Why You Need It

- Build Confidence
- Control the Message
- Provide Information

Consider

- Who Will Build It
- How It Will Look
- If It Will Be Mobile-friendly
- How You Will Collect Patient Information
- Include Trust Building Content

Avoid

- Needless Complexity
- Failing to Update Regularly
- Doing It Yourself Without Experience

If It Will Be Mobile-friendly

- Enhance Customer Service
- Increase Referrals
- Drive Traffic to Your Website

Which Networks Are Best to Use

- What to Post
- How Often to Post

Avoid

- Posting Inconsistently
- Over-posting and Appearing Spammy
- Unbalanced Community Management

Out of Control Spending

- Breaking AdWords Rules
- Inaccurate Landing Pages

Why You Need It

- Only the First Page Gets Attention
- Competition is Fierce
- Both Humans and Robots Must Know You Exist

Consider

- No Instant Gratification (3-6 Months for Results)
- Off-page Optimization
- On-page Optimization
- Google Analytics to See Progress
- Black Hat (unethical) SEO Tactics
- Content Plagiarism

Avoid

- Build Awareness
- Increase Your Geographic Reach
- Track Patient Leads and Improve ROI

Keyword Research Tools

- Identify Your Target Audience
- Negative Keywords
- Maintaining Your Quality Score

Out of Control Spending

- Breaking AdWords Rules
- Inaccurate Landing Pages

Marketing Your Practice Online

- Pay-Per-Click
- Search Engine Optimization
- Your Website
- Social Media

Learn more about the ways to market your practice by downloading the complete Definitive Guide to Online Marketing at www.ProSites.com/GetTheGuide or call 888-932-3644.