

# OK, OK... Your WWW Site

- Mobile Friendly
- AAP Handouts
- Adwords
- Facebook

# More About The WWW

- Yelp
- Healthgrades
- How do I respond?

# Don't Forget Your Local Listings

- Google yourself!
- Doximity
- Pokemon Go!

# Cross Promote!

- Does every piece of paper mention your WWW site?
- Does your on-hold mention Fb?
- Does Fb mention your portal?

# Signs and Handouts

- Are your patients greeted with reminders about your WWW site, portal, Fb?
- Does every patient walk out the door with something?
- AAP Content