



SEARCH ENGINE OPTIMIZATION

The Patient Journey Begins with a Search

INCREASED VISIBILITY With Officite's SEO, you set your practice up to be seen by people of all ages who now rely on the Internet to search for healthcare providers

INCREASED TRUST Through SEO, your practice comes up in search results organically, in a way that feels more trustworthy to users, so they're much more likely to click through.

Search Engine Optimization Includes:

- Customized package based on local market competition
- Customized aggressive on-page and off-page optimization
- Keyword research and analysis
- Campaign review by our SEO team - Monthly ranking report accessible through our Dr. Portal.
- Unique content creation/optimization
- Custom blog posts
- News release creation and distribution as needed
- Develop organic link building
- Photo optimization



DID YOU KNOW?

93%¹

of online experiences begin with a search.

67.6%²

of all clicks come from the first five organic search results.

We Offer 2 Levels of Service:

Advanced Search Engine Optimization:

- Includes 5 keywords & 1 town
- Bi-monthly Blogs - Access campaign results through our Dr. Portal

SEO Elements:

- Includes 3 keywords & 1 town
- Quarterly Blogs - Access campaign results through our Dr. Portal

1: La Barbera, V. (2015, February 20). 8 SEO Stats That Are Hard to Ignore | imFORZA Blog. Retrieved from <https://www.imforza.com/blog/8-seo-stats-that-are-hard-to-ignore/>
2: Sarcona, C. (2018, March 7). Organic SEO vs PPC in 2018: CTR Results & Best Practices. Retrieved from <http://www.zerolimitweb.com/organic-vs-ppc-2018-ctr-results-best-practices/>

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How We Drive Results:

CONSULTATION Our SEO Team will evaluate your current ranking status and develop a plan to drive results.

CAMPAIGN SET-UP A Google certified specialist will evaluate and ensure your website aligns with Google's best practices.

ON-PAGE OPTIMIZATION We help the search engines easily understand your site by adding header tags, meta descriptions, image alt text, meta titles and rich snippets.

CUSTOM BLOG POSTING Our talented copywriting team will generate unique/fresh content that focuses on the keywords chosen for your program.

KEYWORD RESEARCH Prior to starting the campaign, we will identify 5 popular keywords based on your practice to provide the best possible results.

TARGETED SERVICES We will target services your practice offers by creating landing & internal pages to improve your rankings each month.

LOCAL BUSINESS LISTINGS By request, we will create a Google My Business listing which can help to drive additional website traffic.

MONTHLY REPORTING A monthly ranking report is available within our Dr. Portal along with important daily metrics such as website visits, page views and traffic sources.



DID YOU KNOW?

50%³

of local mobile search users visit a business within one day.

SEO On All The Major Search Engines.

³: DeMers, J. (2018, March 29). 6 Local SEO Stats Every Online Marketer Needs To Know - Search Engine Land. Retrieved from <https://searchengineland.com/6-local-seo-stats-every-online-marketer-needs-know-226562>