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Patient Convert Podcast – Future of Local SEO #115 With Special Guest John Wall:

Justin Knott: [00:00:09] All right, and welcome, everybody, to another episode of the Patient Convert podcast. I am particularly excited. We don't have Kelly on today. We're actually getting really in-depth into some search strategies for 2020. I'm really excited about my special guests that I have on today. John Wall, if you all have been listening to podcasts in the marketing world at any point, I'm sure you probably run into his podcast Marketing Over Coffee. It's one of my personal favorites. I'm really excited to have you on today, John, and hear your thoughts on what we got ahead of us for search in 2020. So once you introduce yourself, John.

John Wall: [00:00:44] Sure. Yeah. My name is John Wall, the host the Marketing Over Coffee podcast with Christopher Penn that you mentioned. And then Christopher and myself and our third partner, Katie Rober, work at Trust Insights.

John Wall: [00:00:54] We have over 10 years of podcasting, actually 12 years of podcasting. We've been doing so much marketing analytics that had actually spun itself into its own firm. Yeah, we're always into what's going on in marketing, in tech and always stuff for talking, search and analytics.

Justin Knott: [00:01:08] Absolutely. And as I mentioned before we jumped on Jon, I have jury summons yesterday and Radio Atlanta and I'll help keep my sanity on my ride down there. So I highly recommend if all not listened to marketing over coffee. They've had some incredible guests on there and they're always pumping out amazing new content on a broad range of marketing topics. So I highly recommend they all listen to it.

John Wall: [00:01:31] Yeah. Thanks. That was the seed for this. Years and years ago. It's just kind of if you work marketing in tech, you we've all had that situation where you've been at a family gathering or some kind of cocktail party and nobody understands what you do or any of it.

John Wall: [00:01:43] So to have a chance to talk and hear from other people doing the same stuff, you know, it's just amazing to have some people to connect with and share tactics and they understand your jokes and all that kind of stuff.

Justin Knott: [00:01:52] Absolutely. I totally agree. All right. So as we're kind of getting started, well, we're talking about today is kind of the the landscape of SEO and search kind of in 2020 as it's arrived today and then looking forward even into 2021. So we can start kind of figuring out what's the best way to navigate those waters. What tactics are working and even more importantly, what the listeners how can that apply to the medical field that may look a little bit different than other industries. So as we're jumping in, I wanted to get started and kind of get your thoughts in 2020. What are you seeing from a trends perspective when it comes to kind of search and search strategy that you think are the most important things that we kind of need to take notice of?

John Wall: [00:02:37] Yeah, I think the biggest trend that we see for this year is that as privacy continues to ratchet up across social networks and as far as Web sites, it's so much more important for every business to have their own content out there and their own strategy for driving traffic to their websites and to find and acquire new customers,

because you're not just gonna be able to buy your way into it or spend a lot of time on social and just have it show up.

John Wall: [00:03:01] So really stepping up your game a little bit as far as being able to track what's going on your website and being able to keep track of how you're getting traffic to the website and doesn't have to be all online stuff. And in fact, especially for local, you know, doing stuff in the community or, you know, kind of more what people would call old school ads, you know, things that local restaurants or community events, all that kind of stuff, being able to track that, to know what's working and not working, is it going to become critical to kind of gaining market share and staying ahead of the competition?

Justin Knott: [00:03:32] Absolutely. And I couldn't agree with you more. I know I was listening to one of y'all's recent episodes that you had done talking about and we tell clients a lot all the time that you really it's just so critical to start investing in your own assets, because I think the ad space. There's just so many unknowns. And we tell our clients all the time, the last thing you want to do is get tethered to something that's completely out of your control. So the more you can focus on this, I think the more it gives you leverage as things continue to get more expensive on the advertising front and things begin to get more out. What do you think about that? I find it so important to make sure your control of your own destiny and search and investing in your own content is a great way to do that.

John Wall: [00:04:13] Yeah, absolutely. And the great thing about this is that this is all geofencing. You know, it's you don't have to compete against the entire country. You know, you just need to be the best scoring for optometrist's Tulsa. You know, if you've got that and that, that's good. You've got it. And you don't even compete with everybody else around the country. You know, you can look at the Web site of a Los Angeles optometrist and steal everything that they've got going on there and copy it and use the same tactics and just using it for your own cities and towns and stuff.

Justin Knott: [00:04:44] Yeah, that's that's such a good point that you bring up, because I think when you look imperatively and you've worked in so many industries and us being so focused in medical, what is very different is unlike a lot of other large vertical spaces, even with the hospital systems, it may take a multi states at the end of

the day and maybe Max Regional, unless you're talking about obviously you've got like Cleveland Clinic and Mayo Clinic. Have these massive repositories of almost like a Wikipedia for medical, but most practices. It just really boils down to how can I win in the distance that patients are willing to drive. And that, I think makes it very unique comparative to probably a lot of other industries that you've worked on.

John Wall: [00:05:27] Yeah, and what makes it fun is, OK. So like we have a situation here where there's kind of three competing medical hospital, everything from full on hospital down to kind of these walk in surgery and daycare centers. But they're actually all battling it out. And it's so cool that they can fight and run ad campaigns. I mean, for \$20 a day, you can go to war with your competitors and see if you can drive more traffic.

John Wall: [00:05:50] And, you know, it's not like you're trying to fight for mortgage on Google at \$300 a click. You know, you can for a buck a click kind of make a run at certain terms and try and do stuff. So it's. But the challenge with that, of course, is the folks that are fantastic at that they can go get paid huge, gigantic dollars working at these mortgage companies. So it's the struggle of, okay. You can know what you need to do. But now who's gonna spend all the time doing it? And where do we start? What's the best kind of bang for our buck with that stuff?

Justin Knott: [00:06:20] Yeah, absolutely. That's very true. What are your thoughts now with it being so hyper local? You're hearing so much in the way of voice search. It's time to optimize for voice search. 90 percent of millennials are using voice search on a daily basis between their phones and other tech that's in their house. I'm still not fully convinced, especially in the medical space, whether it's the trust factor or the fact that you can't physically see like a dental practice from a digital standpoint of who you're going to see, all that kind of stuff. What are your thoughts from a voice search standpoint with as much as it's being utilized, but when it comes to the medical space, do you see that being something that's worth spending time and trying to optimize for on a local level, or is it something we just kind of need to wait until that finally arrives?

John Wall: [00:07:04] Yeah, this is it's a great question. Yes. Because it we see that these types of questions coming up over and over all the time in marketing. And so the question is, you know, do I go kind of chase the shiny new thing and can I win?

John Wall: [00:07:18] And that is there's two kind of things going on with us that's unique to medical. One is the privacy end of it. Like, I personally just feel that people don't want to be scheduling or trying to find out the medical stuff via voice search when they can sit down at their computer and do a bunch of Googling, you know, like they want to go to Yelp and see how many people like this doctor and you know, they want more data. But then the other interesting thing with this on the voice search front is that it's very important actually to have your game at its peak on just the SEO front and your normal website, because the problem with voice search is the voice device is only going to throw back the number one results. Yeah. So if you're not that number one result when the time comes, if voice does take off a win.

John Wall: [00:08:03] So it's. Yeah, I would not you know, definitely you don't need to be hiring somebody to build an Alexa app for your friend to hook into.

Justin Knott: [00:08:12] Yeah, I agree.

John Wall: [00:08:13] But you need to, you know, fight all you can on your search terms because if the time does come where somebody is looking for podiatrists in Honolulu, you know, if you're number one on Google, well, then on an Android device, you're probably going to be the first thing they throw back.

Justin Knott: [00:08:29] Now from a voice search perspective. I'm curious, I'm sure listeners are out there, too, when it comes to that first ranking in winning that. How is it? Is there a delineation? Is it. Is it more based off your GMB or your Google My business map listing being number one or that first actual organic search spot. What is it from a voice search standpoint that's going to get you into that number one voice search as a matter more about your map listing or your organic search result?

John Wall: [00:08:57] Well, that's the million dollar question right there, because we don't know how the algorithm gets tweaked on their site. So they're going to be able to do whatever they want. So if it follows the normal progression of stuff, I would say that organic is gonna be the first thing. If you're an organic, SEO, that's number one. And then so that's the first iteration. And then second iteration, this is funny. We've seen us on the podcasting side in that the individual players are unable to defeat the folks that are aggregators. So really. Yes. So you can be number one, you know, brain surgeon in

Detroit. But all of these posts of top 10 brain surgeons in Detroit. Those will always eventually take all the organic juice away from the individual post because everybody they don't want to look at the brand. They want to look at the time and be able to pick and have some feedback. And so Marcus Sheridan, they're the sales line, like he was the guy that totally cashed in on that. He would always do a top 10 list for the town and have all his competitors listed and the competitors. They were so naive. There were like, oh, this is awesome. Thanks for putting us on your website. Meanwhile, he's stealing all their organic juice over cigarettes and tongue. And then there's a.

Justin Knott: [00:10:08] You've been sharing it on social and everything just right.

John Wall: [00:10:12] All their leads and prospects. He looks to me as number one because he doesn't list himself, he says at the bottom. You know, we don't list ourselves because we're biased, because we are actually the best. And I've proven it by hosing all these SCA results from these guys. So that second iteration and then on top, that is third generation, too. I would tell you that surprise me if there's gonna come a point where if you sign up with your credit card and pay 20 bucks a voice query, you'll suddenly be at the top of the pile.

Justin Knott: [00:10:37] And that has been interesting kind of through the grapevine. We're hearing that even on the Amazon Alexa side, that they're slowly starting to get into even this market in particular, like we had a client that's got a multi-location psychic psychiatric practice in the downtown Manhattan area. And they reached out to us about Amazon, Alexa, reaching out about a retainer program that the way they have to get you optimized and raking it had a very yelp feeling to it. Like the account managers and everybody were really pushing it hard. This is the first thing that I've heard about this. This is very interesting.

John Wall: [00:11:13] And it would be unfortunate if you no longer scores as well as you. Exactly. And then they'll call you an accident.

Justin Knott: [00:11:21] We went through that when Yelp was like really firing on all cylinders. I think that was 80 percent of all the calls that we got into the agency as we tried to do a favor for our clients. It's like, hey, you just send the Yelp account manager over to us and we'll feel the calls. Oh, boy, it was bad.

John Wall: [00:11:37] And that's, you know, obviously, Amazon and Google both have their own rating, five star stuff like that. They all know how that works. So, yeah, it said it would not surprise me at all for the folks that have twelve thousand five star reviews. Will just be undefeatable.

Justin Knott: [00:11:52] Yep. I totally agree. It's interesting that you went that you mention too, because this is actually a strategy we even used internally for the age when we rolled out because our podcast is only about six months old. So I knew we were at a large deficit comparative to the health care marketing space is not a huge space. So as more of what can we win from a medical podcast related space? But you've obviously got Mayo Clinic and Beckers and all of those really large ones that have been out around for a while or have a domain authority of ninety five. And so we went out and created a top 16 best medical podcast lists like about four weeks ago, and it's already ranking in the third slot for any modern medical podcast related to your crushing.

John Wall: [00:12:34] Fantastic.

Justin Knott: [00:12:36] So it's so interesting. It's such a great way to just kind of corner the market. And like you said, then we have. And I wouldn't call them competitors because we're just in the same concentration space and love what everybody else is doing out there. But it's an easy share, too. Could you share that on LinkedIn? And we actually ended up in a health podcast network because of a relationship we built, because we added the guy's podcast into our list of 16. And it created a relationship that kind of dovetailed into doing other work together. So it's a good way. But yeah. So when it comes to competitors in the medical space, it can be a pretty, pretty cutthroat way to get ahead.

John Wall: [00:13:10] Yeah, it's it's kind of the frenemy kind of thing. You know, suddenly you step on each other at some point and it can get ugly quick. But there is no better way to to kind of share resources. And with the rising tide raises all boats if you want to go with hackneyed metaphor force.

Justin Knott: [00:13:26] What do you see from a landscape perspective? Because you mentioned and alluded to it and we're really big fans of geologists. I wouldn't even say fans. Just the reality of what exists is whether you're doing, say, a provider level search. So by a provider's name or something or searching for a specialty type like pediatrician near me, you're going to run into the big players like Yelp was always up there. I see that they've really I think they've really slid it especially comes in the medical space. But you've got HealthGrades and vitals and a lot of these other listings things. What is your opinion? I mean, from an offsite perspective, I think it's still a very strong, necessary evil to make sure that you're taking over those pages, getting all them optimized, making sure all the information is collected. I mean, there's so much from a listings management space that we hear about, especially being the agency industry. But do you still think that that's a very viable thing that needs to be focused on?

John Wall: [00:14:19] Yeah, it is. And so the key with this one, this is a good example of where you've got to have your own Google Analytics in order because you want to be giving utm links to all of those places and using wherever you can.

John Wall: [00:14:31] So then at the end of the six month period, you can go back and look and say, OK, what are the top 40 places where the traffic came from?

John Wall: [00:14:37] And so, you know, because I don't even I was going through a round of this now it's kind of like you get asked to do all this stuff, but then you go back and you say, oh, well, you're not. Actually, this drove zero traffic over the last six month period. And at that point, you know, you may say decide, do we want to just paid ads or something to prevent this channels has anything at all. But, you know, odds are you probably have five other channels that you've been meaning to amp up a little bit more. Or maybe you have one or two channels that have proven that they bring the traffic every month. And you want to make sure that those are optimized before you go, hey, get out the bad neighborhood.

Justin Knott: [00:15:08] Yeah, that makes total sense. I think that's a really good point because we, especially on the more individual provider, are smaller practice level. We run into that a lot. Like somebody in the aesthetic space and they are leveraging like real self, which is an aesthetics focused listings service and they're coming to us like they we're investing five hundred dollars or a thousand dollars a month on their ad

platform. We don't even know if it's working because there's just no visibility. And it's well, you got to get that idea just to your point. You've got to get utm tracking setup. You've got to get Google Analytics set up. You're literally just throwing stuff at a wall and just guessing that it's working.

John Wall: [00:15:45] Yeah. Yeah. And it's it doesn't have to be, you know, dead perfect as far as like, OK, here are the six hundred and forty seven ones. You just need to be able to say, well look we spend five hundred a month on this and we're reasonably certain that we're making about five grand a quarter. So. Yeah. Yeah. Let's just keep the foot to the pedal and keep spending the money and you'll easily see the ones where we're spending this money and it doesn't look like anything has ever come from it. And even you can even do that. Validate that with a patient. You know, I mean, as they're going up for their next appointment. Hey, how did you hear about us? You know what? How did you find out about us entry for, you know, use those results to validate things. You can at least, you know, you're not shooting in the dark.

Justin Knott: [00:16:26] So leading into I want to talk a little bit about the space that you're in with trust in sights and being so focused on analytics. I wanted to hear from you some of the tools that you recommend, but even before we get into it. So firstly, because we're doing it a lot for the agency side, I'd love to hear your thoughts on anything inside Google Analytics that you see when we're building out organic search. I think something that people across all of the industries really struggle with is kind of things in search are so intangible as how do you create real or why metrics and even figuring out a lot of times it's just let's go after the search terms that are related to us that have the biggest volume and assume that that's going to correlate to sales. But it could be some long tail search query that actually has somebody right inside the sales funnel right where you want them. And it may only be search 30 times a month, but you're converting fifteen of those people. Is there anything you're doing? What we've been doing, actually, is kind of leveraging Google search console to create some organic keyword tracking goals inside of Google Analytics that have shed some interesting light we found on what is actually valuable from a search query standpoint. It may not always line up with whatever has the highest level volume search. Any thoughts there as far as things that you recommend, whether it's Google Analytics or our Google search console that could gain more visibility for somebody out there on what's actually driving and converting and working?

John Wall: [00:17:55] Yeah, I mean, you know, obviously having your channel set up correctly just so you can see organic versus social versus ads, you know, that kind of data can give really good insights as far as where you should be budgeting your time and money. So that's huge. As far as topics in terms, that's kind of where G-A tends to slip a little bit.

John Wall: [00:18:13] And that's a lot of the work we do at trust insights, as you know, grabbing stuff from Google Trends and then, you know, mapping that out and running some machine learning against that so you can see where, you know, what you should be doing and what you should be. And that and this is one I as far as tools, if you have competitors, then, you know, having something like in a trust where you can go in and run full analytics on their sites to see what topics they're scoring for and what terms are effective for them. And then you can climb that, bring yourself up to speed or just the opposite if you know your competitors are feeble. You can go look at what's your best content and go back and continue optimizing it, because if we see this all the time where people put a bunch of stuff out there and then, you know, after two or three years we'll run this analysis and say, okay, here's the top 20 performing pages and you go and refresh all that stuff. Just make sure it's got a new published date and, you know, just tweak it a little bit to make sure that it's current. And suddenly you see 10 or 20 percent less than your overall traffic because you get, you know, SEO boost because that stuff's all fresh. It starts showing up even higher. So that's a big one. Then we do a lot of predictive stuff where we can look at, you know, if you've got three or four years worth of history, you can create some really interesting reports on, OK, here's the time of year when stuff begins to peak.

John Wall: [00:19:30] And so most people make the mistake of kind of like saying, OK, here's our budget divided by 12 and that's all going to spend every month. And, you know, you may go back in and realize that like, well, we probably don't need to be spending anything on, you know, in July or August. Yeah. And this, of course, is the big thing with this is everybody has all these seasonal biases that they think are the case. And a lot of times the data proof stuff otherwise, like a bunch of industries, you always see it like the week between Christmas and New Year's is just in some industries. You won't want to fight for your life for that week because people finally have a little bit of free time and they're searching for stuff. And that's actually those are critical weeks for

new business. And then. The other side of it, too, a lot of times there's times of day or weeks or month where there's no point you spending any money because you just you know, the track record has proven that nobody's ever looking for stuff in those hours and clicks you get at those points or just put your money in a pile and it.

Justin Knott: [00:20:21] That makes total sense. And we see that a lot of the medical side, because of the ebbs and flows of how insurance works as you close the year out. Things just get. It's the wild, wild west because you've got everybody hit their deductibles. Everybody's ready to get in and get all of their stuff done. And then the new year starts and it's like not I'm good. I've been putting more money on my health before the end of the year.

John Wall: [00:20:40] Right. Right. The \$3000 pair of glasses in December that are getting burned out and all that stuff, you know, it's crazy.

Justin Knott: [00:20:46] I love the point that you brought up because it's actually even kind of putting our money where our mouth is. It's one of the most successful things that we've seen in organic growth traffic for our website on the agency level. Is that content update that you referred to at such a low hanging fruit thing? I think so many people miss. And if you just section awesome time to update the stuff that's working. I mean, we've seen upwards of 20, 30, sometimes even 40 percent uptick in search traffic for even old blog posts that we've already carved out an area. Let's go and add some LSI keywords. Let's go out and add a little bit more, either remove some out of date stuff, add some more stuff that matters in this this time frame and then just simply update it and you just sit back and just watch your traffic.

John Wall: [00:21:31] What's the numbers coming or do you want to do? A real gut punch is run that report against your competitors and grab all their stale stuff and you do new posts on it, you know, on your side.

Justin Knott: [00:21:41] And that is a great idea. Yeah, let's just slide over. One thing that we deal with in the space, I'd like you like your thoughts if you have any on a lot of doctors as this kind of landscape is growing further out and more patients, I think, are getting involved in they're kind of what we call empowering their own health journey and kind of taking their health into their own hands. So even when you get into stuff that just

you never really could imagine, either people self referring or going in and diagnosing themselves and walking through, which I know drives doctors crazy, but it's happening all the time. There's a lot of markets that are almost being created or discovered. Do you have any tips, whether it's leveraging digital advertising or leveraging social? A lot of times we'll come in to say a doctor that's doing sarcomas or something and they have they do have a captive audience. It may not be large, but there's not much search footprint that exists there yet. So you're kind of at a rock and a hard place of where we can ranked number one. But the problem is, is that there's one person searching for it. So it's kind of figuring out how you start that education funnel is at Facebook groups like what do you recommend when you kind of have these new search landscapes that are evolving as more patients are getting involved in their health care?

John Wall: [00:22:54] Yeah, that's a great question, because really one of the big problem well, it's not a problem. It's just the nature of the beast with health care and health care is special and that every other business is talking about one to one marketing and getting to one to one. But, you know, medical is right. Everybody's got a unique diagnosis and they have personal time with the healthcare professional like it is one to one.

John Wall: [00:23:18] And so a lot of this it unfortunately looks behind the curtain, exposes a lot of this marketing stuff as pure baloney that, you know, is trying to be one to one. It isn't. And when you layer that on top of the one to one service you're doing, it exposes it, as you know, just not not cutting it. And then, of course, to make things worse, you have the whole privacy thing. Like it would be great if you could take your existing list of customers and just be like, hey, you know, we work with these folks, you know, but you can't divulge any of that stuff. So you're you're kind of trapped there. So I think a big part of it then is to not look at it from the marketing tactic and the kind of spray and pray thing, but really take it back to a personal level. You know, think about how can you get in front of people in the community who have this problem. So, you know, sarcoma like you're talking about, if you're running at the local library once a year, a session on, you know, what is this and how is it treated and what does it do? People will self-select for that. And of course, you're in the community with your name out there with that. So something like that is critical. And the other one would, too, which is this is just so far. This is old school marketing one, but it is the, you know, new residents just moved to town package or whatever. A lot of towns have these things where, you know,

there's an agency that looks at who are the folks that moved into town over the past six months and send a welcome package or something like that kind of stuff. That's where all your new business is going to come from. You know, everybody else that's been in the town for 20 years, you're hoping for personal referrals. But anytime anybody moves in, that's a chance to get somebody on the roster that you've never had before.

Justin Knott: [00:24:55] That's very true. That's yeah, that's such a good point. And it is a very old school marketing approach. But it also I mean, when you're dealing with care, it's just it's just so much different than like an e-commerce website. Right. Or or something else that doesn't have such a personal effect on you that these old school approaches are still super, super effective because people want to feel like they have a voice and they're taken serious and establish a no Lycan trust relationship with whoever is going to be their point of care provider before they even walk through the door. That's a great way to do so.

John Wall: [00:25:27] Yeah. So, you know, the way to think about it always as a medical professional trying to do this marketing, you're not going to copy what software companies or Amazon or any of these things other companies do.

John Wall: [00:25:37] You're gonna want to copy the local schools. You know, anything that a school does, you're gonna want to point. Anything that real estate professionals do. You know, that's all the kind of stuff that you want to copy and get it all. And unfortunately, it's a huge ass. Great. Because fantastic medical professionals tend to be procedure oriented and very rigid. And you're really looking for, you know, a politician to God, shake hands and smile and be seen with the babies. And those are two very different skillsets. So it can be very challenging.

Justin Knott: [00:26:07] That's very true. And then obviously it was they move into the surgical stuff. That's what my business partner does. A lot of that space that you reference with Physician liaison is where they're kind of those business development people, but they're really more focused on that customer service component. And that's why I think it's so effective, because it can really stall out as doctors get out of residency and fellowship. They start new practices. They have all intents and purposes of going out and getting involved in the community, meeting their other providers, and then life just happens. They have 10 surgeries a day and they're trying to grow a practice and

trying to figure out how to be a business person in the same sense. And so then it just all falls to the wayside. And then they're frustrated when they can't get patients like, well, nobody knows who you are, be searching for that online right now. So you need to go out in the community.

John Wall: [00:26:51] Yeah. And we have you know, everybody talks about health care expense for policyholders and all that. But we really have failed doctors, too, and that they have just become so buried in all of the latest EMR stuff, you know, keeping track of what's going on. And they're just their days are like packed from end to end.

John Wall: [00:27:08] And I know a lot of situations where people aren't able to give the time to the patients they want to give. So, yeah, we we have some work to do on that front.

Justin Knott: [00:27:15] I couldn't agree more in the whole EMR Spaces created just such such a nightmare scenario for both private practice as well as the hospital level, just as that's really becoming a reality that they need to get on board from a compliance standpoint. Now it's just creating. I mean, we have we have a group in Florida that we know well that's going to spend upwards of a couple billion dollars just on implementation for their EMR system, for their whole hospital system. And it's just like that's such a staggering number just to get everybody on board and working in the same direction.

John Wall: [00:27:47] Yeah. And this is this is the same thing you see just in the mainstream with customer data platform tepees. But it's just, you know, with an EMR, this is in the public good to, you know, to have all these things proprietary that kind of is defeating some of the huge wins of if this stuff is on an open platform, you really can look at what's going on in healthcare and how disease spreads or where the treatments are most effective.

John Wall: [00:28:10] I mean, they're incredible opportunity for us, for all of humanity, if we can get this right. But yeah, it's it's going to be a tough fight that we have to fight every single day.

Justin Knott: [00:28:19] I agree. I I could not agree more. I mean, the space still remains so fragmented. I mean, between the number of EMR and clearing houses and a lot of people not knowing where to get their data from. I mean, it's it's kind of a new journey almost every time that you enter a situation, whether it's a hospital or a private practices. They can't run their reports or they've got a different EMR than last person's. There's no clarity on their data. They don't know where their patients are coming from. They'll tell you this. My biggest referral and you actually look at the real numbers and are they're not or not the most valuable patients. And so, yeah, it's it's very difficult because from a marketing standpoint, it's very hard to close that loop because you have a CRM that can integrate to an EMR. But then in the middle of that, you have to have a patient engagement software that can do have a compliant text messaging and and all of that kind of stuff. And then you've got three systems, one trying to talk to the other trying to talk to the other. But at the end of the day, the source of truth is the EMR, which they have no customer service and they can integrate into anything

John Wall: [00:29:19] Part of me believes that the space is ripe for disruption. You know, I could totally see somebody coming up with a subscription program where you pay instead of your insurance premium, you just pay a fixed monthly premium.

John Wall: [00:29:36] And for all the physicians in that network, they get compensated on keeping you healthy and out of the hospital. And yeah, I don't know. It just seems like there's a huge opportunity there. But of course, it's, you know, it would completely disrupt the entire world. But I think, you know, the money's definitely there and people want it and. Oh, yeah. Yes. Jeff Bezos, what are you waiting for?

Justin Knott: [00:29:59] It's coming. I'm sure after Wal-Mart announced its health care rollout, it's a matter of time with Amazon. I think we'll see. It's like a grocery. Store and a quick care medical practice all in one year.

John Wall: [00:30:11] I just you know, I'm a little rough on yet my Colonoscopy from the lowest bidder. That's not a position I want to be in, but they're only making a 1 percent margin.

Justin Knott: [00:30:20] They're cheaper than everybody else. Here, go and ask what that's. Excellent. All right. So now that we've talked about that. Anything else is we're

kind of wrapping up some thoughts. I know you mentioned h rafts. Any other tools? They could range the gamut, whether it's for doing the research or getting visibility on our ally that you think are worth a mention before. Before we wrap anything up for the listeners out there?

John Wall: [00:30:46] Yeah. What's the low hanging fruit is definitely Google Analytics. You know, get that up and running like you should be able to know it every month. Okay. What was traffic like this month and where did it come from?

John Wall: [00:30:55] You know, because that's the biggest thing that you at least want to get some kind of idea of what the heck is work. And so I would say that everybody just if we start there and move upward from that.

Justin Knott: [00:31:05] Okay. Excellent. And oh, we actually forgot one topic I wanted to hear your thoughts on because I was listening to one of your episodes yesterday and y'all had hit on HARO, which I thought brought up a good point because we've talked a lot about onsite stuff, but there's obviously a lot of opportunity for building visibility, whether it's guest hosting or getting some mentions in backlinks, those kinds of things. And you'd mentioned HARO. Any thoughts? One, I'd like to hear your thoughts on HARO in general, because you had a really cool hack because it can be overwhelming if you're familiar with what HARO is out there.

John Wall: [00:31:49] Yeah. So HARO help a reporter out. This is a service that's been around forever. The idea is that basically you sign up for it and get it three times a day. Now you get this email with 20 to 30 or more articles that reporters are looking for feedback on. So like it's perfect if you look in there and you know, item number 15 says, hey, we need a dentist to talk about, you know, bonding or whatever. You know, the topic isn't so you can answer and say, oh, yeah. Hey, Dr. Smith over here is an expert on this. He'd be happy to help you with your story. But of course, what we found is that it's become overwhelming. You know, it used to be manageable, but now suddenly, you know, you're getting one hundred and fifty in a day and everybody on the team ignores the emails because they just can't make it through it. So the neat thing that Chris had done is he actually has these fed just in to text analysis and does data mining. He gets it. So he just gets alerts with like, okay, here's Google analytics, business intelligence.

Here's a story on that. And all of the, you know, how to make great French fry articles so you'll get filtered out. He never sees any of that stuff. So. So that's a good way to get there. An interesting thing on that front to note now, though, to keep an eye on is that there's a lot of, you know, quote unquote, articles that are companies publishing content. You know, they're not really trade publications. So you do have to kind of keep an eye on who the requester is.

John Wall: [00:32:52] And again, it's still it always loops back to. You can look at the domain and say, OK, these people that have ever sent us traffic in the past, and if not, then you're like, okay, I'm not gonna waste time on that or you pick a number you want to test. But yeah, Horrow is a it's a good way to get in. And again, if you you know, you don't have to do from machine learning model like Cripps does, just throw them all into the same G-mail folder and then once a month go do do a search for, you know, podiatrist in that folder and see what comes up. Yeah. Because I say once a month, that would that wouldn't work. You'd have to do a weekly so that the reporters don't get because they usually some God forbid, have single day turnaround, but most of step to a three day turnaround. But you just do a search against it rather than if you wait. Even when I get cooler and you can and within your G-mail you could set up a filter so that when it comes end it actually gets search for that and then it gets thrown to another folder or stars that. So you can see the ones that are start. But yeah, that's a good way to save yourself some time as opposed to reading through billion of them.

Justin Knott: [00:33:51] Yeah. So that's a good thing. Yeah. You probably liberate leverage a couple of free zaps with if you zap. Yeah. Or something like that and and be able to down like at least a little bit quicker if you're not as sophisticated as Kris's setting a ball on that.

John Wall: [00:34:02] Yeah. Well you had Zapps rolling and that'd be cool. Then you can pop up and slacker testier. Something even more annoying.

Justin Knott: [00:34:09] Yeah exactly. Yeah. It's, it's a good point that you brought up. I definitely noticed a shift over the last two or three years because we not only for our

clients but ourselves use Horo a lot. But it's definitely with the rise of agencies that are just focused on this whole world of back linking. It's definitely created a lot of spam situation you have to be careful of inside of Horrocks. It's just a lot of people trying to build backlinks or trying to get that list of like seventy five different Facebook ads to aggregate everyone every every single submission that's in the whole entire world. And its publisher is reaching out on behalf of their client to submit a spammy thing just to get it back. Link.

John Wall: [00:34:50] Yeah. Yeah. I had a request this morning for one that was like, hey, you know, you give us great tips last year. And as I went back and looked, I was like, you know, I was one of 150 people in this article. I'm not here to rate your content for you.

Justin Knott: [00:35:02] Yeah, exactly. That's a good point. Well, I wanted to thank you, John, for taking some. To come on today and talk to the listeners. I think there is some amazing topics that we covered and search that people are going to find really valuable. So with wrapping up, I just wanted to kind of circle back around if you'll have not listened to marketing over coffee jump over there. Y'all are available on all of the major listening platforms, right?

John Wall: [00:35:25] Yep, get your podcasts out and about.

Justin Knott: [00:35:27] Excellent. And if y'all haven't checked them out. Check out trust in sites, too, and we'll make sure to get all of the stuff into the show notes as well. So y'all can find out more information on John and get connected with him over on LinkedIn. Thanks again, John. Really enjoyed the time having you and we'll maybe do a follow up down the road.

John Wall: [00:35:43] That's great. Justin, thanks for having me here.

Kelley Knott: [00:35:45] 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're on Apple, i-Tunes, Google Stitcher and Spotify. Or you can sign him 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

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John Wall Bio

John is a partner at [Trust Insights](#) and an advisor at [EventHero](#). He has held positions specializing in Customer Relationship Management, Marketing Automation and sales support systems at both venture funded and privately held businesses, working with clients such as Microsoft, Oracle, and Salesforce.com.

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Marketing Over Coffee

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Thanks for listening. Kelley Knott

