



# Local SEO for Healthcare Practices

Guide for Ranking Higher and Attracting Patients in Local Search



## Local SEO is a Confusing Road to Navigate

- What is local SEO?
- Do you have to do paid ads to rank high in search?
- How do I rank higher for my procedures or treatments?
- Where do I get started with Google My Business?
- What role do reviews really play in local SEO?
- Why should I care about my physician listings?
- How should I get started with website SEO?

On and on it goes....





# Fear not, I am going to help break down what really matters in local search

## We will cover...

- Local SEO 101
- Google My Business optimization
- Role of reviews in search
- Citations and physician directories
- Website SEO and getting started





## Why take my advice?

- Over 10 Years in Healthcare Marketing
- Internationally Recognized Award Winning Healthcare Marketing Agency
- Launched and consulted telehealth companies
- Marketed 30+ Subspecialties
- Co-Founder of Physician Liaison University
- Contributor to top medical and marketing sites



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Let's get started...

Local SEO 101



## What is local SEO?

According to Search Engine Journal: Local search engine optimization is a branch of SEO that focuses on optimizing a website to be found in local search results.

Content, on-page optimizations, and link building all with a focused, localized intent are part of these efforts.

[Source](#)



# Are you winning the local search game?

Percent of health care consumers that ran a search before scheduling an appointment

**61%**

Chiropractors

**67%**

Clinics

**71%**

Dentists

**69%**

Hospitals

**79%**

Nursing Homes

**74%**

Optometrists

**84%**

Physical Therapist

**71%**

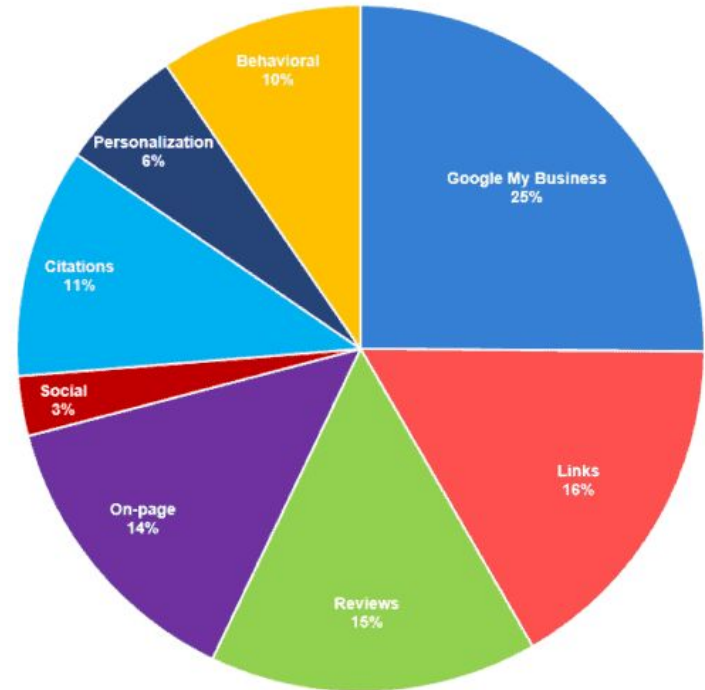
Physicians and  
Surgery



## What affects a local patient search?

### Top Local SEO Ranking Factors we can **CONTROL**

- Google My Business - 25%
- Links - 16%
- Reviews - 15%
- On-page SEO - 14%
- Citations - 11%
- Social - 3%







# How do patients search for providers and practices?

- Condition specific: *knee pain treatment near me*
- Treatment specific: *knee replacement near me*
- Provider specific: *dr john smith*
- Provider specialty: *knee surgeon atlanta*
- Practice specialty: *orthopedic practice orlando*

Google breast augmentation near me

Breast Augmentation Atlanta Marietta Georgia GA  
https://www.tomlinthermd.com/breast/augmentation-atlanta/ ✓  
★★★★★ Rating: 5 - 56 reviews - Price range: Contact For Pricing  
He wants his patients to have breast implants that fit their body. As a caring .... Is Breast Lift or Breast Augmentation the Better Choice for Me? At first glance ...

Boob Job Cost - Things to Know About Breast Surgery - Cosmopolitan  
etting-a-boob-job...  
... Certain types of breast  
je cell .... Image Of, H, This

DR. ALAN LARSEN - BUCKHEAD PLASTIC SURGERY  
5.0 ★★★★★ (32) · Plastic surgeon  
Atlanta, GA · (678) 894-9200  
Open · Closes 5PM  
helpful since I first had my consultation for my breast augmentation.

Atlanta, GA · (678) 894-9200  
Open · Closes 5PM  
helpful since I first had my consultation for my breast augmentation.

BECA Breast Enhancement Centers of America - Alph...  
5.0 ★★★★★ (1) · Plastic surgeon  
Alpharetta, GA · (770) 809-6631  
Open · Closes 5PM  
Their website mentions breast augmentation

DR. ALAN LARSEN - BUCKHEAD PLASTIC SURGERY  
4.3 ★★★★★ (51) · Plastic surgeon  
Atlanta, GA · (404) 367-9005  
Open · Closes 5PM  
Their website mentions breast augmentation

More places

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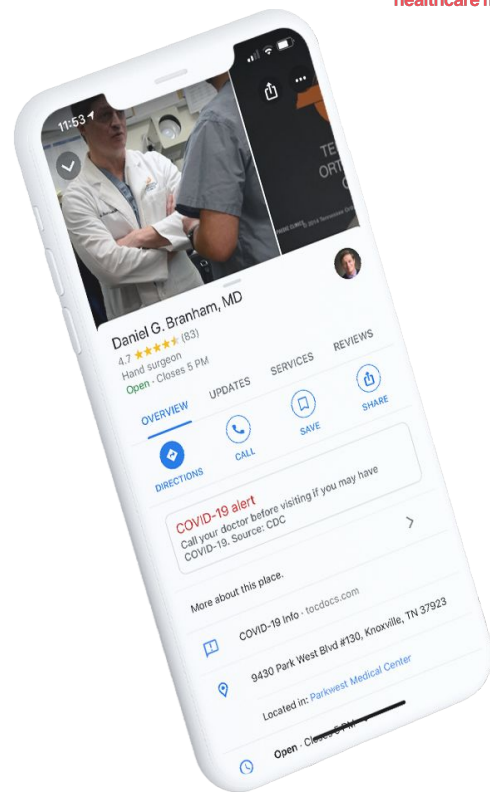
# How to Optimize Google My Business Profiles

*The #1 Local Ranking Factor*



## Keys to GMB Success....

- Claim & Verify Listing
- Fill out every single detail - no stone unturned
- **Nail your Business description**
- Ensure contact details match website
- Add photos!
- Tracking numbers are ok now!
- **Integrate map on website**



# Secret Formula to Nailing Your Biz Description



Locations: main specialty + city in 1st sentence

Infectious Disease Consultants of Georgia is an infectious disease practice in Roswell, GA. Their

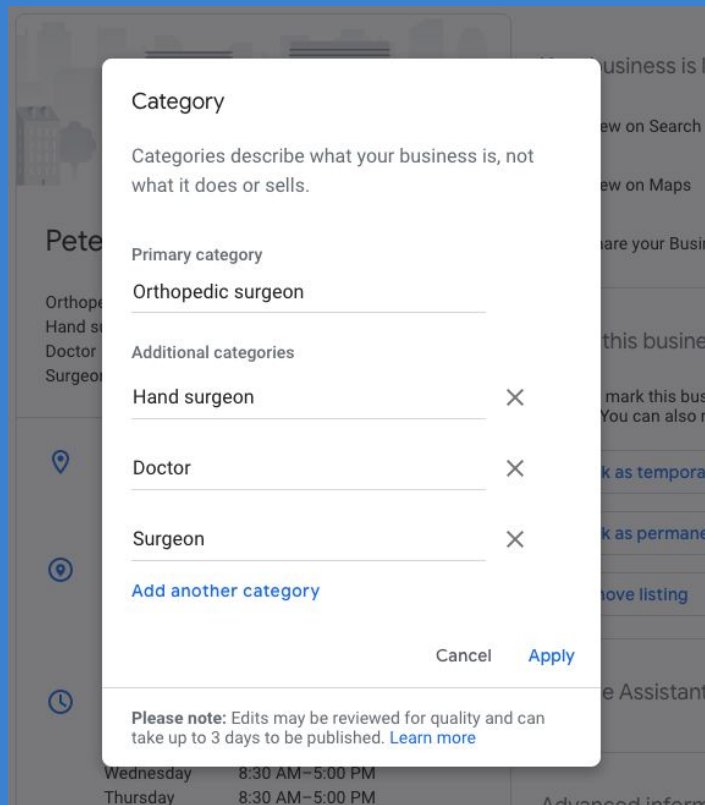
Providers: Who + What + Where in 1st sentence

Dr. Courtney French MD is a board-certified Otolaryngologist or Ear, Nose, and Throat doctor in Canton, GA. He has extensive experience

# Pro Tip: Categories are Gold

Picking the most accurate and appropriate Primary Category is CRITICAL.

You can add up to 4 additional categories that GMB will take into consideration so use those slots to their fullest.





## Proper Website Integration Create a Direct Connection Between Your Website & Google

- Navigate to your profile
- Click “Share”
- Toggle to “Embed a Map”
- Send code to webmaster

The screenshot shows a web browser displaying a doctor's profile on the Top Doctors website. The URL in the address bar is `topdocs.com/doctors/daniel-g-branham-md/`. The page content includes the doctor's name, affiliation with the Medical College of Virginia in Richmond, and a map of the office location. A red box highlights the 'Share' button on the map. A second red box highlights the map's information card, which is shown in a larger, detailed view below.

**Daniel G. Branham, MD**  
9430 Park West Blvd #130, Knoxville, TN 37923  
4.8 ★★★★★ 97 reviews  
[View larger map](#)

[Directions](#)

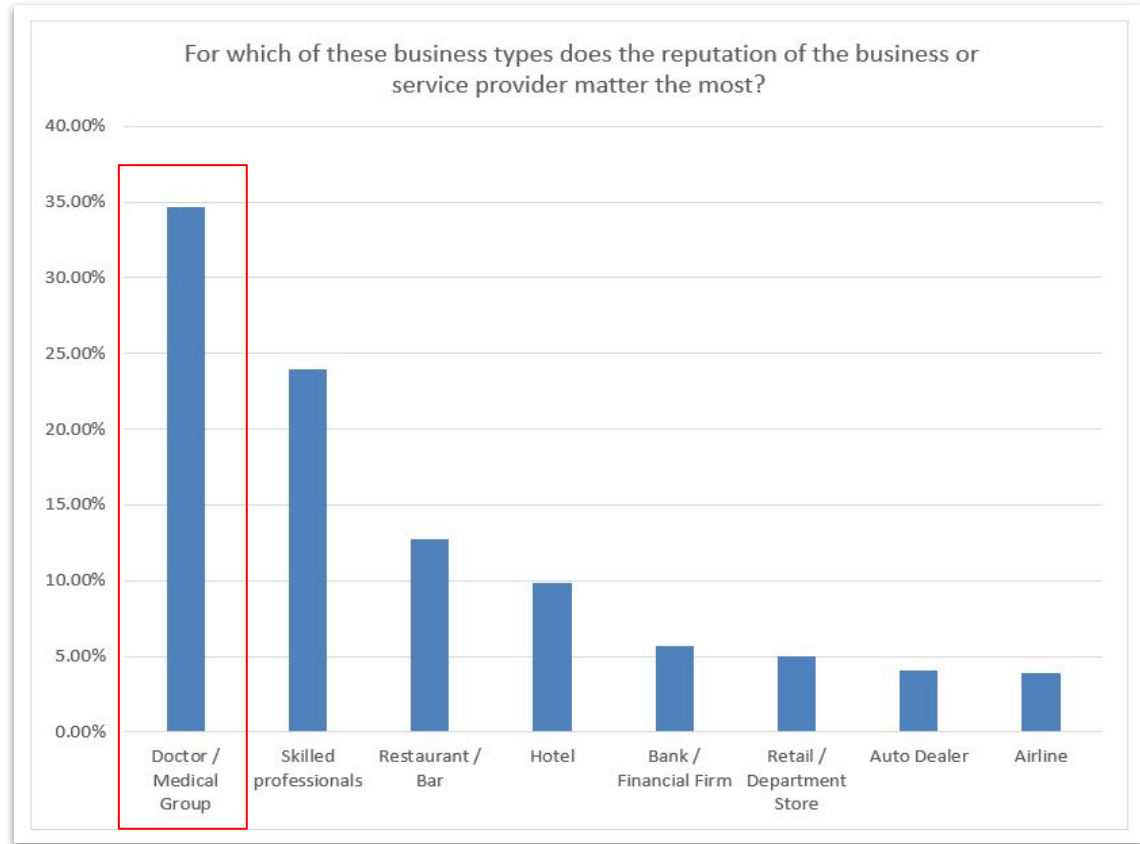
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# Role of Reviews in Local Search

*...and how to grow new reviews*



Review and reputation matter more in healthcare than in any other industry now.





# Reviews and Rankings



Reviews help improve Google Trust score  
AND relevance in search

## Pursuit Physical Therapy

5.0 ★★★★★ (213) · Physical therapy clinic

Orlando, FL

Open · Closes 7PM · (407) 494-8835

👤 "I went back to get treated for **tennis elbow** and he had me fixed in ..."

## Orlando Dermatology Center

4.6 ★★★★★ (178) · Skin care cli...

Orlando, FL · In Alafaya Business C...

Open · Closes 5PM

· (407) 538-3855

👤 "... a difficult skin **cancer removal**. Prompt & timely for..."

Search: *tennis elbow treatment near me*

Search: *skin cancer removal*



**Which platforms should you focus reviews on?**

Follow the “Google and...” rule



**vitals®**

**facebook®**



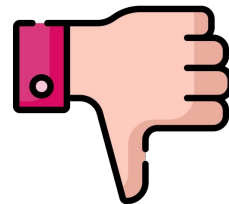
## Do

- Be proactive about your reputation
- Employee adoption
- Respond to reviews (HIPAA warning)
- Over time grow provider and location reviews
- Share your social proof!



## Don't

- Fear negative reviews so you don't get started
- Violate HIPAA in your responses
- Incentivize reviews





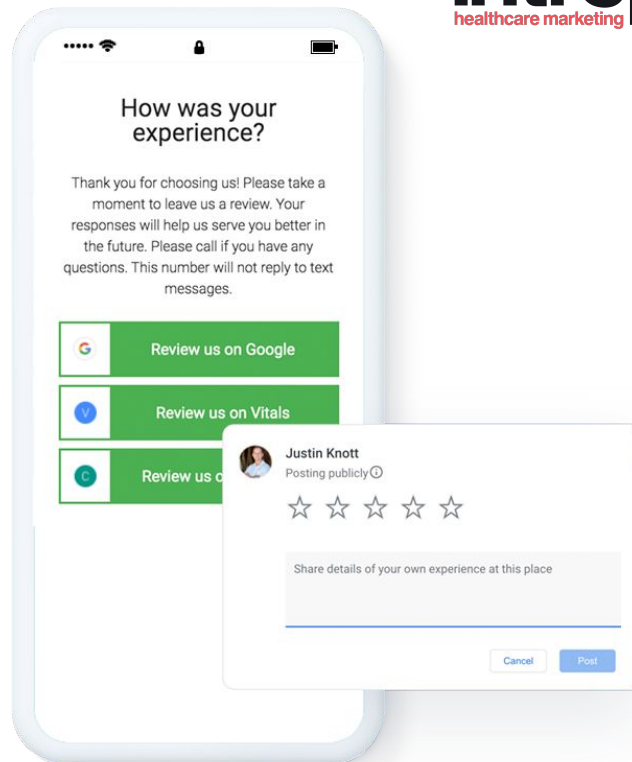
# How Doctors Can Grow Reviews

## Manual (Inefficient):

- Business cards
- iPad Kiosk
- Remembering to ask them
- Link on website

## Automated (Efficient):

- Send surveys to patients via email or text asking for feedback on the doctor and the practice



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# Citations & Physician Directories



## Why do citations matter?

- The rank highly in SERPs
- These directories get millions of patient visitors per month
- They send trust signals to Google My Business if all the information is accurate

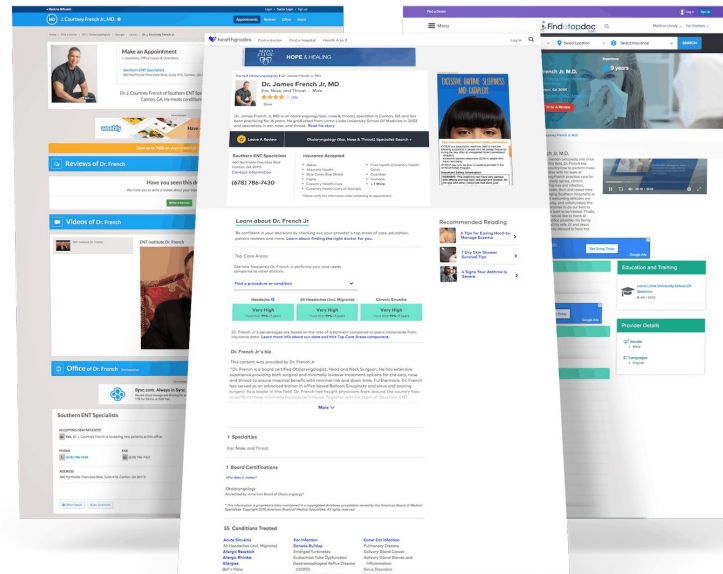




# Which Platforms to Start With:

- Niche:
  - Healthgrades, Vitals, CareDash, MD.com, Specialty specific directories
- High Domain Authority
  - Facebook, Apple, Citysearch
- Local Directories

**intrepy**  
healthcare marketing





## Work to Unify:

- Name, Address & Phone (NAP)
- Hours of Operation
- Description
- Website URL - helps with backlinks

**intrepy**  
healthcare marketing

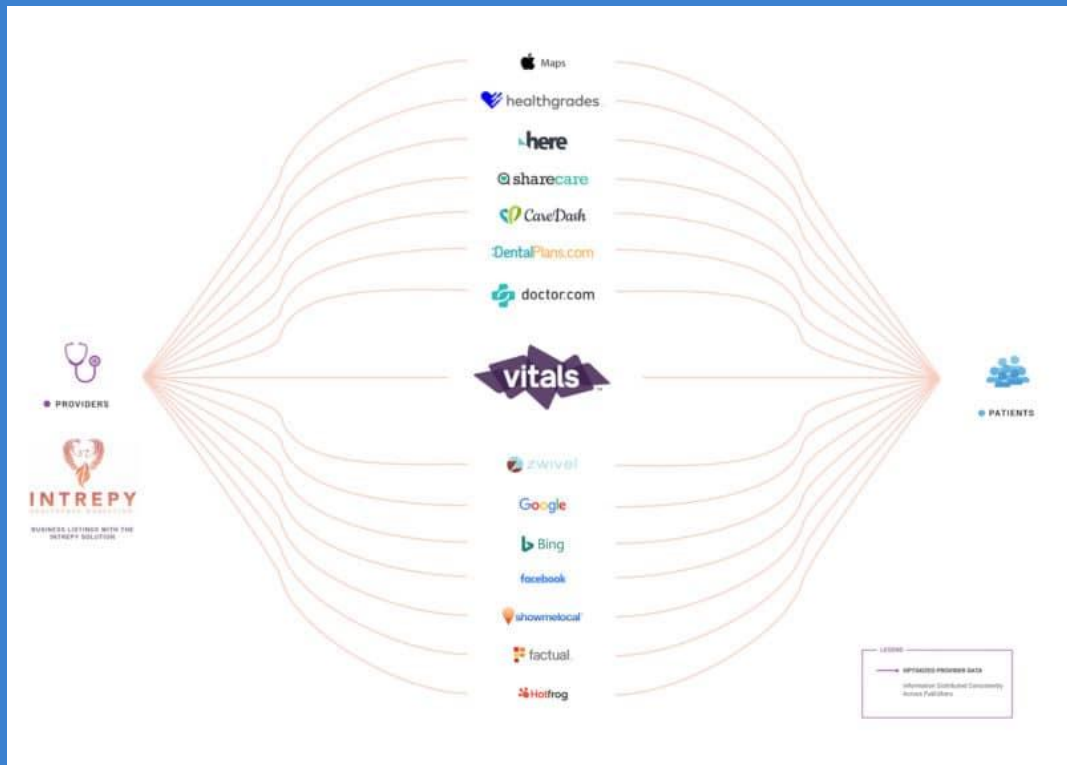




# Pro Tip: Leverage a Solution

It takes a lot of manpower to update and gain access to all of the potential listings that exist.

Save time by leveraging a listings management solution.



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# Website SEO

*Getting started with on page optimization*



## Website Local SEO 101s

- Location Pages are critical!
- Don't overlook your provider's pages
- If you want to rank for it, you need a page for it....
- Focus on Title Tags





## Each Location = Own Page

This is one of the single most important local SEO strategies. It allows you to get really specific in your targeting.

- Title tag = Specialty + Location
- Description of services
- Providers at location
- Integrate Google My Business

### The Tower at Parkwest



Tennessee Orthopedic Clinics' location at the Tower at Parkwest provides advanced, comprehensive orthopedic care services in a newly renovated facility. We have partnered with Parkwest Hospital to provide onsite MRI services, therapy and a surgery center to provide our Knoxville patients with the ultimate in convenient orthopedic care.

By offering a full menu of services at our convenient Parkwest location, Knoxville residents can get all of their orthopedic needs serviced in one location, saving them from the hassle of traveling to different offices. We believe that treatment works best when it's easy to access on

### Contact Info

If you have questions, or would like to Request An Appointment, you may contact us by phone or fax during office hours.

**Phone:** 865-690-4861

**Fax:** 865-560-8525

*For billing questions, please contact our central billing office at 865-694-7725.*

#### ADDRESS

TOC at The Tower at Parkwest  
9430 Park West Boulevard, Suite 130  
Knoxville, Tennessee 37923

#### OFFICE HOURS

Monday through Friday, 8 a.m. to 5:00 p.m.

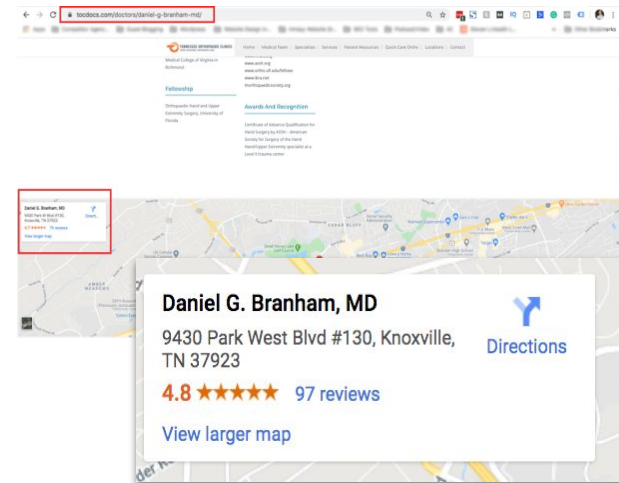
#### CLINIC DIRECTORS

Avery Raines  
Jaimee Donoghue



## How to Optimize a Provider Page

- Include Name + Specialty + Geographic in Title Tag
- Add reviews to page
- Integrate Google My Business on page
- Add specializations
- Add awards and accomplishments



[www.tocdocs.com](https://www.tocdocs.com) > [doctors](#) > [daniel-g-branham-md](#)

**Dr. Daniel Branham MD | Hand Surgeon Knoxville | Hand Doctor**

Dr. Daniel Branham is a Board Certified, Fellowship trained orthopedic hand surgeon in Knoxville specializing in hand surgery, wrist surgery and upper ...



# Get well thought out content for each procedure or treatment you want to rank for...

- DONT do The Dreaded list of services

## Well Structured Treatment Page Contains:

- 500+ Words (a rough guide)
- What, Why and How information
- Focus Keyword in Title tag
- FAQs

### Medical Services

Our providers and staff are committed to ensuring the highest quality health care from newborn care to geriatrics. We provide a full range of traditional Family Medicine services to our patients,

- General Medical Care
- Urgent Care
- Pediatrics
- Dermatology (Cyro, punch biopsies and surgical mole removal)
- Gynecologic Examinations
- School and Sports Physicals
- Routine Physical Examinations
- Minor Procedures
- Immunizations
- Childhood Vaccinations
- Chronic Disease Management
- Laboratory Services
- Travel Medicine
- Sports Medicine
- [Patient Portal](#)
- [Coronavirus \(Covid-19\)](#)

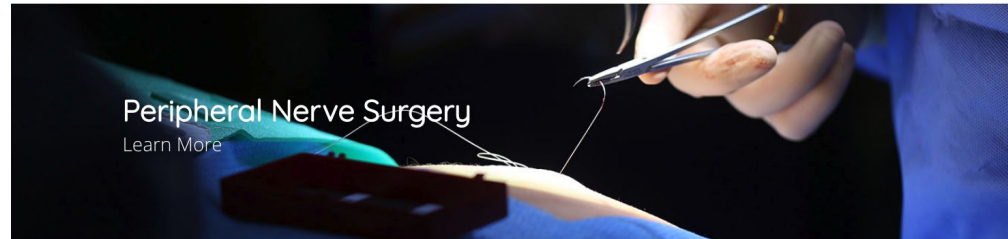


# Structure Example

nevadanervesurgery.org > about > about-peripheral-ner... ▾

## Peripheral Nerve Surgery - Tim Tollestrup M.D.

Historically, the field of **peripheral nerve surgery** has been primarily focused on improving outcomes in patients who have suffered serious injury to important ...



### Peripheral Nerve Surgery Offers Hope

Historically, the field of peripheral nerve surgery has been primarily focused on improving outcomes in patients who have suffered serious injury to important motor nerves. Motor nerves are the nerves responsible for movement. In other words, the primary focus has been on restoring function, usually to the arm or hand after a serious injury to one or more motor nerves. The irony of this is that the vast majority of patients with a peripheral nerve injury present primarily with pain rather than serious motor dysfunction.

It has only been recently that pioneering surgeons have really started to look at the peripheral nervous system through the prism of chronic pain. This huge blind spot in western medicine came about for two primary reasons. The first is that the treatment of chronic pain has traditionally been considered to be best treated by narcotic or other types of pain medications. The second is due to the fact that doctors have a very poor understanding of peripheral nerve anatomy which makes recognizing the true source of most chronic pain extremely difficult if not impossible.

Contact Us

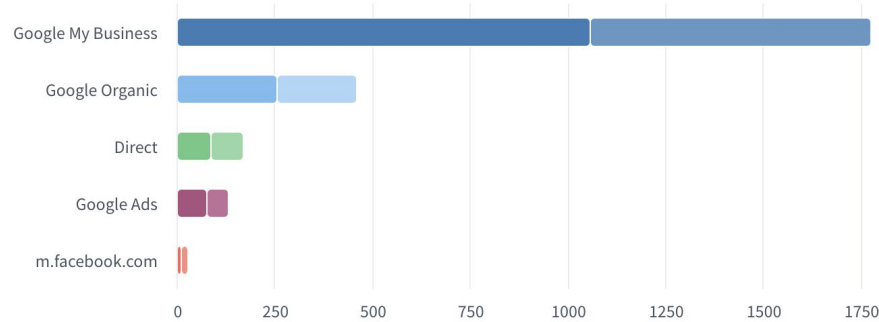
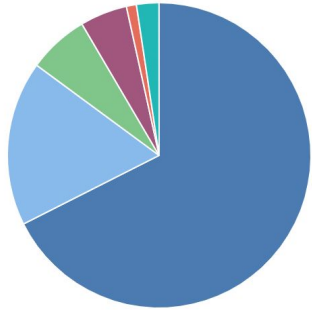
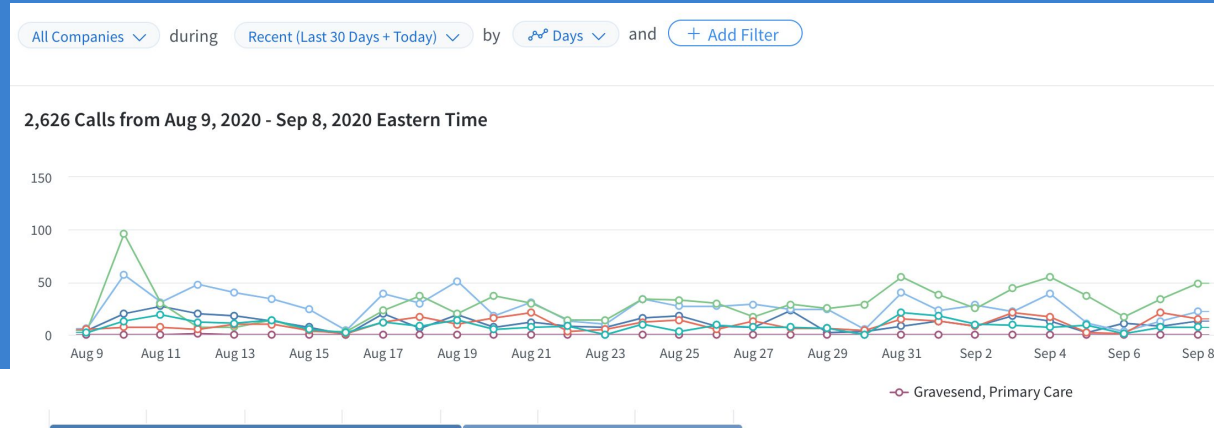
Name \*

E-mail \*

Comment or Message \*

# Pro Tip: Call Tracking is Essential

Know where your patients are coming from by leveraging call tracking...







## Arriving at our Destination

- Local SEO 101
- Google My Business optimization
- Role of reviews in search
- Citations and physician directories
- Website SEO and getting started



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# Q&A Time...



## Need Help or Want to Connect?

Need Help Marketing? We would love to help. Fill out the form below.

<https://intrepy.com/webinar-acceleration-session>

678-250-4757

**Let's connect on LinkedIn**

<https://www.linkedin.com/in/justindknott/>

<https://www.linkedin.com/in/kdknott/>