

HOST KELLEY KNOTT

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08

The Patient Convert Podcast with Kelley Knott

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Patient Convert Podcast – Why you need a blog #108

Kelley Knott: [00:00:09] Hello, everyone, and thank you again for joining me for another episode of the Patient Convert podcast. So today I have my amazing business partner, digital marketing genius. And of course, my husband Justin not joining me because we're going to collaborate today about some things we do for Intrepy and our agency and for our physicians across the country to help them get their word out there. So introduce yourself, Justin.

Justin Knott: [00:00:34] Hey, everybody. It's good to be back. I'm excited about what we're talking about today.

Kelley Knott: [00:00:38] So what we're going to talk about today and something that we do a lot for our physicians and our clients, that I just don't think there's enough information out there to help them when they're building their content is content marketing. What do they need to know? How do they do it? What are good ways to connect with either potential patients or their physicians? What do you think, Justin?

Justin Knott: [00:00:59] Yeah, absolutely. And answering kind of the age old question that I think is on a lot of doctors minds is why do you even need a blog? I mean, that's just such an overly thrown around world word nowadays. You've heard it a million times at this point. But what does a blogger actually do for your Web site in the long run? Yeah. And once you have the blog, what do you need to be doing to create engaging content and driving patients to your Web site? I think that's the big thing is. OK. And I've heard a thousand times I need a blog, but I don't even know where to start. How do I start creating content? What type of content should I be creating? What's effective for helping me drive new Web site visitors? And so I'm excited about it. There's a lot of good stuff that I think could be very beneficial to the listeners out there.

Kelley Knott: [00:01:45] Well, then let's start with kind of the importance of a blog. I know a lot of physicians out there now understand that a blog can be really important, but do they understand actually the formula or why it is so important? So, Justin, why do you break that down on a digital marketing level of why this is so crucial to have a really active and good blog on your website?

Justin Knott: [00:02:08] Yeah, absolutely. So one of the things when we do an initial evaluation of a client's site and this holds true for our agency Web, say almost every single client that I've ever worked with or potential clients when we do an FCO audit or anything, nine out of 10 times Web sites with an active content strategy. So an active blog. 5 to 10. Five to six of their top ten organic traffic generating pages on their Web site are pieces of content from their blog. And so that's very. And so that just right there shows you and if you do any if you took a competitor right now that you think is just killing it in the marketplace, whether your medical practice or your e-commerce Web site or hospital, whatever it is, I can almost guarantee you right here, right now, if I dropped it into an evaluation tool that a majority of their top performing pages would be killer content that they've created around some specific keywords they were going after.

Kelley Knott: [00:03:08] That's why we do it as an agency. That's a lot of our leads actually come through our blogs because people are reading to try to figure out some strategic ways to improve their marketing. And we find that not only does it build trust, there's a lot of social connecting there, but they tend to find the information through blogging and content.

Justin Knott: [00:03:28] Oh yeah, absolutely. And the same holds true for us. I mean, if I did an evaluation of our Web site right now, which I do constantly on a weekly basis on a Google search console, as well as in our analytics, about eight of our top 10 pages, our home page is always in that mix, obviously is one on top. But outside of that, it's some really well performing blog content that we have. And to piggyback off what you said earlier, one of the other most important things about a blog is not just driving. Traffic is the value it allows you to provide and create for potential patients and your existing patients to continue that. Patient loyalty is unlike your services pages where you can really just kind of talk about whatever service it is. Like, if you're an orthopedist talking about hip replacement, how do you address a lot of the other things surrounding that that are on a patient's mind? Like how long does it take to recover from a hip replacement? What do I do if I'm dealing with hip pain when I'm younger? I mean, all of these different things present themselves so well for pieces of content on your blog. And when you just take that content, you distribute distributed out on your social. And people start getting familiar with the content that you're providing them. That's how you start driving more people to your to your brand, to your Web site, and you start engaging people and ultimately can convert them. So it really presents itself. As a great opportunity to not only position yourself as an expert in the field, but start that no like intrust relationship with a patient before they ever even walk through the door. So I think those are the two biggest things is the FCO that it creates and the opportunity that it presents to you to create a new like and trust relationship with with your potential patients.

Kelley Knott: [00:05:13] Well, I couldn't agree more. That's exactly how I interact personally. It's what we do as an agency and it's definitely what we do for our clients because we're trying to talk about what people are searching for. I did a post recently on LinkedIn and I talked about content marketing. And one big thing that Justin's I think talking about here at the blog is when it comes to content or blogging, it's not about you, it's about them. And I know that is confusing. Very true with what he just said is featuring ourselves as thought leaders and positioning ourselves and educating. But you're educating on the questions, concerns, hesitations that these potential patients might have. You're not necessarily promoting advertising or selling. You're talking about hot topics. You're going into conditions, quality of life symptoms. Went to consult a physician. And these are things that patients just want to figure out before sometimes taking that big leap. So the more they see your name and your brand and your practice

talking about these really hot topics, symptoms, qualities, conditions, recoveries, patient journeys, whatever you're blogging about, the more they like and get to know and trust you as the physician in the space. And I want to add a little experience that we had. So we help physicians across the country build a highly engaged content to help them really promote their brand practice and hospital systems as well.

Kelley Knott: [00:06:29] But we do run into some hesitation stressing out, know if you remember this, but we have had clients that are all about blogging and they're using their internal team, which I am all for, but maybe going about it a little bit off track. And we talk to him about remember when you're writing these blogs and maybe super interesting to you as the physician or your team that you competed in the local 5K and you want to feature somebody from your team. But sometimes that kind of content is really better off for social media, because if you think about it, no one's searching. If Shannon Smith competed in the local 5K when they're looking for hip replacement surgery. So you want to make sure make sure when you're featuring your blogs that it's actually very rich with the right kind of content. And that's where I go back to. It's not about you, it's about them. And though that may seem exciting and you want to talk about the newest, you know, chess tournament, you just want in feature that in a blog. And it may seem personal. That's usually better offer suggested testing. I know a good example.

Justin Knott: [00:07:31] I like that.

Justin Knott: [00:07:33] I haven't seen a chess blog post actually on a medical site. Why do you want to put anyone?

Justin Knott: [00:07:39] But I think to your point, where you're what you're talking about is I think it's really important when you go to create a piece of content. And I think that's the the art of getting really good at really good content. And if you look at the people in the medical space, because that's all we're talking about today that are really crushing it. I think they do a good job of not only having research backed content, so basing it, OK. I want to rank for this, but what are people really searching around that topic? So understanding that and then really putting yourself in the patient's shoes or whoever your end reader is and writing it for them and for that audience. And I think some things that physicians can struggle with is because the high level of knowledge that they have

gaps is understanding that it's okay to bring it down to 9 to 12th grade reading level because most people haven't been living in breathing orthopedic or rheumatology or whatever it is, so it can go right over a patient's head. And while you do definitely want to speak to the knowledge that you have. Most patients are looking for something. That's why Web M.D. and a lot of those do so well is because they're written, too. Like, I can't stop this cough. What do you recommend? And it's like, well, use honey in your tea and things like that, that so without getting too far into the technical. So I think really understanding where your patients at what they're searching for around whatever you're trying to rank for and applying that is how you build some really powerful content.

Kelley Knott: [00:09:08] Well, I love that you just said that because you guys I had to actually tell Justin because he's so advanced in marketing sometimes. I told him that, too. You know, I know we're not clinicians, so we can't relate. And the fact of having that extensive knowledge when it comes to medicine, like obviously like a medical doctor, but when it comes to marketing, sometimes we use terms, too, and can talk about it so fastly that we have to remember when we want to connect with our audience is we have to make sure that we're communicating in a way that they understand it and are looking for it.

Justin Knott: [00:09:38] Yep. Yeah, absolutely. And I think kind of as we switch gears a little bit, it's also looking at too I think a lot of what I hear from doctors is I think there's you get stuck in a rut from when you're getting into. Creating a successful blog, a blog is just synonymous with long form content. And that's not necessarily what a blog is. I mean, there's something like BI, I've written a couple articles about it. There's something like 70 plus forms of content that can work for your blog. So I think one of the big things too is understanding what will work best for you. And that can be video. That can be blog content. It can be infographics on. There's so much different content that you can deliver to your audience and you want to mix it up, too. So you want to make sure that you're mixing it up. But on top of that, find what avenue fits you best and stay consistent in that.

Kelley Knott: [00:10:31] Well, and some examples, I know we're really kind of talking heavy about blog right now, but there's other content marketing examples that we use in our agency that we use for our physicians. And I love that Justin said that. Fine. What you can do best, where you can provide and be consistent with and some examples of

ways you can use content is you can have the written blogs. You can have videos of blogs, infograph. Patients success stories or journeys are a really big one, too, especially if you're in more of an emotional medical field, something like infertility or even oncology. Those those are types of content that really resonate with a lot of patients. And it's really great to see those patient journeys and experiences and learn more about how you care. And then of course, F.A.A. Hughes are such a great way to feature content.

Justin Knott: [00:11:21] Yeah, absolutely. I think that's one of the what I would call low hanging fruits on coming up with really good content ideas is doctors don't realize throughout their day they get asked a lot of questions by patients. And if you just notate those down nine out of 10 times, they make for killer blogs and nine out of ten times that patient is not the only one thinking about it, feeling it or searching for it. So it's just that that can you can come up with a year's worth of content just by sitting down and thinking in the last month, what in my. Field of medicine. Have patients been asking me as it relates to sarcomas or not getting the flu this year? I mean, whatever it may be, you'll be really surprised how many ideas that you can come up with really quickly. And then the great thing is, is they surround generally a particular service that you have on your site. So then you can link back to those services and you're more thoroughly covering that service in that piece of content, answering a question and providing value for your patients and driving more SVO, not only for the site, but as well as that service line level.

Kelley Knott: [00:12:32] It's a great way to kind of optimize on that content. And if you're wondering kind of some of the EFIC use your patients as I know you have your own. But don't be afraid to be open to feedback. Talk with your front desk, your nurses, your coordinators and of course your physician liaison because you can kind of gather all this information plus your own patient experiences and really put together some great content marketing ideas. I also want to talk about some of the tips for writing blogs, Justin, what would you say as the digital marketing sites that we've talked about? Make sure it's not about you. It's about them. Make sure that it's full of information and packed with those keys. And you are talking about the hot topics. But let's get down to the science and the tips of writing these bonds from a digital marketing specialist.

Justin Knott: [00:13:16] Yeah, absolutely. So I think and this is where we start really across the board with any of the service line levels that we offer to our clients. Research in data speak volumes. And so don't skip over that point. I think the best place to start is down selecting the things that you would like to rank your site better for. So having kind of a good idea of some keywords that you'd like to go after. So we'll get to that saying do keyword research. But I think a great place to start is local or national level. Competitors that are in your space say you're a dermatologist and you've got a couple regional dermatology practices that, you know are large. They're growing, they've been doing well. They drive a lot of traffic to their Web site, or it could be even just doing a simple search across any large city in the country and run them through an easy SVO tool. And it will tell you what their top performing pages on their site are. And going back to what I said the beginning, I can almost guarantee you if they're doing it online, it's definitely some of their blog content is going to show up and that's going to immediately give you ideas. Don't reinvent the wheel if they've got a blog that's driving a substantial amount of traffic to their site. If you do if you go about it the right way and you give a more what I call complete thought, you essentially say I'm going to take what they did and I'm going to do it better. I'm going to write it more in-depth, my cover, more topics. I'm going to create more engagement. I'm going to add video to the blog is a great place to start. So start with competitor research.

Justin Knott: [00:14:44] And then I think on top of that to make sure you research or keywords that way, you know, you understand which ones you need to be using. What are the ones that patients researching the most for because that are really round your blog out and help you rank for a lot more terms than just the specific keyword that you're going for. So I think those are two of the big systems had probably got some as well.

Kelley Knott: [00:15:04] Yeah. Definitely. As you said, some of my tips is share your secrets. Sometimes people in all their information. So you guys, if you know anything about me, this podcast, my blogs, what do you do on LinkedIn and my videos? I am all about sharing my information. And it's not because I think that there isn't enough, which I do believe there's not enough information out there. But be willing to share your secrets. Don't be so. What would you say? Paranoid about sharing your information? I've had content stolen from me. It's true. I've had competitors take my content. But the truth is, I'm also connecting with a lot of potential physician liaison and physicians out there with my content.

Justin Knott: [00:15:43] Oh, absolutely. I mean, to be kind of role of a real and raw. I mean, that's that's been that was a big step in our journey as grow out of our agency as it was very scary to kind of step off that ledge in the first year or two because you're like, well, we've got so many competitors that are so much bigger than us. I know we've got a voice and something to share, but they could crush us and we could just show them additional roadmap. And it's like, oh, they're ranking well for that. Now we're just going to do what we were just talking about and write it bigger, write it better. They've got more clout. And when we really kind of bought into what you're just talking about, it was a huge game changer.

Kelley Knott: [00:16:16] Hello was an absolute game changer. And the truth is, I know I'm the best at what I do and that Justin is the absolute best at what he does. And with that confidence, we just said, you know what? Let's let everyone else know, because what we were talking about was different. It was actionable and it was helpful and insightful. And we have such beautiful relationships with our physicians and our clients and we do incredible work like incredible work and results. And I just we looked at each other and we said, I think it's time that we start really talking and sharing about this. And since, you know, we share our secrets and our insights, we've been able to absolutely expand, grow in scale. And honestly, I just feel the conversations are better. The engagement is better. I've loved every single second. And like I said, I know we've had some content stolen. I've had even in my niche niche, a competitor like you used. My exact script didn't even bother to change. It took my exact teaching module. I think it was called like fastpass. And she used that as well. And I just figured, you know what? It just means that people are noticing. And it's a compliment. It really is. And if your competitors are noticing so as everyone else and if someone who's been in the business longer is going to take your content and try to repurpose it as their own. You know, there's a whole lot more where that comes from. And you have to be flatter and you just have to keep moving on the.

Justin Knott: [00:17:37] The pros far, far outweigh the cons as far as really kind of being willing to be open and sharing your expertise and sharing your kind of your secret sauce, so to speak. And it's a little bit different on the agency side than in the medical practice side. But my my theory is, is if somebody wants to engage with you, whether it's coming into your practice for patient care or it's hiring us as an agency as. They can

try to do it on their own, but at the end of the day, the people that really want to hire you want to hire an expert. They want to know. Yeah. And I think the same holds true on in a different context for patients as patients. Want to pay for the best care and they want the best care and they're willing to potentially even travel for the best care. Oh, absolutely, yeah. And how you accomplish that is by showing that you're an expert and share your knowledge experience one of the patients when we're talking about sharing your secrets as a medical professional.

Kelley Knott: [00:18:29] Yeah, I think a lot about sharing it. We did. We have a podcast episode. Dr. Caplan and Art Caplan talks about just start sharing who you are because even your patients are seeing and connecting with you. And he said the difference that it really made for him and his practice was that they felt like they knew him. They felt like they were comfortable with his staff, with him, and just viewed him as the ultimate thought leader. And if you really look up some physicians that you look up to online social media, like Justin said, do that research. You'll see that they're putting themselves out there. Yep. They're talking about their approach to patient care. They're even discussing their unique surgery styles and different types of ways that they do these surgeries. And patients love it. They're soaking and adjusting. They want to see it. And again, especially for really big decisions like surgeries. I want to know that my physician is the best at what they do for sure.

Justin Knott: [00:19:22] Oh, yeah. It couldn't you couldn't be more. Right. And I think that kind of leads Assen because Dr. is actually talking about this. And I think it's a really good point. And it kind of goes back when we kind of made that decision to open up, share secrets more. You just got to get started. That's one of the big things is people ask all the time. It's like with content. And and we talk to people all the time about how do you grow your social media? Well, you need content. You need your providers involved, like if you can't get them to buy it and you're stuck posting stock photos with text on top of it, which is what literally millions of other people are doing on social media.

Kelley Knott: [00:19:58] I know we have an agency, but let me tell you how obvious. I'm really, really active on LinkedIn. I cannot tell you how obvious it is. I won't interact with a specific profile because I know guaranteed they've hired someone to do their social media because it's so obvious when someone else posts besides the physician. Yeah, absolutely. It's usually like their services page on their Web site and they highlight

the first sentence and put a Lincoln in a stock photo. And it's. Yeah. And you know, it just shows off to the rest of the community like it's not a engaging. It doesn't.

Justin Knott: [00:20:30] I'm about 5 percent bought into this. It does.

Kelley Knott: [00:20:33] Yeah. And so, you know, if you engage like comment or have a question, it won't be. You already know the physician isn't the one behind it. So you just kind of keep scrolling past. So you want to make sure when you're doing this content, like Justin said.

Kelley Knott: [00:20:45] I love that when the physician in it. And I think it's easier like that. I'm sure there's some doctors listen on the other end is like, well, that's easy for you to say. I'm in surgery for nine hours a day. Yeah. And but again, it's like I think patients care less about the big to do of like having a production crew come in and do all this filming. Like the technology's come a long way. Most providers that are listening to this have an iPhone 8 or above sitting in their pocket. That technology right there is way better than any camera that you could have purchased even five or 10 years ago. So you've got that powerful video tool in your pocket.

Justin Knott: [00:21:23] Just start pointing and shooting a patient's care. I think they like actually the rawness of a point and shoot style video. So we're not talking about video. It creates authenticity. It's real. And most people, if you look at the way that the algorithms are shifted on Instagram and Facebook and with LinkedIn coming out with live now is most people are consuming their content through Instagram stories, through Snapchat videos, through Facebook stories and Facebook live and now LinkedIn live coming online. So in all of those, there's no there's no production value there. It's just literally somebody picking up their phone and starting to shoot. And those people are crushing it on social. Absolutely. That's a great point. So it's just I think it's about like for a provider is try to carve out a little bit of time where I was listening. You're listening to a video the other day about a guy who's doing really well on LinkedIn. And he said he keeps like eight shirts in the corner of his room. And when he can carve out, he has like, I respect my time. So I'll put it on the on the docket for like a one hour. And then what is it like 10, 10 videos and one hour?

Kelley Knott: [00:22:24] I have to admit that I I'm still struggling trying to get that done. I'm not quite that efficient. But what Justin Stark example, it really is true, though. You can take your phone out. You can show your own thing and you can use your team and not say you can't have help.

Justin Knott: [00:22:37] Oh, no, no, no, no. Not us. Just in fact, you want your daughter over-think. You want your team super-Earths. The lesson here is don't choose to start doing it.

Kelley Knott: [00:22:43] Yeah, absolutely. And what are some other tips that you have as far as when we're developing this content? We've talked about competitor research. We've talked about sharing your secrets and letting people and we've talked about getting started, even using your phone. What is something else that's super important when it comes to getting this information out there and making sure it's seen for sure?

Justin Knott: [00:23:01] So I think one of two other things that are important, two or three others are making your blog post content very readable. And it's actually a very simple tech. And Tepp, but you'll see it by a lot of people in our space that drive millions of people to their Web site is right. And short sentences and put in an enter like an apparent new paragraph space, every one to two sentences.

Justin Knott: [00:23:26] It's much easier to read on your eye than when you have a block of five sentences and a paragraph, kind of like when you're writing a research paper, when you're in high school. Is it just kind of almost as nauseating if you pull up a blog post and it's 10000 words and it's just chunk blocks of content, you're like, I'll never finish this. But when it's written conversationally and their sentences are very short, they flow well and there's a lot of spacing in between them. It makes it a lot easier to read. So that's a tip. And then also is include imagery, include videos. They actually keep people on your blog post for longer and that's when you really get into getting very good. It's like somebody is reading one of your blog posts and then you throw in a video that they're going to have to watch to be able to get that point. So you just reference it because if it takes them three minutes to sit there and watch the video, eight minutes to read your blog post, you've got an infographic on there, you've just instead of having them just read a three minute blog post. They just stayed on that page for fifteen minutes.

Kelley Knott: [00:24:19] And that is why you're the best way to go.

Justin Knott: [00:24:21] And that is what it's all about. It takes that into consideration almost more than anything else. If you can get somebody on your page and then keep them on there. What it does is it says in Google's mind the information. So say I showed them in the third or fourth slot when they were typing in a keyword, but everyone staying on that page for six or seven minutes. Google is eventually going to start moving you up into the first slot because they're like this is answering the question for that query that they just searched. The longer people are staying on there, the more. Confirmation it's giving to Google that you're answering that query with 100 percent accuracy. That's pretty incredible. Yep. And I think probably the last thing is always include links inside of your blog post. It's really important for your MCO always link out to high domain authority Web sites. So for instance, if you're tall, if you're an orthopedic doctor and you're talking about a knee replacement link out to one of the associations or the academy, an academy Web site or a very high level authority like New England Journal of Medicine that supports whatever you're talking about because it actually improves your trust score with Google, which is really important. And it's a very easy thing, I'd say. I recommend every four to five hundred words.

Justin Knott: [00:25:37] You have an outbound link and then always interlink on your Web site too topical or service line pages that relate to whatever blog posts you you're writing on. So again, in this scenario, you should link to your knee replacement services page if you're writing a blog about knee replacement.

Kelley Knott: [00:25:55] Yeah, that's really good advice. I think something else to kind of talk about in I train physician liaison lines through an online course and I do it across the country. And I also have, of course, this incredible agency, Intrepy Healthcare Marketing., where we help physicians across the country. But one of the biggest steps when it comes to training and I just what can make your content exceptional is going back to one of the points that Justin brought up about competitor research. But don't just stop there. Look, just with anything, even if you're a physician, lives ongoing out in the field. If you're considering doing content, if you're considering to build a Web site, I think as an agency owner, one of my biggest advice, this is what I do personally, what Justin does, something he kind of ingrained in me as a professional is do your research. So

what we'll do is we'll pull our top competitors. All right. What I like, what I don't like and what gets the most attention from people. I'll also pull people that I want to be more like in the sense of as far as engaging or content, even if they're not exactly in my field, they're great people to kind of see what they're doing.

Kelley Knott: [00:26:57] Right. And I'll write down the good, the bad and the ugly. And that way, I have kind of a full comprehensive report on how I should approach content. And don't be afraid to do that yourself, even if it means kind of internally reflecting on, you know, I just don't think that sounds right. Do the research. It's a little bit more time on the front end, but it's a great way to just feel completely confident in what you're putting out. There is absolutely killer. So be open to feedback. Do the research for not only your competitors, but also put it research together about people you want to be more like. I guess, how would you put that Jetton or strive to be? Yeah, that's a good thing. I do that even with social media. I do it with Web sites, I do it with training my liaisons. I tell them the same thing. I am all about research first.

Justin Knott: [00:27:42] Yep. Which is the best place to start. I mean, that's right. You couldn't be more true. As I said earlier with the agency, that's where we start with every potential client or new client is it's all about research. And then on top of that. Once you've done the research is making sure which we'll talk about in a little bit is setting baselines. So, you know, if what you're doing is even working.

Kelley Knott: [00:28:01] Oh, that's a good one. So, Justin, I want to talk really quick about. So we talked about. What type of content there is we talked about tips for writing blogs and content. But let's talk about how we can repurpose content. So we put we talked about doing the research. It takes time. Let's be honest to build and create content. But don't feel like once you've created it, that's it. That's all you can do with it. It's going on social media. There's lots of ways you can repurpose content. And I do it all the time. I have a blog that I'll write and then I'll do a social media post on part of that blog and then I'll create a LinkedIn article on that blog and then I'll do a video on that blog or a part of that blog. I'll even splice blogs up because they're super long, because I tend to write a lot of information in my blogs and I'll spice it up and take a section of that blog. I'll collaborate with someone on that blog. So there's tons of ways you can take one piece of content and repurpose it without exhausting your audience. So what do you think, Justin?

Justin Knott: [00:28:57] Oh, yeah. I couldn't agree more. That's really important. And it honestly lightens the load of having to come up with new ideas constantly all the time. There's so many different ways you can come up with like the p_d_f_ step by steps that you did that you did on really down recently, that piggy back. Yeah, that piggybacked off of LinkedIn.

Justin Knott: [00:29:15] Tips for doctors article that have written if you guys are on LinkedIn. Check it out. I'm not kelley knott. It's LinkedIn tips for doctors. But let me be honest. Justin is the one. He came into my office one day and he said, you know what I think you really need to write about is this topic. So we collaborate. And he helped me with the research and we did the research on F.A. Accused and we. Justin. Oh, yeah. We included information on how I use my LinkedIn successfully. We've include experiences. We collaborated with physicians on it. What else? And I shared it with all your article on the app. Then we did a blog on it.

Kelley Knott: [00:29:48] We did talking about it now. And now it's on the market. So if you guys want to check out our example, but you can do that. Make a video. Yeah. Oh, you didn't even know that. Yeah. Yeah, we'll make a video. I guess we're making a video.

Kelley Knott: [00:29:59] But what you can do in your practice or your hospital system or your specialty is you can, especially when it comes to these surgeries that are quality of life or emotional or big decisions, you can take a piece of content and repurpose it in so many different ways without exhausting your office. Yeah.

Justin Knott: [00:30:16] And again, it comes back to content thoroughness. The more ways you can cover that piece of content. And again, if you have all of these things that you're doing, linking back to the blog post on social media, putting it up on YouTube with a video clip regarding the key points you brought up in there and then linking back in that show, no description of that video. All of these things are driving additional backloading juice to your content as well as driving more people to it.

Justin Knott: [00:30:44] And again, going back to the longer you can keep those people on there and the more off you can get them to revisit, the better that piece is going to like.

Kelley Knott: [00:30:50] If you wanted to do a content on 10 signs that you might have GERD, you can do a blog on that. And then you can take sign one and do a video on just that symptom. Or and then you can take that video and repurpose that for something on social media, or you can take that whole blog and write an article and you can just spice it up in a different way. Sure. There is so much to do. Take one piece of concrete and use it to the best of your ability.

Justin Knott: [00:31:15] Again, going back to that gurt article, say you have one about the over-the-counter medication that's available that you addressed. Well, then you could go into a deep dive of doing a video on my thoughts on Pepsi. Dacey And does it really work? Right. And then when you go back to the video or when you go back to that article, you insert that video from YouTube and just write a sentence right above it. And if you'd like to know more of an in-depth thought is already my Pepsi bac video, check it out here. And then they have to watch it if they want to find out more.

Justin Knott: [00:31:43] And again, it's all about keeping people on the Panetti Gaston's out there. I think that's a good idea. Okay. Just send a check to my my home address.

Kelley Knott: [00:31:53] So, OK, so we talked about blog building blogs, some advice. But the big thing, too, is I don't know what you just said, but I'll write an article and I love it and I repurpose it. But now it's been about a year and it's a hot topic. And we talked about sharing your secrets. So I'm sure competitors are gonna pick up on it, especially if it's performing well. So what do we do if we want to readdress some content? Do we update it? Do we do a new blog? Do we go into the old blog or video? So what do you think?

Justin Knott: [00:32:21] So that's something. This is one of my favorite tips. If you don't get hardly anything else out of this. This is one that can explode your Web site traffic in twenty nineteen and especially going into 2020. So one of the things when we go in and we look at a Web site, again, what we're talking about, some of those really well-

performing blog post that are driving a lot of traffic, a lot of them. They can be very old. And so one of the one thing you always want to do is you want to keep your well-performing content fresh. So what I always recommend is use a tool free tool, something like Google search console. And you can go in there and you can see, say, this blog post is a year old, but it's driving a lot of traffic for some particular terms. The best thing that you can do. Go in and do some LSI keyword research, which are additional keywords that are on the topic. You were talking about expand a little bit more on that article. So it freshens it up at last, updated at today's date, up at the top. So people know like, oh, even though this article is a year old, it's actually been updated up to last week.

Justin Knott: [00:33:29] And then forward date, your blog post on the back end. So it gets re indexed by Google. And I can promise you we did this. I mean, I tested this theory out how I tested this theory out on our agency and we we tripled our Web site traffic without writing a single new piece of content. All we did was we took our top five blog posts that were six months or older that were performing well and Google and expanded on them, added five hundred to a thousand words, added LSI keywords into the headers, as well as created some new sections and. We like I said, we tripled our Web site traffic over a six month period just before dating those. It's it's why it's it's just so. Yeah, it's it's that powerful for sure. So it's super important. Keep your well-performing content updated constantly.

Kelley Knott: [00:34:20] So that's how you can update your content. So don't think once you've talked about it, you're completely done. So, Justin, tell them how they can get in touch with us and we can help them on this content journey.

Justin Knott: [00:34:30] Yeah, absolutely. So we have a health care marketing agency being humble.

Kelley Knott: [00:34:35] We have an award winning health care marketing agency.

Justin Knott: [00:34:38] So you can find that to find out all about that at Intrepy. I Intisar epu ICOM and go check us out. We've got a lot of great blog content as well as some fantastic ebooks surrounding social media and SVO tips for on page optimization and even how to optimize your Google my business, all types of help or revoiced resources.

And obviously make sure that you connect with us on social media. I'm sure you've seen Kelley around on LinkedIn. I'm on there as well. Just probably not quite as visible, but there is a little busier.

Kelley Knott: [00:35:10] He's at Justin, not on LinkedIn. And of course we have Intrepy on Instagram as well and other Facebook and social media platforms. So don't be afraid to connect with us. We want to hear from you. So thank you guys for tuning in today. Don't forget to subscribe and review because it's a review. What do you want to hear next? Thanks.

Kelley Knott: [00:35:32] Thank you for listening. Today's the latest episode of the Patient Convert podcast. Don't forget to subscribe and review on your favorite podcast platform. We are on Apple, i-Tunes, Google Stitcher and Spotify. Or you can sign up to receive the latest episode via email. Just check it out on my agency Web site or my personal Web site. And if you are looking for more amazing health care marketing information or just to engage, check us out at Intrepy dot com. And for any of my amazing physician liaison out there interested in growing their physician referrals are learning the strategies that it takes to build highly engaged physician referral networks. Check out my web site kelley knott dot com where I have free webinars, free downloads and of course my online physician liaison training course physician liese on university. And as always, I'm a huge believer in connecting, engaging and supporting one another. And the best way we can do that is networking. And I always, always connect with you guys on social media and one of my biggest social media platforms is LinkedIn. So feel free to connect with me there on LinkedIn or Instagram or Twitter at Kelly not. And thank you guys again for listening to the patient convert podcast with your host kelley knott.

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Thanks for listening. Kelley Knott

