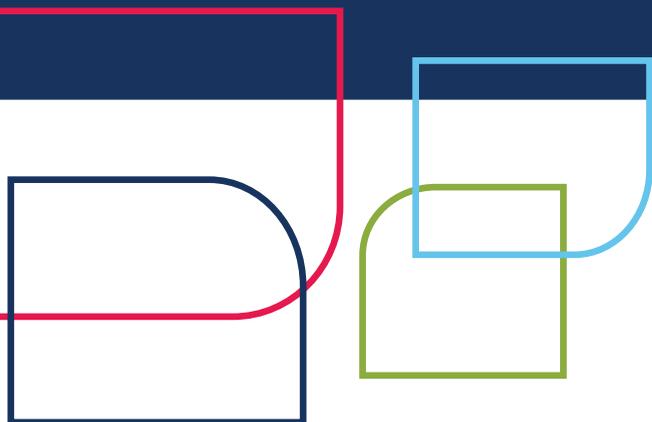


3 WAYS TO USE GOOGLE TO DRIVE REFERRALS

TO YOUR PHYSICAL THERAPY PRIVATE PRACTICE



DO YOU WANT MORE REFERRALS?

As the owner of a physical therapy private practice, you're performing a lot of jobs. No longer just the therapist, you're tasked with billing, scheduling, business management, and marketing. When marketing your private practice, you have many options, but perhaps one

of the most crucial things you can do is make your presence on Google a priority. In this article we'll discuss three ways you can leverage the power of Google to drive more organic referrals to your physical therapy practice.



Website Optimization

Your website is your digital storefront and the first point of contact most people have with your practice.

Now, think of Google as the roadmap your clients use to find your practice. The goal of an optimized website is to make it as easy as possible for Google to point potential referrals to your website. Organic search traffic comes from search traffic that is earned, not paid. This means that those who are searching for services you provide see your website near the top of the search results after searching for the keywords that pertain to your business. By focusing on increasing your website optimization, you'll be helping Google send more potential referrals your way and what practice owner wouldn't want that?

To help increase your organic search rankings, do the following:

- Host your website on a Google friendly platform (Hubspot, Wordpress, Squarespace, etc)
- List your services and describe them on your website. This text is what Google uses to point people to your website.
- Images are great for people, but not for Google. Use alt-tags for images and adequate word counts on your pages. The more you give Google to see, the more potential clients it can send your direction.
- Use the keywords on your page that people would search for such as: balance therapy, physical therapy, orthopedic therapy, sports therapy, back pain treatment, car accident rehabilitation, etc. These phrases and keywords are how Google points people to your website. Use them to help increase traffic to your website.



Claim & Update Your 'Google My Business' Listing

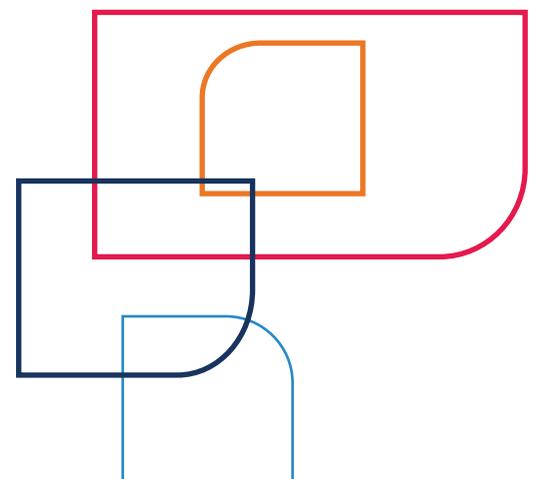
The easier you make it for people to connect with your business, the easier it is for people to call and schedule an appointment.

Google My Business pages are a free online listing that let consumers easily connect with your business. It provides a platform for patient reviews, your practice phone number, directions, and a link to your website. This listing appears when people search for your business in Google which has over 86.86% of search market share according to Statista. Your Google My Business listing also helps your organic search results, which we know can be a great source of referrals. P.S. It's free advertising at the top of Google search results!



Here are the steps needed to make the most effective use of your listing:

- 1** Claim Your Business Page on Google
- 2** Include Accurate Phone Number, Hours & Address
- 3** Include a Succinct Description of Your Business
- 4** Ask Clients to Leave Reviews of Their Experience on Your Listing



Write Blogs Regularly

Think of blogs as fuel for the Google bots and page crawlers. Google loves to see regular updates to help point searchers to the most relevant pages and key-word rich content.

Best Practices for Private Practice Blogging

A blog is excellent at driving search traffic to your website because it demonstrates that your page is active and updated with relevant content your potential customers are looking for.

- ✓ Post Blogs 2x per Month
- ✓ Use your blog to discuss services you offer as well as patient success stories. These stories help people see the care you provide with the added benefit of helping Google find your website more easily.
- ✓ Include other writers in your blog – ask your staff if they would be willing to contribute.
- ✓ Use your blog as an opportunity to discuss how you are getting involved in your local community. Those location keywords can really help drive qualified traffic
- ✓ Focus your blogs around the keywords that get the most Google Search traffic or use it to discuss services that differentiate you from your local competition.



Google is a Key Driver of Business Referrals

Ensuring you have a dominant online presence in your market will help drive more organic referrals to your clinic. At FYZICAL we support our members with an entire team of marketers who guide you through best practices especially for physical therapy private practice owners. If you're interested in learning how we support our members and their marketing efforts, contact us today!

GET STARTED

Visit our [Marketing Page](#) to Learn More.

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