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Why Does That New Surgeon Down the Street Outrank Me on Google?

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Disclosure/Background

- Employee and equity holder of Ceatus Media Group, an online marketing company.
- Internet Marketing since 1996.
- Expertise in all areas of elective health care.
 - 500 clients in 12 countries
- Speak regularly at ASCRS, ESCRS, ACES...
- Monthly column in Plastic Surgery Practice – “Evans Edge”

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High Visibility = Perception of Quality

- No way around it, consumers associate your online visibility with the quality of your services.
 - Think about it, you do the same thing!!

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Search Engines are King! PEW Research

- 77% of online health care seekers start on a search engine.
- Just remember - Google does not rank surgeons, it ranks websites.
- 73% of Search Engine Users say the information they find is **ACCURATE** and **TRUSTWORTHY!**

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Visibility Supports Word-of-Mouth

- Even when consumers receive a WOM referral, they go online to check you out.
- And, while they are online, they check out your competitors.

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Three Common Sense Action Items

#1 Own The Online Real Estate for Your Name
#2 Remember – “What’s in it for me?”
#3 Use Your Reputation as a Sales Tool

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#1 Own Your Name

- Own Your Name Real Estate Online!
- Control what patients read about you online when they already know your name.
- You should rank #1 for your name, and all variations of your name and practice name.

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Check the rankings for your name and practice name. If you are not #1 on the search engines for these terms, speak to your Internet marketing company.

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2 – What’s In It for Me?

- Your Website must project what is in it for the patient. Patients don’t want surgery, they want freedom and an enhanced lifestyle.

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2 – What’s In It for Me?

Patients Don’t Connect with Pictures of Equipment.
People connect with people!

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2 – What’s In It for Me?

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3- Reviews

- Consumers use reviews to make buying decisions. Their use is exploding in health care.
- Sales increase by 18% when reviews are mixed in with product/service information. (Revoov 2014)
- Must have a four-pronged review strategy.

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3- Reviews – Four Pieces

- 1) Monitor what people are saying about you online.
- 2) Survey your patients – inoculate yourself from bad reviews.
- 3) Method to send prospective patients to good reviews.
- 4) Method to solicit reviews.


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Ranking on Google

- Google’s job is to select and display the best online resources related to the search query.
- Google rankings are based on two primary factors.
 - Content
 - Links/Citations

Are You Exposed to Google Penalties?

Panda	Penguin
	




Content – 2 Things

#1 Propels Conversion
 – Canned Content = Canned Surgeon

2 Creates an image of your web presence as a unique resource for the search engines.

- And, thin content or duplicate content will be punished by Google “Panda.”




Good Content?

Why Femto-LASIK Instead of LASIK?

LASIK (laser in situ keratomileusis) is a scientifically well-documented and well-established treatment of refractive errors, and is the preferred treatment method by most eye specialists. This classic LASIK method has been developed significantly in recent years: into Femto-LASIK. In order to correct a vision disorder with a laser treatment, it is necessary first to prepare a small round corneal flap. In the classic LASIK procedure, this corneal lamella is prepared with a microkeratome (a surgical precision instrument with an oscillating blade). In the Femto-LASIK procedure, however, the femtosecond laser prepares the flap—without any use of mechanical blades.

Highest Level of Safety and Precision is Achieved with the Femtosecond Laser
 The Femto-LASIK is technologically the most precise procedure for preparing the corneal lamella. For this reason, you should always make sure that the clinic you choose use a femtosecond laser in their laser eye treatments.



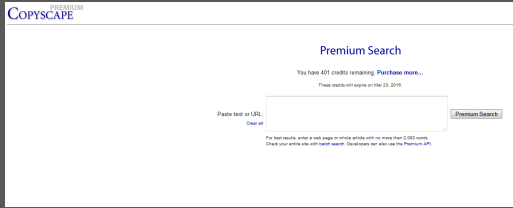
More Compelling Content

Laser eye treatments

For the past 20 years, laser eye surgery has helped over 22 million people worldwide to achieve a life of freedom. Through this quick, painless and safe procedure, hundreds of people every day swap their life of frustration with split and dry contact lenses, lost and broken glasses for one where they are liberated into a world of clear, crisp vision.

At Advanced Vision Care (AVC), we have a perfect record of our patients achieving driving standard vision. That’s 100% of customers being able to drive without the use of glasses or contact lenses – truly a life-changing event.

Is your content a unique resource?



Monitor CopyScape Or Other Services

Shows how many other sites have content that match your site!

Monitor CopyScape Or Other Services

Also shows the percentage of content on other sites that match your site!

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Links Drive Rankings

- When another site links to your site, that link is seen as a “vote.”
- Google relies heavily on a site’s link profile to determine rankings.
- But, the link games no longer work.
- Weak or spammy links can be punished by Google “Penguin.”

Penguin Penalty – Buying Links Low Quality Links to Your Site.

SEO BACKLINKS

Home About Blog **Packages** Testimonials FAQs Contact Us

Backlinks Packages

Backlinks Packages - Backlinks.com offering different kind of packages with various backlink strategies in order to boost your search engine ranking position. As of now, we have 3 packages: Bronze, Silver, Gold. Each package has different amount of backlinks, different quality of backlinks, and different price. So we are giving every visitor to be clear about their choice of package in SEO. Packages help you to choose the desired one - we recommend you to choose the package which is clear and need your website for boost your ranking position.

Plan Specifications	Bronze	Silver	Golden
	\$22/Backlinks	\$42/Backlinks	\$86/Backlinks
Type of Backlinks	Low PR Outflow	High PR Outflow	High PR Outflow
Indexation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Package Quantity	100 Backlinks	400 Backlinks	800 Backlinks
URL's / 1 Mo	1 URL / 1 Mo	1 URL / 2 Mo's	2 URL's / 3 Mo's
Unique Domains	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backlinks & SERP Reports	Regular Report	Analysis Report	Premium Report
Guarantee	90 Days Update	90 Day Money Back	24/7 Quality Support
Notifications / Alerts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
24/7 Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Order Now	Order Now	Order Now

Penguin Penalty – Guest Blogging Low Quality Links to Your Site.

HOME ABOUT ME GOOGLE/SEO DISCLAIMER DISCLOSURE

Matt Cutts: Gadgets, Google, and SEO

The decay and fall of guest blogging for SEO

Posted January 29, 2014 by Google/SEO

Okay, I'm calling it: if you're using guest blogging as a way to gain links in 2014, you should probably stop. Why? Because over time it's become a more and more spammy practice, and if you're doing a lot of guest blogging then you're hanging out with really bad company.

Back in the day, guest blogging used to be a respectable thing, much like getting a covered, respected author to write the introduction of your book. It's not that way any more. Here's an example unsolicited, spam email that I recently received.

My name is XXXXXXXX XXXXXXXX and I work as a content marketer for a high end digital marketing agency in [a city halfway around the world]. I have been promoting high quality content in select niches for our clients.

We are always on the lookout for professional, high class sites to further promote our clients and when I came across your blog I was very impressed with the fan following that you have established. I [sic] would love to speak to you regarding the possibility of posting some guest articles on your blog. Should you be open to the idea, we can consider making suitable contribution, befitting to high standard of services that your blog offers to larger audience.

On my part, I assure you a high quality article that is -
 - 100% original
 - Well written
 - Relevant to your audience and
 - Engaging

FOLLOW ME
 - Twitter
 - Google+

Search this website...

CATEGORIES
 30 days (35)
 Android (6)
 Books/Magazines (24)
 Chrome (24)
 Food (1)
 Fun (4)
 Gadgets/Track (9)
 Games (3)
 Google/Business (2)
 Google/SEO (500)
 Halloween (1)
 How to (53)
 iPhone (17)
 Lettovers (1)
 Linux/Ubuntu (28)
 Movies/Video (26)
 Music (6)

**Penguin Penalty- Press Releases
Low Quality Links to Your Site.**



**Penguin Penalty
Check: GWT for Messages**

**Reconsideration request for Links to your site
violate Google's quality guidelines**

Google has received a reconsideration request from a site owner for <http://www.example.com/>.

We've reviewed the links to your site and we still believe that some of them are outside our quality guidelines.

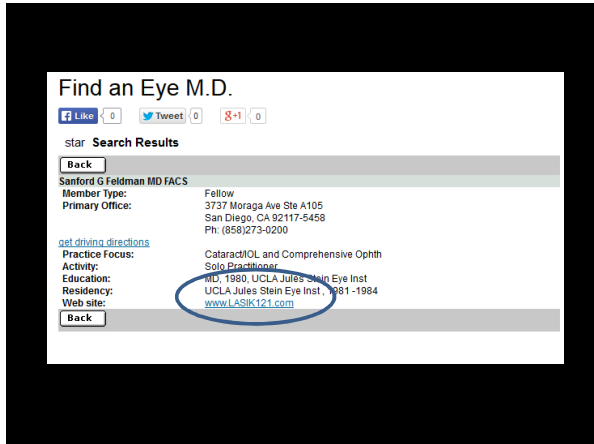
Sample URLs:
<http://drinkwaterandbreathe.blogspot.com/2010/06/chemo-log-3-insomnia-my-new-pal.html>

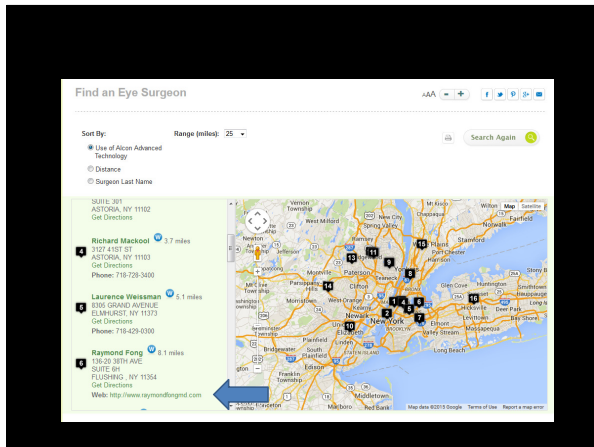
Please correct or remove all inorganic links, not limited to the samples provided above. This may involve contacting webmasters of the sites with the inorganic links on them.

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Where Do You Get Good Links?

- Start with low hanging fruit
- Societies
- Vendors
- Local Organizations





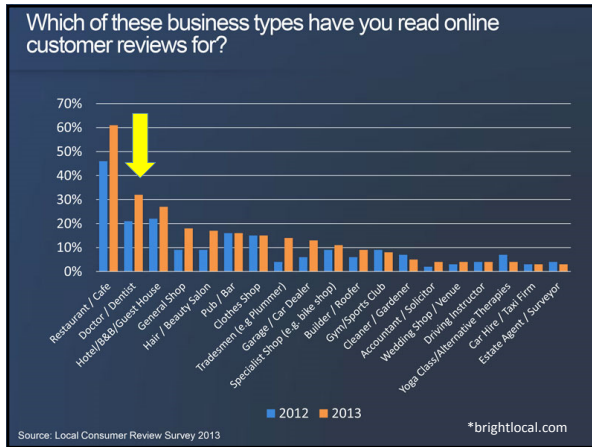
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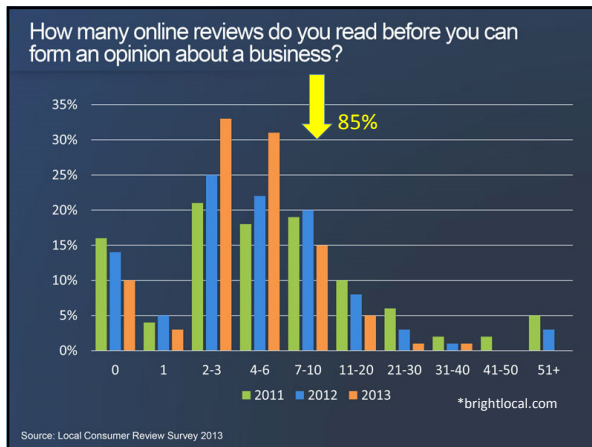
Citations

- Google is driving their search results to be hyper-local.
- Citations confirm for Google that you are truly a local business.
- Incomplete or inaccurate citations can damage your rankings.

Reviews - Sales Tool!!!!

- iPerceptions – Consumers 63% more likely to purchase from a site that has user reviews.
- eMarketer – Reviews are 12 times more trustworthy than descriptions from the company.
- Reevo – Reviews, when mixed with product information, create an 18% uplift in sales.





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Left on Their Own, Unhappy Patients More Likely to Post

- Review Sites: Average Score 3.7
- When all patients are surveyed 4.4
- Only a small percentage of “real” patients are unhappy.
- Review Scams
 - Marketscape – 25% of Yelp reviews are fraudulent
- 7 times more likely to get a 1 or 2 on Yelp than from your own patients.

Source: Real Patient Ratings

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Strategy

- Monitor
- Generate reviews, through surveys, from your own patients to place on your website.
- System to expose patients to good reviews.
- Should have a system to solicit and “encourage” reviews for review sites.

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Implementation

- Survey patients and put these reviews on your website.
 - Lots of them, at least 8 for each procedure.
- Techniques to generate reviews on other sites.

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Summary

- Own Your Name Real Estate
- What's In It for Me?
- Reviews
- Google
 - Content
 - Links/Citations
- Don't expose yourself to Google penalties

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Thank You!

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