

The Top 5 Google Hacks For PT Practices

How to get discovered online by local patients WITHOUT being an S.E.O. expert

(ONLY 2 ARE S.E.O. RELATED!)



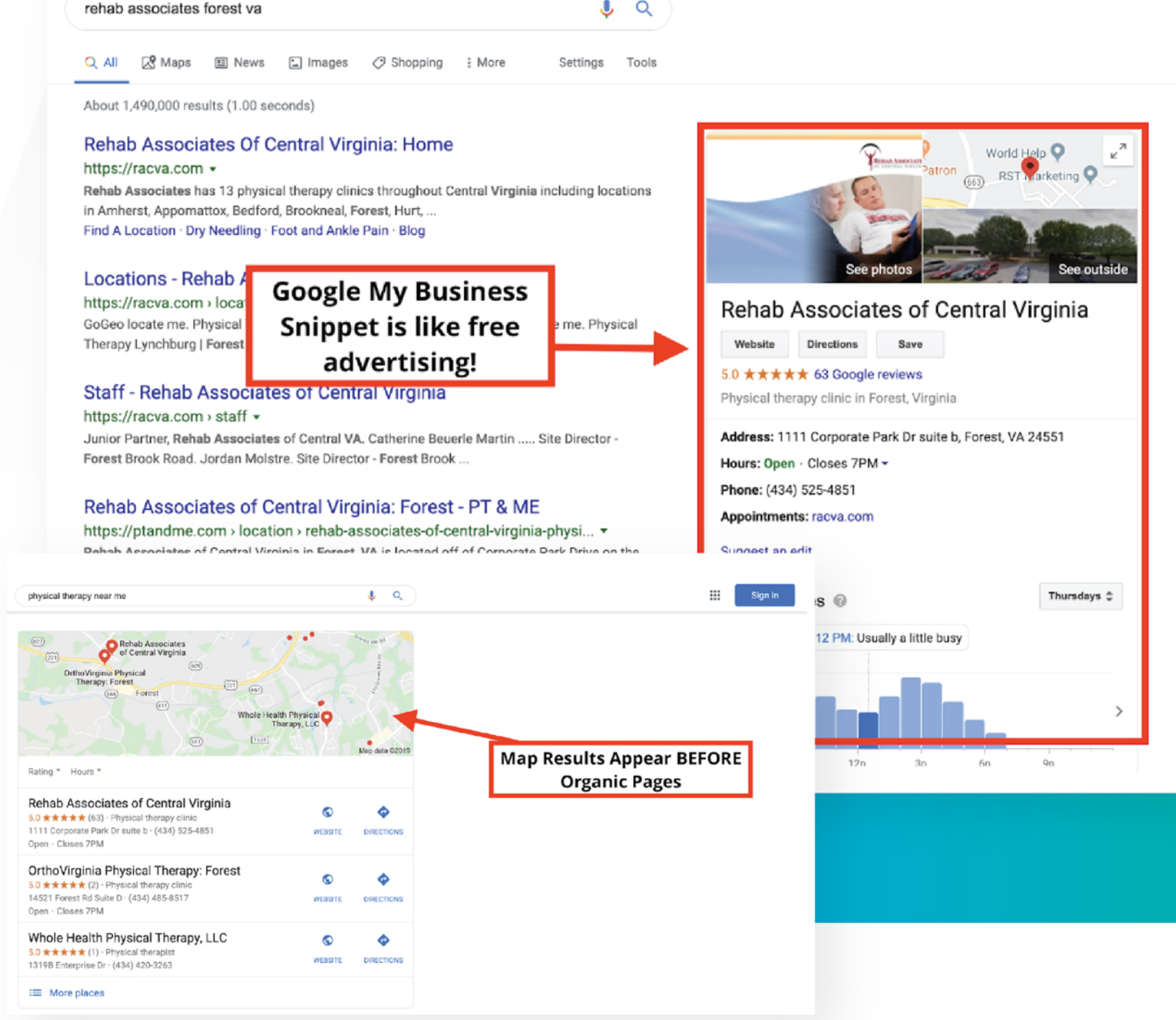
1

Make A Google MyBusiness Account

Google MyBusiness is the key to people finding you in their geographic location. How your online profile is setup determines what information is showing on Google Maps & certain local searches. Having an up-to-date, full profile on Google My Business can land you ABOVE articles and other search results.

The Best Practices Include:

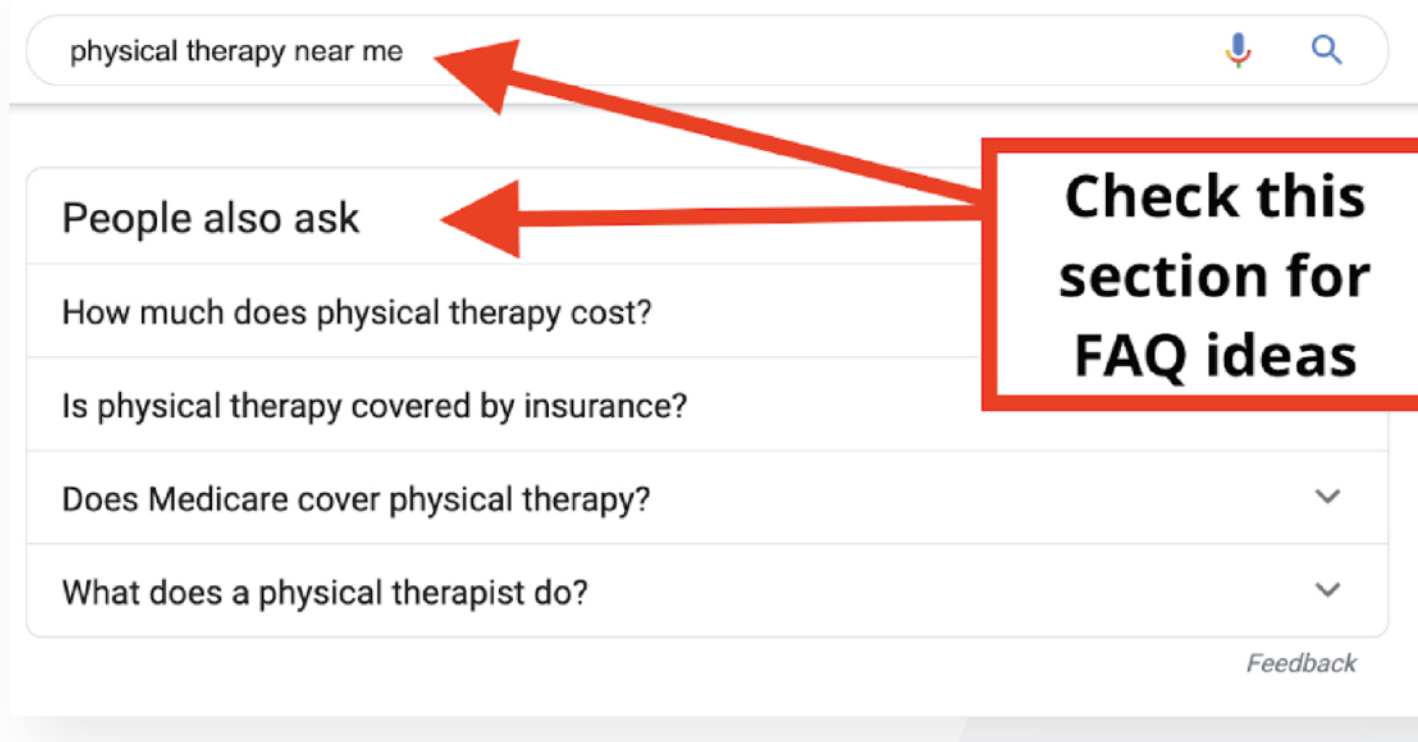
- Pictures of your clinic that are updated regularly
- Business hours & contact information
- A list of services or specializations such as back pain therapy, or laser or aquatic therapy.
- Long descriptions of the conditions you treat.
- Make sure each of your locations has a full profile.
- Make sure you are in as many relevant categories as possible



2

Steal Google's Questions for Your Website's FAQ Section!

Google's #1 goal is to answer people's questions. A variety of new features now display snippets of questions & answers right on the search page - and they pull that information from website text! So, including an FAQ section, makes your page highly likely to appear higher.



HINT: Need FAQ Ideas?
Steal them from Google! Search for terms such as "physical therapy [your city]" or "what is physical therapy?" then find the PEOPLE ALSO ASK section. Include these questions on your webpage with 1-2 paragraph answers.

3

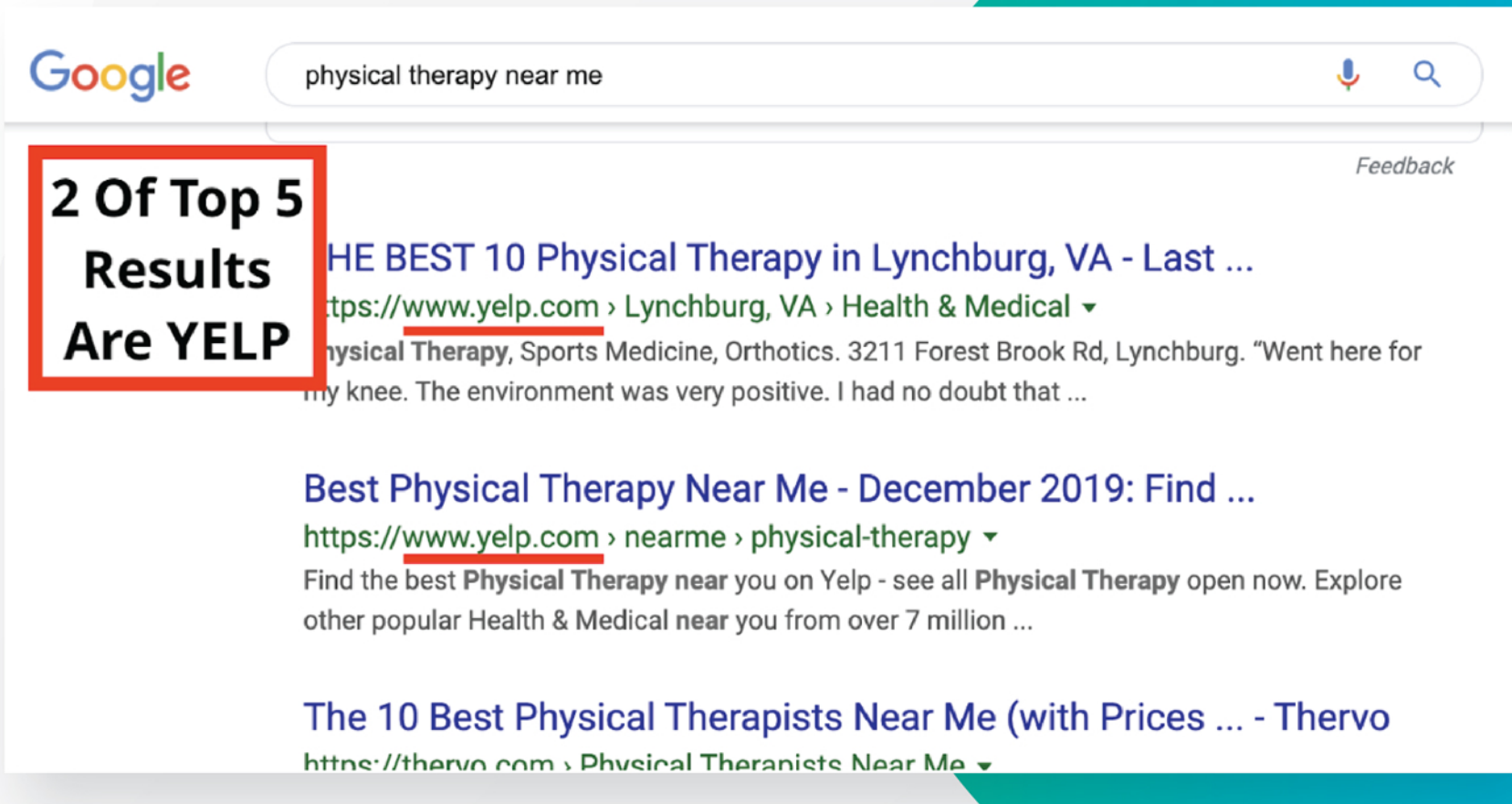
Leverage YELP, Facebook, Bing, Apple Maps, & More!

In addition to your website, you need to think about how your practice appears on local business listings such as Yelp, Facebook, Waze, Apple maps, and many more. Think of these just like a Facebook profile – they need updated information to work well

Case Study

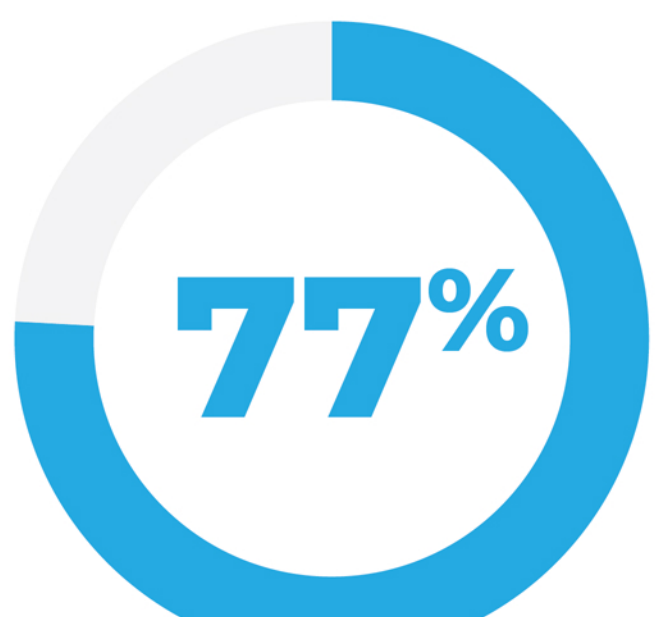
In this search, Yelp pages made up 2 of the top 5 results! Improving your Yelp profile can get you on the first page of Google faster than typical SEO work (which can take 6-12 months).

Note: There are 100's of apps and websites similar to Yelp. Appear on as many as possible for best results or using a "Listing Distribution Tool" to manage all of them from one place.



4

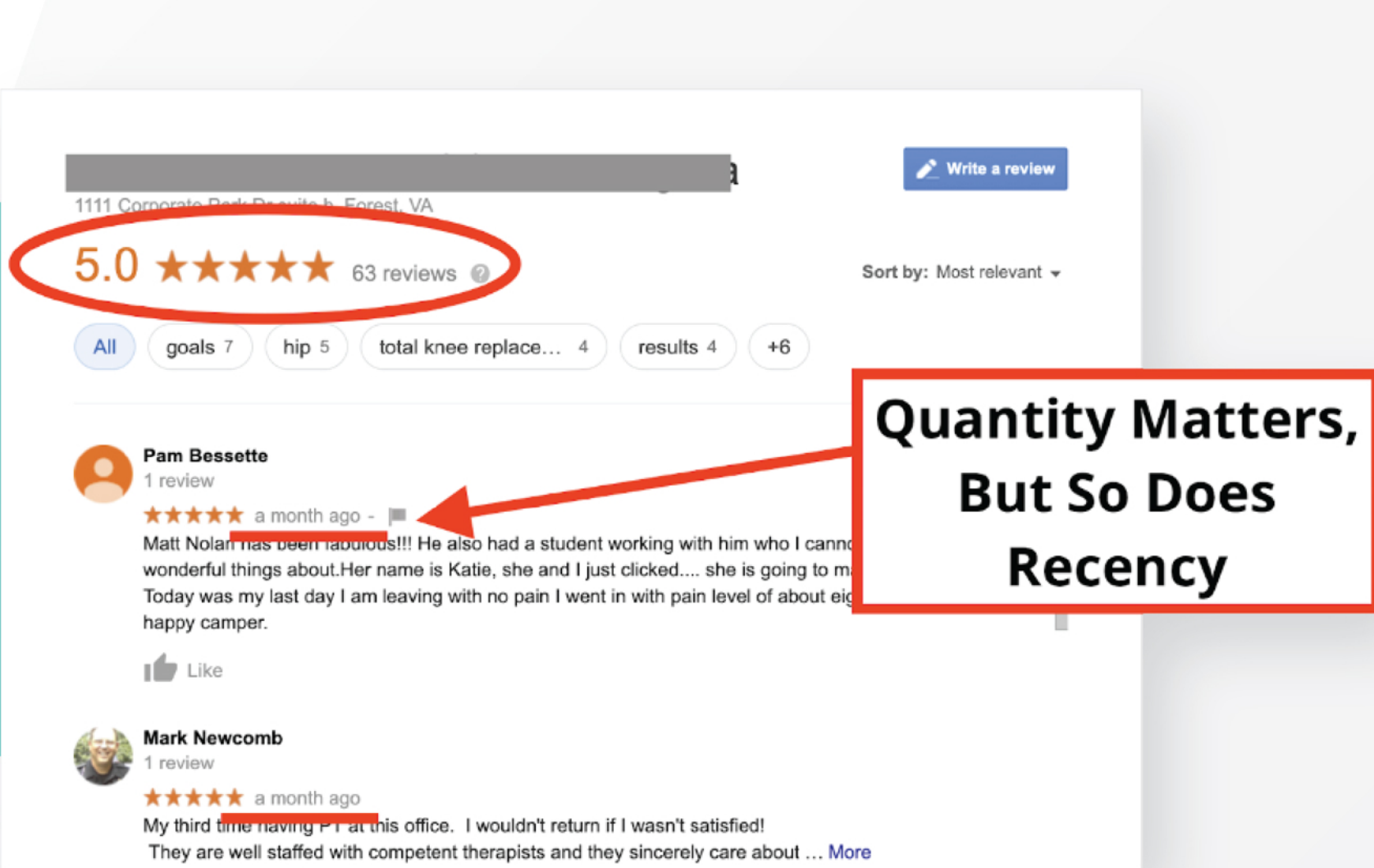
Build Trust Score By Generating NEW Reviews (And Always Reply!)



Reviews, like bread, go stale. In fact **77% of users don't trust reviews older than three months.**

Data shows Google reviews with replays to be the 2nd or 3rd most important factor in Local Rankings. Your practice needs to generate reviews regularly, and reply to them personally.

PRO TIP
Train your patients on what to say. Reviews that include keywords like "physical therapy" or "back pain" are the most valuable!



5

Stop Focusing On Being #1 for "Physical Therapy" (exclusively, anyway)

Statistically, **only about 20% of potential patients actually search for the term "physical therapy."** And if they do, it probably means they already know they need it. This will be the hardest keyword for you to beat competitors on.

Maximize Your Reach!

You can reach **5X more people** by also ranking for terms such as back pain, shoulder pain, sciatica pain tips – these are the things most people search for because it's how they feel!

Most people don't know what PTs do, but if you attract people to your website based on what they feel, you can then explain how PT helps those things. In addition, there will be much less competition for these terms making it easier for you to stand out.

The best way to do this is having condition-specific pages on your website, in your menus, and by blogging regularly about these topics.

