

SPONSORED TOPICAL WEBINAR

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# Connecting with New Patients via Organic Google Searches: SEO 101

March 13, 2024

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# ATTENDANCE

- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.
- You must attend for 45 minutes to receive the certificate.

# Bonus Giveaway:

Stay for the full presentation to receive a free  
30-minute website consultation with TherapySites

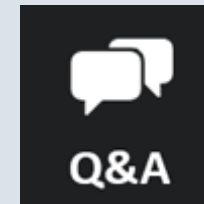
*(4 attendees to be chosen at random)*

# RECORDING

- A recording of this presentation will be emailed to everyone in 2 weeks' time.
- The recording will include the presentation slides.

# HAVE A QUESTION?

- You are on mute. Communicate using the **Q&A box** in the webinar screen. Submit your questions for our speakers using the Q&A box.
- Presentation slides will be posted in the **chat box** of your webinar screen.





**MARIO RIOS**



**SETH WEINER**

## PRESENTERS

- Mario Rios

Digital Marketing Expert, TherapySites

- Seth Weiner

Google Certified Expert and Search Engine Optimization Specialist, Internet Brands

# Getting Found By New Patients On Google

- Basics of what SEO is, what it does, and why it's important
- Ways to make it easier for new patients to find your website in search results
- How your practice's digital presence is constantly evolving with new technology



**Section 1**

What is SEO?

**Section 2**

Help Patients Find You Easily

**Section 3**

Evolving Your Online Presence

**Conclusion**

Key Takeaways

# Section 1: What is SEO?

- Search Engine Optimization
- Your website as a car, SEO as the fuel
- How SEO is used for a competitive advantage

# SEO 101

- Search Engine Optimization
- Improving the quality and quantity of visitors to your website
- Targets organic searches by local patients instead of paid traffic
- Helps patients find services relevant to their search, within their area



## The 'Car Metaphor'

- Consider your practice website as if it were a brand new car
- Features such as great design, enhanced widgets, and appointment booking are all great ideas
- If your website can't be found...none of those features will be seen or used.
- SEO is the fuel that drives your website - the 'Car' - to appear in patient searches



## Rise Above The Competition

- Search engine ranking is a constant battle, but an important one
- Google runs a scan of all the results of the searches that patients make and 'reindexes' the results based on updates and relevance
- Every 4-8 weeks, your website is checked by search engines to ensure it provides a positive experience
- Let's discuss tips on improving your website rank





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## Section 2: Help Patients Find You Easily

- Maintaining fresh, current content on your website
- Becoming a resource hub for new and existing patients
- Optimizing your content for the best results

# Updated Content

- Accurate practice information:
  - Current phone number
  - Active email
  - Physical address
- Updated photos of yourself, your staff (if applicable), & your practice space (if applicable)
- Current appointment hours, include information on holiday hours
- Use social media feed widgets for consistent, updated community content



# Optimizing Your Website for 2024

- Consider & focus on the city or state you're providing services to
- Be specific to the types of services you provide (ex: *cognitive therapist vs neuropsychologist vs addiction specialist, etc.*)
- Keywords & metadata provide context for search engines to better index your website among results



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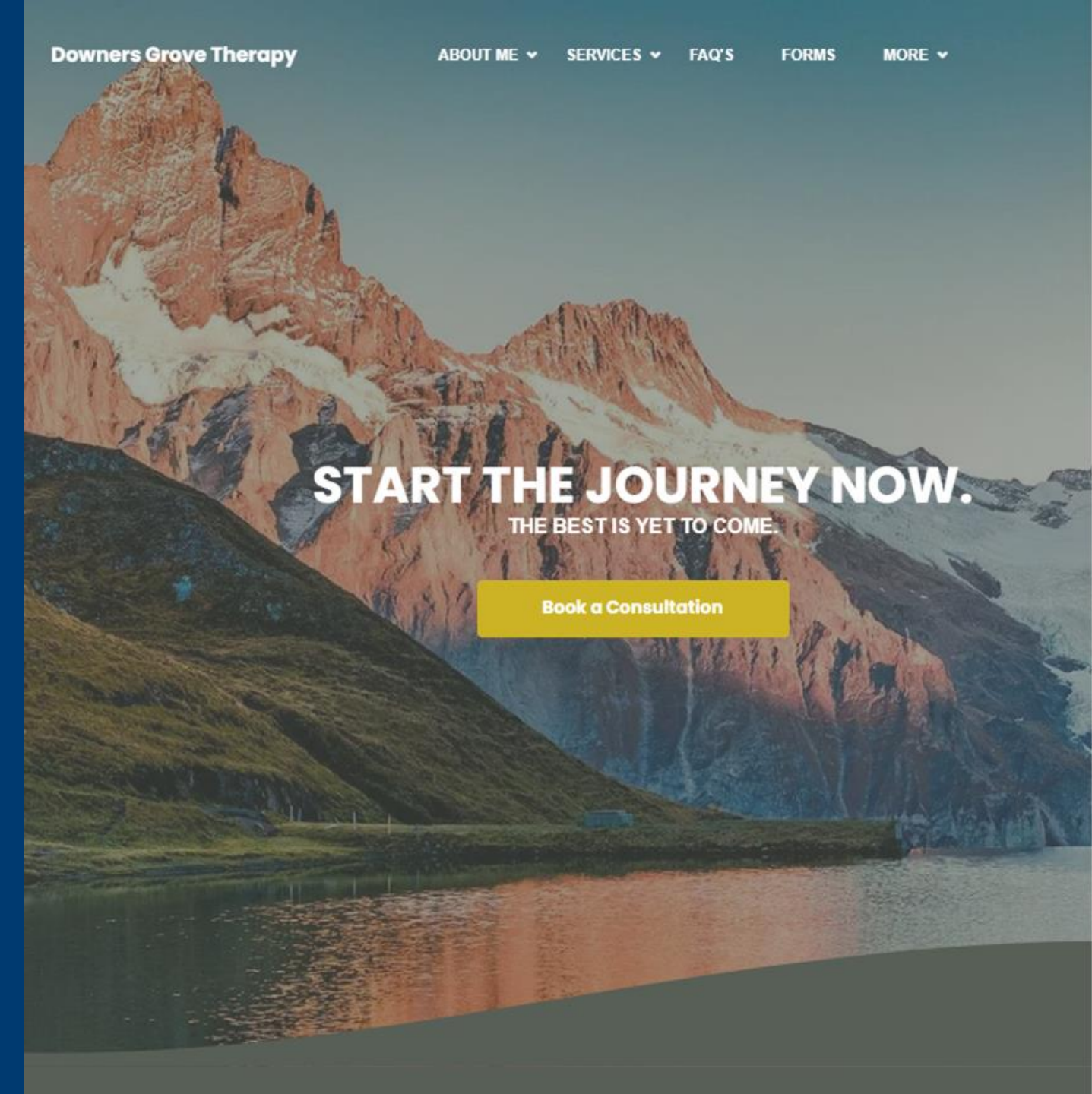
Key Takeaways

# Section 3: Evolving Your Online Presence

- Keeping up with the constantly changing trends of search engine algorithms
- Investing in your website as a digital version of your practice

# Conquering Google

- Stability of template-based design vs. extreme customization
- HIPAA Compliance & SSL Certificates
- Mobile responsiveness is essentially required in 2024
- Re-index pages that should be ranking above others

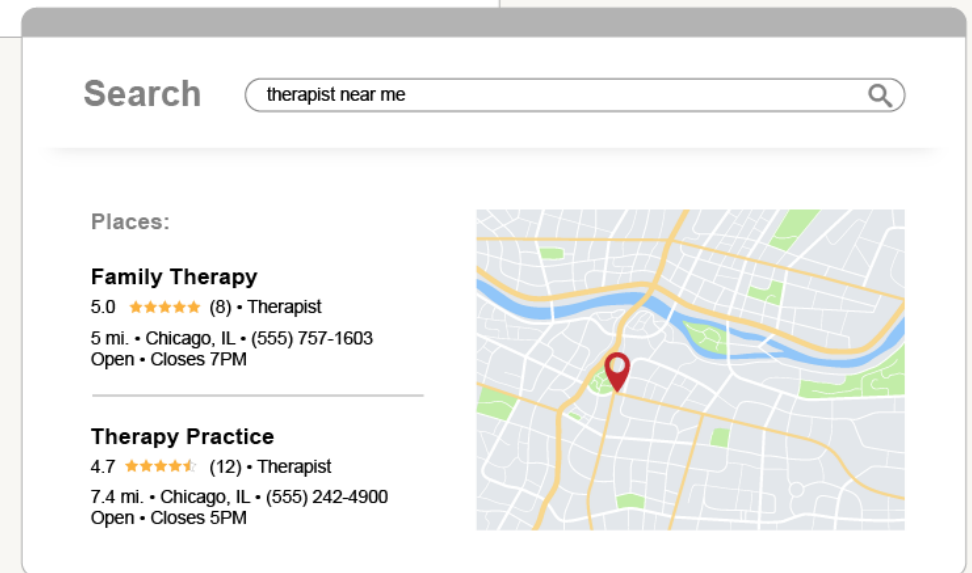
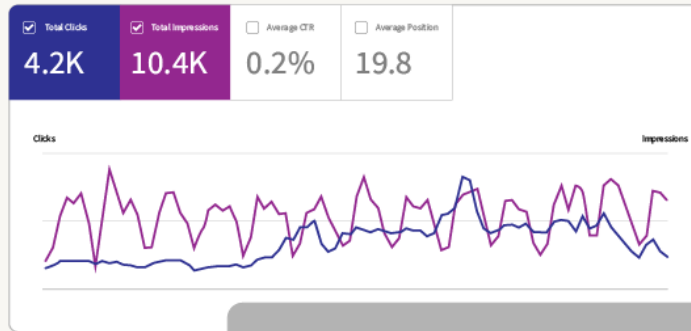


# Your Website As An Investment

- 75% of people don't go past the first page of search engine results
- Focus on specific pages to rank, such as *Home*, *About*, and *Contact* pages
- Consider navigating your website from a client's perspective
- Provide prospective clients a solid image of what you offer vs competitors

## REMEMBER:

Even with a fantastic website, it's pointless if nobody can find it.





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# Webinar Key Takeaways

- Your practice's online presence is the car; SEO is the fuel.
- Keep your website consistently updated with content relevant to your practice and patients for maximum SEO effect
- HIPAA Compliance, responsive web design, and well-kept metadata & keywords will help keep your website contemporary with healthcare trends

# Feeling Overwhelmed by Digital Marketing?

Your patients should be your priority, not managing your practice's online presence.

- Introducing TherapySites, take the first step to a stress-free practice.
  - *Receive 2 months free on any website package + a \$100 Gift Card!*



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# AUDIENCE Q&A

# FINAL THOUGHTS

- A recording will be emailed to you in 2 weeks. It will include the presentation slides.
- Take our survey immediately after the webinar has concluded.

# THANK YOU!

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