

# Improve Your Practice Website



# Agenda

- Terminology
- Choosing a Purpose
- Getting Found
- Informing and Educating
- Attracting New Patients
- “Best Practice” Practices
- What You Can Do Now

# Terminology

- Call-To-Action (CTA)
- Evergreen content
- SEO
- Vlogging
- Content or Content Offer
- Above the Fold
- Paid Search
- Backlinking

# Choosing a Purpose

Engagement Tool, Online Brochure, or Somewhere In-Between? Your first Impression. Your Brand.



# Your website is your brand

- Purpose
- Assessment
  - Site and page performance
- Current state vs. future state
  - Enhancement
  - Complete Revamp

# Your website is your brand

- Online brochure, patient engagement tool, In-between
  - Evolution
- How does social media fit in?
  - Facebook is not a website

# What is the goal of your website?

## Online Brochure

- Static, with good evergreen content
- Can be DIY
- May link off to other platforms or patient portal
- Can meet practice's digital goals

# What is the goal of your website?

## Bridge Tool


- Incorporates some social media
- Patient portal access
- Promotional
- Some education



# What is the goal of your website?

## Engagement Tool

- Incorporates other platforms
- Patient portal access
- Educational/Informative
- Promotional
- Frequent subject matter expert content



"Awesome place for kids to get healthcare."  
- George G.

#### Appointment Request



Use the convenience of our web site to request an appointment.

#### Patient Forms



Here are some common forms used by Uptown Pediatrics.

#### Patient Education

Patient Education ONLINE

Search patient handouts and resources

Go

[Log In To My Kid's Chart](#)

[Immunization Schedules](#)

## Welcome to

We are a group of board-certified pediatricians who specialize in the care of children, from birth through young adult age. We also provide subspecialty care in pediatric endocrinology, infectious disease, and adolescent medicine.

## Our Mission

*Our mission, simply stated, is to provide excellent care for our patients and their families. We seek to care for the whole child - fostering his or her optimal growth and development - in sickness and in health, from birth through college. Developing a relationship built on concern for the child's total well-being, we build on our growing knowledge of each unique child and his/her strengths, interests, family and medical history. Our goal is for each patient and family to leave the office feeling that their needs have been met and that they had a positive experience with each staff member they have encountered. We recognize that in order to accomplish this goal, our doctors, nurses and medical assistants must be sensitive to both the psychological and physical concerns of patients and their families. Our reception, billing and management staff must also perform their tasks in a helpful and courteous way. Our objective is to provide only the most thorough and compassionate manner that is comfortable for each patient. In order to best serve our patients, we need to work as a team, helping each other attain our goals.*

[Join Our Mailing List](#)[Important Updates](#)[Contact Us Online](#)

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### Join Our Mailing List

Sign up to get important updates delivered to your inbox.

\* Email Address

First Name

Sign Up


By submitting this form, you are granting:  1015 E. Avenue, United States, permission to email you. You may unsubscribe via the link found at the bottom of every email. (See our [Email Privacy Policy](#) for details.) Emails are serviced by Constant Contact.

### Important Updates

#### Immunization Schedules

#### Walk-In Hours For Sick Visits

Walk-in Hours For Sick Visits  
7:30AM - 8:30AM (Monday through Friday, November through end of March)

WALK-IN SESSION ENDS IN MARCH AND WILL RESUME IN NOVEMBER. FOR SAME DAY SICK VISIT APPOINTMENTS, CALL US AT 

#### Summer Hours:

Due to limited demand on Sundays during the summer, the office will be available on Sundays by phone only beginning July 2nd and will resume on September 10th. As always, you can reach us 24 hours a day at . Have a safe and healthy summer!

### Contact Us Online



Make an Appointment

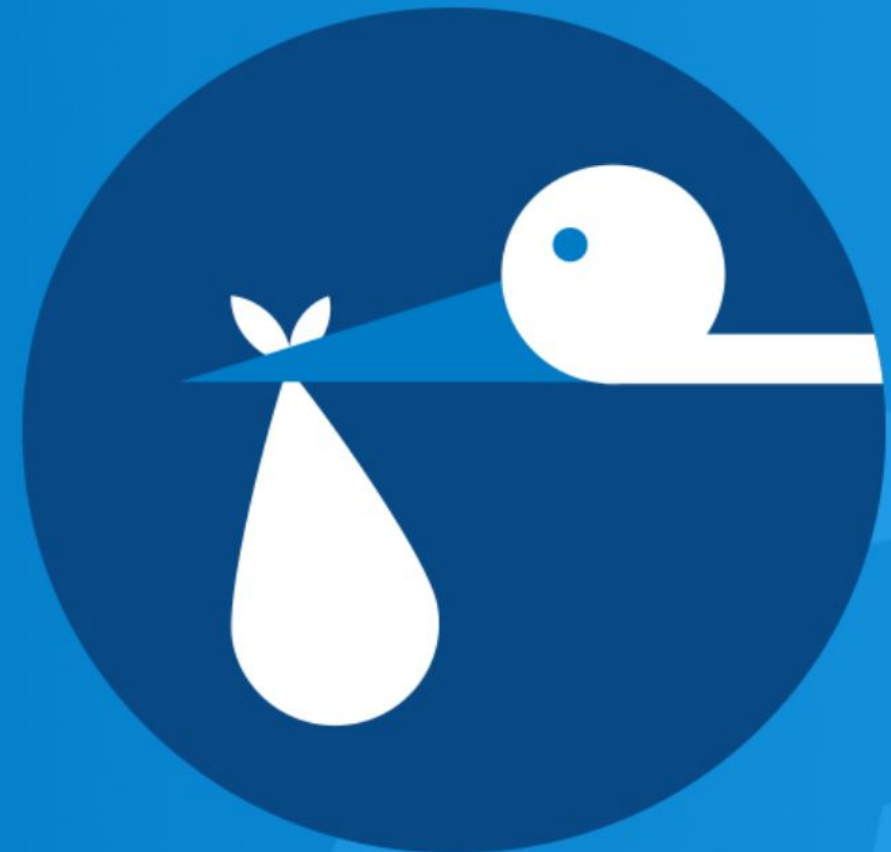
Patient Forms

Pay My Balance

Request a Subspecialty Referral

Suggestion Box

# Get to know us at **Expectant Parent Orientations**

[SAY HELLO](#)

06.01.18



# Mom & Baby Yoga

Join us for a fun and friendly yoga class, tailored...

SIGN UP

06.06.18

# Toddler Time

Come (with your toddler, of course!) and mix and mingle,...

SIGN UP

06.06.18

# Toddler Time

Come (with your toddler, of course!) and mix and mingle,...

SIGN UP

06.11.18

# Prenatal Breastfeeding

Families meet with one of our IBCLCs, who will discuss...

SIGN UP

06.04.18

# Not-So-New Mom's Coffee

Free and open to all Moms with babies from 6 to 12 Months. (You...

SIGN UP



## Cranberry/Seven Fields

671 Castle Creek Drive  
Seven Fields, PA 16046

P: 724.761.2020  
F: 724.778.8959

## Pleasant Hills

810 Clairton Blvd.  
Pittsburgh, PA 15236

P: 412.466.5004  
F: 412.466.7137

## Squirrel Hill/Greenfield

4070 Beechwood Blvd.  
Pittsburgh, PA 15217

P: 412.521.6511  
F: 412.521.6512

## Quick Links:

- HOME
- CLASS SCHEDULE
- PAYMENTS
- OFFICES
- PATIENT PORTAL

- Providers
- Expertise
- Classes
- Doctors' Notes
- Our Story
- Your Visit

# Getting Found

Attracting new and existing patients from “across the web”



# 4 Ways to Get Found on the Web

1. Search Engine Optimization (SEO)
2. Paid ads/placement (PPC)
3. Business listings
4. Social media



# Search Engine Optimization (SEO)

- Long-term strategy
- Winning SEO strategy: **consistency + quality**
  - “*Evergreen*” content
  - *Keywords* that match patient families’ searches
  - Backlinking
- Blogging or vlogging routine



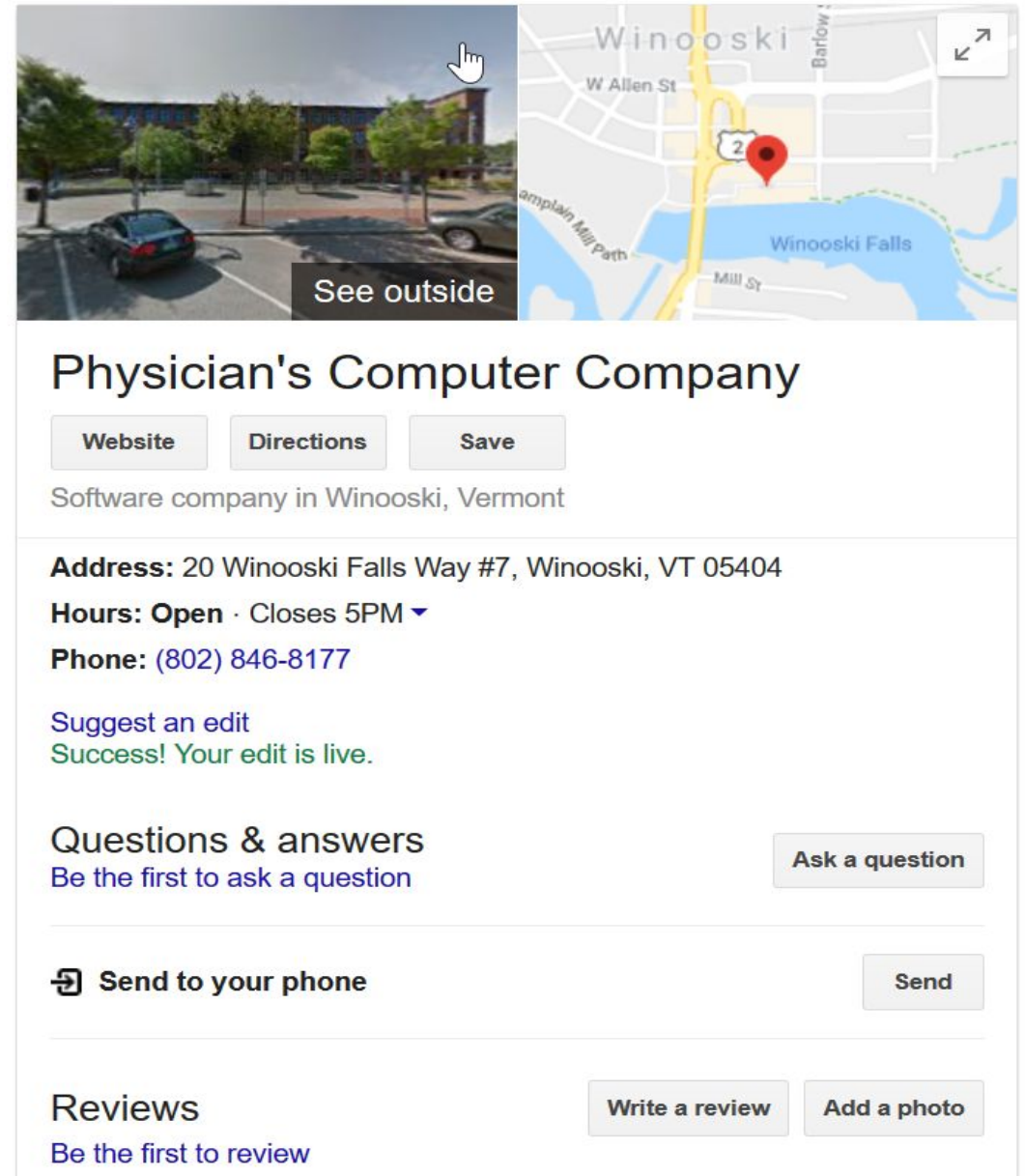
# Paid placement/ads

- First page of search results
- Short-term, immediate results
- Reaches specific audiences
- Non-search specific ads
  - Facebook
  - Service provider platforms



# Business Listings

- Online Ratings
- Google My Business (GMB) Listing
- Yelp, HealthGrades, ZocDoc
- Expand on existing feedback



The screenshot shows a Google My Business listing for "Physician's Computer Company" in Winooski, Vermont. At the top, there is a street view image of a building and a map showing the location. Below the images, the business name "Physician's Computer Company" is displayed, along with buttons for "Website", "Directions", and "Save". The address is "20 Winooski Falls Way #7, Winooski, VT 05404". The hours are listed as "Open" and closing at 5 PM. The phone number is "(802) 846-8177". There is a "Suggest an edit" link with a success message "Success! Your edit is live.". Below that, there is a "Questions & answers" section with a "Be the first to ask a question" link and an "Ask a question" button. At the bottom, there is a "Send to your phone" button and a "Send" button. The "Reviews" section is partially visible at the bottom, with a "Be the first to review" link and buttons for "Write a review" and "Add a photo".

See outside

## Physician's Computer Company

Website Directions Save

Software company in Winooski, Vermont

**Address:** 20 Winooski Falls Way #7, Winooski, VT 05404

**Hours:** Open · Closes 5PM ▾

**Phone:** (802) 846-8177

[Suggest an edit](#)  
Success! Your edit is live.

Questions & answers  
[Be the first to ask a question](#) [Ask a question](#)

[Send to your phone](#) [Send](#)

Reviews  
[Be the first to review](#) [Write a review](#) [Add a photo](#)

# Informing and Educating

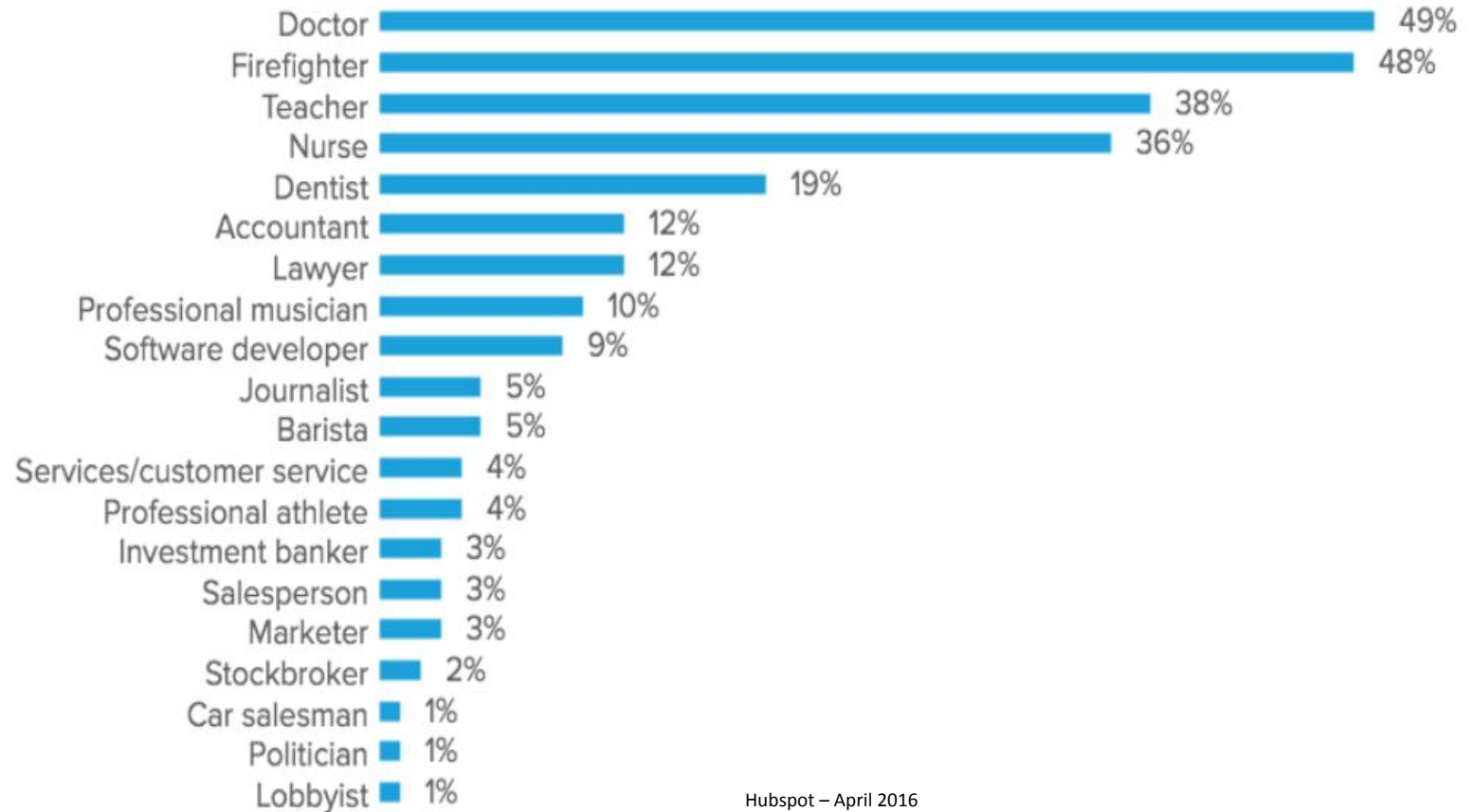
Credibility and expertise for your website audience



# Informing and Educating

- Doctors rank high
- About the Practice and Providers
  - Headshot and Bio
  - Tell Your Story
- Create a blog or vlog and commit
  - Timely topics
  - Piggyback on timely news

Who do you consider to be trustworthy?



Hubspot – April 2016



Pediatric EHR Solutions

# Building Trust on Your Website

- Photography
- Association(s) and memberships
- Helpful content means visibility
- Expectation setting opportunity
- Orient your patient audience at the center of all content
- Social media buttons

# Attracting New Patients

Bare essentials for bringing new patients in from your website



# What Patients Need on Your Site

- Explicit CTA
- Methods to contact your office
- Patient portal access
  - Care information
  - Online bill payment
  - Appointment booking and management
- A way to stay in touch or interact

# “Best Practice” Practices

Examples of what can work well and why





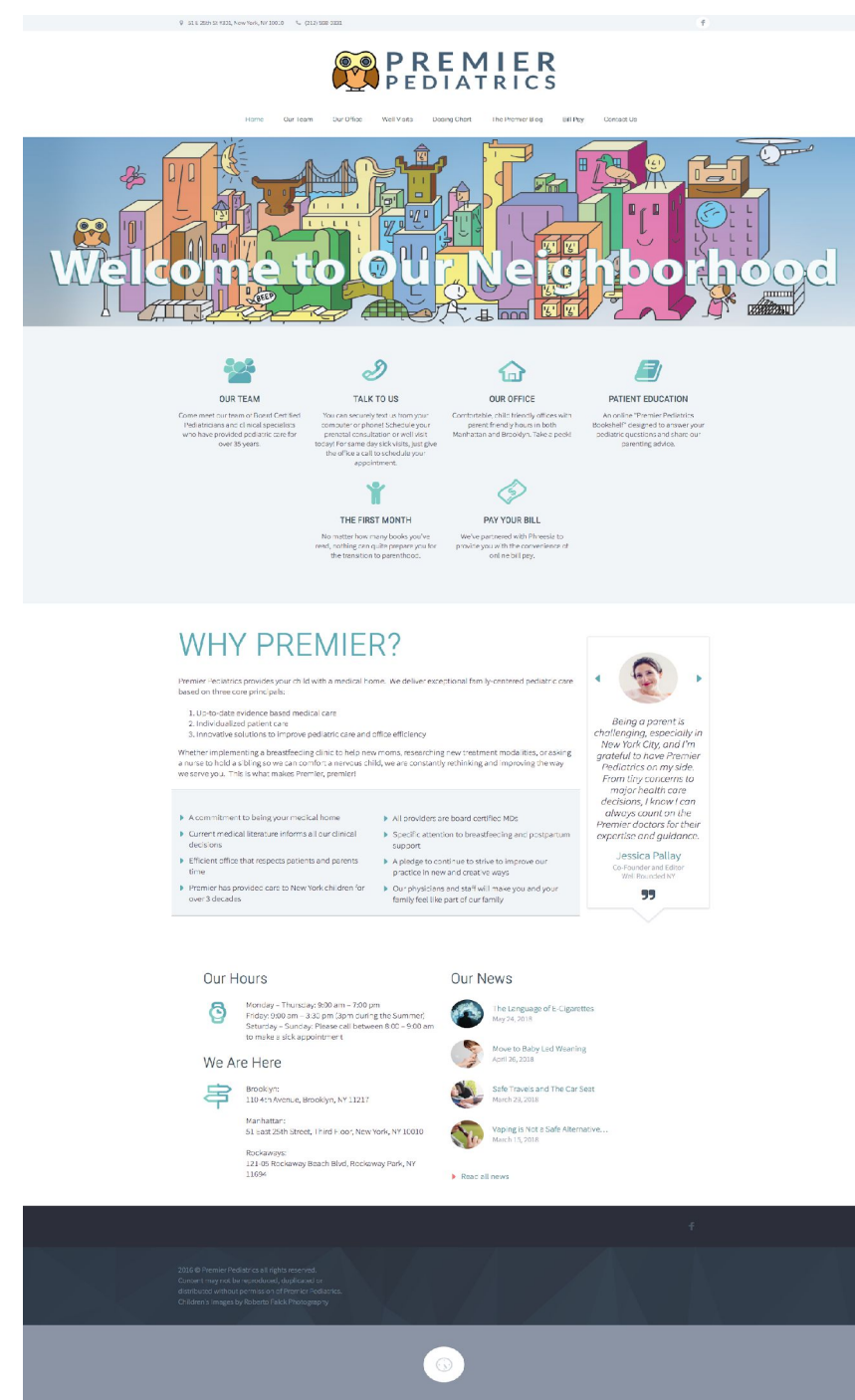
# Premier Pediatrics NY

## Great:

- Good incorporation of social proof by using a parent testimonial area
- Unique branding and logo sets distinction
- Our News – Frequently updated, tied into mainstream health news topics
- All areas of site are clearly accessible “Above the fold”

## Opportunity:

- Option for a clear call-to-action
- No patient portal access
- For pediatric SME authority



# Gramercy Pediatrics

## Great:

- Good bio and headshot example
- Shows “authentic photography” doesn’t have to mean “expensive photographer”
- Examples of social proof incorporated throughout the site
- Call-to-action for visitors to subscribe via email incorporated throughout site

## Opportunity:

- Streamline promotional efforts
- Update design
- Add patient portal access

The screenshot displays the Gramercy Pediatrics website. At the top, a navigation bar includes links for HOME, DR. DYAN HES, PRESS, TV, OUR OFFICE, PATIENT INFO, SERVICES, PEDIATRIC OBESITY CARE, BLOG, and MAKE AN APPOINTMENT. The main content area features a bio for Dr. Dyan Hes, a list of associates (Sarah Li-Koo, MD and Daniel Wolloch, MD), and a 'COME SEE US!' section with a photo of staff. A sidebar on the right contains social media icons and a '2 LOCATIONS' button. Below the main content, there are three columns: 'DR. HES ON TV' with logos for FOX NEWS channel and HealthNation; 'PRESS' with logos for ELITE DAILY, teenMOGIE, and Parents; and 'SUBSCRIBE' with a form for first name, last name, and email address. The footer includes contact information for Gramercy Park and Chelsea, a 'pingrmd' logo, and the American Board of Pediatric Obesity Medicine logo.



# Longwood Pediatrics

## Great:

- Authentic look and feel is created by using photos from the practice and including logos of partners
- Audience-focused navigation items
- Immediately provides all most-requested info in an easily accessible area on the homepage
- Patient portal access
- Frequently and recently updated News

## Opportunity:

- Calls-to-action can be streamlined
- Social media expansion

**Longwood PEDIATRICS, LLP** Preferred location. Preferred care.  
319 Longwood Avenue | Boston, Massachusetts | 617.277.7320

sitemap Search ... Search

HOME OUR PRACTICE FOR PARENTS PATIENT EDUCATION FORMS/POLICIES CONTACT US

### WELCOME!

Welcome to Longwood Pediatrics, excellence in Family Centered Primary Care.

For over 75 years, our private practice has been providing generations of families with the highest quality primary care.

Directly across the street from Boston Children's Hospital, our practice's unique location gives our patients exceptional access to the hospital's programs and specialists, and all of our physicians hold appointments at Harvard Medical School. Our board certified pediatricians and nurse practitioners will make Longwood Pediatrics your child's medical home.

### LATEST NEWS

#### Now Offering Fluoride Varnish at Well Checks

Posted on March 15, 2018

We are excited to announce that we are going to begin integrating the application of fluoride varnish into your child's well visits. Currently we will be offering this treatment at 9 and 18 month check ups.

#### February is National Children's Dental Health Month!

Posted on February 27, 2018

Oral hygiene is an important part of your child's health. According to the American Academy of Pediatrics, 10% of two year olds have one or more cavities, and by age five this number goes up to 50%.

#### Preparing Your Child for a Vaccine

Posted on September 28, 2017

Preparing Your Child for a Vaccine In the time leading up to the visit, it is fair for you to tell your child that you are unsure whether he/she is receiving a vaccine until the medical staff informs you. Validate (i.

319 Longwood Avenue, 4th Floor  
Boston, MA 02115  
Phone: 617-277-7320  
Fax: 617-277-7834  
Mon-Fri 8:30am-5:30pm  
Sat/Sun/Holiday  
urgent visits

### QUICK ACCESS

Hours and Directions  
Make an Appointment  
Quick Sick / Flu Clinic  
Our Providers  
FAQ  
Teen Turf

Join our Mailing List

Patient Portal

f t +

Longwood Pediatrics  
Like Page 116 Likes

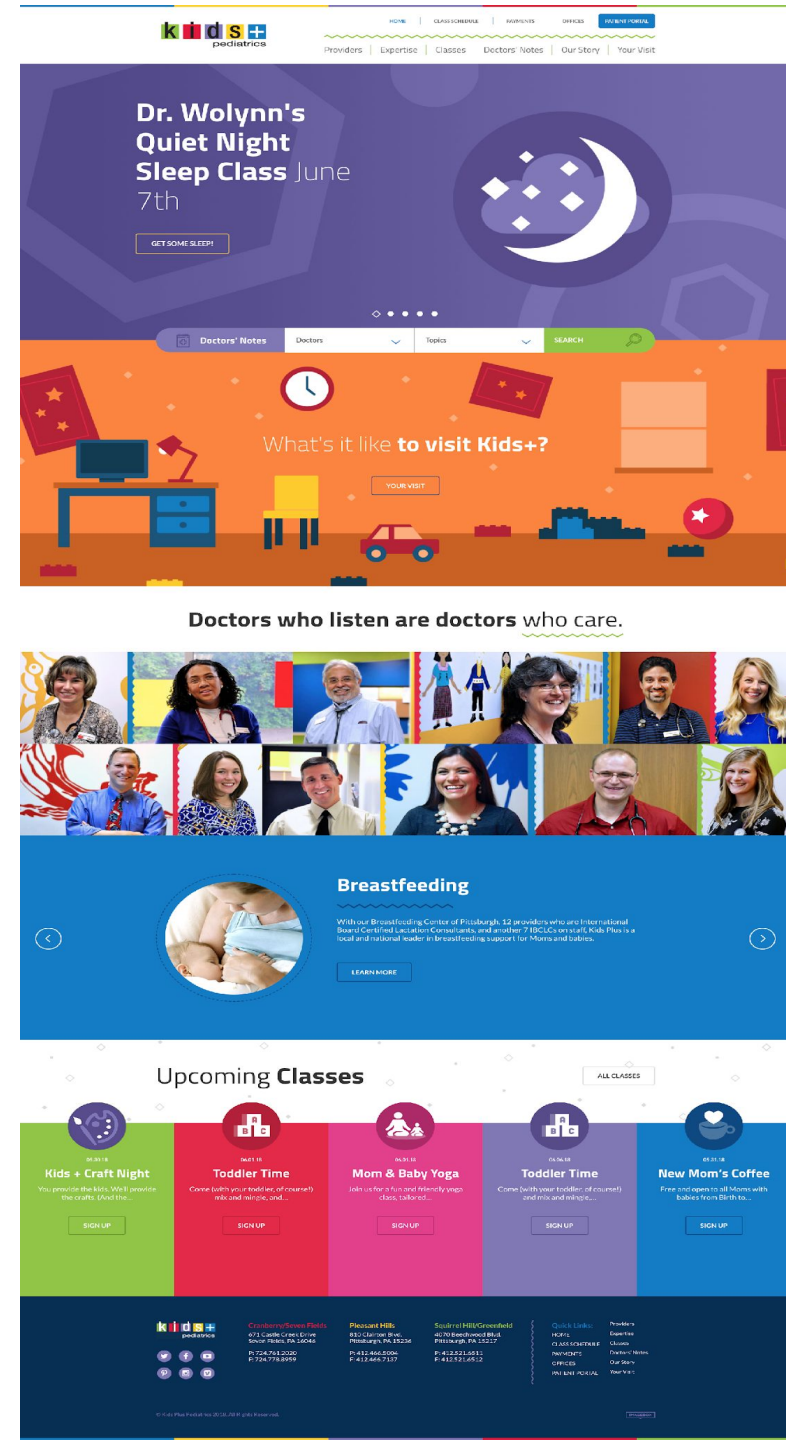
Longwood Pediatrics on Facebook  
Sun safety is important to think about especially as we get into warmer weather. Excessive sun exposure can be dangerous to children who are not

PPOC Boston Children's Hospital BRIGHAM AND WOMEN'S HOSPITAL Beth Israel Deaconess Medical Center HARVARD Medical Center

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# Kids+ Pediatrics

- Grade A example of digital communications, not just a website
- Reflective of very focused, well-executed ongoing branding and marketing efforts
- Video content incorporated throughout
- “Doctor’s Notes” section provides timely, relevant, educational content
- Your Visit sets expectations well
- Modern design incorporates authentic photography of providers, staff, and office to immediately establish credibility
- In-depth “About” sections tell a story
- Easy and intuitive navigation
- Self-serve patient portal



# What You Can Do Now

A few pointers to address your site



# Quick Recap

- Choosing a purpose sets the tone
- Thorough assessment of current site
- Getting found based on your purpose
- Informing and educating using relevant content
- Attracting new patients by being clear and concise

# Steps to Take Today

1. Run through PCC's Website Assessment Checklist to take a finger on your website's pulse
2. Review your last 6 months of data in Google Analytics: What's performing well and what isn't?
3. Take control of your Google Business Listing  
Verify ownership of your practice with the platforms and then edit accordingly
4. Complete the SEO Checklist for 2018 and dispatch the respective updates to your webmaster: <https://backlinko.com/seo-checklist#basics>
5. Claim your space on social media and commit

# Thank You!

