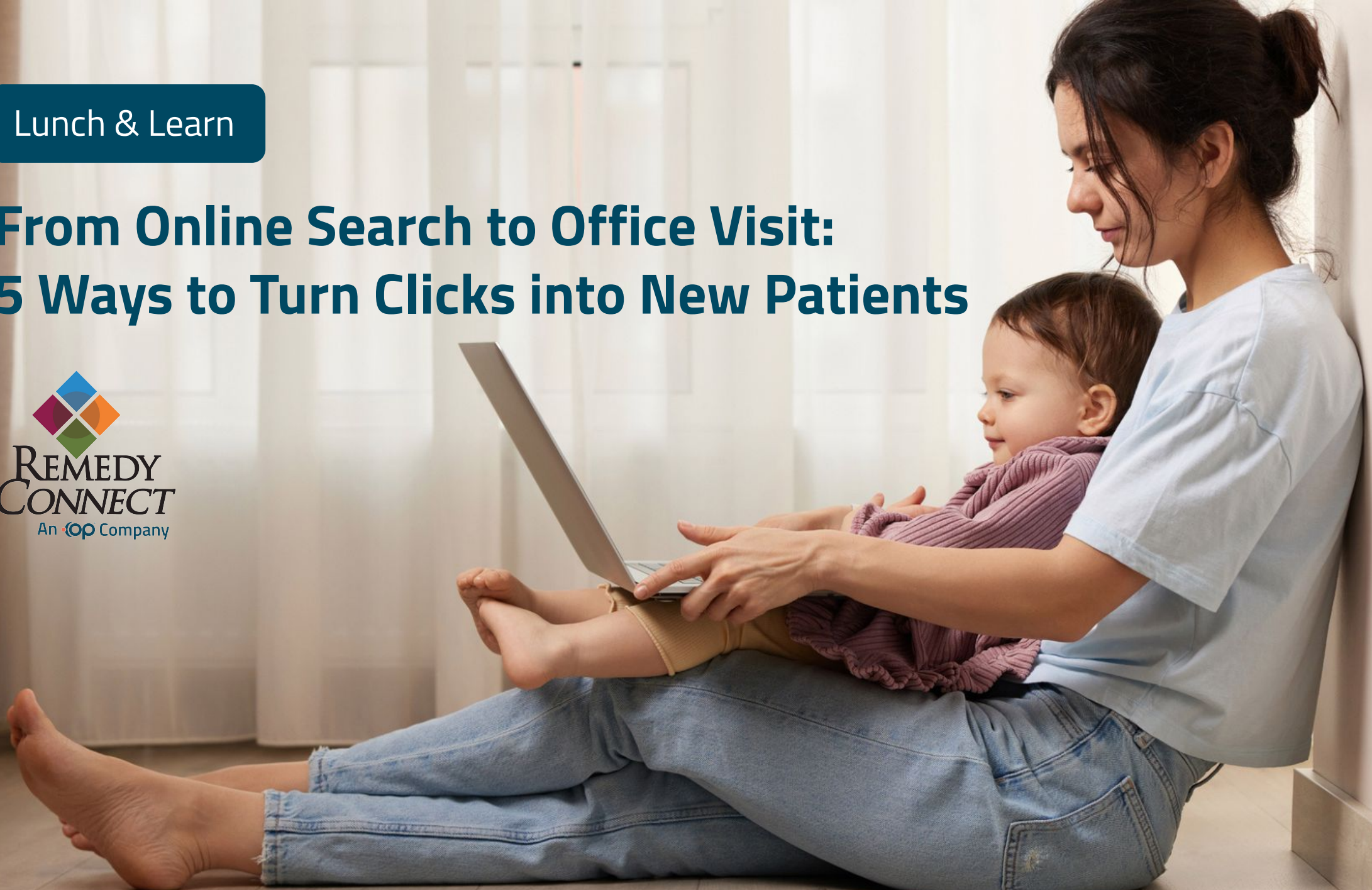


Lunch & Learn

From Online Search to Office Visit: 5 Ways to Turn Clicks into New Patients



Your Presenter



Rebecca Schaad
RemedyConnect
Account Manager

Rebecca has been working with Pediatric and Family practices since 2007.

She is passionate about helping providers and practices reach their communities with relevant information to support children & families.

rschaad@officepracticum.com

[Book a meeting with Rebecca here.](#)

Audience Q&A

**Drop your questions into the Questions box
of your GoTo Webinar panel.**

What We'll Dive Into



- **Why your custom website is essential for modern pediatricians:** Go beyond a basic template and create a unique online presence that reflects your brand and values.
- **How to leverage SEO to get found by more families:** Learn the strategies that will help your practice rank higher in search results and attract new patients.
- **The key elements of a high-performing pediatric website:** Discover what content, features, and design elements will engage potential patients and encourage them to choose your practice.
- **How to track your website's success and make data-driven decisions:** Understand the metrics that matter and use them to optimize your online presence for continuous growth.
- **How to capitalize on the seasonality of pediatrics with targeted content:** Learn how to use your website and SEO to address timely concerns like back-to-school anxiety, concussions and football season, and seasonal illnesses like flu.

Polling Question #1

Is your website an effective marketing & educational tool for your practice?

- a. Yes
- b. Not Sure
- c. No

Custom Website Ingredients



Discovery & Design

- Unique Branding
- Mobile First
- Simple Navigation



Develop

- Target Audience
- Clearly Communicate
- Content Matters



Deliver

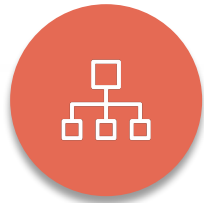
- Google Analytics
- Data Driven
- Organic, Direct, Social & Paid Search Growth

Polling Question #2

Do you have SEO (search engine optimization) for your website?

- a. Yes**
- b. Not Sure**
- c. No**

Highlights of 3 SEO Options



Onsite SEO

- Foundational SEO
- Google Site Map
- Keywords



Local SEO

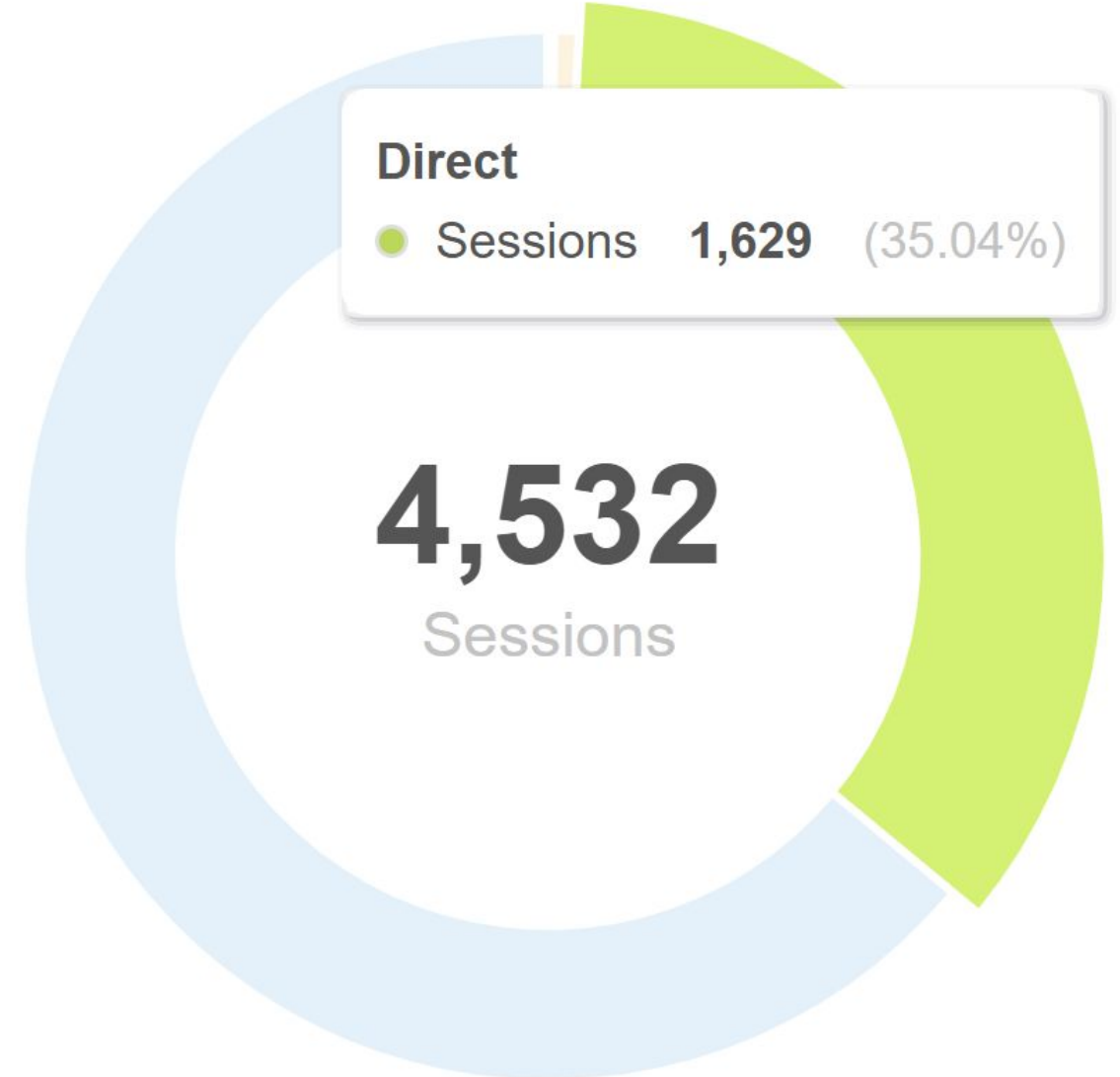
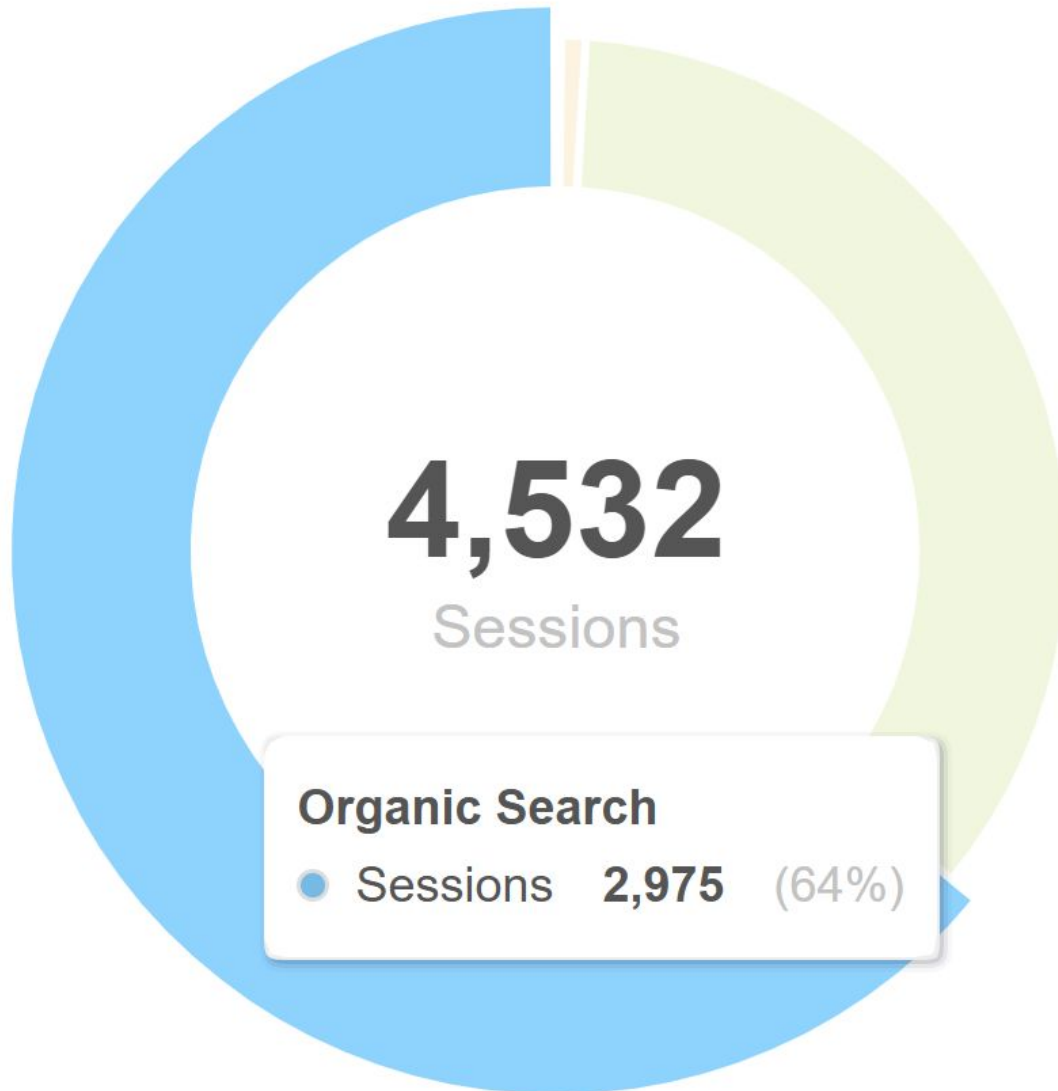
- Review Builder
- Online Directories
- 1 SEO landing page



Ultimate SEO

- Healthcare Directories
- Social Media Consultation
- 2 SEO landing pages

Website Traffic - Leveraging SEO



Polling Question #3

Does the majority of your medical content stay on your website or link out?

- a. Yes**
- b. Not Sure**
- c. No**

Website Key Elements



Content

- Medical Content
- WCV - Details
- New Patients



Relevance

- What's Going Around
- Alerts & Practice News - Seasonality
- Bring patients back



Clear CTAs

- Patient Portal
- Pay My Bill
- Book Appointment or Contact Us

Thank you for attending!

We'd love your feedback!

Please complete the survey at the close of this session.

Highlight Sheet

[Remedy Web Services](#)



Remedy Web Services

Connecting with patients in a digital world

Tech savvy patients have turned to the internet and social media to find the right provider for their healthcare needs. In today's digital age, your online presence is an important tool to attract new patients, while engaging those already in your care.

Whether it's a website design refresh, increased findability on the web, boosting your patient satisfaction ratings, or online patient education that helps reduce your 24/7 call volumes, we've got all the tools you'll need.

Responsive Website Design

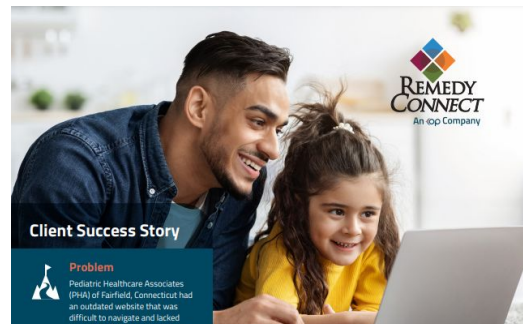
First impressions make all the difference. A custom-designed, user-friendly website with trusted resources offers a window into the heart of your practice and keeps your families educated and engaged.

- Mobile and "search engine ready" designs ensure **your practice will be seen first** when someone uses their phone to search "pediatrician near me"
- A **mobile app** that mirrors your website
- Optimized content and layout to **increase findability** in Google searches
- Ancillary services like **SEO, patient educational materials, and reputation-management** can be seamlessly integrated to your site for optimal results
- Secure and **HIPAA compliant**

Learn more + Schedule a Demo | sales@officepractice.com | 800.218.9916

Client Success Story

[Websites Work: Building Trust with Your Patients Outside Your Practice Walls](#)



Client Success Story

Problem

Pediatric Healthcare Associates (PHA) of Fairfield, Connecticut had an outdated website that was difficult to navigate and lacked the customization required by the practice to provide a better patient experience.

Solution

RemedyConnect's web services, medical content package, scheduling events calendar, and SEO package were the perfect fit to help the practice attract new patients and support the families already in their care.

Results

Since the new website was launched, PHA has seen a 16% increase in user engagement, boosted its SEO and findability with 3,000 backlinks, and now ranks at the top of the first page for internet searches for the most sought-after keyword phrases like "pediatrician near me" and "local pediatrician."

Websites Work: Building Trust with Your Patients Outside Your Practice Walls

Pediatric Healthcare Associates of Fairfield, Connecticut is the region's largest independently owned pediatric practice, providing collaborative, compassionate care to 35,000 patients ranging in age from infancy to young adulthood. The practice is a recognized NCA patient-centered medical home located along Connecticut's Gold Coast, with four locations, 23 pediatricians, 11 mid-level providers, and a variety of pediatric specialists on staff.

As is common with most aging websites, PHA's patients were having difficulty finding information and educational materials, and a lack of customization prevented the practice from creating the website they had envisioned. Marketing Manager Cindi Caputo decided that a refresh was in order. She wanted the site to be helpful for their existing patients, but she also wanted to find a way to attract new patients.

After several setbacks, staffing changes, extensive research, and inquiries to other pediatric practices about their own experiences with various website developers, Cindi was ready for a change. She found RemedyConnect's suite of practice marketing solutions to be the perfect

Learn more + schedule a demo
sales@remedyconnect.com
303.756.6223



Blog Posts

[Using SEO to Attract More Patients to Your Pediatric Practice](#)

[Attract More Patients: Essential SEO Techniques to Grow Your Pediatric Practice](#)

[3 Key Considerations for Selecting a Medical Website Design Company](#)

[Transforming Pediatric Patient Care with a Custom Website](#)



On-Demand Video

[How a Custom Website and SEO Make it Easy for Patients to Find Your Practice](#)