

PRACTICE WEBSITE & SUPPORT
CONVERSION-DESIGNED PRACTICE WEBSITE

Web Service Hours:	1 hour	1 hour	45 min
	Dedicated Manager	Dedicated Manager	Dedicated Manager
Support For Website Edits			
Continuously Updating Site Plugins	✓	✓	✓
Monitoring Server Performance & Security	✓	✓	✓
Web Hosting	✓	✓	✓

WEB PERFORMANCE & ANALYSIS

Monthly heatmaps + snapshots to analyze user engagement	✓	✓	✓
Visual Attention Software (VAS) <i>(used in web design to detect what viewers see at first glance for optimal engagement.)</i>	✓	✓	✓

IMAGE SIZE OPTIMIZATION AND FORMATTING

Optimize images to best size for website loading speed performance	✓	✓	✓
Reformatting images to fit sections appropriately <i>(for mobile and desktop responsiveness)</i>	✓	✓	✓

GEOTAGGING IMAGES

Applying EXIF, geographical coordinates to images for local SEO performance	✓	✓	✓
Optimizing image file & file name with SEO rich keywords	✓	✓	✓

ADDING ALT-TEXT TO IMAGES

Applying strategic, SEO-rich keyphrases to image files <i>(for optimum search engine indexing)</i>	✓	✓	✓
---	---	---	---

GOOGLE BUSINESS PROFILE OPTIMIZATION

Provide regular, keyword-rich updates to Google Business profile including posting your blogs twice per month <i>(for Local SEO Performance)</i>	✓	✓	✓
Applying new, fresh images to Google Business Profile <i>(for SEO performance & engagement)</i>	✓	✓	✓
Review and audit vital business information for accuracy and consistency	✓	✓	✓

LEAD GENERATION

Appointment request forms	✓	✓	✓
HIPAA-compliant AI chatbot software to drive a better UX & website conversions	✓	✓	✓
Chatbot dashboard access for full conversations & conversion insights	✓	✓	✓
Secure notifications delivered from patient requests	✓	✓	✓
Custom-branded ebooks with signup forms and exit pop-ups	✓		

DIGITAL MARKETING - ENGAGE™ EMAIL BUILDER (DESIGNER TEMPLATES + EASY-TO-USE EMAIL BUILDER)
TEMPLATE LIBRARY & EMAIL BUILDER

Quick access to professionally designed email templates	✓	✓	✓
Optimized templates, designed for high conversion rates	✓	✓	✓
Greater control over the look of email designs	✓	✓	✓
Access to an ever growing folder of designer templates	✓	✓	✓
Access to edit images, text, buttons, etc in great detail	✓	✓	✓

PRIVATE EMAIL SERVER DELIVERY

<i>Improves long-term delivery and open rates</i>	✓	✓	✓
---	---	---	---

AUTORESPONDERS

Notifications from website leads delivered securely to your inbox	✓	✓	✓
Automated, branded emails trigger when a user subscribes to Ebooks (if applicable), Contact us, appointment requests, or your health blog)	✓	✓	✓

DIGITAL MARKETING - BUSINESS CENTER DASHBOARD (YOUR MARKETING TOOLBOX)
LISTING BUILDER FOR LOCAL SEO PERFORMANCE

Business profile optimization & synchronization <i>(for citation building and online visibility)</i>	✓	✓	✓
Powerful Listing Distribution software integrated with leading data aggregators <i>(Data axle, Neustar & Foursquare)</i>	✓	✓	✓
Monthly management & optimization of listing builder profile & sync tools	✓	✓	✓

REPUTATION MANAGEMENT

Synchronized with Powerful YEXT Listing Sync Network <i>(for optimum Local SEO Performance)</i>	✓	✓	✓
Monthly listing maintenance for optimum Local SEO Performance	✓	✓	✓

SEARCH ENGINE OPTIMIZATION SERVICE (SEO ACTIONS DONE FOR YOU)

	12	8	6
Total Keywords to Optimize For:			
Monthly Hours of SEO Service:	3 hours+	3 hours+	2 hours+
			+ Plus 30 minutes per additional location
INITIAL ANALYSIS			
Technical SEO Audit (monthly)	✓	✓	✓
Keyword Analysis (per page)	✓	✓	✓
CONTENT CREATION & MARKETING			
Monthly Blogging (new, fresh blog content fully optimized to improve SEO)	✓	✓	✓
Meta Titles & Description	✓	✓	✓
Documents (PPTs, DOCs, PDFs)	✓	✓	✓
MONTHLY ONPAGE ACTIVITIES			
Technical SEO	✓	✓	✓
Technical Errors Resolving	✓	✓	✓
Website Speed Optimization	✓	✓	✓
Meta Title Optimization	✓	✓	✓
Meta Description Optimization	✓	✓	✓
Past Blog Optimization & Updates	✓	✓	✓
Blog Comments	✓	✓	
Internal Linking Optimization	✓	✓	✓
Header Tag Optimization	✓	✓	✓
Image Alt Optimization	✓	✓	✓
XML Sitemap Updates	✓	✓	✓
Website Content Optimization	✓	✓	
URL Structure Optimization	✓	✓	✓
Anchor Text Optimization	✓	✓	✓
Canonicalization	✓	✓	✓
Robots.txt	✓	✓	✓
Search Engine Friendly Redirects	✓	✓	
MONTHLY OFF PAGE ACTIVITIES			
(Local SEO) GMB Posts (2)	✓	✓	✓
(Local SEO) Local Listings	✓	✓	✓
(Local SEO) Classifieds	✓	✓	✓
Directories	✓	✓	✓
Q&A's	✓	✓	✓
Medium	✓	✓	✓
Social Bookmarkings	✓	✓	✓
STRUCTURED DATA MARKUP			
(Local SEO) Local Schema Markup	✓	✓	✓
Blog Schema Markup	✓	✓	✓
CONFIGURATION & SETUP			
Google Search Console Configuration	✓	✓	✓
Google Analytics Integration	✓	✓	✓
Bing Webmaster Configuration	✓	✓	✓
Google My Business	✓	✓	✓
ANALYTICS & REPORTING (PLUS EXPERTS TO HELP YOU UNDERSTAND IT ALL!)			
MONTHLY REPORT			
Automated Monthly report from Practice Promotions on SEO Rankings, website visitors, and phone calls, and insights from Google My Business	✓	✓	✓
Monthly performance check-in video & professional recommendations (from dedicated account manager)	✓	✓	✓
EVALUATE SITE AUDITOR PERFORMANCE (MONTHLY)			
Review website with thorough site auditing software to identify and fix website errors	✓	✓	✓
Proactively identify areas to improve website health for SEO & user experience	✓	✓	✓
REVIEW WEBSITE LOADING SPEED INSIGHTS (QUARTERLY)			
Optimize website loading speed for maximum mobile SEO & user experience	✓	✓	✓

ANALYTICS & REPORTING (PLUS EXPERTS TO HELP YOU UNDERSTAND IT ALL!)

SCHEMA & RICH RESULTS AUDIT (QUARTERLY)

Ensure seamless indexing experience for powerful search engine crawling tools <i>(such as Google Crawlbot)</i>	✓	✓	✓
---	---	---	---

WHATCONVERTS CALL TRACKING

Advanced call tracking for ads, website, Google MyBusiness & newsletter	✓	✓	✓*
Tracks new & returning patient call tracking	✓	✓	✓*
Robust dashboard reporting all call tracking leads	✓	✓	✓*
HIPAA compliant call recording <i>(optional)</i>	✓	✓	✓*
Professional review and report regarding website traffic, SEO, and lead generation insights	✓	✓	✓*
Quarterly performance and strategy meeting	✓	✓	✓*

PPC GOOGLE ADS CAMPAIGNS (FOR MAXIMUM ONLINE DISCOVERY)

CAMPAIGNS INCLUDED:	5	5	0
----------------------------	----------	----------	----------

Local condition specific ads	✓	✓	
Local physical therapy ads	✓	✓	
Targeted ads for specific zip codes/ locations <i>(great for multi-location & mobile clinics)</i>	✓	✓	

WHATCONVERTS CALL TRACKING

Call tracking features (in section above) integrated into your Google Ads tracking	✓	✓	
--	---	---	--

GOOGLE ADS PPC SPECIALIST

Creation of all campaigns	✓	✓	
Monthly monitoring of ad spend & optimization	✓	✓	
Weekly customization of ad strategy	✓	✓	
Expert strategist across all campaigns	✓	✓	
Monthly analysis and reporting	✓	✓	
In-depth Quarterly Call analyzing performance, leads & strategy	✓	✓	
Set up of fraud & non-authentic click protection by ClickCease for all campaigns	✓	✓	

MONTHLY PATIENT NEWSLETTERS (FOR PAST PATIENT MARKETING)

PATIENT NEWSLETTER DESIGN
to stay top of mind with past patients and get past patients to return and refer others

Condition topics written to convert past patients	✓		
Custom content, personalization, calls-to-action	✓		
Visual Attention Software (VAS) used in newsletter design <i>(to detect what patients see at first glance for optimal response)</i>	✓		
2 rounds of edits included	✓		
Call tracking phone numbers	✓		
QR codes option	✓		

PRINTING AND MAILING SERVICES *additional fees apply

Mailing list data scrub, if direct mailing	✓		
Printing, folding, tabbing, and addressing newsletters	✓		
USPS service	✓		
Additional copies shipped directly to the clinic	✓		

DIGITAL NEWSLETTER

Digital-friendly version created	✓		
Posted to your website	✓		
Emailed to your past patient email list	✓		

RESULTS TRACKING AND MARKETING CALENDAR

Reactivated patient statistics	✓		
Call tracking phone numbers to track calls and leads	✓		
QR code leads	✓		
Digital newsletter stats	✓		
Renewal information	✓		
Topics and content included in each monthly newsletter	✓		
Mail dates, list quantities for easy reference	✓		

* As of 1/1/2023. Plans starting before this date may not reflect the updated pricing or features and must be updated with a new agreement. Other features may only apply to past plans. Contact your team to learn more about plan updates.

> MONTHLY PATIENT NEWSLETTERS (FOR PAST PATIENT MARKETING)

PRINT ACCOUNT TEAM

Print Account Manager	✓
Graphic Designer	✓
Copywriter	✓
Marketing Assistant	✓
Data and print production team, if direct mailing	✓

QUARTERLY MEETINGS

Review newsletter results, stats, and leads	✓
Review new and reactivated patient stats	✓
Plan newsletter content for next 3 months	✓
Plan strategy as needed to hit goals	✓