

Does your online presence reinforce word of mouth referrals?



Perhaps it's been awhile since you've evaluated your website and search results. Do you know if your website is performing well and attracting new patients? Even when a patient is referred through word of mouth by a friend, family member, or primary care provider, they will often still look you up online. Your practice's website is an opportunity to reinforce those referrals and prove that you are the best choice for the patient, so let's be sure you're making a good first impression.

We created this worksheet to make it easy for you to do a quick checkup of the key elements of your online presence that are important for patient acquisition. Your responses in this worksheet will help you determine if your online is reinforcing those word of mouth referrals, or if it needs some work.

Read each section below and fill out this form to evaluate your online presence.



1. Online Reputation Score

Your online reputation scores affect the decisions of potential patients and can also affect your search ranking. You can check your scores by searching your name and your practice name in Google. It's likely that at least one of the review sites will appear on the first page of your search results. Alternatively, you can go directly to the review site and search your name there.

To increase your scores, consider

[Reputation Marketing.](#)

Write your scores below:

Healthgrades _____ out of 5 stars

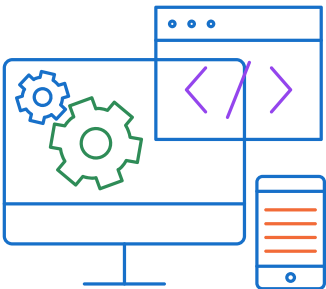
Vitals _____ out of 5 stars

RateMDs _____ out of 5 stars

Google _____ out of 5 stars

While you're looking at these sites, be sure to check out some of the published reviews.

Does your online presence reinforce word of mouth referrals?



2. Number of Website Visitors

Google Analytics provides information about your website including number of visitors and top pages to help determine patient behavior on your site. Using your latest Google Analytics report, provide answers below:

If you don't have access to Google Analytics, click [here](#) for instructions.

Number of sessions this month: _____

Number of site visitors this month: _____

% Audience from Mobile/Tablet: _____

Top 3 Pages visited: _____



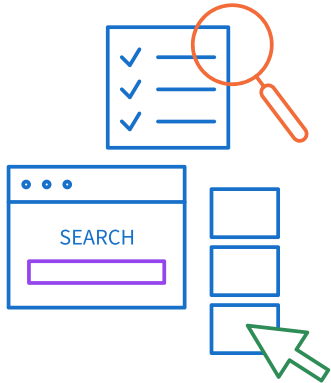
3. Number of Patient Appointment Requests from Your Website

Do you ask your patients how they found your practice? How many patients make an appointment with you through your website?

Does your site have a way for patients to make or request appointments online? _____

How many new patients make or request an appointment through your website each month? _____

Does your online presence reinforce word of mouth referrals?



4. Search Engine Optimization

Make sure your practice's business listing on Google is set up properly and you have unique content on your site. This will help your ranking in Google searches when potential patients search for you. Google your practice name now to find out where it ranks in search results.

Does your website show up on the first page? _____

Does it appear in the top 3 search results? _____

You can also search for keywords or a phrase like “hip replacement <your city>” to see if your site displays in the results. If you have relevant, unique content on your site, you will likely appear on the first page of results.

Other things you can do:

- **Get some fresh eyes on your site!** Invite a few friends or relatives, perhaps your teenage or adult child, to help you out. Ask them to check out your website and answer the following questions:
 - Does your site accurately represent you and your practice?
 - Is there content that explains your main procedures or specialties?
 - Is the content usable/readable from a mobile device?
 - How easy is it to book an appointment with your practice online?
- **Request a free marketing check-up.** Having professional web developers review and evaluate the performance of your website can provide a wealth of knowledge. You can request your check-up at <https://calendly.com/p3inbound/free-practice-marketing-checkup>.