

Webinar Title: Creating Digital Brand Consistency for Your Practice**Date/Time: Wednesday, March 5, 2025 at 1pm ET**

Moderator: Hello and welcome to today's webinar, Creating Digital Brand Consistency for Your Practice. This topical 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 tools that make it simple for practitioners to manage their websites. Some important points before we get started. Mario Rios has a working relationship with TherapySites. As such, he has both a financial and intellectual interest in the webinar content.

The purpose of this presentation is to provide a balanced view on creating a consistent brand for practices online. 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 at apa.org to learn more. Next, this 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. 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 will email them to you with the recording.

Now, let me introduce our presenter. 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 private practices. With an impressive track record of assisting thousands of mental health professionals, Mario's expertise lies in streamlining administrative tasks, crafting multi-state digital marketing strategies, unleashing the true potential of social media, and taking their practice to the next level. Welcome, Mario.

Mario Rios: Yes, thank you very much for the kind introduction. I believe this is my fourth or fifth year in a row being able to present with the APA, so we are always very grateful to be presented this opportunity. I myself has been in the digital marketing realm for, going on 11 years now, and the last 8 of which have been strictly for the mental health field, working with mental health professionals, helping them establish their online presence and digital marketing solutions. I know for a lot of practitioners this is a bit overwhelming and daunting, so a lot of times we try to focus a lot of our attention on providing some of the basics.

For a lot of practitioners, in terms of creating a website and establishing an online presence and digital marketing scheme, this presentation is we always like to provide more information and different levels of knowledge. This is going to be like a level two type thing. This is going to be more focused on growing your brand online, and really using an online presence to help establish your practice once we get people to the website. It takes time to establish a brand, attract patients to it, earn their trust so they become repeat patients. You can significantly reduce the wait by creating a consistent brand for the practice online and ensuring your message

resonates with your website, your social media, and different levels of your online presence to help engaging patients.

What that means is we spend a lot of time, resources and money bringing patients and clients to the business, focusing on SEO, focusing on website management and digital marketing solutions. Sometimes we forget that as equally as important is what people see once they find you. It's, what is that message that's being relayed? What is the brand or the mantra that you're providing that's going to help them determine if you're an appropriate solution for them? So that then we talk about the brand, that it's essentially what we're going to be talking about.

Now, let's start at the beginning on what a brand is. What most people think of when they hear the word brand is they just think of logos or a color palette, the golden arches of McDonald's, the Starbucks logo. People think that is where branding stays, but branding is so much more. There's a lot that goes into branding, especially to successfully brand yourself on a broad area. A real great example I like to use is Apple, the company Apple. Everyone knows the logo. It's one of the most recognized logos on the planet, but you don't just think of an iPhone when you see the Apple logo.

You think of technology. You think of advancements. You think of cutting-edge solutions. On top of that you think of customer experience. They have a knack of being able to provide a level of service that you can't get in a lot of different places online or brick and mortar type situations. When you think of Apple, you think of a statement of quality. It's more of their mission statement. It's more of who they are as a company than it is the iPhone, which is just one layer of it. When we're talking about branding, we're going to be talking about not only visual branding, consistency with visual branding, but consistency with your message, consistency with resources and what you're providing.

Your unique value proposition sets you apart from other psychologists. Have you clearly identified what makes your practice distinct? Why would a potential patient choose you over someone else? What separates you? It's essential to communicate this message effectively across your online platforms, whether it be your Google My Business profile, your social media profiles, your website. Those are going to be some of the cogs that is going to provide that ecosystem. You're going to hear me say the word ecosystem a few times throughout this presentation, and that's what this is. Branding isn't just dedicated to social media or a business card.

Branding is going to be attached to the practice as a whole. In a nutshell, branding is more of a visual identity that characterizes your practice. It represents your practice. It represents what you hold true to your message. Messaging is super important. What do you do? How can you help? What would someone expect to see as they get to finding you online? It's also a visual representation that's easily recognized, even if it's just a specific color palette or logo representation. But your name, right? Your name is an entity. What you do as a profession, and ultimately how you are portrayed online, those are all things that are ingrained into becoming and building that brand that you're going to use to help grow the practice.

A lot of that has to do with a distinct messaging and the way that you want to represent your practice as a universal entity. Now, let's be honest, things change

quite a bit, especially in the mental health field. As you're consistently developing core elements of your message, how often are you updating those elements? This would include sharing relevant content that highlights your services and expertise. As each new year represents new challenges for your patients, it's important to refresh your message and keep ensuring that your message is in line with the evolving needs of the mental health field and how you want to utilize your practice.

Branding is going to be the message that you're trying to relay. In this case for the mental health, it's the services that you're being able to provide, what you do, what you got your licensing for, the steps that you're taking to help people with the solutions that you're providing, right? It's your mission statement. It's a way for you to visually and audibly understand and relay your message on exactly what you're doing to help, right? Being able to provide detailed services. The way that you represent the way that you're seeing or the services that you're providing or your approach, your specific styles in terms of the way that you're operating your business, it needs to be translated through several different areas.

Most notably on your website, that's where a majority of the people are going to find a lot of this information on exactly who you are, what you do, your values and your beliefs. It's all important to ensure that that message is consistent, right? Creating that ecostructure to ensure that your message is throughout, that everyone knows who you are, what you do, and essentially think of it like the who's, the what's, the how's, the why's, who do you treat? What do you provide? How and what type of services? Why do you provide the services? Why do you do essentially what you do? These all need to be represented through your brand. It's called brand recognition, it's ultimately the way that you're being perceived online.

Now, with everything that you're going to be doing online with your branding, as a practice, you're wanting to keep up with company standards in terms of trends, and to keep up with the appropriate instances in which your techniques are going to shift and change in terms of technology updates and advancement updates for your field, ways of doing your day-to-day hops, new techniques, new medications, new ways of providing your services that are going to alter over time. There's always new advancements coming out, new techniques.

I remember when EMDR wasn't a huge thing, where it was very not common or unheard of, and there's so many different new elements that are being introduced, and new ways of being able to provide mental health, and being able to update that information and provide that information to a potential patient or client is going to be vital, how often are we updating this information? How much are we paying attention to this? We need to make that apparent that you're keeping up with the technology, that you're keeping up with the industry knows, and understanding what it takes to be able to provide the latest and greatest for your patients, right?

That's why they're going to choose you, is because you are the experts in this field, but you also have to show that you're keeping up with that technology, that you're keeping up with the latest trends, and that you're in the loop with everything, as that's going to set that appropriate impression. Being able to provide new information for each section of your brand to just showcase those specific areas of expertise is going to be vital and important, and that's across all spectrums.

Now, we're going to cover three main areas of ways to grow your brand. The first is going to be through search engines, most notably Google, right? As you can see on the screen now. We're also going to talk how to use your website to grow your brand. Then finally, we're going to talk about the way to use social medias to grow your brand. When it comes to attracting patients, the user experience is everything. Can potential patients easily find you on Google? Once they do, are they impressed with what they see? A strong first impression matters.

Search engines, not just Google, some of the bigger ones are going to be Google, Yahoo, Bing, DuckDuckGo, those are going to be some of the more commonly search engines that people are going to be doing their searching through. A search engine and a Google My Business profile are one in the same. Search engine is going to be those I just mentioned. How they work, it's fairly simple. A search is something that we all do every day. We'll use Google as an example. We go to Google and we're looking for a resource, a chiropractor, a dentist, a mental health professional, new restaurant to go to. We are going to Google, we're utilizing searches to help get the information that we're looking for.

The big difference between a Google My Business profile and an organic search that say your website would generate or some of your directories is the Google My Business profile is going to take priority. It's got to go be one of the most important cogs to this online presence. It's ultimately verifying you as a business entity. We get a lot of questions on, "Well, how does Google determine how it's going to recommend me? What tools do they use to help determine how I'm getting found online?" There's quite a few different metrics that go into this. They call it an online score, which is essentially an algorithm that they use that uses several different entities to be able to provide the most appropriate answers for the questions that we as consumers are asking.

It makes sense when you think about it. We'll use restaurant as an example. If we're looking for an Italian restaurant to go to, but Google's providing us with Chinese places, we're not going to use Google very often. It's not providing the right answers for the questions that we're asking. Their algorithm is very distinct, and it's very adapting, it changes. They just had a big algorithm shift back in August, this past August. A lot of the factors that go into this is your online reputation, essentially what people think of the practice. How consistent your practice is being presented through directories, CareShare, doctor.com, WebMD.

There's a plethora of smorgasbord, I should say, about different directories that your website or your practice can be listed. It's also the reviews across those platforms. Even if you're not actively endorsing or engaging in reviews or online testimonials or anything like that, it's still there as a resource and an option to a patient or client. It's one of those pieces that Google's using to help recommend how they're going to recommend your practice over somebody else's. The maturity of your practice, how long have you been doing this? How long have you been online? How long have you been established? That's valuable.

That's, I believe, 15% higher being recommended through a search engine. Of course, your website optimization, right? How well is your website optimized? When your Google My Business profile is being populated, is your website also being populated? Social medias, is everything set up and cohesive? Most importantly, it's

creating and completing your Google My Business profile. Some just general Google My Business profile tips that we'd like to provide, and if you don't have this piece done, this is going to be super important in establishing that brand and that online presence, is first and foremost, you got to go claim the business.

That's, I think, much of a given. Anytime you're creating a business, or an LLC, or opening a practice, the first thing that you want to do is ensure that Google is aware of that transaction. That you have the appropriate steps in place to be able to verify you as an actual entity. They have ways of doing this. There's postcard methods where they'll send you a postcard to your address, and there's other methods for them to be able to verify you as an entity, but that's priority one, that's step one. That's getting your toes wet, so to speak. Your name in the hat is just verifying that Google My Business.

Once you have that profile set up, you have Google verify the business, now you have to ensure all the correct information is on there. That's going to be super important, the appropriate address if you have a physical location. I know some of you guys are just doing virtual only, which is okay, they have options for that now. Updating profile pictures and headshots doesn't sound like it's all that important, but it is part of a scale that they use to help determine your placement with your Google My Business profile. Share a picture of yourself, share a picture of your office, provide your basic contact information. Completing the profile to 100% is a priority.

Even though you may have flexible office hours, you still need to have office hours available on your profile. It's always going to help that score. You always want to make sure you link your website to your Google My Business profile. That's very important. It completes your profile for Google as a step one, but two, it makes it easier for people to be able to go directly from your Google My Business profile, to being able to connect with you directly through your website, okay? That's something that's going to be a mandatory. Your logo and mission statements. Being able to provide if you have a company logo, which is not required.

When we're talking about brand, you don't have to have a logo. You would just use your professional name in lieu. Then your mission statement. Underneath your logo, a quick little snippet of who you are and what you do. Then most importantly is selecting the appropriate categories. When you create your business profile, Google's always going to be interested to know what you do. You're obviously selecting that the mental health categories are going to be imperative to ensure that you guys are being recommended consistently when mental health resources are being searched.

Then at the very bottom end of that, there's a section for general Q&As about your practice. We always encourage to do some generalized Q&A questions at the very bottom of your profile. Most notably like, "Hey, do you offer virtual sessions? Do you offer different types of sessions or general, do you accept insurances," things along those lines? As that'll be a nice time saver for you as well as people are exploring options, looking at the best solutions for them.

All right. Once you're done with your Google My Business profile, step one, the second main cog in being able to establish your online presence and grow your brand is through your website. That makes sense. This is where most of your

information that you're trying to relay to your patients is going to come from, being able to use your website as a general hub. The website is going to be one of the most important elements in terms of being able to provide the adequate information with specific services that you're providing, but along with that, office hours, all the generalized questions that one would need to know, but it's going by far and away be the easiest way to represent your brand.

Once again, in terms of your website for visuals, you want to make sure everything is cohesive, same brand recognition throughout. If the name of your practice, you're not operating under a business entity, Sunshine Psychotherapy, whatever the name of the practice, insert name here, you're just using your professional name. You want to make sure that's consistent through your website as well. You don't want to confuse Google, confuse a potential patient or client that they may be at the wrong website. Brand recognition, same color palette, same name of the practice, same hours, same information, contact methods, so on and so forth.

You want the website to be more of a funnel for you. We're talking about your Google My Business, we're talking about your website, your social medias. You want everything to essentially land on a hub, which is going to be your website. You always think of your website as that funnel so that we can direct a potential patient or client to the appropriate locations for contact, but also have that direct link to your social media platforms, have that direct link to your Google My Business profile or reviews, your directories in Psychology Today, so on and so forth. Being able to provide that simplicity in using the website as a hub is going to be super important.

When you think about it, and it's an odd stat, 70% of all consumers who are doing a search for a service or product, for that matter, 70% of them will look at a website before making a decision. Even if they found you directly through Google or found you through social media, Waypoint, LinkedIn, so on and so forth, they want to be able to have that hub, something to look at. Even though a website doesn't make you any more credible, the way our brains are wired, it almost is, it's an expectation at this point. People expect to find a website to get the information that they need, but at the end of the day, for some reason, it's just instilled into our brains that it's, you must be official. You must be a real doctor because you have a website.

It's just one of those vital pieces that help contribute to, A, being able to provide information and resources for a potential, someone that may be interested in your services. Being very descriptive on what you're providing. Just some very simple generalized tips on using your website to grow your brand. Updated office information, update the basics. Your bio, your indicators, your office hours, if you accept insurances, the way that you're going to be treating your patients and clients, all those need to be represented on the website. It's going to help establish that credibility.

It's going to help establish being able to provide general information, and help save you time, not having to answer a lot of questions that can be answered directly through your website, but you have to be descriptive in your messaging. This is your place. This is your virtual commercial. This is a way for you to use the website how you want to use it, but you have to be descriptive. Now, we all know this, attention spans aren't what they used to be.

People aren't going to your website to read a novel, but what we have to do is we have to provide Google with the appropriate information so they know how to recommend you. That's very important, that Google has the information that they need, so when someone is doing a more detailed search, EMDR, when they're looking for something that they probably as a general public shouldn't know what it is, but you have this information on your website. Now Google is going to recommend you over someone that just says, "I treat couples." It's not very descriptive. It doesn't give Google a lot to work with.

The more detailed that you are and be able to provide your mission statement, to be able to provide detailed information on your services, it's going to help in the long run with establishing your brand.

Be creative as well. You want to have a nice mix of creativity, and be informative. Once again, it's a way for you to virtually market yourself as a commercial without having to do a ton of backend stuff. With everything that you can do with the website, there's-- let's just move on to the next slide here. There's some more tips and generalized tips in terms of some factors that are indicated through your website. Of course, ensuring that your website is both ADA and HIPAA-compliant helps with your online score. There's legal and accessible considerations that help build that trust that you have with a patient or your online reputation.

That's super important in terms of your search engine optimization and how you guys are being recommended. These are all part of that Google criteria. You have to ensure that your website is up to date with the most up-to-date technology and security. Are you providing a good faith estimate on your website? Are you adhering to not only APA regulations, but other state restrictions and regulations that are mandatory for your field? You have to just make sure that you're up to date with those type of things, but most importantly, functionality as well.

We did the work in terms of optimization, utilizing your Google My Business profile. You got someone to your website. Now we have to make sure functionality works as well. With mobile, it's 80% at this point, according to Google as of 2025, 80% of the people who are going to be visiting your website are going to be on a mobile device. How your website's being visualized or navigated through a mobile device is going to be more important than it is a desktop. You have to ensure that it's very fluid, that the buttons work, that they're at the appropriate spots, because most of the people who are going to be visiting your website, they're going to be on a device, just to keep that into consideration as well.

Of course, we have to optimize the website. You can have the most beautiful website in the world, but if nobody finds it, what's the point? You have to do this in conjunction with everything else, because the easiest ways to grow your brand and to grow your online presence is with your Google My Business profile, but the way to help your Google My Business profile is to have that active functioning website, okay? Being able to focus on that backend search engine optimization organic, to organically help get you guys recommended on a more consistent basis for your area and the services that you're providing, that's going to be crucial to how you're being recommended.

All right, so in today's digital age, having a presence on social media is crucial. I know I'm probably getting a groan from a few of you here during the presentation, and that's okay. What's really neat about all these different platforms that we're covering, it's you're your own boss. You get to decide what you want to utilize, and what's important to the practice. Over a billion users a day utilizing social media as a resource, right? Even if 1% of those is looking for mental health-related resources, that is still a gaggle of people looking for options and information.

Do you have a Facebook business page that aligns with your practice's brand and your message? Is it easier for patients to find you? Do they have quick access to the information that they need once they do find you via social media resource? I know that a lot of times social media can be a gray area for a lot of practices, and that's okay. Your stance doesn't have to change both professionally and individually. If you do decide to utilize a social media platform, it's very important that you have to conform to the usage and the technologies that align with the guidances of the APA.

There's a lot of metrics that go into being able to utilize social media as a tool. Just take the time, read through the appropriate information that is presented by the APA to ensure that you're following those guidelines, and doing everything securely and safely. If you're not all that familiar with social media, or how to manage that, or to utilize it as a tool, there are plenty of companies out there that can assist you in that realm. Now, providing some generalized best practices while utilizing social media as a tool, this is important in terms of how you're wanting to do it.

Once again, branding needs to be consistent. If you're going to utilize social medias, and let's be honest, most notably it's going to be Facebook and LinkedIn. Those are going to be two of the biggest social media platforms that are self-sufficient in terms of providing resources and materials for a potential patient. LinkedIn is probably most notable because it's a professional presence, right? But it's equally as important to ensure that your branding is consistent through your LinkedIn, as this is a virtual demonstration of your practice. Same consistent colors, same logo, keep everything consistent, keep your messaging consistent.

Most notably in terms of an actual social media, LinkedIn is more of a business card, as I like to call it. Now, of course, you have your internal LinkedIn for communities and so on and so forth, but something more like Facebook is going to be more generalized for the public. A lot of times in terms of patient generation, it's going to come or stem from mostly Facebook, in some cases Instagram. Step one and priority one is to have a complete separation from a personal standpoint and business standpoint. You don't want to mix business with pleasure, right? If you have a personal Facebook account, this will be a complete separation, most notably or hopefully the name of your practice as opposed to you as a professional.

If you are just using your professional name, obviously, add your credentials, PhD, so on and so forth to your branding on your social media side. You definitely don't want to use your business profile for personal events or entities, make sure you're separating those completely. Something else to keep in mind is social media is an open forum. That's what scares a lot of practices and companies. There's no real way to regulate that. A solid tip is to stay away from hot piece topics, stay away from politics, stay away from religion, things along those lines. You don't want to argue about the best region to get pizza. That's a very hot topic, especially if we're here in

the Chicagoland area. We know the best pizza comes from the Midwest and in Chicago.

Those are the types of things you'd want to stay away from in terms of utilizing your professional social media platform for. Stick to the basics, stick to the information. You use your professional social medias for mental health awareness, spreading your industry knowledge, general updates for the field, what's in the now, provide some adequate links and resources for a potential patient that you feel would find this informative. You just read a great article that you want to share, use it as a tool, and to be able to provide adequate information for people that are looking for your brands of services. That's going to be super important.

You also want to use it for practice updates. It's a great way to let people know, "Hey, there's a foot of snow outside. I think we're going to call it a day here at twelve o'clock." It's a great way to help identify with the community, and to be engaged on that front. Maybe you're doing a charitable 5k at the end of the month and you want to help market that. It's okay to use your page for things along those lines, as long as it's about the practice, and as long as it's utilizing and not engaging in or endorsing in patient awareness. You always want to keep the client relationship confidentiality on the forefront.

You don't ever want to engage a client or a patient directly through your socials on a public forum. Usually a big no-no. Use that for the next time they're at the office. Just provide the information. Don't engage. Don't engage with any comments or negative comments. Let those play out. In some cases, when you're posting onto your social platforms, you do have a way of restricting comments and turning off comments, things along those lines. That's not the point of a social media platform. Social media platform is to be able to allow people to use it as a tool, and to use it how they want to use it.

You want to help enhance that experience, and be able to provide the adequate information about your practice, and fill in the blanks on what you got going on with the practice. Maybe you're doing a great training coming up that you want to make your patients aware of, or you have a lot of updated or some cool stuff coming in the near future that you want to let people know about. That's a great thing to use your social media platforms for. Now, how active is your social medias? What kind of content you share, how often do you post? How engaged are you with your socials to be able to establish that online credibility?

Facebook itself will tell you that they would recommend not having a Facebook page before having an active page, and then not being active on it. Especially in the restaurant field, I noticed a lot of times if a restaurant has a business page, it gets neglected quite a bit. You have a hard time finding out if that restaurant is still in business because the last post was from 2022. If you are going to have an active social media presence, what we're going to recommend is to keep it as consistent and active as possible. You have to know how to use it. It's appropriate, we would say, maybe once a week, just to be able to provide something, whether it be a simple tidbit about a service that you provide, or it could be a funny meme, a mental health meme or gif that you found that you feel would be appropriate.

It could even just be a holiday message, "Hey, happy St. Patrick's Day from the practice. Come see us," things along those lines. It doesn't always have to be business. It can be more fun and engaging. That's what's going to help expand the brand in terms of likes and follows, and utilizing the website to a degree in which is going to be appropriate, and the easiest way to grow your online presence, and to take a step back here, the social medias isn't going to be an adequate client patient generator. It's there to be able to provide information and to grow your brand, not necessarily bring in new patients or clients.

That's usually a big misconception. A lot of times we'll get a lot of questions on, "Well, how can I bring in more clients?" That's usually what we're going to focus on, is your Google My Business profile and your website. Those are going to be more for you growing your practice, so to speak. The social media is going to be one of the most important for growing the brand, brand awareness, growing a following, almost. Think of it like a social media influencer in a way. The way that they can grow their awareness and brand is using social media as an avenue. That's going to be super important.

Then, of course, last piece here, don't be afraid to brag about recognitions and awards that you've done or accomplished throughout the years as well. With the social medias, that's what people are going to be engaging online to see. It's as important as you would need it to be to help personalize everything, that's what people are looking for, to stay away from a more of a muditional approach where it's just clean cut business, being able to provide a little personal touch, and to have fun with everything. That's what's going to grow the brand. That's what's going to instill those values and keep people coming back.

As you grow as a practice and as your brand grows, that recognition is going to grow, that awareness is going to grow, that social media presence is going to grow, and that's what's going to translate into keeping you busy. Keep your books quite full, and that's the end game. Some of this is a lot harder to do if you're not a solo practitioner, maybe if you're part of a group, how do you build your brand using social media, and a Google My Business profile, and your website if there's multiple practitioners? The easiest answer to that is you have to ensure that the messaging is the same. Even though you may provide different services, you may work different hours, you may only do virtual.

There may be a lot of differences between each practitioner in your practice, but the messaging has to be the same. The branding has to be the same and consistent. That's what's going to help grow your brand as a larger group practice as opposed to doing it individually. It's a little bit harder to do that on a individual basis if you're part of a group with like a My Business profile, because that's going to be tied to the business entity. It's going to be that brand as a whole. With a website, or being able to market as a group practice through a website and highlight each practitioner individually, each doctor individually, that's a big piece of allowing them to individually market themselves through your website, through their social media profiles.

Just assuring that branding is the same, writing is consistent, the messaging is the same, that's going to go a long way to help ensuring that you're spreading the same message across the board. Then, tying everything together is also important. I

touched on a little bit earlier, but ensuring that you have an adequate way for someone that does find you through social media, are they able to get to your website? Are they able to find your business profile or the rest of your directories? Same thing through LinkedIn, is your website attached? Is your profiles attached? Is everything cohesive? Is everything branded correctly?

That's a full circle, full ecostructure. "Am I able to go from your Google My Business profile to your LinkedIn profile? Am I able to find your Psychology Today account? Am I able to find all these resources through general searches, and be able to go from one platform to the other to build that consistency, to build that brand recognition and awareness?" Those are all things that you want to make as simple as possible. That user experience is going to go a long way, and making it as easy as possible to be able to navigate from one platform to the other is super important, especially when you're talking about doing everything on your phone.

You want to be able to seamlessly navigate one direction to the other without there being any complications because they're going to go somewhere else if it's not easy to navigate. Make it easy to get from either end of the solutions, from one solution to the other, and ensure that they know that they're in the right spot. In conclusion, building a consistent digital brand for your practice is essential to attracting and retaining patients. By aligning your message across all online platforms, ensuring a positive user experience and maintaining an active and connected presence on social media, you can strengthen your practice's credibility and visibility.

Remember, consistency not only builds trust, but it also makes it easier for potential patients to connect with you, leading to long-term success. It just goes back to that funnel, right? We want to be able to funnel the appropriate resources, the appropriate information into the appropriate areas. Making it easy to find you is top priority. How are you getting found on Google? How are you getting found through the search engines? How are you getting found through the social medias? People, do they realize that you're an active entity? A lot of times this is a lot harder for a brand new practice or a brand new doctor just starting off. There's a lot that goes into this. It is not easy to do.

I work with practitioners on a daily basis, most of which are just starting up their journeys. It is an uphill battle, but there are plenty of tools and resources out there that can make this easy. At the end of the day, that's what this is about. It's about allowing you to dedicate your time to your practice. You shouldn't have to worry about a lot of this stuff because it's a lot to take on. It's a lot to handle. Keeping up with technology alone is next to impossible. Even being in this field, I learn something new every single day. It's really hard to expect a practitioner to be able to keep up with all this, but it's very important.

In terms of long-term success, eventually some of the best resources and some of the best patients and clients you guys are going to get are all referral-based, word of mouth, through your insurances, so on and so forth, but eventually that well will run dry. You're going to have to rely on the power of the internet. You're going to have to rely on your online reputation. You're going to have to rely on using these resources as a tool to help succeed in the event that you're still looking to grow. There's a lot of different areas that you can focus on. You don't have to tackle all of these all at once. Baby steps, right?

Once again, at the very beginning I said this could be a daunting process for a lot of practitioners. Not only the time commitment, but just the work that goes into this. Not knowing what to utilize, what tools to utilize. If I had to put an order of importance, of course, it's your Google My Business profile is going to be a priority to be recognized as a business entity. You have to verify to Google that, "Hey, I have an actual legit piece here that you can start recommending," followed by your website, your online presence, your digital marketing through your website to help be able to provide that adequate information to answer those questions that a potential public figure is going to be able to find it and get through your website itself.

Social media is huge, but at the end of the day, it's not a requirement. You can be successful just utilizing your Google My Business profile, just using your website and your directories. Now, with everything that you're looking to do as well, it's just a matter of figuring out what's going to fit your practice's needs the most, and what you want to utilize and focus on to better grow your brand. Now, with everything that we went over, there's a lot that goes into it. There's several different starting points. There's a lot of different areas that you can be an expert in some areas and some not, but just know that there are resources out there to help with this process.

Even if you're starting from scratch and just starting your brand from the beginning, "Hey, I'm just starting my practice. I don't have a website. I don't have a Google My Business profile. This is daunting. I don't know where to start." You have options. You have tools and resources. Maybe you're on the other end of the spectrum. You're a well-established, you have a thriving practice, but it could always be better. You have some slots to fill. Maybe you're bringing on an associate, or you're starting a group as you're going to be looking to grow your brand. There are plenty of solutions out there to help take this weight off your shoulders.

At the end of the day, you guys, a thank you offer for listening to me talk about a website and boring stuff here for nearly an hour of your time. We're offering a complimentary website review if you are an established practice and you wanted to take a look, see if we can provide some resources for you. Feel free to use that QR code, and I'll give that another 30 seconds or so. If you need to bring out your phone and give that a scan, feel free to do so. I believe we have just right around 10 minutes here to jump into some Q&A questions. I believe that's what we're going to be looking to do next.

All right. I do see some questions that have come through. I'm going to go ahead and filter through some of these a little bit. Then I did get a series of questions that were asked in lieu of the webinar. Thank you for submitting some of those. First one here that's another hot topic here, is how do you ethically ask clients for reviews in these spaces? Most notably would be Google My Business reviews, Facebook reviews, Yelp, even CareShare, Doctor.com, anywhere that someone can leave a review or testimonial for the practice.

There are some regulations in place and what's ethical, what's not ethical. Now, at the end of the day, these resources are available for the general public, whether we like it or not, right? Now, how you actively endorse or engage in those is, that's going to be up to each practice. I've worked with plenty of practitioners that are actively engaging in Google Reviews because it's 25% of your score. When you're thinking a quarter of how you're getting recommended is based on what people perceive

through Google, it's very important, whether you are engaging in those reviews and testimonials is different, but there are a lot of best practices to consider. You don't ever want to highlight an individual that you're currently seeing, of course, right?

Most notably, if someone's leaving a review, you would hope that they're going to be graduated out at that point. We're always going to ask that you don't leave a name. It's a little bit harder to do with Google because most people are logged in with their name. When they leave the review, it leaves their name, but we have ways to hide that as well. We focus a little bit more on testimonials than say a review. At the end of the day, whether you're on one end or the other, it's still an easy resource because you have to be visible to grow your brand. In order to be visible, you have to leave yourself open to those being engaged with reviews and testimonials, and it's a double-edged sword.

In the mental health field, you're not exactly working with people that are 100% in the best mental health state, right? You leave yourself open to a lot of those negative reviews, but it's very important to know that don't ever engage them. All we're going to do is flood them with positive reviews. Even if it's just a testimonial from a peer, or a group, or a supervisor that you worked with, or a communal event that you did, they left a professional review for you, that'll offset anything negative that would come as a result.

Let's see here. Mission statement doesn't necessarily need to include words. A lot of times it's a few, almost like a syno-- I would usually, in terms of a mission statement, and this can be individualized or different or altered based on if it's a group or individual, but a tagline might be a better way to approach that. It can be an evolving thing. Just, you have to make sure it's consistent throughout each platform. How do you make your website ADA-compliant? When it comes to ADA compliance, which if you're not familiar, it's the Americans with Disabilities Act.

It's the ability for someone with a visual or hearing impairment to be able to navigate your website seamlessly. Now, a lot of times they're going to be using a specific program to navigate your website. How your website allows that program to work is going to help establish ADA compliance. A lot of times there's going to be a widget that's built into your website, and that widget will allow for visual impairments, dyslexia, to help increase the font size, so on and so forth. That can be done directly through the website. I believe there's 11 states right now where ADA compliance is mandatory.

If I had to guess, in the next five years it's going to be a national thing where every website needs to be ADA compliant to ensure that you're being able to provide the appropriate services to everybody. "Can you recommend someone that specializes SEO for therapist?" You're talking to one. At the end of the day, therapy sites, this is what we do. We 100% tailor our services to the mental health field. We only work with mental health professionals. Let's see. "Is scheduling through Calendly or Wix calendar system considered HIPAA-compliant?" It is not.

Traditionally, you want a booking agent to come through an EHR service, something like appointments.com, or Zocdoc has a booking agent, TherapyNotes, so on and so forth. Usually you want your direct booking to go through one of those resources. Anytime you're using a public or open scheduling service, there's always the

potential that patient information can be breached, even if it's just a name. You want to avoid using Calendly or a Wix booking agent. Traditionally, you'd want to use your website as more of a consultation. Initial contact to come through the website, and then you can follow up accordingly.

We would usually recommend having your EHR built in directly through your website. Makes it a lot easier to do it that way. Let's see here. "How many online social media platforms do you recommend?" I mentioned earlier LinkedIn, Instagram and Facebook are probably going to be your top priorities. You're not going to see too many therapists on TikTok who are marketing their practice. It's more of a fun type thing than anything else. "Pros and cons of an expansive or minimal online social media presence?" Same thing, right? Over a billion users a day using it. There's so many people, how many Facebook groups are there out there dedicated strictly to mental health? Thousands, right?

There's so many people go into the Facebook for resources. Same thing with LinkedIn, used quite a bit. "How do I create a consistent brand with more than one practitioner?" I touched on this a little bit earlier. Keep the same message, keep the same branding. You can have different approaches, different styles. That can all be individualized, but keep things consistent. "What is the importance of SEO for my online brand?" It's the number one thing. How are you getting found online? Google My Business profile, your website's SEO optimization. That is some of the biggest elements of growing your brand online.

"How can I drive traffic to my website?" Once again, there's two ways of doing that. You have organic search engine optimization, little bit longer, more for the long haul. You also have paid Google advertising. That is always an option as well. Tons of more coming in. We only have a couple more minutes here. I'm going to try to get to some more for you guys. I apologize if I missed your question.

Let's see, "Do we support practices outside the US?" No, not traditionally. US has their own based servers. It's really hard to grow an online brand or an online presence outside of the US servers, especially if you're marketing outside of the US territory. If you reside half your time in the US, half your time overseas, it still could be a viable option for you. "How do you get a Facebook profile out in the public?" Great question. You're going to want to attach that to all of your directories and your website. The easiest way to grow your brand online is get involved with like a lot of the mental health groups, getting associated with the groups, local directories, even local communities to help spread that brand awareness.

A lot of these are more one-off questions like for the services that we provide. I kinda want to just focus these questions more on like the universal topic at hand. If you have more questions on TherapySites and what we do, you can contact us individually for those. Let's see. "Is LinkedIn more important than Facebook for business development?" LinkedIn is going to be more for communal, growing your organization on a peer-to-peer basis. Facebook would be more growing your business on a public stature, right? Unfortunately I got to go bring it back over, but if you have more questions, I can try to get to some more of these questions, but don't hesitate to reach out and contact me directly, contact TherapySites directly. We'll be more than happy to answer those for you. Thank you so very much for your time. Sorry, I couldn't get to more of the questions.

Moderator: Thank you so much for joining us, Mario Rios, and thank you to all our listeners for your participation. We'd also like to thank TherapySites for making this webinar possible. 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.