

Improving Your Medical Practice's Online Visibility



It is essential to build a strong online presence for your practice, and these tips from our [webinar](#) with [PatientPop](#) will help you get started!

Tactics to Boost Search Rankings:

- Highlight what makes your practice stand out from the competition.
- Include relevant search keywords and content on your site.
- Find other sites to link to your content.
- Obtain a verified Google Business profile for your practice.

Optimizing Your Practice's Website:

- Make your website mobile friendly and responsive, so that it looks good on any device.
- Make sure your website loads quickly, or possible patients may bounce.
- Create clear calls to action (CTAs) on your website to encourage patients to make appointments or take other desirable actions on your site.

Five Website Content Needs:



About Us Page

This is where you can tell the story of your medical practice, speak on a high level about your services and include relevant keywords.



Contact Us Page

Including multiple forms of contact like email, text and phone will make it easier for patients to get in touch and schedule appointments.



People Page

Showcase your wonderful staff with pictures and bios to make your practice more personable.



Patient Testimonials

Testimonials let potential patients know that they can trust your practice to deliver high quality care.



Services Sections

The services sections are the most crucial part of your website, and ideally, there should be one page made per service offered at your practice.