


AudiologyDesign

The Future of Digital Marketing & Local Search to Generate Quality Leads

Presenters:

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“ There is no
“*digital strategy*” any more -
simply *strategy* in a
digital world. ”



**1.75
Million**

The monthly avg. search volume for all hearing healthcare related keywords & search queries in the United States in the **last 12 months**.

G hearing keywords	Avg. Monthly Search
Q tinnitus	550,000
Q hearing aids	165,000
Q ear wax removal	90,500
Q ear plugs	90,500
Q hearing test	49,500
Q audiologist	74,000
Q tinnitus treatment	33,100
Q ear doctor	27,100
Q hearing loss	22,200



“ Siri,
Who is the best
audiologist in the
Houston Texas
Area? ”

MAXIMIZE YOUR ONLINE PRESENCE

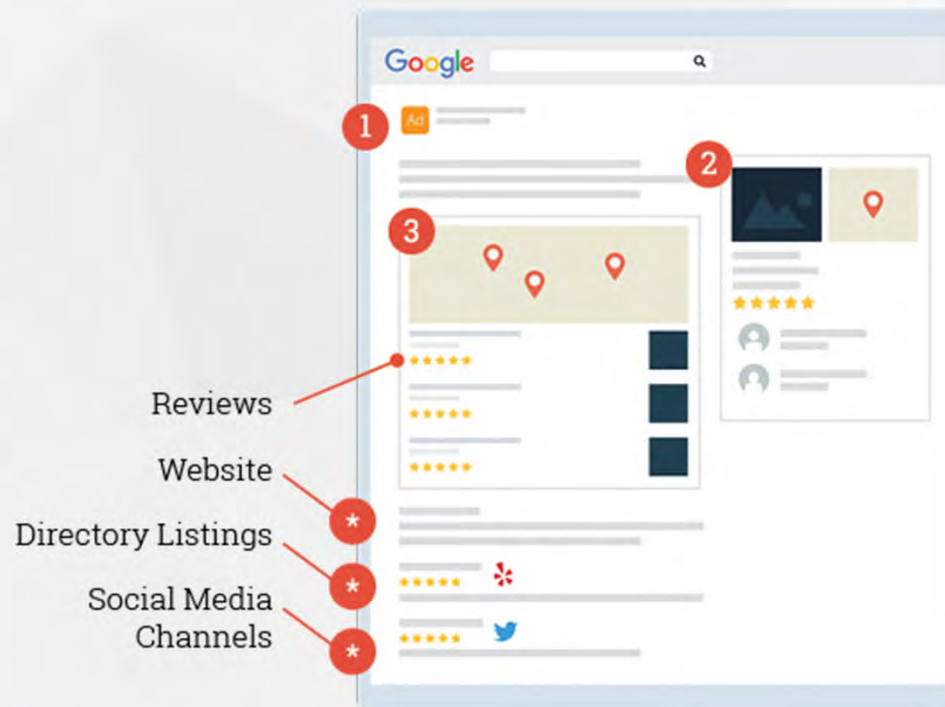
IF YOU'RE NOT HERE, YOU CAN'T BE FOUND

1 Paid Advertising
✓ Google Ads

2 Google My Business Listing

3 Map Pack

***** Organic Listings (SEO)



5 KEY ELEMENTS

DIGITAL STRATEGY

1

Build a Solid
Foundation

2

Maximize
Your Online
Presence,
Reputation,
& Authority

3

Increase Your
Position &
Rankings

4

Engage With
Your Next New
Patient

5

Convert
Quality Patient
Leads to
Appointments

Guy Pizzi

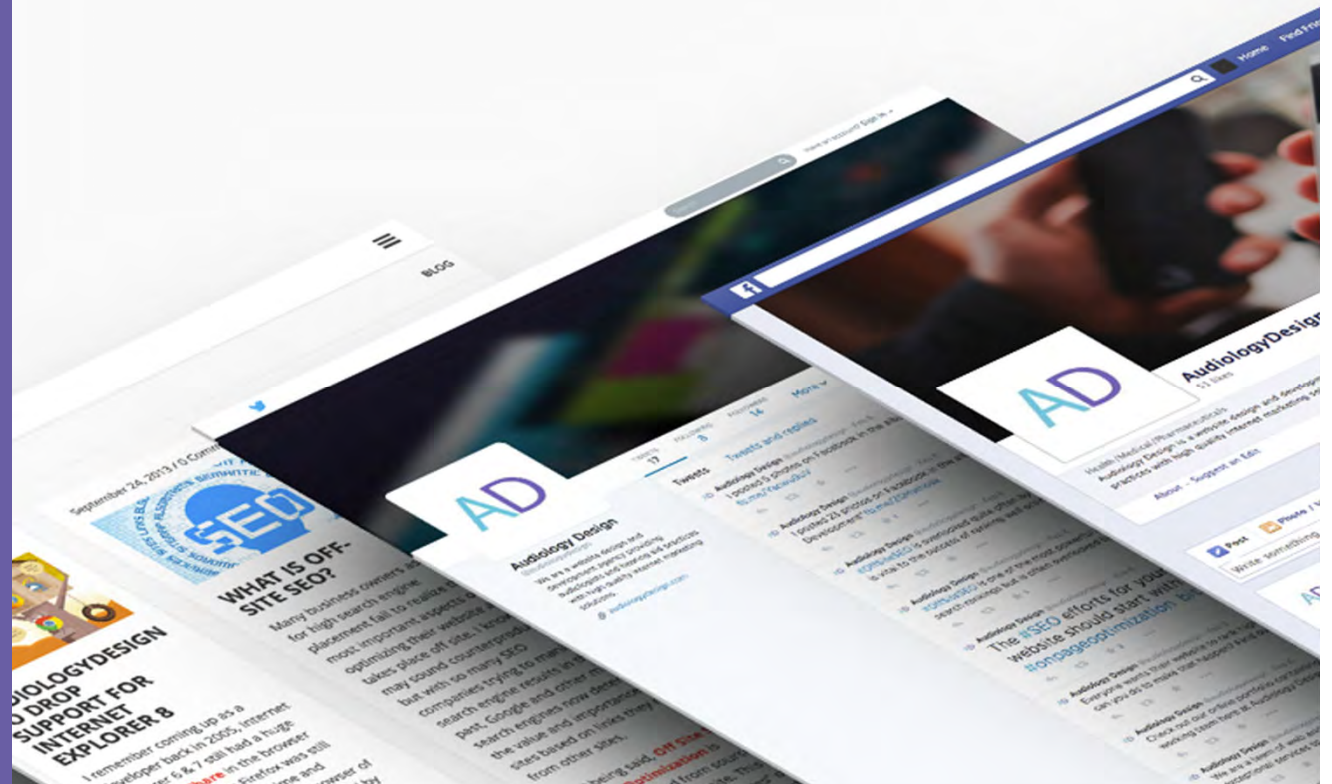
Senior SEO Analyst

Leads SEO initiatives for hearing care practices throughout the U.S. and Canada, to consistently achieve top rankings in all major search engines.

Directs best practices for SEO by implementing technologies and strategies that maximize usability and accessibility when optimizing local business websites.

Develops cost-effective, customized, web marketing solutions to solve problems and drive results for clients.

Using Local Search to Generate Quality Patient Leads



SEO TRENDS

Traditional SEO
Local SEO

Optimizing signals in both on and off your site to influence how it shows up when users search for keywords.

SEO TRENDS

TRADITIONAL SEO

Organic CTR is on the Decline

Mobile

- More than 50% of search queries
- 42.9% of searches result in a click

Desktop

- Less than 50% of search queries
- 65% of searches result in a click

* More organic search traffic opportunity from desktop due to higher CTR %

SEO TRENDS

TRADITIONAL SEO

Move From SERP Ranking to SERP Features

SERP FEATURES are any results on a Google **S**earch **E**ngine Results Page (SERP) that is not a traditional organic result. They provide helpful information without the user having to click on a result.

- SERP features are near-universal
- SERP features massively impact CTR
- While many features remove “SEO Opportunity” there is also more feature opportunity than ever before

SEO TRENDS

TRADITIONAL SEO

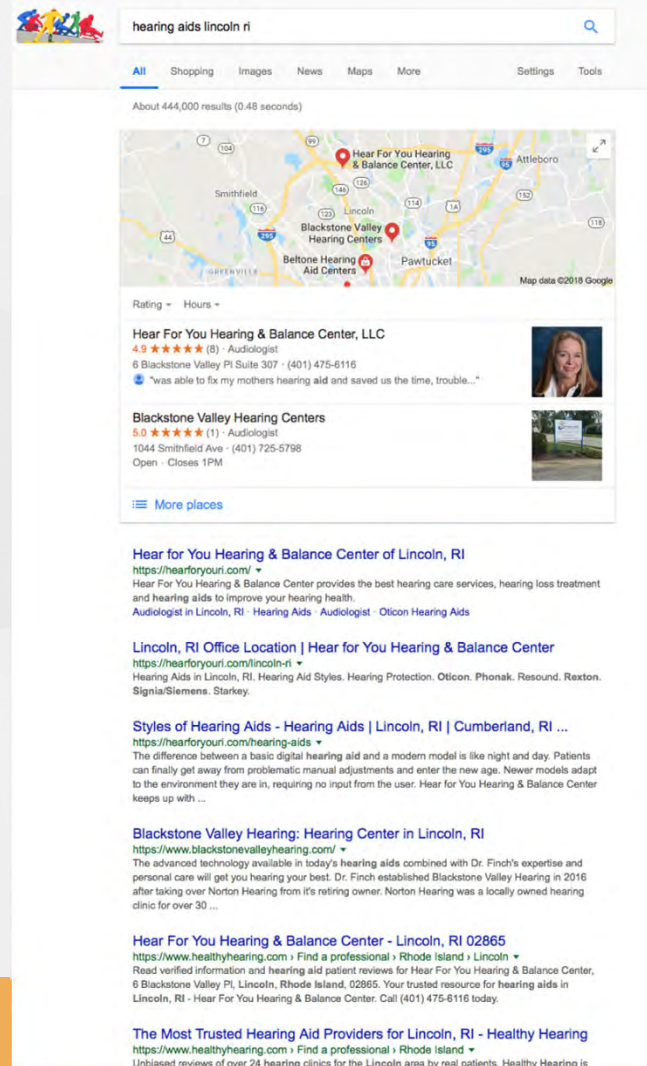
16 SERP Features to be considered

Maps Box	Knowledge Panel	Search Suggest	Sitelinks
“People Also Ask”	Top Stories (news)	Related Searches	Section Sitelinks
Featured Snippet	Images	Tweets	In-Depth Articles
Video Units	Apps	Books	Carousels/List Results

SERP FEATURES

LOCAL MAP PACK

- Local Pack
- Reviews
- AMP
- Sitelinks
- Video
- Featured Video
- Top Stories
- People Also Ask
- Images
- Twitter
- Instant Answer
- Knowledge Panel
- Shopping Ads
- AdWords Top
- AdWords Bottom



hearing aids lincoln ri

All Shopping Images News Maps More Settings Tools

About 444,000 results (0.48 seconds)

Rating Hours

Hear For You Hearing & Balance Center, LLC
4.3 ★★★★★ (8) - Audiologist
6 Blackstone Valley Pl Sula 307 · (401) 475-6116
"was able to fix my mothers hearing aid and saved us the time, trouble..."

Blackstone Valley Hearing Centers
5.0 ★★★★★ (1) - Audiologist
1044 Smithfield Ave - (401) 725-5798
Open - Closes 1PM

More places

Hear for You Hearing & Balance Center of Lincoln, RI
<https://hearforyouri.com/>
Hear For You Hearing & Balance Center provides the best hearing care services, hearing loss treatment and hearing aids to improve your hearing health.
Audiologist in Lincoln, RI - Hearing Aids - Audiologist - Oticon Hearing Aids

Lincoln, RI Office Location | Hear for You Hearing & Balance Center
<https://hearforyouri.com/lincoln-ri>
Hearing Aids in Lincoln, RI. Hearing Aid Styles. Hearing Protection. Oticon. Phonak. Resound. Rexton. Signia/Siemens. Starkey.

Styles of Hearing Aids - Hearing Aids | Lincoln, RI | Cumberland, RI ...
<https://hearforyouri.com/hearing-aids>
The difference between a basic digital hearing aid and a modern model is like night and day. Patients can finally get away from problematic manual adjustments and enter the new age. Newer models adapt to the environment they are in, requiring no input from the user. Hear for You Hearing & Balance Center keeps up with ...

Blackstone Valley Hearing: Hearing Center in Lincoln, RI
<https://www.blackstonevalleyhearing.com/>
The advanced technology available in today's hearing aids combined with Dr. Finch's expertise and personal care will get you hearing your best. Dr. Finch established Blackstone Valley Hearing in 2016 after taking over Norton Hearing from it's retiring owner. Norton Hearing was a locally owned hearing clinic for over 30 ...

Hear For You Hearing & Balance Center - Lincoln, RI 02865
<https://www.healthyhearing.com> Find a professional in Rhode Island Lincoln
Read verified information and hearing aid patient reviews for Hear For You Hearing & Balance Center, 6 Blackstone Valley Pl Lincoln, Rhode Island, 02865. Your trusted resource for hearing aids in Lincoln, RI - Hear For You Hearing & Balance Center. Call (401) 475-6116 today.

The Most Trusted Hearing Aid Providers for Lincoln, RI - Healthy Hearing
<https://www.healthyhearing.com> Find a professional in Rhode Island
Unbiased reviews of over 24 hearing clinics for the Lincoln area by real patients. Healthy Hearing is

SERP FEATURES

KNOWLEDGE PANEL

The screenshot shows a Google search for "hearing protection lincoln ri". The search results list several links to hearing-related services in Lincoln, RI. On the right side, a Knowledge Panel is displayed for "Hear For You Hearing & Balance Center, LLC".

Search Results:

- Hearing Protection | Lincoln, RI | Cumberland, RI | Smithfield, RI**
<https://hearforyouri.com/hearing-protection>
We provide earplugs and custom ear molds to protect the hearing and prevent hearing loss for swimmers, hunters and musicians.
- Earmolds and Ear Plugs | Lincoln, RI | Cumberland, RI | Smithfield, RI**
<https://hearforyouri.com/earmolds-and-ear-plugs>
Custom earmolds for hearing aids and custom earplugs for hearing protection ensure a comfortable fit uniquely designed specifically for your ears.
- Musician Ear Plugs and Monitors | Lincoln, RI**
<https://hearforyouri.com/musician-ear-plugs-and-monitors>
Unlike store-bought earplugs, musician ear plugs and monitors provide hearing protection while at the same time maintaining the sound quality of music.
- Hear for You Hearing & Balance Center of Lincoln, RI**
<https://hearforyouri.com/>
Hear For You Hearing & Balance Center provides the best hearing care services, hearing loss treatment and hearing aids to improve your hearing health.
- Ear Molds & Earplugs - Hearing Center in Lincoln, RI - Blackstone ...**
<https://www.blackstonevalleyhearing.com/services>
Not only do they require ear protection to avoid noise induced hearing loss due to loud noise exposure, but they need to be able to hear crisply and clearly while monitoring their own musical and vocal output. Musician's earplugs and In-Ear monitors are specialty molds that have been designed with the musician in mind.
- Blackstone Valley Hearing: Hearing Center in Lincoln, RI**
<https://www.blackstonevalleyhearing.com/>
We combine compassionate care, old-fashioned values, and modern technology to create a practice based on service, integrity, and quality.
Missing: protection
- Hearing Loss - Hearing Center in Lincoln, RI - Blackstone Valley ...**
<https://www.blackstonevalleyhearing.com/hearing>
With repeated exposure, a permanent threshold shift, or permanent hearing loss, occurs. This change in hearing cannot be reversed. The Occupational Safety and Health Administration (OSHA) created

Knowledge Panel for Hear For You Hearing & Balance Center, LLC:

- Hear For You Hearing & Balance Center, LLC**
4.9 ★★★★★ 8 Google reviews
Audiologist in Lincoln, Rhode Island
- Address:** 6 Blackstone Valley Pl Suite 307, Lincoln, RI 02865
- Hours:** Open - Closes 4PM
- Phone:** (401) 475-6116
- Questions & answers:** Be the first to ask a question
- Reviews:** 8 Google reviews
- People also search for:** Valley Breeze Newspaper Publisher, Blackstone Valley Hearing... Audiologist, Alliance ENT Doctor, Cumberla... High School, Stachurski Agency Real Estate Consultant

SEO TRENDS

TRADITIONAL SEO

Searcher Intent – Moving Expressed to Implied Intent

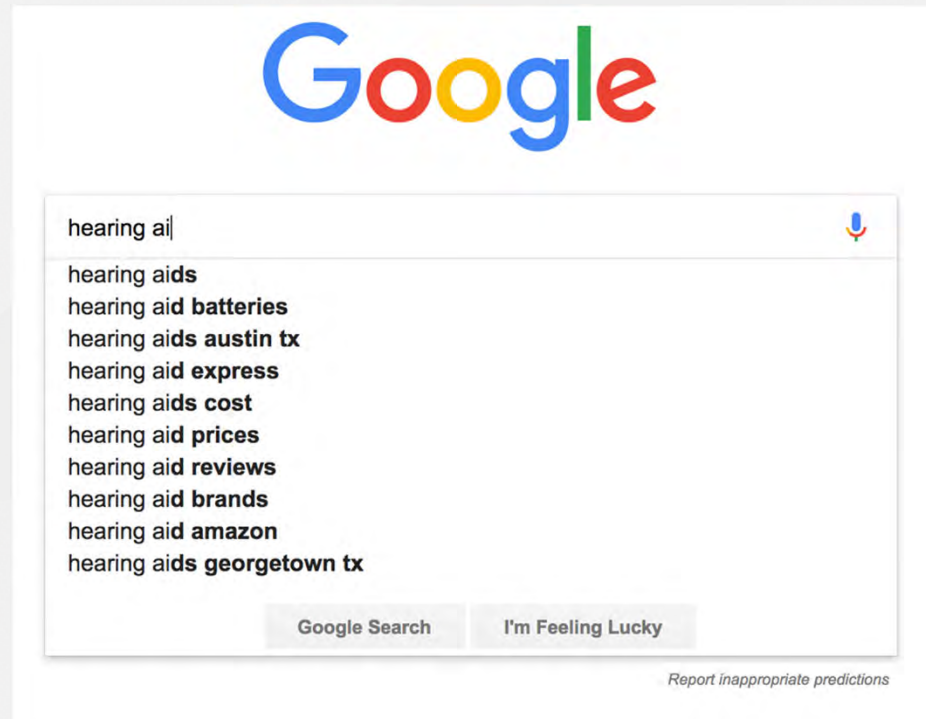
Past: Query terms determined results

“hearing aids orlando fl”

Today: Google knows what you want better than
(& before) you do

PREDICTIVE INTENT

GOOGLE MACHINE LEARNING SYSTEMS (MLS)



SEO TRENDS

TRADITIONAL SEO

The following elements are believed to be used by Google for Predictive Intent and Search Rankings:

- Location and prior behavior of users in that location
- Device Attributes: Type, O/S, Speed, Installed Apps, etc
- Search, App, & Browser History
- Gmail Behavior (possibly all keyboard behavior)
- Time-Based Patterns

SEO TRENDS

TRADITIONAL SEO

Google "Search" is Evolving

Google is becoming just as much a suggestion engine as it is a search engine.

Marketing strategies are going to be stuck with taking one of two approaches...

SEO TRENDS

THE CONSUMER'S JOURNEY



SEO TRENDS

TRADITIONAL SEO

8 Broad Areas of Google's Ranking Algorithm

1. Content
2. Links
3. Query Satisfaction
4. Keywords
5. Quality of Host Domain
6. User Experience

7. Personalization

The geography, device, search history, and timing of a searcher's query can all change Google's results personalization significantly.

SEO TRENDS

TRADITIONAL SEO

Summary

- Solve the searcher's task better than anyone else on page 1
- Technical accessibility (don't hamper the bots)
- Keyword research (talk to searchers the way they search)
- Intelligent keyword and relevant topic use in content
- Load fast and responsive on every device at every speed
- Target the right SERP features in the right queries
- Earn more and better editorial links than your competition

SEO TRENDS

Local SEO Traditional SEO

Optimizing signals in both on and off your site to influence how it shows up in searches in a particular geographic area.

SEO TRENDS

Local SEO Traditional SEO

Because of localization and personalization, every user sees different search results. Instead of chasing #1, spread your net for maximum local visibility!

SEO TRENDS

LOCAL SEO

Local Search Consumer Statistics

- **4 in 5 consumers** use search engines to find local information
- **50% of consumers** who conducted a local search on their smartphone visited a business within a day
- **18% of local searches** on a smartphone lead to a purchase within a day

SEO TRENDS

LOCAL SEO

The Possum Update: Sept 1st 2016

- Duplicate GMB listings are more damaging
- 3rd party reviews are more important
- Category confusion is more damaging
- Industry-related links are more weighted
- **Proximity is FAR MORE weighted**

SEO TRENDS

LOCAL SEO

Everyone wants to be in the map pack!

What are the top two ranking factors for achieving this?

1. Proximity of address to location of the searcher
2. Having an address in the city of the search

Traditional factors come into play after these

SEO TRENDS

LOCAL SEO

Local Organic and Local Pack/Map Rank Factors

- **My Business Signals:** categories, keyword in business title, proximity
- **External Local Signals:** YP/aggregator, NAP consistency, citation volume
- **On-page Signals:** Presence of NAP, keywords in titles, domain authority
- **Review Signals:** review quantity, review velocity, review diversity
- **Link Signals:** Inbound anchor text, linking domain authority, linking domain quality.
- **Social Signals:** Google+ authority, facebook likes, twitter followers
- **Behavioral/Mob Signals:** click-through rate, mobile click-to-call, check-ins, offers
- **Personalization**

Gratitude

We value the opportunity to bring
more patients to your door.

Thank you for your consideration and trust.

AudiologyDesign