

• Video Viral

• Blog

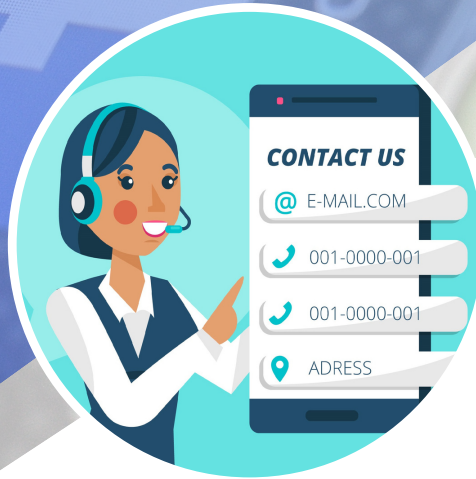
DIGITAL MARKETING

Checklist Every Doctor Should Follow in 2021



• Website





CONTACT US & ABOUT US

ABOUT US MOSTLY CONSISTS OF THE INFORMATION ABOUT YOU & YOUR PRACTICE, TREATMENTS AND THE MEDICAL FIELD YOU ARE SPECIALIZED IN, AND A BRIEF ACADEMIC BACKGROUND. THE CONTACT US PAGE IS AN IMPORTANT PART OF A WEBSITE AS IT HAS THE DETAILS RELATED TO YOUR CLINIC/HOSPITAL ADDRESS AND CONTACT DETAILS. ALSO, THERE SHOULD BE A HIGHLIGHTED EMERGENCY CONTACT NUMBER IN CASE OF EMERGENCY,



SEO OPTIMIZED WEBSITE

AN ATTRACTIVE AND CUSTOMIZED WEBSITE IS THE MOST ESSENTIAL NECESSITY FOR A DOCTOR AS IT HAS INFORMATION ABOUT YOU AND YOUR PRACTICE WITH A DETAILED DESCRIPTION OF YOUR TREATMENT AND SERVICES. SEO OPTIMIZED WEBSITE WITH RELEVANT KEYWORDS WILL HELP YOU AND YOUR WEBSITE APPEAR ON THE 1ST PAGE OF GOOGLE IF SOMEONE SEARCHES FOR THE TREATMENT OR CLINICAL SERVICE YOU PROVIDE.



BOOK APPOINTMENT ON WEBSITE

IF A PERSON LOOKING FOR TREATMENTS AND CLINICAL SERVICES PROVIDED BY YOU AND COMES ACROSS YOUR WEBSITE AND IMMEDIATELY WANTS TO BOOK AN APPOINTMENT THEN, THERE SHOULD BE AN APPOINTMENT LINK/OPTION ON THE PAGES AS IT IS A HOT LEAD AND A PROSPECTIVE PATIENT.



EVENTS & HEALTH CHECKUPS

THIS IS ONE OF THE BEST WAYS TO MARKET YOUR CLINIC OR HOSPITAL AS THERE ARE MANY EVENTS OR HEALTH CHECK-UP DRIVES THAT HAPPEN IN YOUR VICINITY OR CLINIC. A SHORT POST OF THE UPCOMING EVENTS OR HEALTH CHECK-UP CAMPS CAN BE SHARED ON YOUR SOCIAL MEDIA OR WEBSITE WILL HELP IN GENERATING WALK-INS AND NEW PATIENTS.



TESTIMONIALS

PATIENTS TESTIMONIAL ARE VERY IMPORTANT FOR ANY DOCTOR, AS IT NOT ONLY BUILDS THE BRAND BUT ALSO INFLUENCES OTHER PEOPLE IN MAKING A DECISION IF THEY ARE SUFFERING FROM THE SAME MEDICAL CONDITION AND HAVE ANY DOUBTS OR SECOND THOUGHTS.



REVIEWS & RATINGS

GOOGLE REVIEWS AND RATINGS HELP IN RANKING YOUR PRACTICE AND ALSO IMPROVE YOUR GOOGLE LISTING. POSITIVE GOOGLE RATINGS AND REVIEWS CAN ALSO BE USED ON SOCIAL MEDIA PAGES AND WEBSITES. GOOGLE REVIEWS AND RATINGS ARE CONSIDERED AUTHENTIC AND AUTHORIZED.





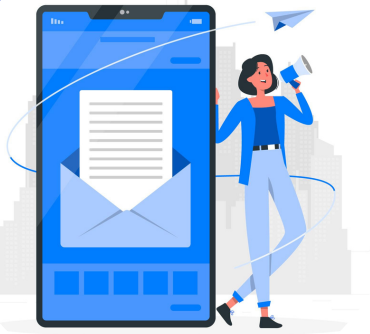
FAQ'S

FAQS OR FREQUENTLY ASKED QUESTIONS PAGE IS MOSTLY IGNORED BY MOST OF THE PRACTITIONERS, BUT THESE PAGES ARE THE MOST VISITED AND MOST ENGAGING PAGES ON A WEBSITE AS IT CAN BE USED TO GIVE BASIC KNOWLEDGE TO THE PATIENTS ABOUT THE QUERIES RELATED TO YOUR PARTICULAR AILMENTS.



CONTENT & BLOGS

CONTENT AND BLOGS PLAY A VITAL ROLE IN THE OPTIMIZATION OF YOUR WEBSITE. YOUR BLOGS SHOULD INCLUDE THE KEYWORDS RELATED TO YOUR CLINICAL PRACTICE AND TREATMENT AND IT SHOULD BE ENGAGING AND RELATED TO YOUR FIELD OF EXPERTISE.



NEWSLETTERS

NEWSLETTERS ARE THE ADD-ON INFORMATION OR KNOWLEDGE YOU WANT TO SHARE WITH YOUR CURRENT PATIENTS OR PROSPECTIVE PATIENTS. NEWSLETTERS CAN BE SHARED THROUGH EMAILS AND ALSO ON THE WEBSITE. NEWSLETTERS MOSTLY CONSIST OF SUCCESS STORIES, NEW TECHNOLOGIES IN YOUR FIELD, OR ANY RELEVANT UPDATES.

Lead Form

Name

* Email

Contact

* Location

* Deatils

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LEAD FORMS

THE MOST IMPORTANT THING TO BE INCLUDED ON A WEBSITE IS A LEAD FORM THAT WILL HELP YOU IN COLLECTING SOME INFORMATION ABOUT PROSPECTIVE PATIENTS SO THAT YOU CAN CONTACT THE PERSON FOR AN APPOINTMENT, A REMINDER FOR HIS VISITS, FOR EMAIL CAMPAIGNS, SENDING NEWSLETTERS, ETC.



GOOGLE MAP INTEGRATION

GOOGLE MAP LOCATION INTEGRATION HAS BECOME A MUST FOR ANY PRODUCT OR SERVICE AND ESPECIALLY FOR DOCTORS. ONCE THE PATIENT CLICKS ON THE MAP LINK ON THE WEBSITE OR GOOGLE LISTING OR ADDRESS LINK ON SOCIAL MEDIA PAGE, IT DIRECTLY UPDATES AND SHOWS THE ROUTE TO YOUR CLINIC/HOSPITAL FROM THE PATIENT'S CURRENT LOCATION



SOCIAL MEDIA PAGE

THERE ARE MORE THAN 2.40 BILLION PEOPLE ON FACEBOOK ALONE AND THIS IS JUST 1 SOCIA MEDIA SITE. LIKewise, THERE ARE MULTIPLE SOCIAL MEDIA PLATFORMS THAT HELP YOU SPREAD AWARENESS ON VIRTUAL SPACE ACROSS THE WORLD WITHOUT RESTRICTION AND HELPS IN CONNECTING WITH THE POTENTIAL PATIENTS AND ENGAGING WITH THEM.



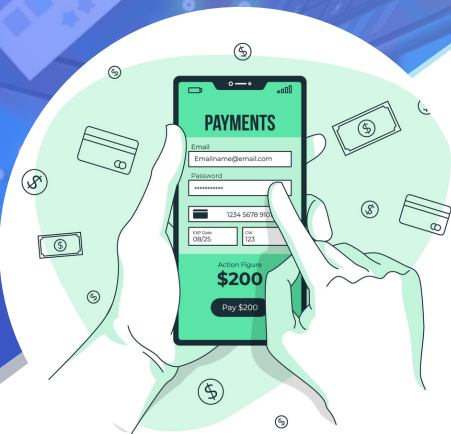
GOOGLE LISTING

GOOGLE LISTINGS ARE VERY IMPORTANT AS PEOPLE TEND TO SEARCH FOR QUERIES RELATED TO PRODUCTS OR SERVICES ON GOOGLE. THE SERVICE-RELATED QUERIES MOSTLY INCLUDE THE KEYWORD “NEAR ME” AND IF YOU ARE A PRACTITIONER AND YOU ARE LISTED ON GOOGLE THEN THERE IS A HIGH CHANCE YOU WILL APPEAR ON THE 1ST PAGE FOR THE QUERY “DOCTORS NEAR ME”.



DIRECTORY LISTINGS

DIRECTORY LISTINGS ARE AS IMPORTANT AS GOOGLE LISTINGS. DIRECTORIES LIKE JUSTDIAL, SULEKA, YELLOW PAGES, ETC. HAVE A LIST OF SERVICES AND IT HELPS YOU IN BUILDING A MULTIPLE CONTACT CHANNEL AND HELPS IN CREATING BACKLINKS FOR YOUR WEBSITE, SOCIAL MEDIA PAGE, ETC.



PAYMENT GATEWAY

EVERYTHING IS GETTING DIGITALIZED NOWADAYS AND DURING THE PANDEMIC, MOST PEOPLE HAVE SHIFTED TO DIGITAL PAYMENT AND YOU CAN COLLECT PAYMENT FROM YOUR PATIENTS THROUGH THE WEBSITE WHEN THEY ARE BOOKING AN APPOINTMENT. THIS WILL ENSURE THE PATIENTS HONOR THEIR APPOINTMENT TIME AND ALSO HELPS YOU IN PLANNING YOUR SCHEDULE ACCORDINGLY.

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