

Title: Connecting With New Patients via Organic Google Searches: SEO 101
Date & Time: March 13, 2024 at 1pm ET

Host: Hello, and welcome to today's webinar, *Connecting with New Patients via Organic Google Searches, SEO 101*. This webinar is paid for by TherapySites. TherapySites integrates professional website design, hosting, and content that is HIPAA compliant. The all-inclusive solutions come bundled with the tools that make it simple for practitioners to manage their websites. Some important points before we get started.

Mario Rios and Seth Weiner, the presenters for today's webinar, have working relationships with TherapySites and Internet Brands. As such, they have both a financial and intellectual interest in the content. The purpose of this presentation is to provide a balanced view on practice marketing strategies. APA does not endorse any products or services. The content was created by TherapySites and does not reflect the views of APA or its editorial staff. Email advertising@apa.org to learn more.

Next, the program does not offer CE. However, we will email everyone watching live today a certificate of attendance. Certificates will only be issued to those who watch for a minimum of 45 minutes. TherapySites has generously offered to give a free 30-minute website consultation to four attendees to be chosen at random. To qualify, you must stay for the full presentation. A recording of this presentation will be emailed to everyone in two weeks' time. The recording will include the presentation slides.

During our time together, you will be on mute. You can communicate with us using the Q&A box located on your webinar screen. Have a question for our presenters? Type them in using the Q&A box located on your webinar screen. A link to the presentation slides will be posted in the chat box of your webinar screen. If you miss them, don't worry. We'll email them to you with the recording.

Let me introduce our presenters. As a seasoned digital marketing expert with a decade of experience, Mario Rios has dedicated his career to empowering mental health professionals to reach their goals in their private practices. With an immersive track record of assisting thousands of mental health professionals, Mario's expertise lies in the streamlining administrative tasks, creating multi-state digital marketing strategies, unleashing the true potential of social media, and taking their practice to the next level.

Sam Weiner boasts over 15 years of experience in search engine optimization, specifically in the medical and mental health field. He is not only a Google AdWords certified professional, but also carries a Google Advanced Search certification as the SEO manager for Internet Brands. Seth specializes in top industry trends and their applications to provide paid, organic, and other types of search services to thousands of medical and mental health professionals, seeking an effective digital marketing presence for their practices.

Welcome, Mario Rios and Seth Weiner.

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Mario Rios: Yes, thank you very much. We are very excited to be here today. I get the fine opportunity to speak to mental health practitioners all day, every day for a living. Anytime I get the opportunity to present in front of mental health practitioners, I generally will jump at the chance. Good afternoon to some, good morning to some, and perhaps, good evening to some. I'm not sure where everybody is located, but I want to thank everybody for their time and for wanting to learn about some of this nerdy techie stuff, right? I know some of this stuff can be a bit cumbersome and a lot to tackle by yourself. What our mission here is to break this down into a way to where it all makes sense to us, normal people. This is exciting. Sit back, relax. Hopefully you get something out of this.

As we all know, using our website as a tool is going to be vital to growing their practice online. We're going to have some pretty awesome tips and tricks for you guys here, throughout the presentation. We do want to leave an ample amount of time here at the end for questions. We're going to leave most of the technical stuff for the questions. I'm just going to go over some of the more fundamental side of it. We're excited to answer the questions that you guys have as well. All right.

In this particular section, we're going to go over essentially what search engine is, and what it means, how it's important, why it's relevant. We're going to dabble into some metaphors here a little bit. Ultimately, touch on how SEO is being used as a competitive advantage and how we're going to be utilizing it as a tool. Let's get to the basics.

SEO 101. SEO, you're probably going to hear me refer to it as SEO during the presentation, but that stands for search engine optimization. What's a search engine? It's pretty simple. A search engine is where we all go globally for information. Some of the more commonly used search engines are Google, Yahoo, Bing, DuckDuckGo. It's where we go. We go for information. We have questions. We need answers. Products, services, endorsements, anything that we're doing online, it will traditionally start with a search engine.

What search engine optimization is, it's how frequently Google is going to recommend your practice when someone is looking for something mental health-related. It's the algorithm that Google uses to be able to determine an appropriate answer to the question. It's that frequency in which your website's being recommended. I want to jump into a couple of stats really quick. This is the nerdy side of me wanting to throw some stats into the equation, but I'm not sure if you knew. 80% of consumers start their research with a traditional search via a search engine. 8 out of 10 people are going to-- Their first stop is going to be Google, Bing, Yahoo, to look at for resources, to get answers to the questions that they have.

Google search is going to equate to 50%, or excuse me, 56% of the traffic that's coming to your website. More than half of the visitors that are going to be visiting your website are going to be as a result of a Google search. Typing in whatever X near me, whatever the case may be, your website populates, they click on that link to get to your website. More than half, that shows you how important being visible on Google is going to be. On top of that, the top 10 search results on a Google search garner 80% of the clicks. What that tells to you-- It should tell you one thing, get to the first page of Google, right? That's going to be the most important step.

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Once you build that foundation to get to that first page, now you're going to be competing for those first 10 slots, right? At the end of the day, most people are going to be selecting. I know I do, you guys do. Very few people are going to the second page of Google, the third page of Google. Most people are getting that information. They want that immediate result. They're going to those first few selections, our first few recommendations from Google on your screen. With SEO, search engine optimization, what this is, it's an organic result, meaning it was generated by the algorithm of Google. It's not a paid advertisement.

When you're doing a Google search, there's three sections. The very top of this page is going to be your paid ads. That's where the larger companies, the people with the biggest wallet, that's where they're going to live. They're paying for that placement through Google. It's not an organic search, meaning as soon as that ad's done, as soon as the money is gone, their placement goes away. The middle section is going to be your business section. This is where all your local establishments are going to be, based on what you're searching for. Looking for a new place to get pizza, you're typing in pizza near me. It's going to show you all the local pizzerias that are a registered business through Google. Very bottom section, that's going to be the organic search results.

Ideally, we want to get you in the middle section where your business is going to be located and then naturally, organically is being searched at the bottom as well because that's where most people are doing their research. That's where they're going through. A lot of people skip over that, the paid ads, which is fine. They're looking for more of an organic result.

Improving the quality and quantity of visitors to your website. What does that mean and why is that important? The quantity speaks for itself. The more visibility you can bring to your website, the more eyes you can bring, or the more traffic that you can bring to your website, the more likelihood that someone's going to be reaching out. It's just nature of the beast. The more people you bring in-- Think of the old model when shopping malls were a big thing. All they wanted to do is get you in the door, right? They would stand outside, invite you in. Same model here.

All we're doing is bringing people in. You guys can sell yourself. You know what you're doing. You're the top line of doing your particular services. All we want to do is get them to the website. That's step one. You can sell your services after that. On the flip side of that, though, quantity, or quality,

has to be in effect as well. When you think about it, I can bring 10 million people to your website. If that does not translate into one new client, it's what we call in the industry as fluff. It looks good for the people that are hosting your website. "Hey, we brought 10 million people to your website," but it didn't help you grow. The goal here is to make sure that we're not only bringing an ample amount of traffic to the website, but we're also bringing the right types of traffic to the website. Those are going to be the ones that are most important, those are going to be the ones that are going to be more likely to actually reach out to engage on your services.

Google's job is to be able to provide answers to questions. If Google started recommending Thai restaurants, when you're looking for an Italian place to go to,

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you're probably not going to use Google very often, right? It's not getting you answers to what you're looking for. Google's job here is to provide the appropriate answers to questions. Someone's looking for a mental health practitioner, they're going to type in XYZ near me. Ultimately, the way that your website is reflective is it's going to determine the amount of traffic that's coming to the website. All right.

This section here is neat. What I want you to do is start thinking of your website as buying a brand new vehicle, brand new car, but not just any new car. This is your midlife crisis, sports car, muscle car that you've been saving up for 20 years that you finally are getting the opportunity to purchase. It's shiny, you wax it up. It's all chromed out. Everything is looking spectacular. The problem is you spent all of your money on the shiny new car. You don't have any money left over to put fuel in it. It's stuck in your driveway. The only people that are going to be seeing this vehicle are the friends that you invite over or people that just happen to drive by.

I see this more and more often when it comes to websites for mental health practitioners. They spend a large majority of their budget on a fancy, super custom, top-of-the-line, bells and whistles-- You name it, a website built from the ground up, which in some cases, that's fantastic, right? We want this to be a virtual commercial for you and your practice, but at the end of the day, the SEO is going to be the fuel for your website. You can have the most beautiful website in the world, but if it's not bringing in a single client, it's not necessarily serving you a greater purpose. It looks good on paper, but nobody's finding it. The only people that are going to get to that website are people that you're directing to it.

What we want to be able to do is utilize your website as a tool. It's almost like having a billboard in the middle of the desert. I spent all this money on a big piece of advertising for 12 people a year to drive past it. It doesn't make a lot of sense. If able, what we want you to do is get the best of both worlds. Don't necessarily think you have to spend thousands and thousands of dollars to build some super duper fancy website and not put any money into marketing, when the marketing piece of it's going to be the most important. Most people don't particularly care what your website looks like. They're going there for information. They're going there because they need help and they want to know how much it costs.

Those are the elements that need to be on the website and the things that you should be focusing on. More of the fuel, more of the backend piece, the marketing piece of it, than, ultimately what your website's going to look like. It's still important. Don't get me wrong. We want it to look nice. We want it to look neat, clean, organized, and professional, but don't forget about the backend, the fuel to drive your website.

Rise above the competition. As we all know, running a business is not easy. I don't think I have to tell that to you. It's a bit of a struggle for a lot of practitioners out there, especially, in super saturated areas where there are an ample amount of mental health practitioners in your area. It's hard to stand out. Believe it or not, going back to 2010. Okay. I'm not talking about the stone ages here. I'm talking less than 15 years ago, 56% of small businesses had a full functioning website. 56%, right? Barely more than half. That means all you really needed was a website and that got you by, because there was far less competition out there.

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Now you're in 2024, 80%+ small businesses understand how important it is to have a website. They have one. There's no more yellow pages. There's no more phone books. All that's a thing of the past. The way to market yourself is word of mouth, your reputation, of course, but goes hand in hand with your online presence. Being able to use the internet as a resource is the number one factor that's going to help determine how you establish your online presence and how you're going to be able to grow your practice using the internet as a resource.

With all that being said, there's a lot more competition. There's a lot more websites out there. Just having a website isn't going to cut it anymore. You have to focus on marketing. You have to be able to focus on where you're getting ranked on Google, where Google's recommending you the ways and the objects that you can do to help influence how Google's recommending the practice is going to be paramount in determining how visible the website's going to be. Awareness is key here. It's very important you as a practitioner that you're aware of how you're getting found. You understand how visible you actually are. There are plenty of tests that you can do.

The most common one that we're going to recommend, and you can do it yourself, but it's only going to work a couple of times. What we want is a true organic search, and I want you to figure out where you're at amongst the other websites out there in your area. Have a friend or family member Google search for a mental health practitioner using your zip code and see how many pages it takes before your website populates. Is that where you want to be? Is that how many practitioners are above you? If you're on that first page, fantastic. Means you're probably working on it, right? You or a team that you're partnering with, they're probably working on some elements to keep you there because as we all know, SEO and your website is not a set it and forget it situation. It's great to optimize your website.

Let's say you put initial money into building your website and getting it online, but that's just the starting point. The way that Google evolves, the way that analytics and their algorithm adapts, it's imperative that you have to keep up with this. Mario, I understand. Great. I don't have time for any of that. Right. I hear it every day, all the conversations that I have and we get it. It's not something that's easy to keep track of, but simply downloading Google analytics, right. To be able to track the traffic, have something tangible to take a look at that you can review once a month, right.

It's your practice. Yes, you can devote 10, 15 minutes of checking out your analytics, just to get a gauge on where you're at with everything. Every four to eight weeks, your website's going to be checked by search engines. What that should mean to you is, well, I should be updating my website, once every couple of months. You don't need to write a new novel for your website, but any updated content and no matter what company you talk to that is involved with the search engine optimization or SEO, the first thing that they're going to tell you, "Content is king."

Anytime you can add new content, it gives you a new reason for Google to recommend you. It just makes sense when you think about it, you have to describe what you do, you have to describe in detail how you can help, and that's, what's going to drive Google to recommend the practice. As we progress through this presentation, we're going to go in a little bit deeper on some tips and tricks on how

we can improve that, right. Some things that you can do on your end to help with your online visibility, to ensure you're getting as visible as possible.

In this section, help patients find you easily. We're going to start with what you can do by maintaining content to your website. We're going to go into becoming a resource hub for new and existing patients, and then optimizing your content for the best results. These are going to be super important when it comes to establishing your online presence. These are the things that you have to keep most attention to as you're trying to develop yourself online.

Updated content. I'm not necessarily talking just in general, like the practice information that should be evident. Even though you'd be very surprised how many websites I get to view on a daily basis that still have addresses from three, four, five years ago, post-pandemic. We're several years past the pandemic, but yet I still see COVID warnings all over the website from, early 2020s into 2021, et cetera, that never got taken off. Old addresses, old phone numbers. You may not even be practicing in an office anymore. You may be doing strictly virtual, but it still has your address on there. There are a lot of important elements that provide information to a potential patient, then that need to be

updated, that need to be current. This is going to be vital when it comes to providing Google with the appropriate information.

If you moved from one office to the other but didn't update your zip code for indexing, Google may not be attracting your ideal clients. They may still be trying to attract clients from your own locations. Updating photos of yourself, staff, and things of that nature, it all helps. We don't want to see images from 10, 15 years ago. I'm sure it was a great glamour shot that you spent a solid penny on. Much like your website, you want to keep things fresh. You want to keep things updated. As you're updating content, that helps with your Google rankings. You're keeping things live on your website. You're updating content, providing new information. These are all things that are going to benefit your placement.

Obviously, keeping updated appointment hours, including information, but also using social media as a resource. Having live widgets on your website that keep up-to-date with announcements for the practice and to be able to utilize social media as a resource to provide information. Articles, blogs, things that you guys are doing in the practice that are community driven. All those things that we're syncing up to your website help with your Google placement. Your Facebooks, Instagram, anything that you're comfortable with, anything that you have time to be able to manage or partner with a company to manage, those are the things that are going to be most relevant when it comes to being able to keep things current.

Technology changes much like and evolves and adapts much like your practice. I'm sure your practice is way different five years ago than it is now. As technology changes, the things that Google look for change as well. We're going to get into a little bit more deeper, dive into some of those changes. Just know, keeping up with the Joneses as they speak is going to be super important, not just for the visibility and the representation of your practice, but to let Google know that you're updating things as needed.

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Optimizing your website for 2024. Consider your focus on a city and the state in which you're licensed. One positive from the pandemic that we have is that telecounseling, teletherapy, telecommunication has become a prominent force in the mental health field. That's something that you have an advantage of. It's not-- A dentist can't virtually give someone a root canal. You can't go to a chiropractor and get your back adjusted virtually. There are a lot of things that you can do virtually in the mental health field. There are a lot of tools and resources and advantages that you have as a mental health practitioner that a lot of other fields don't have access to.

I strongly encourage taking advantage of that. Also, things like SIPAC, multi-state licensing, be able to provide your services to many people be able to provide your services to many different states. Guess what? We can market your practice in those areas. There are solutions out there for multi-state licensing, for indexing your website in different locations, helping you drive traffic to your website for someone that may not be local. That's vital when it comes to bringing more traffic to your website. At the end of the day, the more eyes we can bring, the more likelihood that someone's going to reach out and be interested in the services.

Indexing for multiple, excuse me, multiple locations is a tremendous resource that you can utilize. You're not just stuck to one zip code. Okay, so you can have multiple zip codes where Google's going to recommend-- When you think about it, Google's job is to recommend local first. When you're looking for a new place to order pizza, they're not going to recommend something eight hours away. Right, that's silly. They're going to recommend something close, work their way out based on your search. In this field, we don't have to rely on that because we can see anybody in your state. Right, that's a great advantage that you have as a practitioner.

One thing, and this is a huge tip because a lot of practitioners don't do this. Be very specific on the types of services that you provide and individualize these services. A lot of times I'll get to a practitioner's website. There's one services page and then you click on that page and there's a bullet point of nine different services they provide. No explanations, nothing, just a bullet point. I do cognitive therapy, I do neuropsychology, I do play therapy, whatever the case may be. To be effective and to be able to provide Google with the appropriate information so they know how to recommend your website, what I'm going to encourage is that you have individual pages listed for your services. On those pages, describe your services, describe how you can help and what your ideal client would be looking for.

That's going to be very important because Google will index that particular page and recommend that specific page when someone's looking for that specific service. It's like giving Google another reason to recommend your website. Most people are going to land on your homepage which is considered your landing page. However, that's not the only page that you can index. You can index these other pages so when someone's typing in X, Y, and Z, perhaps that individual page can populate. Just going back to restaurants as an analogy here really quick, when you're looking for pizza, a lot of times what you're going to find is when Google's recommending a page, it's not always the homepage.

A lot of times in restaurant worlds, it's going to be the menu, the page that holds the menu because that's the page they want to index. That's the page that that particular company wants you to focus on. It's very similar in this situation. We want to be able to drive patients to specific services that you provide. Touching on keywords and metadata. Now, this is more of the techie side of it, right? I don't anticipate or expect that most practitioners watching this presentation know what most of that is.

To explain it simply is there's two sides to your website, okay? There's a backend and the frontend. The frontend is what we see when we get to your website. It's the information that you provide that you present to them, your office hours, your bio, your headshot, those types of things, the design of your element. The backend is what Google uses to recommend your website. They use things like keywords or an old word that used back in the day, buzzwords, right? You might've heard that as a term. They use those keywords to help influence what people are based on what people are searching for to help influence or ultimately recommend your practice.

Traditionally, we'd recommend partnering with a company if you're not familiar with this stuff. You don't have to be. We understand they don't teach you this stuff when you're going to get your licensing. They skip over this part. You're on your own. Luckily there are plenty of companies out there that can help and assist with this area that are experts, that are professionals, that know the words to use, that know the appropriate descriptions because these are the things that are going to help with your visibility. Having all these in place, that's what's going to help with your Google rankings. Individual services, the appropriate keywords, descriptions, and the appropriate locations. Those are all snapshots. That's what Google is going to be looking for is the snapshot to be able to recommend your practice.

Evolving your online presence. Keeping up with constantly changing trends and search engine algorithms. Investing in your website as a digital version of your practice. It's safe to say that a big misconception is that it's, "I optimized my website, I built it, I got it online. Google's, I'm ranking on the first page at Google, my work's done." Unfortunately, I wish it was that easy, right? At the end of the day, that's perfect world where you can just sit back and relax and focus on bringing in the patients.

Unfortunately, there is so much change online with Google, with their search algorithm, with technology, that there's a lot of modifications and alterations that need to take place to keep up with that technology to ensure that you're up-to-date. Working with a lot of practitioners on a daily basis, there's so many that it's been several years that they haven't touched their website and they can't figure out, "Well, why can't anybody find me anymore?" The first thing we can do is like, "All right, when's the last time we looked at our website?" "It's, well, it's been a couple of years."

This is step one. Let's dive deep, look at the website, see what we can improve and start with your content first. We're going to work on the backend to help influence, how we're getting recommended. What's great is, it's as it evolves, as you evolve, and as you actually have an awareness into this, it's not a super quick thing. It's gradual. It's something

that will over time be for the long haul. You're going to have a tremendous advantage over practitioners that are very idle with their website or just starting and not necessarily focusing on marketing all that much. Having that presence in mind to actually put some effort into this is the first step. Taking that first step is just the first thing that you can do to help influence how you're getting found.

Conquering Google, how can we conquer Google? Everybody wants to know. These are some general website tips. This is fundamental things that you can do with your website to make sure that you're doing the basics, checking the boxes for the basics. This is step one, not even getting into keywords and analytics and algorithms. These are the essential things that you should be doing for your website to at least garner your name being in the hat. First and foremost, the complexity of websites. Utilizing a more simplistic approach, being able to provide information, but yet being able to represent you in your practice is key versus extreme customization. Touched on a little bit earlier on the presentation.

Having a nice and beautiful website is key. Those bells and whistles come at a cost though. Having fancy animations, countless videos playing in the background, large background, what I call party fluff. At the end of the day, it looks good to the eye and it looks like you spent a lot of money on your website, but at the end of the day, what this is doing, it's actually bogging your website. It's hurting the load speed of your website, which is one of the factors that Google is going to be looking at. It's a bit of a catch-22 when it comes to, "Hey, I'm adding content, I'm doing the things, the appropriate things that I should be doing to my website."

You also don't want to get it to the point where there is too much oversaturation. You got 15 videos, 100 podcasts. You want to limit those to the most pertinent, okay? Have dedicated pages for those particular things, blog page, a podcast page. Use your homepage as your entry point. You have a welcome video that is ideal. One video, very impactful. You don't have to have moving, fancy backgrounds. I know that's the big thing at the past few years is every practitioner wants all these moving, fancy people looking happy and joyful in the background. They look great on paper, but at the end of the day, that's costing you load speed and that's one thing that Google's going to be looking for.

Security, encryption, SSL certificates in particular, a must for Google. The SSL certificate is essentially going to be that security lock that's on your website. You probably know what I'm talking about, little lock symbol, or sometimes it'll say, "Locked or unlocked, secure, unsecure." This is almost vital. There are certain web browsers out there, Google Chrome being one of them, where if you don't have a locked SSL certificate, meaning your website's not encrypted, guess what the first thing that they do when a brand new person visits your website? It's going to flag it. Wait, hold up.

You've probably all seen it. "This website isn't secure. Are you sure you want to proceed?" Do you think someone's actually going to click yes when they see that. Very few people are. At the end of the day, having that SSL certificate for security, having your website encrypted, another thing that Google takes into consideration. Google's not going to recommend an unsecure, an unencrypted website, and that's not even touching on the HIPAA side of it, right? This is just for Google. We all know

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in the field, HIPAA compliance is, the number one factor we use to gauge security for you and for your patients. The SSL certificate encryption, super important. When it comes to how Google's going to be recommending your practice, and it instills a solid level of confidence.

You would hate to have a situation where you lost out on a patient because they couldn't access your website, Google wasn't recommending your website, or just, ultimately just warned them not to visit it. Mobile responsiveness, it's basically a requirement. There's really no questions about it anymore. 85% of the patients that are going to be visiting your website, they're going to be on a phone. It's just the nature of the beast. It's the way we do our searching. We all do it, unfortunately, it's at a palm of our hands. This is the way we do our traditional searching. Nobody really cares what your website looks like on a desktop anymore.

It's all about how your website's going to adapt to a phone. If it's not mobile responsive, meaning that the buttons don't adapt, that people can't navigate it, your pages don't populate, you can't click on anything, guess what? Google will not be recommending your website. They have a way of determining if your website is mobile responsive or not. Trust me when I say, there are plenty of websites out there that are still not mobile responsive, but what they call mobile ready, mobile adaptive. That is going to be number one priority.

Most of the mainstream web browser, or excuse me, web builders out there, it's a requirement. Some of the more major popular ones, Squarespace, et cetera, it is like a standard at this point, but you'd be surprised that there are plenty of builders out there where they're either charging you more for a mobile version of your phone, or you have to adapt it yourself.

Re-indexing pages that should be ranking above others. I'm going to get into a little bit more specifics to that on this next slide, but you probably didn't know that. You can arrange the order of importance for your website and how people are finding it, which is super neat. All right, so your website as an investment. 75% of people don't go past the first page of a search engine result. Personally, I think it's probably higher than that, but this is what the stat shows. I know I don't, and most of the people that I interact with, most of the practitioners that I talk to when I tell them this, "If you're on page two, you might as well be on page 50."

Most people, they're not clicking forward. When I'm looking for something in particular, I know better. I've been doing this for 10+ years. I know maybe not the best result is going to be on that first page for something particular, but for general searches, odds are Google's getting it right. They're recommending the appropriate answer to your question on that first page. Most people know that. They're not going to be navigating past that first page, maybe get to that second page. If you're talking page three, four, and five, forget it.

When you do that test that I was talking about earlier, see where you're at visibly, see how many pages it took to get to your, to find your website, and then ask yourself, "Are you okay with that? How many people are actually seeing this?" Focusing on specific pages to rank. Some of the more important ones, your homepage is traditionally going to be your landing page. That's the page that a lot of

practitioners want to focus on for indexing. It gets your patients to the appropriate information, office hours, way to contact you, services that you provide. I don't want you to overlook that you can also index other pages of your website.

Most importantly to me, recommending your services. Those are the things people are going to be searching for. If they already know your name, they're going to find your website. They're going to type in doctor so-and-so, your website's going to populate, or at least it should, right? If it doesn't, we got some issues. That's, if they don't know you yet, they don't know your name. They're typing in psychiatrist near me, psychologist near me, XYZ near me. What ends up happening is we want to be able to index specific pages that may be more related to their search than what someone would find on your homepage. It's still going to encourage them to navigate the rest of your website, but just know that you can also focus on specific pages of your website internally.

To give, once again, to give Google far more of a reason to recommend the website, recommend the specific content that you're providing. Being able to provide additional content is going to be key. Once again, any company you talk to, they're going to tell you content, content, content. Being able to provide additional content on a more frequent basis for those services that you provide is going to be the number one influence that you can have internally on your Google rankings. I hear it every day, "Mario, that sounds great in concept. I don't have time for this. I would love to be able to sit down and spend an hour on my website to write some more content about

couples counseling," whatever the case may be. We understand that. Just know there are solutions out there to be able to provide content for your website.

I implore you, that's got to go be your number one. If you take away one thing from this presentation, it's that I need to consistently be updating content on my website in order to be relevant on Google. That's the number one thing that you can do to help this without spending a nickel. Just know adding content to those specific pages is what's going to help. On the other end of that, consider navigating your website from a client or a patient's perspective. What do they want to see when they get to your website? They're going there for answers.

In most cases, they're not in the right headspace. They're going to your website for an appropriate reason. What are they looking for? What are the three key things that they need in order to help them determine if this is going to be a good fit? That's essentially what you're doing with your website is you're marketing your services, you're marketing for your practice, you're marketing for the practitioners that are a part of your group. It's vital that we provide the appropriate information and the appropriate areas to ensure that they have the information that they need to better gauge a decision on their end. The insurance is accepted.

With so many different technologies out there, whether it be growth therapy, better health, there's a million of them out there. There's so many different-- What am I-- Directories, ways for you to get found, ways to be able to provide new information, ways to be able to bring in traffic using other directories through your website. Social media avenues are going to be paramount as well. Any directories that you can be

involved of-- Most of you are already *Psychology Today* members and how effective that can be for you.

These are all little things that you can be doing on your end to influence the traffic to the website, to influence how you're getting found online and to ultimately help determine how Google is placing you. These are all little itty bitty things that go a long way when done correctly. Obviously, it's got to be in bold, it's got to go be important. Even with a fantastic website, it's pointless if nobody can find it. Just remember that, website looks great, perfect. Who's finding it? All right,

Webinar key takeaways. I'm getting to the end of my portion of the presentation here. I just wanted to highlight these here really quick and I think we're going to open it up to questions. I'm sure there's plenty of questions here that Seth is going to be able to answer for you. He is going to be a great go-to resource.

As you can see your practices, online presence is the car, SEO is the fuel. Save some money for your fuel, right? Take your car around the block of time or two, go downtown, show it off. You spent money on it, now it's time to ultimately utilize this bad boy as a tool. Keep your website consistently updated with content relevant to your practice and the patients that are searching for it. This will give you the maximum SEO effect to help with your Google rankings.

Security, encryption, well-kept backend. These are all things that upkeep. Things that we need to be doing on the very least monthly basis to ensure that we are being recommended appropriately as being a practitioner online, it's not easy. A lot of competition, especially if you're in some of our more saturated areas, New York, Florida, Texas, California, it's an uphill battle. Baby steps, take some of these key takeaways, implement them in your day-to-day ops with your website.

It's just a matter of time. You're not alone, you don't have to do this on your own, right? There are ample amount of resources out there to assist you with this. There are trained professionals that do this on the daily, especially dedicated to the mental health field. All right, I think that is where we're going here. As I was mentioning before, at TherapySites, we have the opportunity to take this work off of your shoulders. I personally work with mental health professionals all day, every day. I've been doing it for going on seven years now. As I mentioned at the beginning of the introduction, over 1,341 mental health practitioners trusting in us to be able to market and grow their practice online.

Here's a nice little bonus in the event that you're interested in allowing somebody to take this work off of your shoulders. Feel free to give me a call, 630-427-6941. I think we are going to go into the Q&A side of things now. I know we've had some questions coming in, so we're excited to be able to answer those for you. I'll go ahead and pass it over to Seth.

Seth Weiner: Hello, everyone. I think it's easier if we just go over the common questions that have been popping up lately in the Q&A question box. What I've seen is a lot of questions in regards to content, how to market to surrounding areas, as well as AdWords versus SEO. In terms of content, as Mario has gone over, it is the most important part of your website. It is going to alert Google to what the site is

about and give them a reason to rank yourself. When we're talking about content here, the more unique and personalized you could make it, the better off.

Google wants to rank your site because there is something that other sites don't have. When you are thinking about writing content, think about what you have to offer, what is unique to your practice, what services you provide that other people might, that could stand you out from your competition. That's the best way to write content specifically for your homepage. When you get into the service pages in other areas, you want to also write about how you could address it, if it's services or symptoms. Let's say, being in your practice, you want to focus on anxiety.

You want to create a page for that symptom and then discuss ways that you are able to address that and ways that within your practice that you can help someone with those conditions. By creating those different ways of doing it, that's unique to yourself. The content is really going to be, it's going to be what separates you from others. It's going to be what Google looks for. You don't want to have what everyone else has on their website. You don't want to just go to Google and copy something that you found on a website because there's nothing unique about that.

The best way that you could talk about it is how you would address that as being a therapist or any type of different ways that you do things that others don't, that separates you from your competition. When it comes to content, just think about what you could provide and write about it. That's the best way that you're going to be able to put that together.

In terms of AdWords versus SEO, there's a lot of questions about that and how to go about that. I always recommend, especially when you're starting out with SEO, if you're in a very large city, something like New York City-- I had a question from somewhere in Atlanta, Dallas, Los Angeles, SEO is going to take time. You're looking at somewhere probably about a year, if not longer, to actually get somewhere that it's going to be beneficial for you.

In the meantime, supplementing that with AdWords gives you the presence while your SEO is building up. That's a good way to do it. Once your SEO starts working, you can either cut back on your budget for AdWords or you could then completely remove it if your SEO is where you want it to be. That's usually the best strategy to go about it. AdWords, you are going to need a decent budget, something like a couple of \$100. You might get a few clicks a day, but the problem with that is that if you set \$20 aside a day and every click costs you \$8, you're getting three clicks a day.

Let's say you hit those three clicks by 9.30 in the morning, your ad is no longer there until the next day again. It really is something that you need to have a budget for. I wouldn't do it until you have a budget that's worthwhile. Otherwise, you're throwing money away, which really none of us want you to do. I would say in the beginning,

there's other ways to market yourself. There's-- You could go on Yelp, which is a little bit cheaper. There's plenty of people who use that to look for therapists. There's other directories. Yellow Pages are still used. There's other directories that will cost

less than Google that you could still benefit from if you don't have the budget for AdWords.

The last one here is a lot of HIPAA questions. There are generic HIPAA things that you need to focus on. You want to make sure, as Mario said, that you have that SSL certification on your site. That's good. You want to make sure that the email that you're using to communicate with patients is HIPAA compliant. If you're using an email service right now, ask them if you are on the HIPAA compliant version. If not, see if they offer it. If they don't, you might need to find another provider because that is something, if you are communicating with patients through email, you do need to have that compliant as well as any forms that are on your website going to an email. Those forms also, depending on what information you're asking from potential patients, where those forms get delivered to should also be HIPAA compliant.

Any provider that you're currently using for email, if you're just using your regular Google account or Yahoo or AOL, those are not going to be HIPAA compliant. You could use those for communication just in general, but when it comes to like, patient interaction, you definitely want to make sure that you're using an email provider that does offer that compliancy. Also check with your state. Every state has different laws when it comes to that. Something in New York could be different than Florida. You want to make sure that if you're a multi-state practitioner, that you make sure that you're looking at all the laws for all the states that you're in.

Couple of other questions about doing Google Analytics and how to get your site indexed. How to get your site indexed, Google will eventually pick it up, but if you want to speed up the process, there's something called Google Search Console, which you could sign up for. It's a free service through Google. They'll provide you with a code that you can add to the back end of your website to verify ownership of a site. You could submit what's called a site map into there, which will alert Google to all the active pages that you want indexed for your site. That's how you speed up the processing, the process of being indexed.

In terms of analytics, analytics is going to give you the statistics about your website. It's going to tell you how many people view your site, what pages are getting the most views, if they're new or returning patients, visitors. It's going to tell you where they're coming from. If they're coming from Google, if they're coming from referral, there's a spot there that says referral. That means someone's going directly to your site. They're just going to, they're opening up a browser and going directly to your website. It'll show you if people are coming from Facebook. It'll show you if they're coming from Yelp or other directory areas. You can also see all your statistics from mobile as well.

I would say those are the biggest questions that I saw today in terms of content, how to get it indexed, other services, and then the HIPAA compliance for email. Let's see here, let's see a couple of other ones.

How important are client testimonials on a website? The testimonials is a little bit of a gray area when it comes to HIPAA, because you cannot ask for reviews, but there is no problem with people going on their own and leaving you a review. In terms of leaving the testimonials on your website, you could do that, but what I would

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recommend is not including the patient's name or just maybe just their initials so no one's able to figure out who they are. That would be the way that I would address how to add testimonials onto the website.

Should your phone texts also be HIPAA compliant? Not familiar with if there is any type of way with that. I don't believe that there's any issues with that. Texting, I'm not too sure about phone. as long as you're not in the middle of somewhere in public screaming a patient's name and talking about them, there should be no problem talking on the phone. Do you also say we need to register a business with Google?

In terms of registering your business with Google, depends exactly what you're asking. I assume you're talking more about setting up a Google My Business page. That's how I would register your business with Google, because that's really the only way in terms of getting your website is just going about getting it indexed, but you want to go and set up a Google My Business. One, if you have a physical location, you'll put your address in there and then verify it if you are virtual or you service different areas. You could hide your address and then just do a radius of areas with zip codes or cities that you want to promote to.

[inaudible 00:55:51] The Google services are Google Search Console, which is how to alert Google about being indexed. Google Analytics is how to track statistics and visitors from your website. Google My Business is how to set up your business listing on the map of Google, which is very important, especially when people are searching on mobile. I believe that is all the time I have today.

Thank you everyone for your attendance. I believe there's a couple of things left that we have to do before we finish for today.

Host: Thank you so much for joining us, Mario Rios and Seth Weiner. Thank you to all of our listeners for your participation. We'd also like to thank TherapySites for making this webinar possible. As we mentioned at the top of the hour, TherapySites will be choosing four people who stay for the entire presentation to receive a free website consultation. Keep your eyes peeled. A recording of this presentation will be emailed to everyone in two weeks time. The recording will include the presentation slides. As soon as the webinar has ended, a short survey will appear on your screen. Please take the survey and give us your feedback.

We thank you for your attention and hope you have a great day.

[00:57:11] [END OF AUDIO]