



Please excuse typos as this podcast was transcribed with AI.

Patient Convert Podcast – Top Local SEO Strategies #111:

Kelley Knott: [00:00:09] Welcome to another episode of the Patient Convert podcast. Today we are talking all about top local SVO strategies, so I have a guest host joining me today. You guys have heard him. This is Justin, not my partner in life, my partner in business, and of course, our digital marketing genius. Hey, everybody. Great to be on the show today. Yeah. Justin, so let's dive right in. First, let's talk about the importance really quick. How important is it for localized S.E.A.L. For these physicians and practices at supercritical?

Justin Knott: [00:00:39] Because in this space that we're in, unlike a lot of say e commerce, those kind of things, really that 15 to 20 mile radius around your practice or or hospital locations, those things are really what matter most because outside is SMOUT lawyers where patients say like M.D. Anderson or something like that will travel from all over the country most of the time when you're talking about individual practices that may be listening. Most patients are going to be willing to commute more than 30 to 45 minutes for, again, the bulk majority of your patients. So it's really, really critical that with our SVO strategy. We're hyper focused on that 20 to 30 mile radius around the

practice and winning those search battles versus trying to win regional or national search battles. Those are more important to those individual practices listening today. So it's it's very, very critical and is the most important part of your overall FCO strategy. So where does this all start? Well, I think, as we've probably heard me say, a lot of different times between video and other podcasts. It starts with your Web site. That's really the baseline or the foundation for kind of all of your SVO components. And it still rings true with localized SVOD. There's some things that are more important than most SVO strategies off-line when it comes to localized DSTO that we'll be talking about today, like you're listings and your reviews and those things that are not directly on your Web site. Yeah, but it still is. The most important ranking factor is the structures of your Web site and how they're influencing localized search. Google, my business, all of those kinds of things. So your Web site plays a very critical role.

Kelley Knott: [00:02:19] What are the most important pages on your Web site?

Justin Knott: [00:02:24] Your home page is very critical, especially depending on what market you're in. You generally do want to have some type of city specific locator or identifier in your lead title tag on your home page as well as in the title tags on your home page. So your home page generally gets a lion's share of your organic site traffic. Obviously you want to have active blog posts that are doing that as well, that you want to make sure that you have your city. Say, for instance, we're sitting in Atlanta recording this podcast on our Web site. If you look at our title tag, we have that type of identifier in our title. You definitely need the city specific, cities specific. I think city specific pages are critical. There's not a hard and fast rule on them. The biggest thing you want to keep in mind is if you're a local multi-location practice, that you always want to have location pages for each one of your locations, don't just put them on the contact page and list them. You really if you want to rank in each of those. Suburbs that you're in, say, in a major metropolitan area. You want to make sure that you have a page dedicated to each one of your locations with that Google my business map as well as again, those city specific identifiers and your title tag. So say for Atlanta, if we have a location and Roswell, a suburban area in north Atlanta, we would want to have a right of locations, main locations page and then a Roswell page with everything dedicated to the Roswell location. So if you're a large pain or orthopedic practice and let's say you have like 12 or 15 locations, you're saying that each one of those locations should have its own dedicated page and it should have its own title tag that has like Orthopedic Surgery

Center, Rosewell Orthopedic Surgery Center, Sandy Springs. And then you want your Google my business, your name, address, phone number, information, as well as maybe even your specific team members that are represented at the location. The more robust you can make that page, the better. It's also going to perform well besides your Web site. What else can some of these physicians be doing to help improve their local SCA?

Justin Knott: [00:04:30] Yeah, absolutely. So. It really starts with your Google my business. You just mentioned that, too. Yeah, absolutely. We'll actually go back kind of as we kind of talk through these most important things, how they're really all interwoven and kind of talk about your Google, my business as your next the most important thing you tell the listeners really quick.

Kelley Knott: [00:04:48] I know that sounds silly, but not everyone knows my Google, my businesses.

Justin Knott: [00:04:52] Yeah, absolutely. So Google, my business is where you've seen it the most to say you do a search for, in this case, orthopedic surgeon near me or even pizza place near me. It's that those set of map listings that are at the top of Google search. It's got the map. And then those three, what they call the local 3 pack. If you click on one of those and it opens up and it has like their all of their contact information, like their website, their phone number or pictures of the food, all that kind of stuff. That is a Google my business. I used to be called a Google knowledge graph and now it's called Google My Business. And Google gives you full control over claiming that, building it out, optimizing it. And because it's owned by Google, it is probably the most important localized search component off of your Web site that you need to not only be aware of, but haven't claimed, have it optimized and be generating new reviews, which again, we'll get into. But Google, my business is really your most important component. And the things to keep in mind are. Google has kind of told us in a roundabout way, kind of an a pie chart scenario of what is the most important things that influence ranking high for those near me searches. So again, orthopedic surgeon, you're me, those kind of things, and those are your proximity, which you can't really control that. It's the same thing if you type in orthopedic surgeon. I'm in Atlanta. I'm not going to get practices in Denver, Colorado.

Justin Knott: [00:06:18] That's why Google has really become more and more and more hyper local focused. So proximity obviously is the most important to where your search user is searching and where you're located as far as how well you're going to rank. The next is Web site relevancy. And that kind of goes back to what we were talking about, why you want to have individual pages on your Web site. So if you generally do a search and if somebody's listening to a search right now for hip replacement near me in those that Google knowledge graph search results, you're going to see a pretty to pretty interesting things. You're going to see the people in that three pack. It's either going to say their Web site mentions hip replacement. And how you get that is, again, by having service line level pages about hip replacement and covering all those topics. Or they're going to have a snippet of somebody's review from, say, a patient that I talked about. And we've talked about we'll talk about it a little bit more today or there's going to be a snippet from a review mentioning hip replacement. It's generally going to be one of those two things. So it goes back to why it's important. Get reviews especially contextually with with your folks keywords and most importantly, why it's important to have pages on your Web site for everything that you want to rank for and make sure you cover those topics thoroughly, because those are two big ranking factors.

Kelley Knott: [00:07:36] So you're saying the best way to improve your rankings is your listings, reviews and Web site. Is that correct?

Justin Knott: [00:07:43] Yes. And Web site being the most important contributing factor to your Google, my business is making sure that you are covering those topics that you want or your Google my business to rank really well for you have your city specific as well as your major keywords inside of your Google my business description. And then you're generating new reviews and your updating your other external listings, both your local level listings, which we'll talk about more, plus the ones that matter the most, like your health grade, your vitals, your Web M.D. directory, your Yelp, your Facebook.

Kelley Knott: [00:08:23] A lot of physicians are worried about SEO sits on a phone with one the other day asking how do I do to help my health care needs and vitals?

Justin Knott: [00:08:29] Yeah, it's different than other reviews. And it is different because those are providers specific. Like you can't just go on HealthGrades and put

your doctor's office. You have to have a provider who has the doctor's office and one of the as one of their locations.

Kelley Knott: [00:08:44] And that's why it's so important to have a review generation platform with it. Exactly. Yep. And then you move health care issues or practices or hospitals. That's something you can take.

Justin Knott: [00:08:52] Exactly. Because health care is very unique in that aspect. Maybe lawyers are one of the few other ones that have this set up to where you can't just worry about the brick and mortar practice level. You have to worry about a whole nother level of the providers so you can win those orthopedic surgeon, internal medicine doctor, those types of searches, because people are searching in two different capacities. They're searching on the provider level. So whether it's by provider name or by their what they have a degree in and what they're what type of medicine they're practicing or they're searching for the practice level. So they can you can have two scenarios where they're typing or they're looking for, say, primary care practice near me or they're looking for primary care, doctor. And you're going to get two different very different subsets. One is going to be more provider focused. One's gonna be more practice focused. And that's why you do want to focus on both of them and not leave the providers out to dry.

Kelley Knott: [00:09:45] And that's realistic, right? Yeah. Yeah. This listening and they look great. Now I have to do double the where something that, you know, is kind of integrated in the initial localized Ushio process.

Justin Knott: [00:09:55] It's an integrated wike, mostly taking from one side. It's a lot of work for sure. I mean, that's that's one of the things that kind of can become overwhelming is now we are not just dealing with one, we're dealing with two. Yeah. And all of these different listings that come with it. But it's the most effective.

Justin Knott: [00:10:10] It is the most effective because providers are outside of as I mentioned, maybe attorneys, medical providers are really the only other people that you can automatically just go claim a Google. My business listing for some other people will naturally get it. But you can't just go out and physically like step one up and create it, but

you can for a doctor. And that's what's very different. So Google is saying it's so important.

Kelley Knott: [00:10:34] Sessions, you really, really need to be updating your listings, make sure it's all correct. And also, I've talked about this with Physician liaison as if these things aren't correct. It makes all these efforts in the field just kind of fall flat because you can be driving referrals, you can be driving leads and any information as far as bad or negative reviews. And then, of course, wrong or incorrect listings can definitely lose you a referral and really infuriate not only your referring physicians, but the patients that are looking up online to learn more about this physician. Oh, absolutely. And they drove to the wrong practice or hospital.

Justin Knott: [00:11:09] Like real life example without getting into too many specifics. We you actually we're talking to one of our clients just brought on a new high profile provider and they're about to get started. And we're going to go out in the field. You and your team are and start building relationships and making practices. Either that I've been referring to him for years, very aware that he has changed and he's now with our clients practice. Well, as much and building relations as best as we can. But the other big thing is before we do that, as you mentioned, is making sure that all of that listings information is 100 percent correct. Because last thing we want is for existing patients to be finding him online and go to a place he's not. He's not there anymore. So, again, we're even in real life scenario going through that process right now with a brand new provider that they're onboarding.

Kelley Knott: [00:11:55] All right. So we talked about what structure? We talked about Google, my business, the most important. Ranking factors in, of course, listing reviews in Web site. But is there anything that you can do with maybe local organizations or or something?

Justin Knott: [00:12:07] Yeah, that's a great question. Thinking. Yeah, absolutely. And this is, I think, something that's overlooked and it maybe considered a little more more outside of the box. But it's actually one of the most effective ways to really anchor yourself locally and help improve the city specific level rankings, which is what we're talking about today. And that is backlinks are very critical. I think most people would kind of know what a backlinks is. A backlinks is just one Web site linking to your Web

site. It can be inside of a blog post. Yeah. Quality not link farming or spam, but quality and of your portfolio of backlinks. But we're talking about today backlinks from a local organizations are one of the most and most critical things and and one of the easiest ways to rank better in your city. And some of the great ways to do that is an easy way is join your local chamber or local chamber has a directory in the quality and you get a do follow back link 99 percent of the time it's in your city. So say you join for us the Roswell, like we were talking about the Roswell Chamber of Commerce and then you become part of their directory and then they're linking back to your Web sites. You have a Roswell based high domain authority, well established organization linking back inside of the same city to your Web site. It's going to really help improve in Google's mind that you're definitely in Roswell. And this is definitely what you do. And the other really easy one that honestly people forget about. And because we're always talking about giving back and everything.

Justin Knott: [00:13:33] So it's kind of a it's it's a win all the way around. We are definitely looking back, sponsoring that, sponsoring local events and organizations the great way, because it's not a hard and fast rule.

Justin Knott: [00:13:43] But most of the time when you sponsor something, they're going to give you recognition on their Web site or their event page, whatever it is, and link back to your Web site as a supporting sponsor. It's a very easy way, obviously, without getting into the other major benefits of sponsoring something local. You're giving back, you're supporting your community, you're doing all of those positive things. You're improving your brand by doing that. So all those are wins. But another another subset when that you often don't think about is it gets a local backlash to your Web site, which is really going to help you improve your local life rankings. And it's a super easy way to do it.

Kelley Knott: [00:14:17] Yeah, we'll have to talk more about that in a podcast to kind of the benefits of getting on the media.

Justin Knott: [00:14:22] Absolutely. And probably the the last is contributing as a guest on newspaper style Web sites, essentially local Web sites that allow content.

Justin Knott: [00:14:34] So for here in Atlanta, you've got the Atlanta Journal Constitution, you've got the local patches, you've got a bunch of those online publications that are super specific to just our city. And the idea that we are not alone in that now and then when a business chronicle that's owned by, I think, the USA Today or something. So there's one in every single city across America. So literally you'll they'll have the Austin Business Chronicle. They'll have all of them. So going on and writing op ed pieces, writing health related articles, you can even a lot of them will even accept they have an events calendar for the city that you can even put open houses and events on. And again, that's another tackling to your Web site. Are doing any open house? Yeah. It's a great way to promote people don't think about it. And most of the time, the editors like, yeah, it'll make our calendar look even more robust. Happy to. Let's put it on there.

Justin Knott: [00:15:20] So that's another really easy way to again, gain visibility and prove yourself as a thought leader in your space, get more content out there. But even more importantly, get to really where they called me localized backlinks.

Kelley Knott: [00:15:34] Well, you did mention reviews earlier and I know we said during this podcast we would go back to it. So I want to kind of ask you a little bit more about when you mentioned reviews. Why and what is the best way to get these new reviews? Because physicians, they're looking for new reviews. They want to take back control. So what is the best way?

Justin Knott: [00:15:52] Yeah, absolutely. And before we even go into that, I mean, just really reaffirming the importance of reviews. I mean, in 20/20, I think we're going to see this statistic cross 90 percent were almost nine out of 10 patients are going online and reading reviews either at a provider level or a practice level statistic.

Justin Knott: [00:16:09] It's a massive success. So it's essentially like almost guaranteed every time you sit down in front of a patient, whether they've been referred or they found you online, they probably read some reviews here on you or the practice before they walk. The guaranteed almost. I mean, it's almost guaranteed. So that's just showing the importance of it. So going back to your question is it's been mine.

Kelley Knott: [00:16:27] Physicians are you know, this are a little bit afraid about patient reviews for sure.

Justin Knott: [00:16:32] And it's it's you just you have to focus on Yatta. And and regardless of if you're disgruntled by it or you've got a bunch of reviews regarding insurance because patients and understand all those things we've talked about before. The reality is it's such an important social proof because of how many people are checking reviews before they book. And obviously it contributes to your localized ranking factors, which is what we're talking about today. So both of those are just so important. That you must focus on them. The easiest way is obviously you can ask. I think one of the biggest things is getting it into the narrative during the checkout process. The problem is it's one more thing to do and one more thing to be forgotten. So I always think it's the best idea to leverage automation and software and technology where possible, because then you can hook into your EMR, which already has all the existing P.H. AI and contact information on your patients. And that's one less thing to add to your workflow. One less thing for your checkout people to worry about is just start automating that review request process, whether it's over estimates, text message or over email or I think it's a good idea to leverage both because some people rely on one or the other.

Justin Knott: [00:17:40] So doing both. But again, I think for long term success of a review generation program, I think automating that process as much as possible because there is already a thousand things to do inside of a practice as everybody listening knows. So don't add that as an additional step in your workflow. So that's what I recommend. And I think from what would you taking back control, don't you think? Yeah. And what what do you think as we're talking? Because I mean, you've heard me talk about it. You've talked a lot about it. Are the most important general kind of platforms that we focus on when generating new reviews kind of out of the gate for a practice that may as not may have not done it because there's there's 250 plus sites that you can generate. And so what do you think are the most important?

Kelley Knott: [00:18:23] I'm going to go at Google, I think Google, because I also think the ability to get a Google review is a lot higher just because of everyone as G-mail. Yeah. And I think Google just kind of dominates their king. I think that's if you're going to

focus, you know, if you had to pick one, you could pick one. But we don't have to pick one. And Facebook Facebook is a big one.

Justin Knott: [00:18:42] I think that's the other big one that people need to focus on. I always, always say is not everyone has a G-mail. A lot of people do. So I think through their review gen'd process, people get so hyper focused on Google, they end up losing out on, say, 10 or 15 percent of other reviews, because if I get asked to leave a review on Google and I don't have an G-mail, I'm not going to set up. And she may have just a matter of you for you, it's already low conversion rates on review requests because people are so inundated. So give them another outlet. And it's something like 85 percent of Americans have a Facebook page, so give them that outlet. So I think that's. And those two, I think, are the most important to start. It's been interesting. I think Yelp has really been tapering off in recent years because Google's gotten so good at localized surge. Most people, they used to need to go on to Yelp and to find that information on localized search results. And now Google's got it all right there. So I think that's become way more important.

Kelley Knott: [00:19:42] And here's the pain point, too. We talked about physicians'. Just the thing with patient reviews is they're not going anywhere. You've seen before. And a lot of the times patients are more likely to leave a negative than a positive review. But that's why these review generation processes and automation works so well, because I feel that physicians kind of get to take back control of the patient review process. I agree that way. You're having all these reviews coming in positive. It overlays the negative. I agree. And you're able to kind of take back control. But it's all automated and easy and simple. This no more of having them check in with the front desk and leave it at the front desk or give them a business card for them to then go home and find you online and then do it.

Kelley Knott: [00:20:22] You know, this is all about me here, really easy and simple and going back to where they're not going anywhere. I just think that we're going to see more and more of this through 2020 and over the next eight to 10 years as Google wants verified user generated content. It's kind of a push pull thing is the more that they can get people like patients doing the heavy lifting of providing verified information on businesses. So whether it's consumer related like retail stores or in this case, it's patients for brick and mortar practices, that's what they want. They actually want to rely

less on the practices information they're providing because it can be skewed in many different ways and may not be 100 percent accurate, but user information is verified from a source that's non biased toward the practice. So I think that they're going to become even more prominent and importance reviews are because it's the truth coming from somebody that's not employed by the practice.

Kelley Knott: [00:21:24] Absolutely. I couldn't agree more. And it's important. We are a health care marketing agency, so our review process is HIPA. Yeah. Yeah. Which is very important. It is important for any of you. I don't want to talk too much about reviews because I want to make sure we kind of get the full comprehensive view and make sure you're responding to your reviews.

Justin Knott: [00:21:39] But going back to what you just said and hit that regular, careful with a HIPA stuff. It is Google best practices that you should be responding to every single review. It shows that you're engaged to a business owner now, which again, that's user generated content. They want to see that interaction. They want to see that content. They want to see the business. Being involved in answering questions now that they have a questions feature, a Q&A feature in your Google My business, if you get asked a question. Answer it. But again, going back to the reviews without getting weighing down and too much of the minutia of HIPA, you just need to make sure that you are responding. But B, that you're being careful in your responses. Very careful.

Kelley Knott: [00:22:17] And I have a social media LinkedIn and YouTube video of yeah, we talked about a lot of responses. So make sure to check that out. Yeah, we can put it in our podcast just in localized. Ezio is a huge deal for medical practices and re-assuring territory and especially ones that have more than one location. So you talked about kind of you want to kind of wrap that up and yeah, that's a nice storyline.

Justin Knott: [00:22:39] It starts with your Web site and your hospital system or you're a smaller organization with one or two locations. Web site structure needs to be thought through, needs to be planned out and needs to include city identifiers. And you need to get individual location pages with all of that great information, your name, address and phone number, your Google, my business, maybe the team members for that location into your next year or photos of the location. All those kind of things on those pages. So

the biggest thing is two things on your Web site, individual location pages. Secondly, but probably even more important long term is whatever you want to rank your Google my business for, you need to make sure you have well-thought out dedicated information on your site. So if you're an orthopedic practice and you want to rank your Google my business page high for hip replacement near me, you need to have a hip replacement page on your Web site with all of that on page optimization steps down, which I've done videos on, we've done a lot of content on what that page needs to look like to perform best. But those are the two biggest things. After that, if you Google my business, the other listing surrounding your Google, my business, which help reaffirm that that information is accurate and reviews, those are really the biggest components. And then but last but not least, and I want to forget, is leveraging local online places, sponsor, community operative back, linking opportunities, join your local chamber or contribute to local digital magazines. All of the local does newspapers, all of those kind of things. So those are kind of the some of the most important pillars of a very good local life strategy. It starts with your site and then you move off line and you focus are you move off of your site online and you focus more on those listings, reviews, content creation, those kind of things is contributing to.

Kelley Knott: [00:24:27] Yep. And then contributing length and local newspapers. Exactly. Well, thank you so much for joining us. It's just great to be eyes. Be sure to connect and follow it. Justin on LinkedIn and other social media platforms. Justin talks. Yeah, that's a lot about digital marketing strategies, not only how you can implement them, but what the next steps look like. And of course, what does it look like moving forward after the implementation has done you in your first 90 days? How do we continue that momentum and continue to scale? So keep an eye out. We have another episode, of course, with Justin. He joins us pretty regularly. So, again, check him out on LinkedIn. You can connect with him on Twitter and you can also find us at Intrepy dot com. And that is our health care marketing agency. And Justin is our fearless leader when it comes to delivering these marketing results for our physicians, medical practices and hospital. Thanks for listening today, everybody.

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Thanks for listening. Kelley Knott

