

2019 TIPS FOR BETTER PRACTICE MARKETING



GOOGLE MY BUSINESS

Make sure you are not only set up with your listing but that the listing is totally accurate. This is not a situation where less is more. Fill your listing with data, photos, video, and triple check that you've got the name, address, phone number, and hours of operation completed and accurate. *Try posting on your listing once in a while, too. Google gives big brownie points for that.



RESPONSIVE DESIGN

As you probably know, people search for stuff on mobile devices a lot nowadays, around 68% per Google. If your site is not responsive fix it immediately. Having a bad website can and will hurt your practice. If your site is responsive, a bad layout can still hurt you. Make sure your name, address, and phone number are prominent and easy to find (put all three at the top).



SSL CERTIFICATE

A secure site is more important now. An SSL establishes an encrypted link between a server and a browser. If your site isn't secure it won't rank as well. All of our sites at GPG come with a free SSL, so be sure to ask your web developer about it.



ON-PAGE SEO

Make sure your content is clear and setup so that Google (and others) can easily understand it and what it means. Make sure H1 headers, meta tags, alt image text, etc. are all accurate and complete. This is another thing to ask your developer about. If they don't have a plan in place, you're just wasting your money!



ADA COMPLIANCE

ADA, or the Americans with Disabilities Act, began in 1990 with the goal of ensuring people with disabilities have the same opportunities as everyone else. This meant businesses open to the public have to accommodate people with disabilities of all varieties. Now that the internet is a normal part of everyday life, websites need to be accessible to everyone, too. ADA compliance will increase your potential patient base. There are roughly 49 million Americans who live with a disability of some kind. They can't access your site if it is non-compliant.