



Increase Online Visibility with Set & Forget Items

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Speaker Disclosure- Relevant Relationships

We have the following financial relationships with the electronic health record company Office Practicum.

This company is considered an eligible company by ACCME and there is no restriction on our participation in CME activities.

Dan Feiten MD - Chief Medical Officer

Rebecca Schaad - RemedyConnect Account Manager

We will give a balanced presentation using the best available evidence to support our conclusions and recommendations and will not promote Office Practicum or Remedy Connect during this presentation.

We have not used artificial intelligence in the development of this presentation.

Objectives

Pediatric practices can reduce their effort & maximize their outcomes with simple strategies to effectively market their practice online & increase “organic” visitors.

At the conclusion of this activity, learners will be able to:

- Use Google Business Profile & Apple Business Connect to increase online visibility
- Understand the factors that drive LOCAL Search Results
- Understand why Reviews may be more important than social media ads.
- Confirm website content is trusted, relevant, engaging, & educational to increase findability

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Case Study: Where's Waldo?

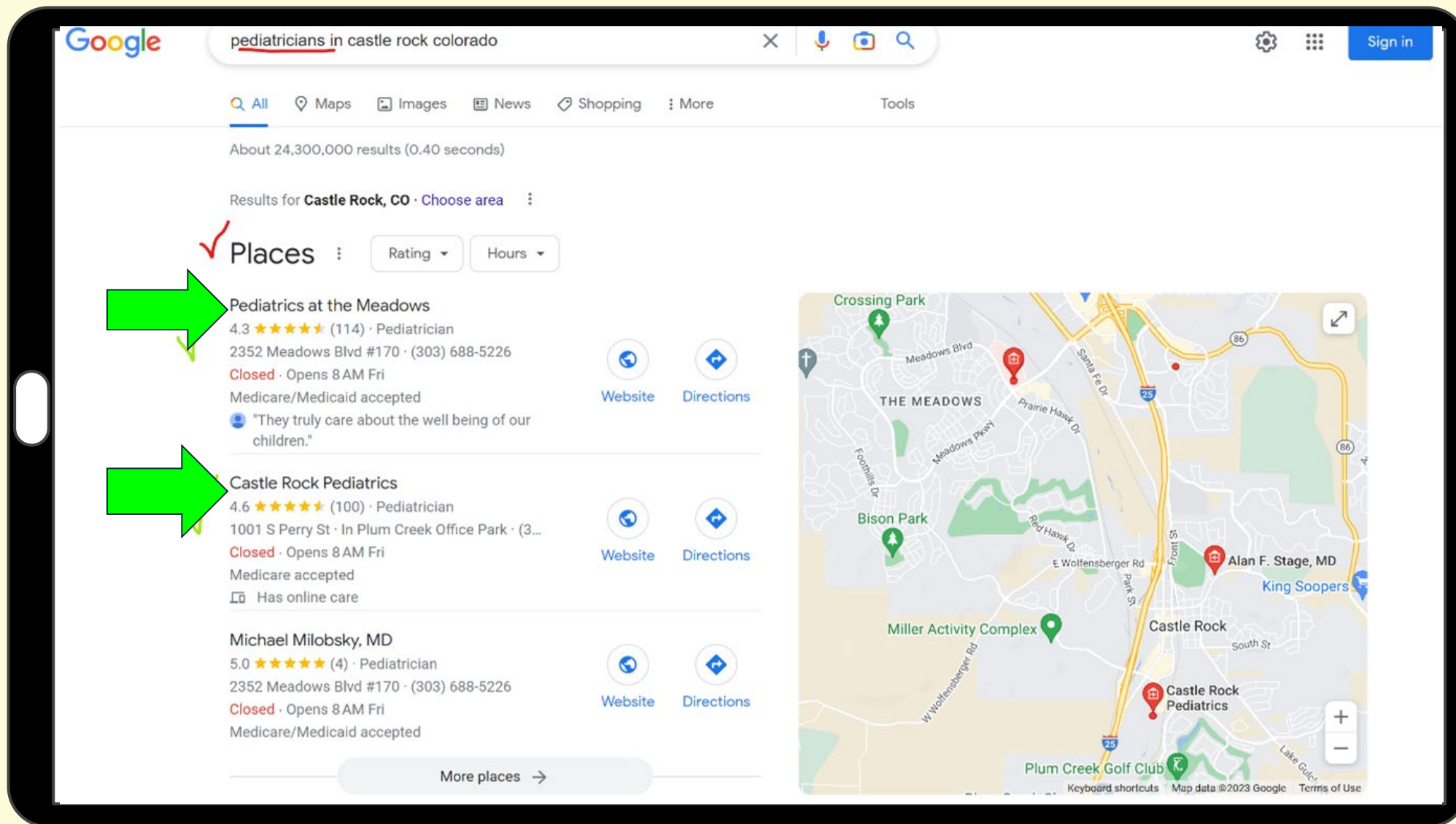
Castle Rock is a bustling commuter town located 30 miles South of metropolitan Denver, CO. It has experienced remarkable growth in the past ten years as young families have moved further out from the city to enjoy more affordable homes and enjoy their remarkable views of the Rocky Mountains.

Castle Rock has four pediatric practices:

- **Castle Rock Pediatrics:**
 - 20 years; 3 pediatric clinicians.
- **Pediatrics at the Meadows**
 - 10 years; 6 pediatric providers.
- **A solo practitioner - Dr. Stage**
- **“Waldo Pediatrics”**
 - opened up a second office 6 to 7 years ago.



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Where's Waldo?



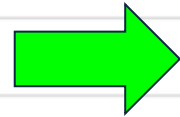
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LocalBusiness

0 ERRORS 0 WARNINGS ^

@type	LocalBusiness
name	Pe [REDACTED]
image	https://p [REDACTED]
telephone	555-555-5555
url	https://p [REDACTED]
aggregateRating	
@type	AggregateRating
ratingValue	5
ratingCount	52
bestRating	5
worstRating	1



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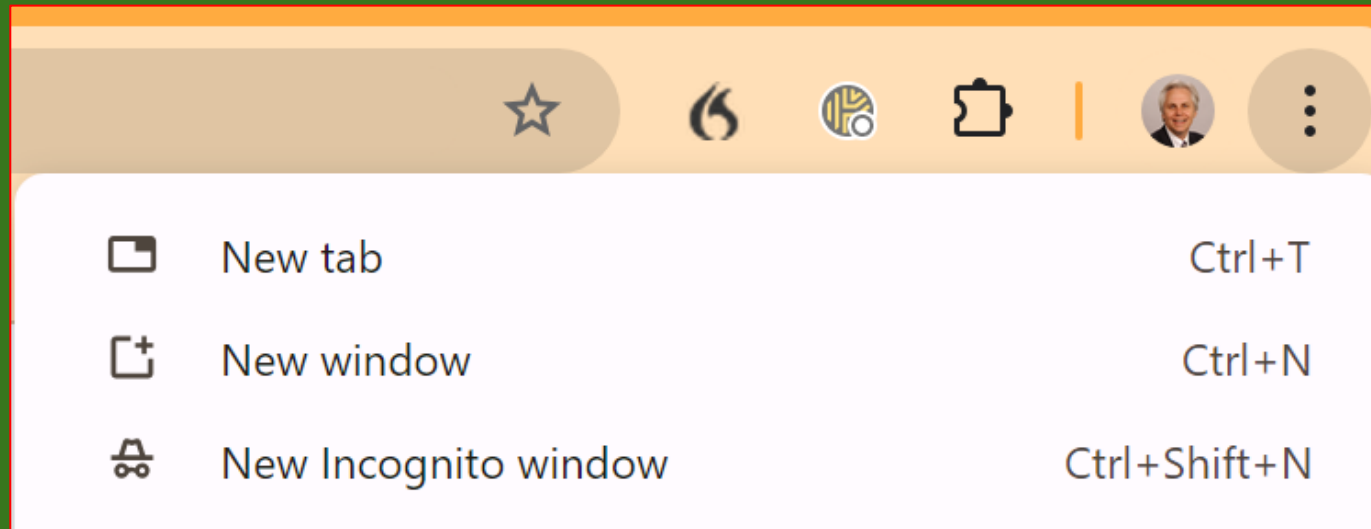
Don't be a Zombie



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Search your practice website in Incognito* Mode



*in MS Edge: "InPrivate" mode Safari: "Private Browsing" mode

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Be Local

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Driving Local Search Results

Relevance

Search Words -
find best match in
GBP & Website
Content

Distance

Geolocation

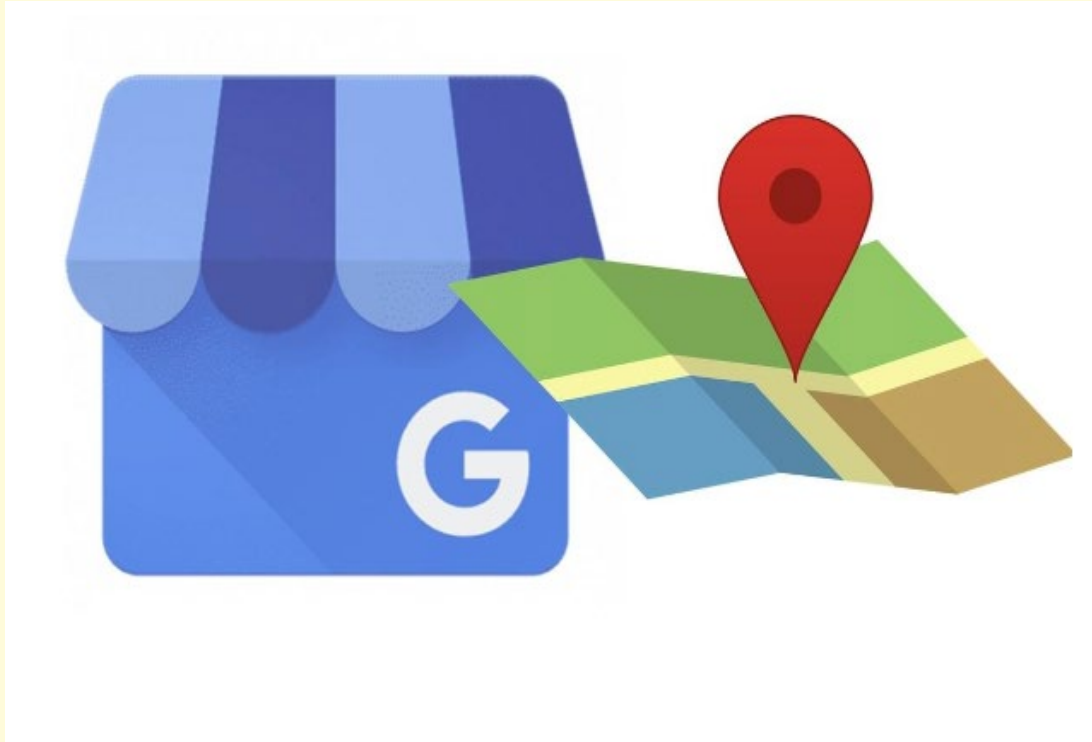
Prominence

Reputation,
Google Star Rating,
number of reviews &
consistent reviews

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Google Business Profile




Apple Business Connect




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GBP and ABC: Your Source of Truth



TRUTH

Highlights in GBP

- Manage practice information - website, address, hours & phone numbers.
- Add links to book online appointments & virtual care.
- Add health services offered, like diagnostics, specialized services, & procedures.
- Engage with and update current patients while attracting new patients with keywords.
- Post high-quality photos to show patients what to expect before they arrive.
 - Add educational pictures and diagrams

Control access to your Business Profiles with location groups.

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How Your Practice is Seen

- Google your practice name - while in “incognito mode”
- Do you show up on the right side box or Local results?
- Click “Own this business?” to see the associated email, or claim it
- Check Google Maps

Senders Pediatrics


4.9 ★★★★★ 467 Google reviews ⋮

Pediatrician in South Euclid, Ohio

 Website

 Directions

 Save

 Share

 Call

Address: 2054 S Green Rd, South Euclid, OH 44121

Hours: Open · Closes 5:30 PM ▾

Phone: (216) 291-9210

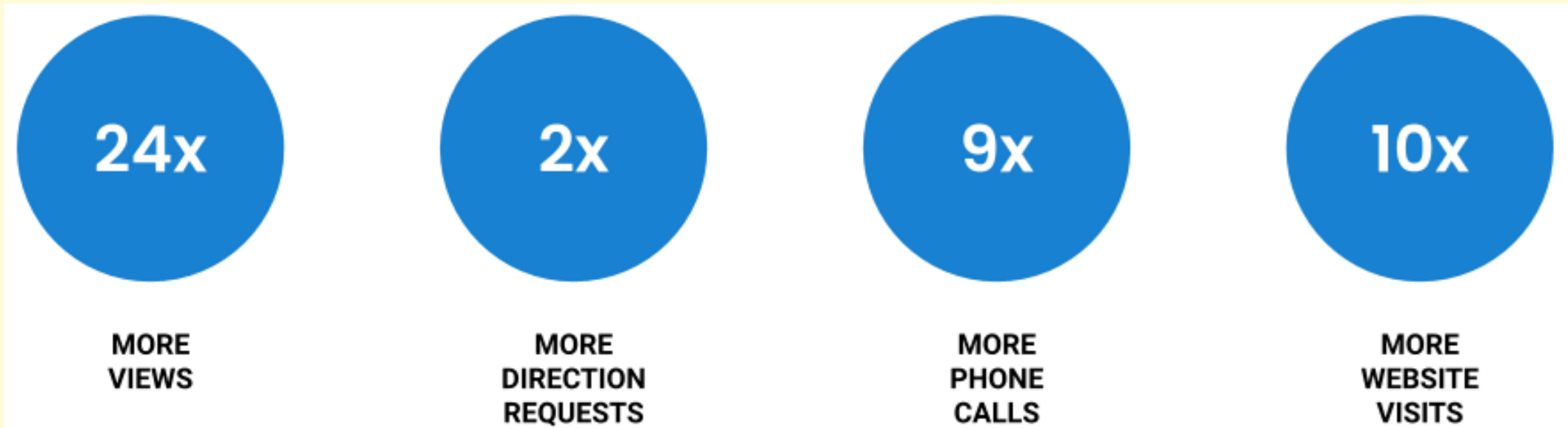
[Suggest an edit](#) · [Own this business?](#)

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Google vs Apple

When comparing **Google Business Profile** to **Apple Business Connect**, Google generated:



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Our Providers

Our physicians offer comprehensive care to infants, children, and adolescents that fosters their total growth, development, and health by incorporating the current recommendations of the American Academy of Pediatrics, along with the latest advances in pediatric health. All physicians are board certified by the American Board of Pediatrics and are Fellows of the American Academy of Pediatrics. The group has 24 hour call coverage and both offices have in-house laboratories. If you have further questions regarding the practice, please call Jennifer Manis, RN, BSN, clinical manager at (303) 578-4082 and select option 1.



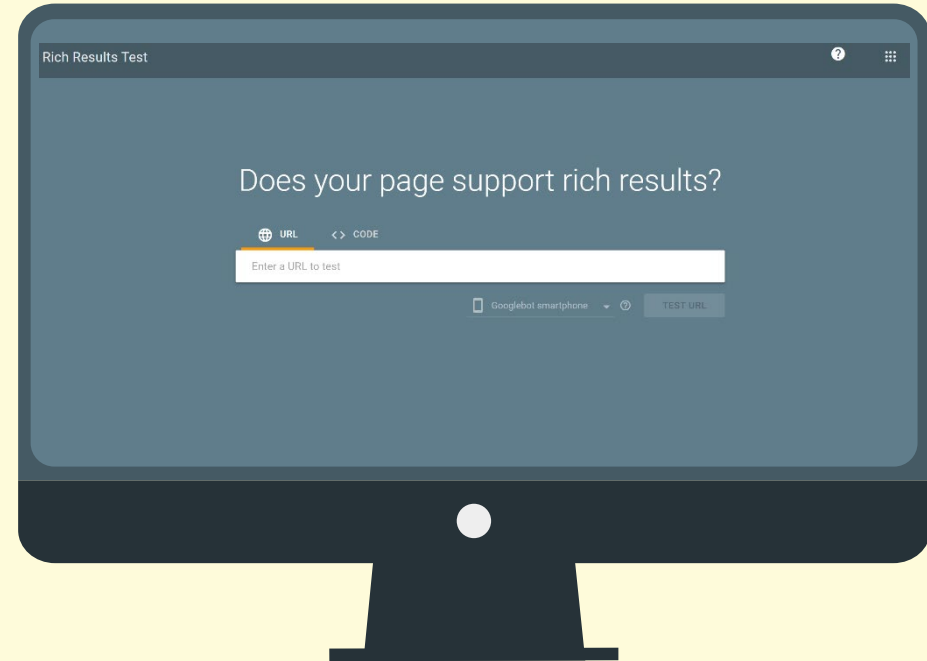
Test for MetaData

<https://search.google.com/test/rich-results>

Go to the page on your website that you want patients to know about

For example:

- An Established Clinician
- A New Clinician
- A service you want people to know about



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MetaData

Details

Crawl

✓ Crawled successfully on Aug 2, 2024, 1:39:46 PM



Detected structured data

✓ Local businesses

7 valid items detected

● Non-critical issues detected



✓ Organization

7 valid items detected



✓ Sitelinks searchbox

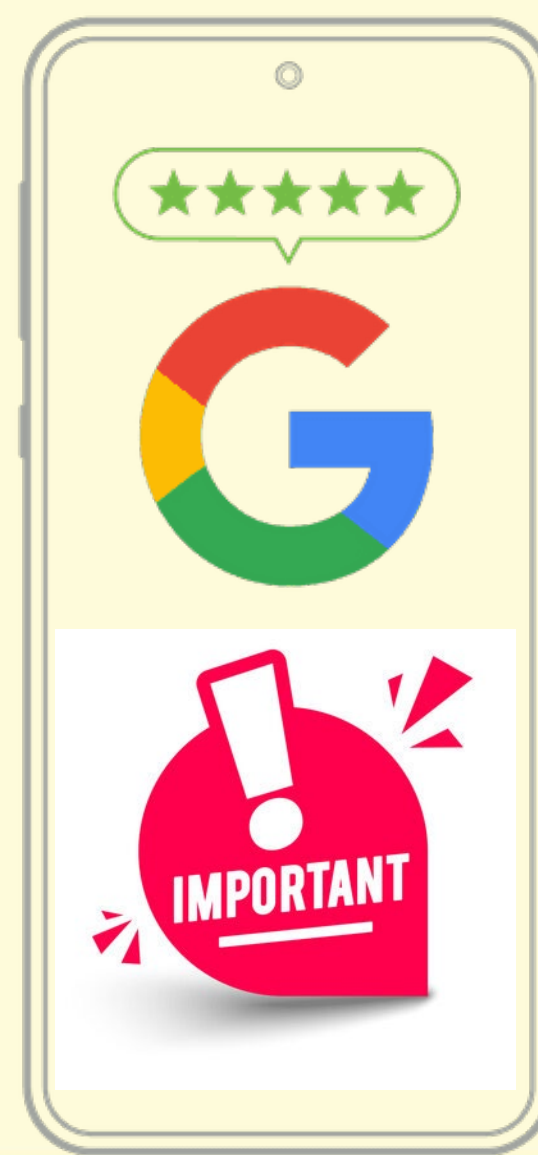
1 valid item detected



REVIEWS ARE IMPORTANT!

Reviews will:

- Increase Brand Trust
- Increase Online Exposure & Local SEO
- Improve Click-Through Rates to Your Website
- Convert More Patients
- Increase Your Brand's Visibility
- Boost Local Business Awareness
- Improve Customer Engagement



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Review/Action Items

- Set up Google Business Profile & update regularly
- Set up Apple Business Connect & update regularly
- Read through entire website
- Create individual web pages for each of your Clinicians
- Confirm medical content stays on website

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Who had a flu clinic last year?

Did you post it to your Google Business page?

Get the
FLU  **SHOT**
not the flu!

Resources - Google Business Profile

- Set up a Google Account - Keep personal & business accounts separate.
<https://accounts.google.com> to set up a new gmail account
- Set up Google Business Profile - <https://business.google.com/>
 - Choose Practice name - confirm it's not a duplicate account
- Create a Google Business Profile for EVERY location
- Fill in all of the information you can - accuracy is key
 - First place many potential clients will see you
- Verify your account (phone call, postcard & video verification are most common)

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Resources - Apple Business Connect

Apple Business Connect is a free, web-based portal to help you easily manage, measure, and grow your practice. About 70% of your clients will see you on mobile devices.

- Only 16% of businesses are on Apple Business Connect
- Create an Apple ID
- Put your practice on Apple business maps <https://www.apple.com/business/connect/>
 - Add a location
 - Add details (phone, hours, pictures, website, etc.)
 - Verify account

User Guide to setting up a new Apple Business Connect Account.

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Resources & Additional Links

Google Business Profile

- [Get started with a healthcare provider Business Profile](#)
- [Google Business YouTube Tutorials](#)
- [Google Business Profile FAQs](#)
- [Google Business Help Ticket](#)
- [How to find your business on Google](#)
- [How to add or claim your Business Profile on Google](#)
- [Guidelines for representing your business on Google](#)
- [Transfer primary ownership of a Business Profile](#)
- [Submit a reinstatement request](#)
- [Fix suspended Business Profiles](#)

Apple Business Connect

- [Get Started - Apple Business Connect](#)

Client Success Story

- [Unlocking the Power of Online Reviews to Attract More Patients to Your Pediatric Practice](#)

Recommended Procedures for Dealing with Negative Online Reviews

- [Negative Review Steps](#)

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Contact Information

Additional Questions?

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Rebecca Schaad

Rebecca@remedyconnect.com



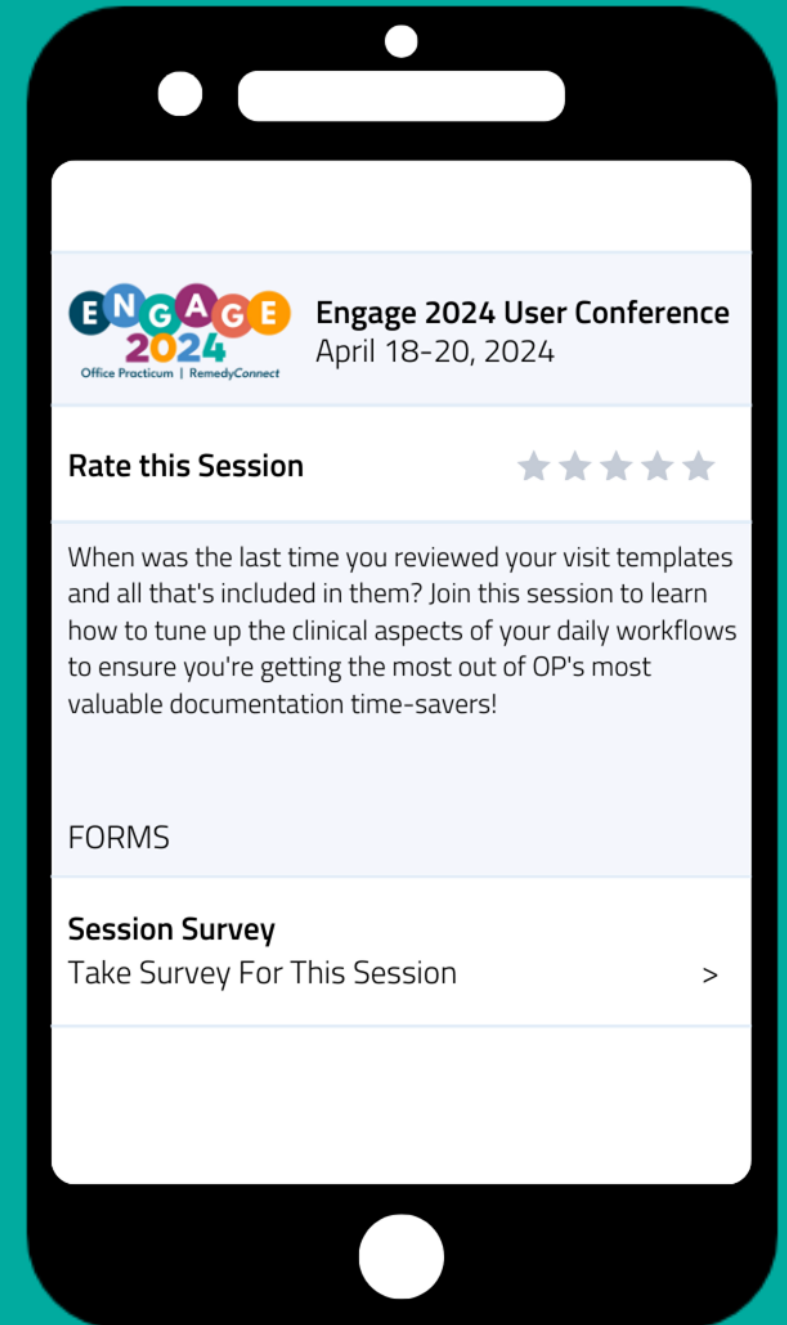
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Speaker Disclosure- No Relevant Relationships

I have no relevant financial relationships with manufacturers of any commercial products and/or providers of commercial services discussed in this CME activity.

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- Chapter staff will add these slides to your presentation

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