNDERSTAND IT

SEO is not a mysterious or proprietary process! If they can't explain what they do, how they do it, or how long it takes, don't buy it.

#### DON'T BUY OR DO ANYTHING THAT ISN'T REAL

Do not take shortcuts by buying fake links, fake social media followers, fake article submissions, phony press releases, or directory listings that don't produce. It will hurt your site, hurt your reputation, and cost you a fortune to reverse.

#### DON'T BE CREEPY

Don't answer new patient email inquiries at 2am. Shouldn't you be sleeping?

#### DON'T JUST GO THROUGH THE MOTIONS

Are you posting on Facebook for the sake of posting, or are you truly interacting?

#### DON'T PUT INAPPROPRIATE PHOTOS ON SOCIAL MEDIA

Think like a patient, not a clinician! Social media is not the place for labiaplasty, nudity, gore, or needles. It's for fun, nice, happy things.

#### DON'T FIXATE ON YOUR COMPETITION

You can't do anything to change them, but you can create amazing experiences for your patients which will return to you tenfold.

### Conclusion

What's good for humans is also good for Google.

Think and act like a brand.

Don't do fake stuff.

#### HOW DO YOU KNOW IF IT'S WORKING?

Look for increased engagement:

- People stay on your site longer and read more
  - More leads and more phone calls
  - Better qualified consults & increased scheduling rate
- More in-office feedback about the website
  - Rankings improve

“The key to creating a great website is to create the best possible experience for your audience with original and high quality content.”  
- Google

#### References

<sup>1</sup>Google Webmaster Academy, "Make a great site: 1.4 Create valuable content" [support.google.com](http://support.google.com)

<sup>2</sup>How Surveys Influence Customers, Harvard Business Review, May 2002

<sup>3</sup>Why Google Hates Your Site (Hint: It Has Something to Do With TrustRank) [backlinko.com](http://backlinko.com), July 20, 2015

<sup>4</sup>Internal study, Google Analytics data from 40+ plastic surgery practice website.

<sup>5</sup>Internal study, RealPatientRatings survey data.

<sup>6</sup>Internal study, RealPatientRatings survey data from 35,808 consultation survey responses.

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