

10 WAYS

TO GET NEW PATIENTS FROM THE INTERNET

By William Esteb



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More and more people are using the Internet to get health information and check out practitioners virtually before beginning care.

You might not use the Internet to find a practitioner, but many do. In fact, according to people who monitor such things, last year over one million people typed in the word “chiropractor” along with the name of their city.

(Source: [Word Tracker](#))



Experts agree that if you're in professional practice, it's not so much if you'll have a website, but *when*.

Perfect Patients has collected and organized these 10 powerful tactics that you can use to generate new patients from the Internet. Obviously, these approaches work best if you have a website ([#9](#)). But even if you don't (yet), these suggestions can increase your visibility on the web and translate into more new patients.

Most of these tips can be implemented at no cost other than your time. Many can be delegated to someone on your team. Simply follow the instructions in this guide, and you'll be well on your way to increasing the visibility of your practice – as well as increasing the size of your patient base.

Table of Contents

Topic	Page
01. Review Sites.....	04
02. Local Search Engines.....	07
03. Chiropractic Directory Listings.....	08
04. Health Directory Listings.....	09
05. Social Media.....	10
06. YouTube.....	14
07. Local Websites.....	15
08. Citations.....	16
09. Practice Website.....	17
10. Quality Content.....	18

1. Review Sites

Review sites have seen a tremendous growth in popularity over the last few years as a method for online users to express their opinions about the goods and services they have purchased.

As a result, review sites have become essential for shoppers looking for a trusted mechanic, a great hair salon – and yes, even the best chiropractor in their area.

Couple this with the fact that reviews posted to such sites score very well in search engines, and you have a perfect opportunity to get your practice noticed – and positively reviewed for all the world to see – for free.

Once you have created your profiles on these review sites, we highly recommend you send a quick message to your client base asking them to post reviews of your services on them. Positive reviews from current clients are a very easy, yet powerful way to increase your authority and positive standing with prospective clients viewing your website information for the first time.

Read on for instructions on how to get your practice listed on these top review sites. Be sure to first search each site to see if your practice already has a listing that can be claimed and edited. It's always better to claim and optimize an existing listing rather than risk creating a duplicate:



Yelp



1. Go to: <https://biz.yelp.com/claiming>
2. Click on Find My Business.
3. Enter your practice name.
4. If not listed, click on “Add your business to Yelp”.
5. Enter your details and click on “Add”.
6. You’ll be sent an email containing a link you must click to confirm your listing.
7. After the Yelp team confirms your business in a couple of days you’ll be able to log in to your account and maximize your listing.

InsiderPages



1. Go to www.insiderpages.com
2. Click on Health & Medical.
3. Enter city name and select your discipline.
4. If you don’t find your practice listed, click on “Add a New Business”.
5. Follow the prompts.

CitySearch



1. Go to https://signup.citygrid.com/cyb/find_business
2. Search for your business by entering your business name and zip code.
Then click “Find my Business”.
3. Click “Claim This Business” below your business.
4. Submit your info to create an account.
5. Verify that you represent this business over the phone.
You must be at the phone number on the CitySearch Business Profile.

Merchant Circle



1. Go to www.merchantcircle.com and claim your business listing by finding it and clicking the “Claim Listing” button.
2. Enter a valid email and then select a password you will remember.
3. Click “Submit” to claim your listing.
4. Complete your listing by adding your practice hours and other details.

Angies List



1. Go to www.angieslist.com
2. In the upper right corner click on “Business Owners”.
3. Click on “Claim your business profile”.
4. Follow the prompts set up your account access.

2. Local Search Engines

Getting your practice listed on local search engines sites is paramount to getting more traffic to your practice, more calls to your receptionist and more new patients in your practice.

Local search listings include not only your basic contact information, but they also include a map of your practice location. Think of local search listings as the yellow page directory of the 21st century – with one clear advantage – the listings are free. And you can update them with new content whenever you wish.

Google My Business

Follow the step-by-step directions here:

<https://www.google.com/business/placesforbusiness/>



Yahoo Local

Choose the service you wish (free or paid)
and follow the directions here:

<https://help.yahoo.com/kb/yahoo-local-basic/SLN15966.html>



Bing Local

Walk through the simple procedure here:

<https://www.bingplaces.com/DashBoard>



3. Chiropractic Directory Listings

There are numerous chiropractic directory and informational sites online that will give you a free 'basic' listing for your practice.

Here's one that you should get your practice listed on. Are you a member of a local or national chiropractic association, group or organization? Make sure your practice is listed. Consider other chiropractic-specific organizations relating to your chiropractic college, technique, certifications you've received that may have online directories and get listed!



Spineuniverse.com

Step 1: Go to spineuniverse.com

Step 2: At the top of the page click on the "Sign Up Now" link.

Step 3: Click on the "I am a healthcare professional" button.

Step 4: Complete the Provider Registration and click "Create New Account".

Chosenatural.com

A practice listing is automatically included with your Perfect Patients website.

Learn more here: <http://www.perfectpatients.com/key-features/choose-natural-directory/>

Chirodirectory.com

Claim or update your listing by going here and following the prompts:

<http://www.chirodirectory.com/>

4. Health Directory Listings



There are also numerous health-related directories online that will give you a free 'basic' listing for your practice. Here are several of the larger directories and how to get listed:

Wellness.com

Step 1: Go to www.wellness.com

Step 2: Click on "Get Listed Now" and walk through the process.

Healthlinks.net

Step 1: Go to www.healthlinks.net

Step 2: Click on "Submit Your Site" and follow the directions.

5. Social Media

Unless you have been living under a rock for the last few years, you have heard the hype about social media - especially Facebook and Twitter. But how on earth can you use these outlets to produce new patients?

Let's take a brief (yet realistic) look at these powerful sites:

Facebook.com

Facebook is a social networking website that lets users join networks organized by city, workplace, school, and region. Users can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

What does this mean for you? You can use your Facebook profile to post about yourself, your practice, your procedures, etc. As well, you can post links to stories you recently read and found interesting, as well as add photos, videos, and much more. It puts the referral process on steroids!

Again, as you post more information, Facebook users will find you and 'Friend' you. Chances are that your Facebook 'Friends' will be closer to your geographic region – making Facebook an excellent channel for posting about things happening in your specific area.



Once again, it is very easy to take advantage of this incredible free source of traffic:

Step 1: Go to “Create Page” Link. There are lots of ways to get to this page, but I’ll make it easy for you. Just click here: <https://www.facebook.com/pages/create/>

Step 2: Choose a Page Type. Choose “Local Business or Place”.

Step 3: Choose a Category. Your category choice is VERY important, affecting how prospective new patients can find you.

Step 4: Choose a Business Name. Again simple, but super important. Enter your EXACT practice name that people know you by.

Step 5: Agree to Facebook Pages Terms. To proceed you must agree to Facebook’s terms. Facebook is constantly tweaking them, so know what you’re agreeing to.

Step 6: Click “Get Started”. Click the blue button.

Step 7: Set Up Your Page. Simply follow the prompts and you’re ready to like and share and collect some fans.



Twitter.com

Twitter asks one question, “What are you doing?” Answers must be under 140 characters in length and can be sent via mobile texting, instant message or the web by simply typing your message into the text box on your Twitter page.



What does this mean for you? You can use your Twitter page to post your latest thoughts and activities – from the simple and mundane “Just having coffee and reading my email” to the more informational “We have begun taking reservations for our latest procedure XYZ. Stop by our site for more info.”

We also find that Twitter is a great way to keep track of any articles or news stories of interest you have recently read. Simply post a link to the story you found, and add a short personal thought about the article.

The best part is that there are millions and millions of other Twitter users not only posting their thoughts as well, but LOOKING for people sharing the similar views or offering services they need.



Simply combine a few personal thoughts on your page with a few links to articles you find interesting, and you begin to grow a following of Twitter users. As you continue to post, you continue to grow followers, gain credibility, and begin to be seen by Twitter users as an authority on your subject(s) (i.e. chiropractic, pain relief, etc.).

It is only a matter of time before a Twitter user (or many) find your 'Tweets' (as your posts are called on Twitter) informative enough to click through to your website or find your practice listing online and make an appointment for a consultation.

So, how do you take advantage of this amazing free source of traffic?

Easy:

Step 1: Go to www.twitter.com.



Step 2: Click "Sign up for Twitter."

Step 3: Provide basic information about yourself such as your full name and email address.

Step 4: Make sure you pick a user name that represents your practice, or at least lets users know what you do. Examples: alphachiropractic, drsmithchiro, drbobthechiro, sallysmithdc etc. You will probably have to play around with this for a while to find a user name you really like that describes who you are – but it is worth the time!

Step 5: Follow the remaining prompts.

6. YouTube

Do you already have a promotional, training or education video for your practice? If so, posting it to YouTube can be a tremendous source of traffic to your website. Use your channel to upload your videos, manage your subscriptions, and interact with your viewers.



Creating a channel is a quick process:

Step 1: Sign in to YouTube by signing into your Google account that you created in the Local Search Engine section above.

Step 2: Once you are logged into YouTube, you will see your username. Click on this to open your Channel manager, which was automatically created when you created your Google account. Your channel will share the same name as your Google+ profile.

Step 3: Once you are in your channel dashboard, you can customize it. Click the “Add channel art” button to add a banner image to your channel. Click the Pencil icon in the top-right corner of your banner to add links to your personal website and social networking sites. Give your channel a description to give potential viewers an idea of the content on your channel.



Step 4: Upload your first video. Click on the Upload button at the top of the YouTube page, and then browse for video files on your computer that you’d like to add. “Tag” them with descriptive words or phrases so they show in searches.

7.

Local Websites

Many websites have a page of professional links or additional resources. Getting your practice listed on such pages can offer tremendous value, not only from the traffic it can generate, but the link sends a powerful message to search engines that you are a local authority.

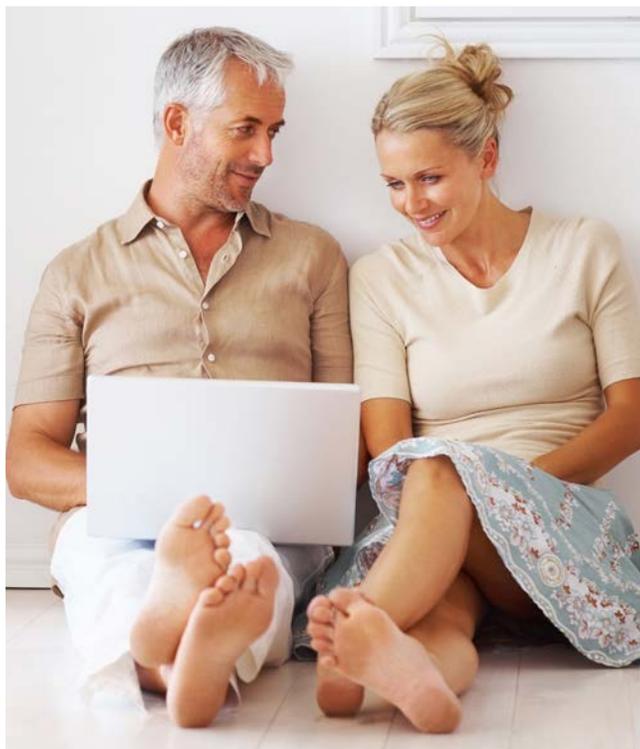
Here are some ideas about whom you can solicit a link or mention from:

- Acupuncturists
- Attorneys
- Massage therapists
- MRI facilities
- Your college roommate
- Health clubs
- Better Business Bureau
- Chamber of Commerce
- Charities
- Service clubs
- Community events
- Health fairs and expos



Brainstorm a list of such partners, and then send them a brief email asking them to add a link to your site from theirs. One-way links (their site to your site) are optimal, but if you must trade links, a reciprocal link is better than no link at all.

8. Citations



Citations are “mentions” of your business name, address and phone number on other webpages, news articles, press releases, blog posts and other places in which there is no link to your website. Citations are a key factor in the ranking algorithms of the major search engines. Other factors being equal, practices with a greater number of citations will probably rank higher than practices with fewer citations.

Citations must have consistent, accurate information in order to be of benefit. The consistency of your business Name, Address, and Phone (referred to as NAP) is essential for effective citations. Make sure this information is 100% consistent, even down to always abbreviating Ave. or always spelling out Street.

You can audit your citations by doing a quick Google check of your NAP information. If you notice inconsistencies, take steps to have the information edited to conform for consistency.



9. Practice Website

Yes, there are still practices that have not yet secured a website!

If you don't have a website (yet), or you have an underperforming static-sit-there-doing-nothing-brochureware website, upgrade to the Perfect Patients website service. Learn why you don't want a website, you want a website service by watching our online video at:

www.perfectpatients.com/10ways

Learn more about our total commitment to attracting new patients for our clients. Discover how we prove the new patient performance of your website—including the actual names of the new patients your Perfect Patients website produces each month and even the pages they visited prior to calling your practice!



10. Quality Content



Simply having a website is no longer enough. To build authority with the various search engines it's essential that you have content that is relevant to an audience (current and prospective new patients).

Search engines determine this by monitoring what visitors do on your website. How many pages do they visit? How long do they spend on each page? Do they land on your home page and immediately leave (called a "bounce"), or do they linger? These metrics and others are used by search engines to determine the value and importance of your website – something largely determined by the quality of your content.

Long gone are the days of gaming the system by modifying meta tags, keyword stuffing or making other superficial alterations. Today, search engines are able to detect these attempts and either ignore or worse, penalize your site based on the severity of the infraction.

Ultimately, high quality content that serves a real audience and converts website visitors into new patients is what determines whether your website will return its investment.

Careful! Discount website providers will usually depend upon you to supply this content. And if you're not a writer who is accustomed to creating persuasive content, this is an area best left to experts.

When you choose Perfect Patients, we'll conduct a 45-minute interview. Then, our professional writing team will turn that into compelling written content that motivates website visitors to pick up the phone and begin care. While others misdirect your attention by crowing about their SEO or high search engine rankings, what really counts is converting visitors into new patients!

All things being equal, sites with more original, well-written content perform better than sites with less content.



In Conclusion

There you have it. Ten ways to increase the exposure of your practice on the Internet and increase new patient traffic.

By now you can see that there is a distinct advantage to having a website to provide more information to prospects who see you in these various online directories. Internet users tend to be more highly educated, and because they can learn more about you before making an appointment, show up prequalified. In many ways, they behave like referral patients.

