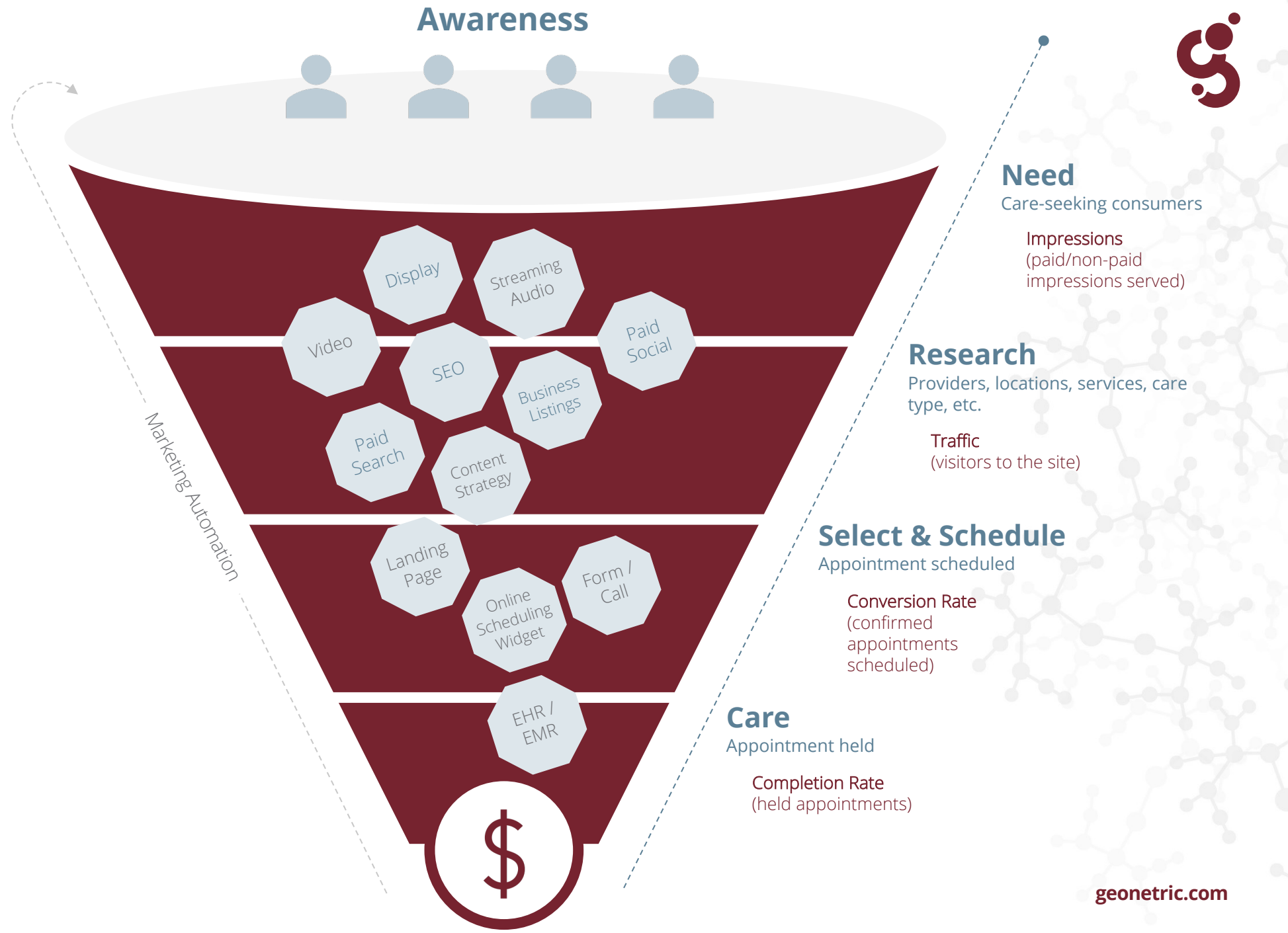


Increase ROI With a Holistic Digital Advertising Approach

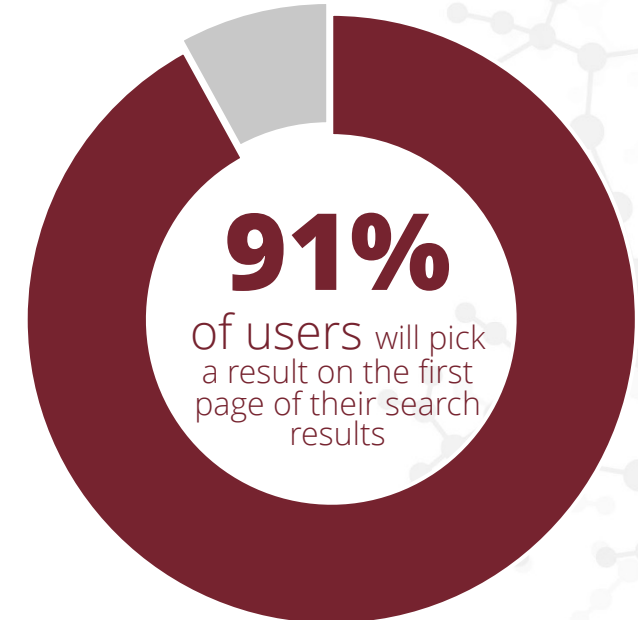
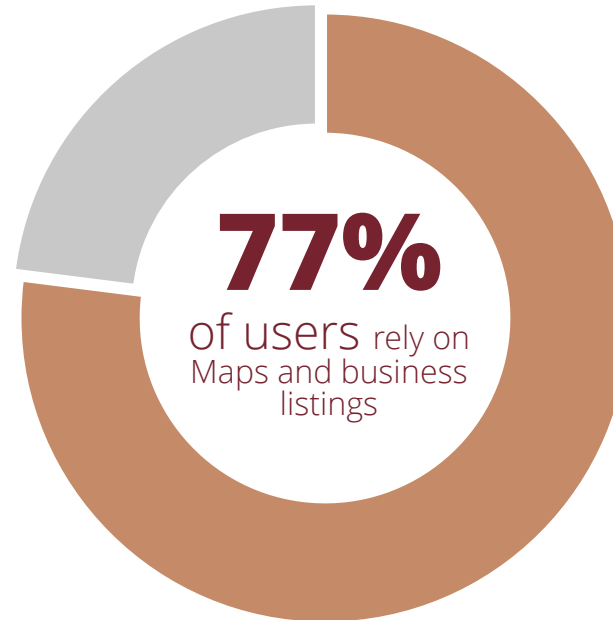
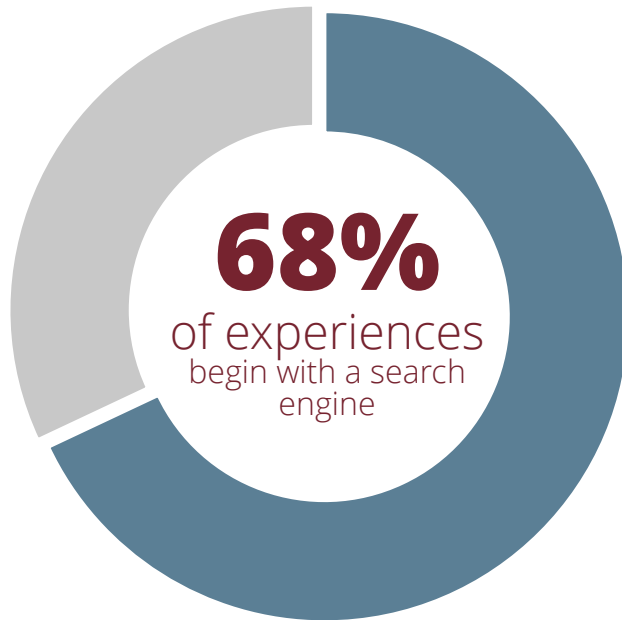
Develop an integrated marketing strategy that maximizes the benefits of both paid and organic channels and tactics.

The **research phase** is crucial to capturing users' attention

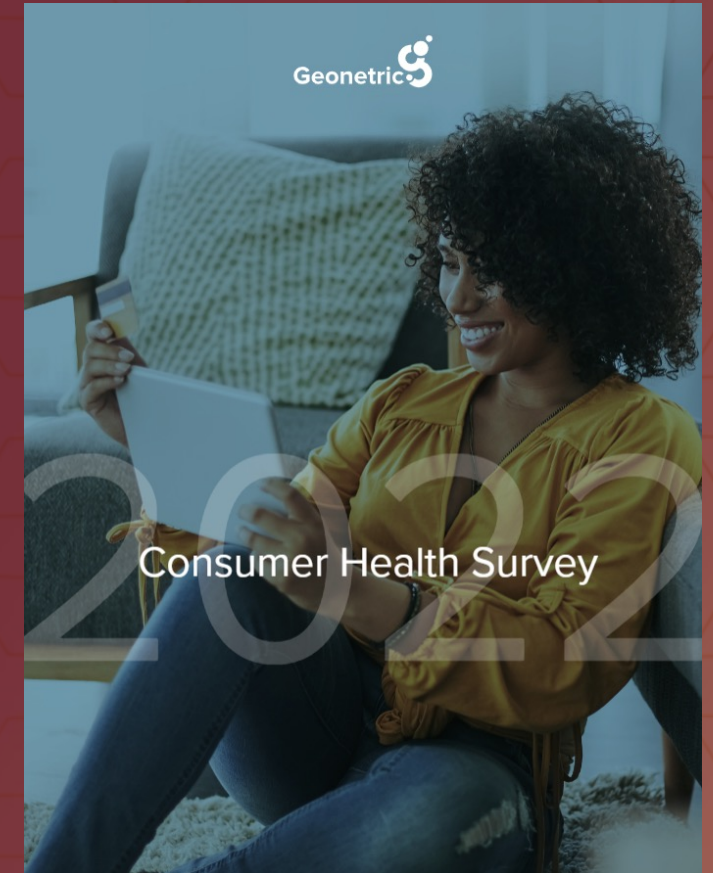
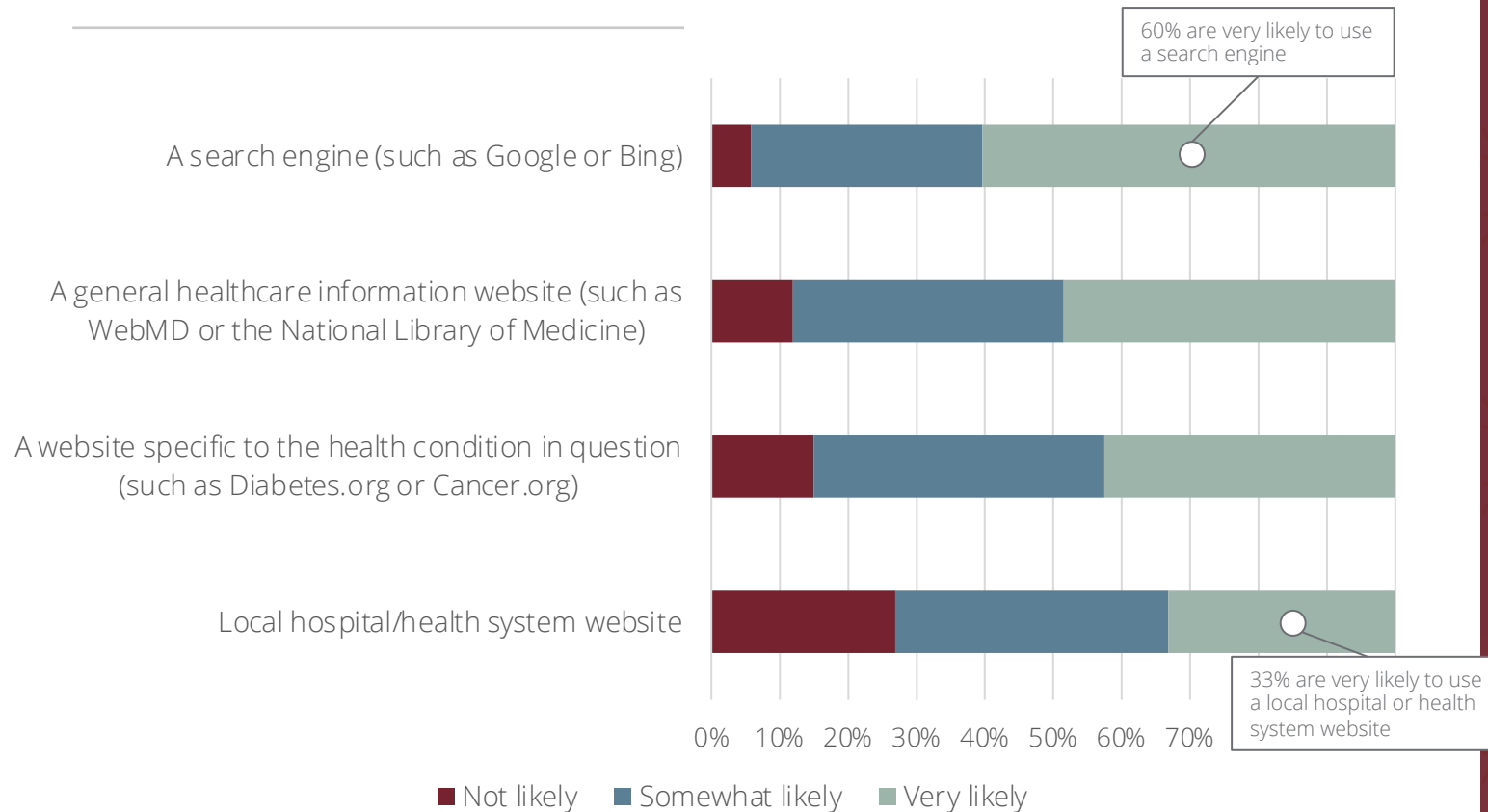




The **data** speaks for itself



“When researching health conditions online, how likely are you to use each of the following?”



geonetric.com/2022-consumer-survey

Local search engine results pages are highly competitive and nuanced

Focusing on one solution greatly reduces your reach and leaves openings for your competition

Surveys have shown that as much as 91% of searchers never visit page 2 of a Google search.

Are you confident a single channel approach is enough to get you page 1?

The image shows a Google search for "cancer care" with several annotations on the left side of the search results page, each pointing to a specific section:

- Ads:** Points to the top advertisement for "CancerCare - Financial Help for Cancer".
- Featured Snippet:** Points to the snippet below the ad, which discusses choosing a doctor for cancer care.
- SEO:** Points to the organic search result for "Hartford HealthCare Cancer Institute".
- Listings:** Points to the "Places" section, which includes a map and a detailed listing for "Hartford HealthCare Cancer Institute at Hartford Hospital".

The search results page includes the Google logo, search bar, filters (All, News, Images, Maps, Shopping, More), and search tools. The results show approximately 4,300,000,000 results in 0.46 seconds.

Ad: <https://www.cancercare.org/financial>
CancerCare - Financial Help for Cancer
Financial assistance for **cancer**-related costs such as transportation and child **care**. Financial assistance to help people affected with **cancer**. Steps for applying. Make a Donation. Sign Up for eNews. Sign Up for Workshops. Download a Publication.
[Contact Us](#) · [Financial Assistance](#) · [Our Services](#) · [Get Involved](#) · [Blog Center](#) · [Bladder](#)

After you are diagnosed with cancer, **you will need to choose the doctor who will manage your cancer care**. You may continue seeing the doctor who diagnosed you with cancer or you might go to another specialist. Often, this doctor is an oncologist. Oncologists specialize in treating cancer.

<https://www.cancer.net/cancer-basics/choosing-doctor-...>
Choosing a Doctor for Your Cancer Care

About featured snippets · Feedback

<https://hartfordhospital.org/services/cancer-care>
Hartford HealthCare Cancer Institute
The **Hartford HealthCare Cancer Institute** at **Hartford Hospital** is one of the largest of its kind in the Northeast United States.

<https://hartfordhospital.org/contact-us/cancer-care>
Contact Helen & Harry Gray Cancer Center - Hartford Hospital
Avon Helen & Harry Gray **Cancer Center** · 80 Fischer Drive Avon, CT 06001 · Radiation Oncology: 860.696.1000 ; **Hartford Helen & Harry Gray Cancer Center** · 79 Retreat ...

Places
Map showing locations of cancer care facilities in Hartford, CT. Key locations include:
Hartford HealthCare Cancer Institute at Hartford Hospital (3.7 stars, 3 reviews)
Helen & Harry Gray Cancer Center
Ctown Supermarkets
Colt Park
Hartford-Magnet Trinity College Academy
Map data ©2022 Google

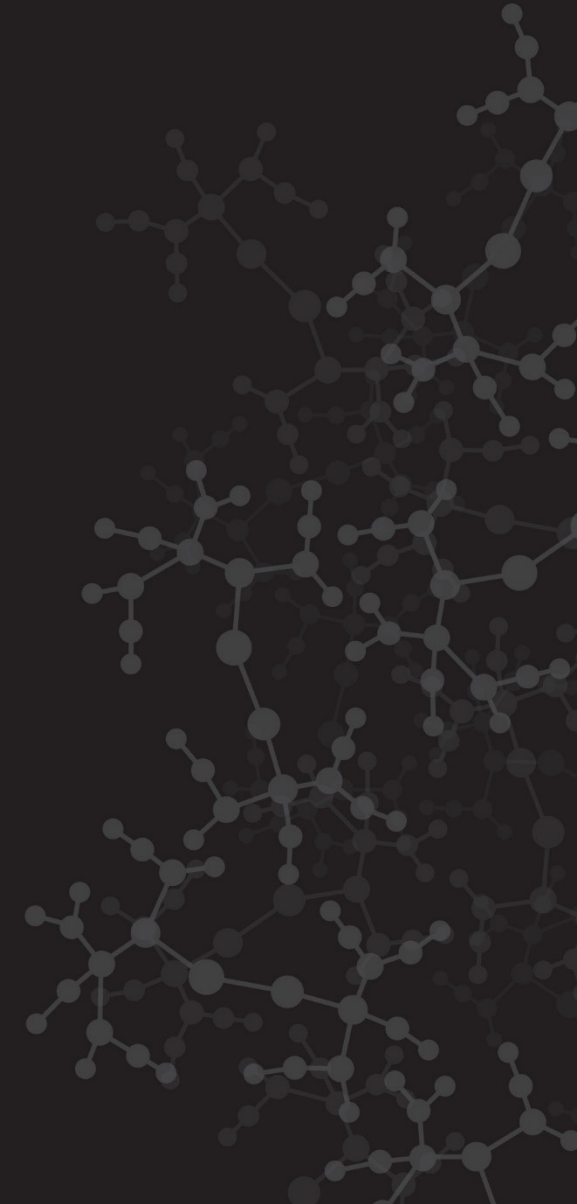
Hartford HealthCare Cancer Institute at Hartford Hospital
3.7 stars (3) · Cancer treatment center
79 Retreat Ave · (860) 972-6000
Has online care

Website Directions



No single solution solves every challenge

*Understand individual strengths and weaknesses of
paid and organic*





Strengths of Paid Search Campaigns



Results can come fast—in a matter of days



Lets you target specific searches and geographies



Actions have more transparent and immediate results



Greater control possibilities



Strengths of Search Engine Optimization and Organic Reach



Users engage with organic results more often than paid



Optimized results provide strong ROI



Requires strategic execution and maintenance



More techniques used equals stronger compound growth

Weaknesses of paid and organic individually

Weaknesses of Paid Search



Reliant on continued spending



Better optimized for narrow scope



Only 49% of people report clicking on ads



Not all SERPs have ads—all SERPs have organic

Weaknesses of Organic Search



Takes longer to see results



An artform, not a science



At the mercy of algorithm updates

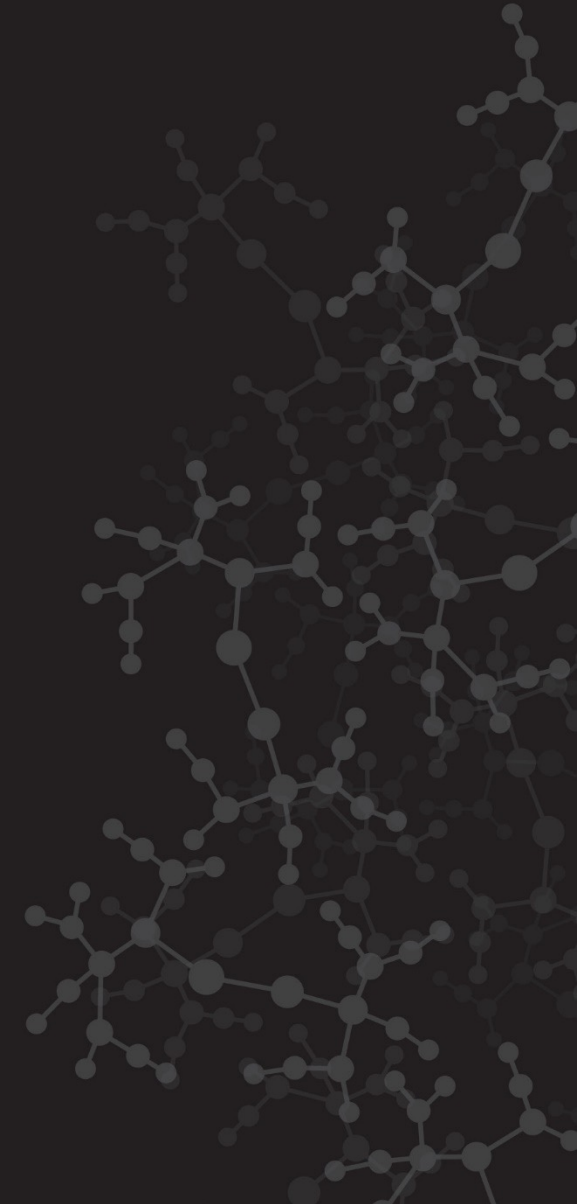


Requires consistent maintenance



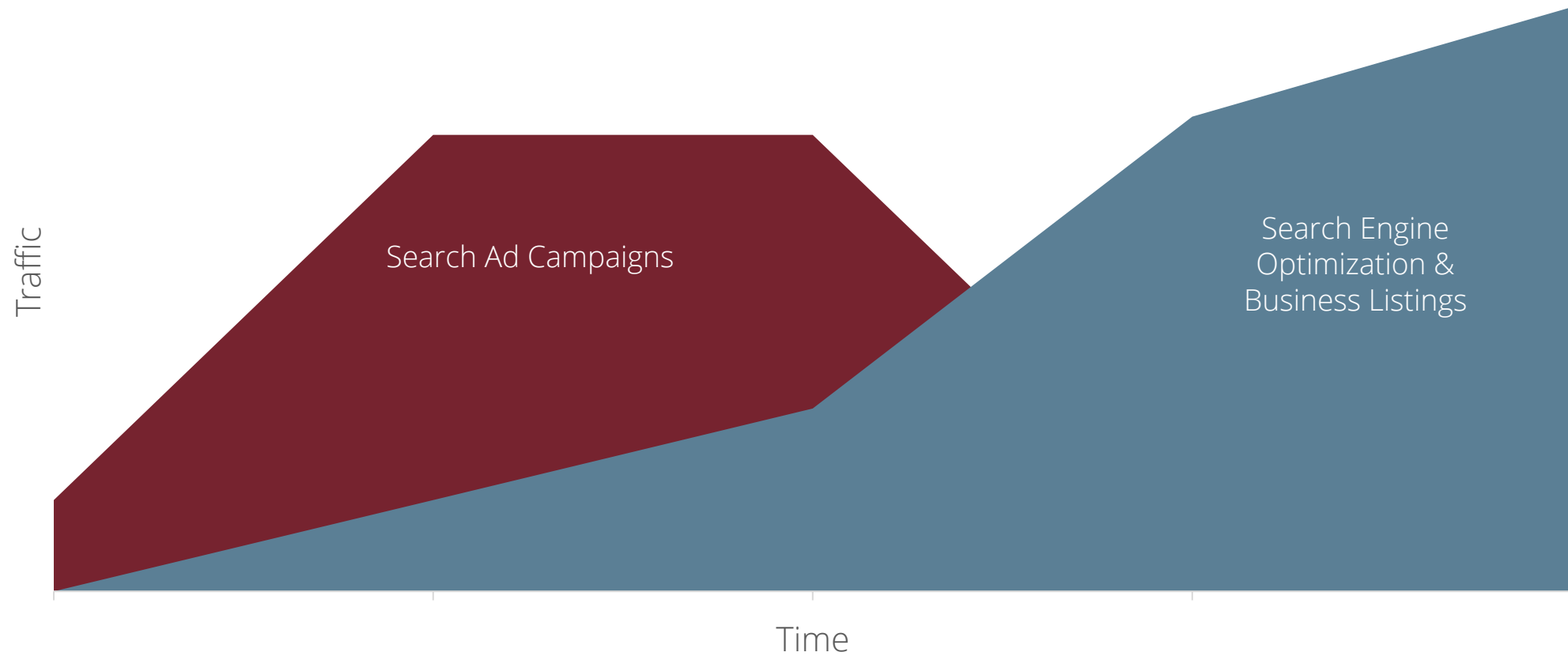
Build your holistic paid and organic strategy

Balance the strengths of each for the greatest return on investment

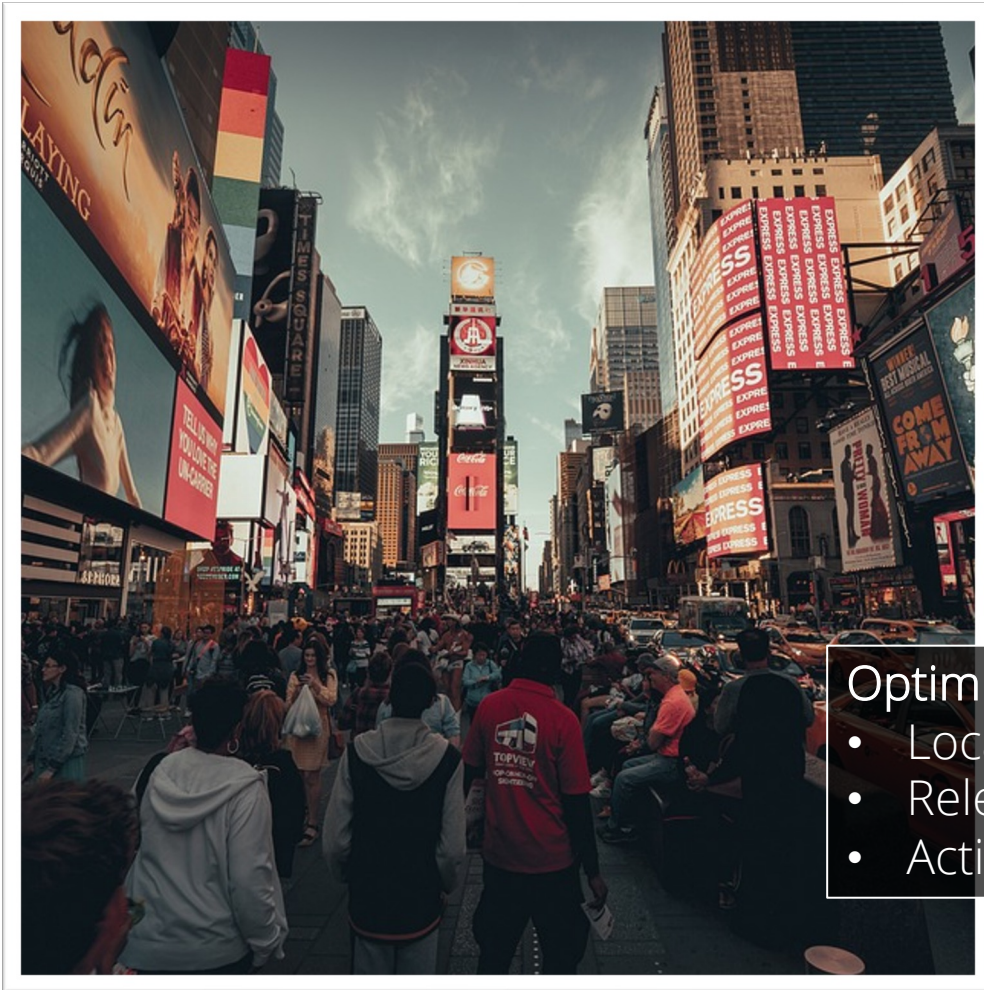




Paid and SEO complement and empower one another



If paid ads are like billboards on the side of the road, SEO is a lot like a storefront in a busy shopping district.

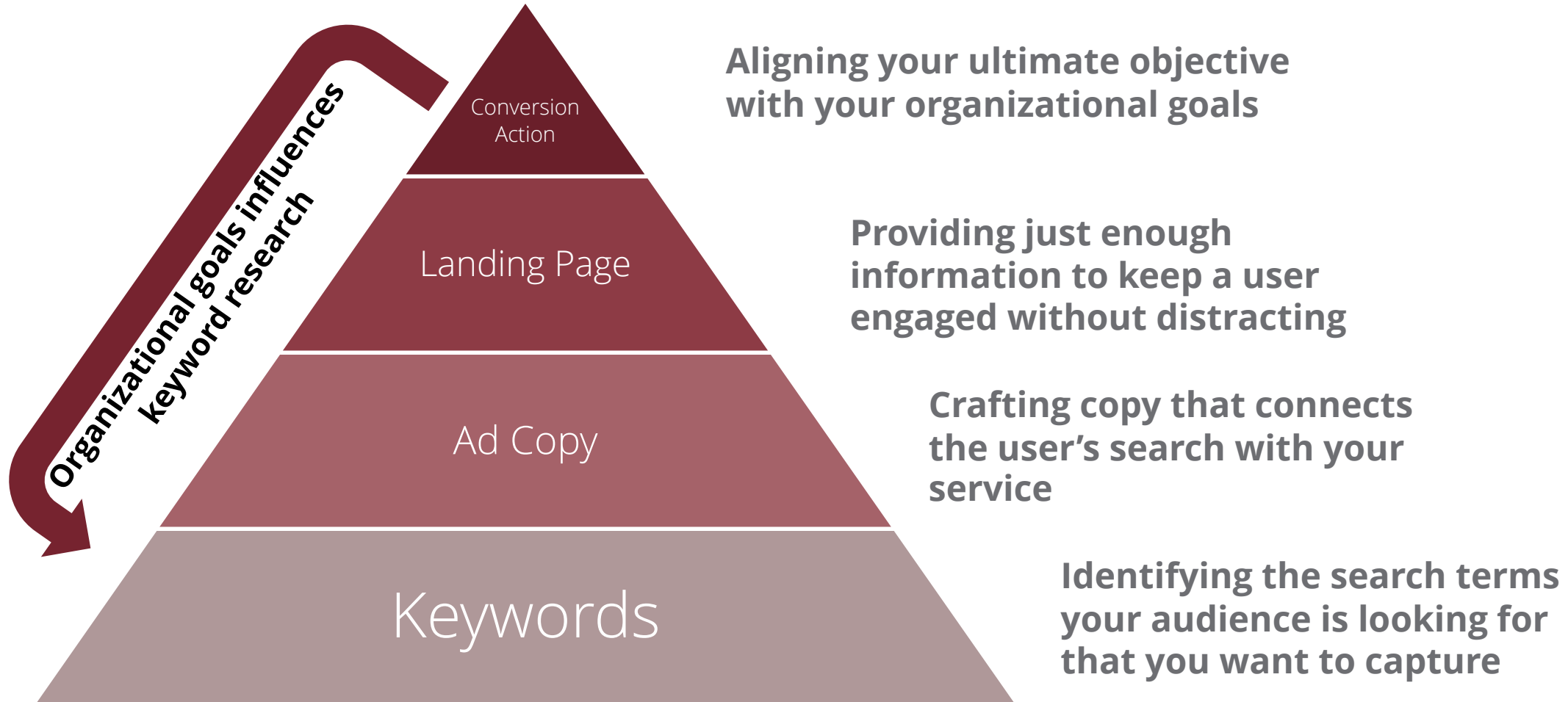


Optimize for

- Locality
- Relevancy
- Actionability

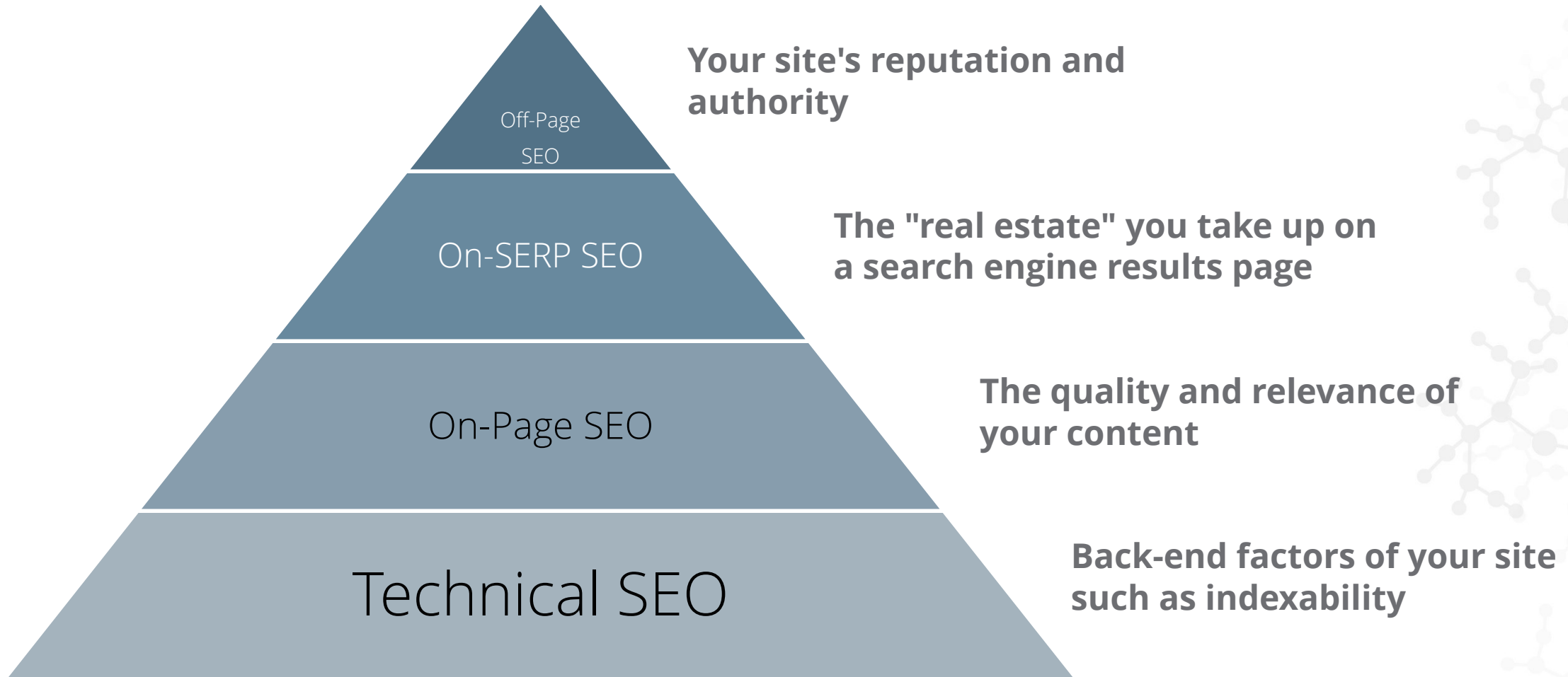


Building a solid PPC strategy





Strong organic findability starts with a solid foundation





Organic optimization now focuses more on the connection with users than ever before



The **optimization gap** between organic and paid has **narrowed**

What is Google's helpful content update?

- Aims to reward user-focused, 'helpful content'

- Meant to reduce influence of algorithm manipulation

- Disrupts traditional optimization methods

- A heavily trained artificial intelligence

 - Search engine results for users by a 'user'

Measured on 30+ impact points to determine helpfulness



Audience

"Does the content serve genuine interests, or does it seem like someone guessing what might rank well in search engines?"

Expertise

"Does the content provide insightful analysis or interesting information that is beyond obvious?"

Credibility

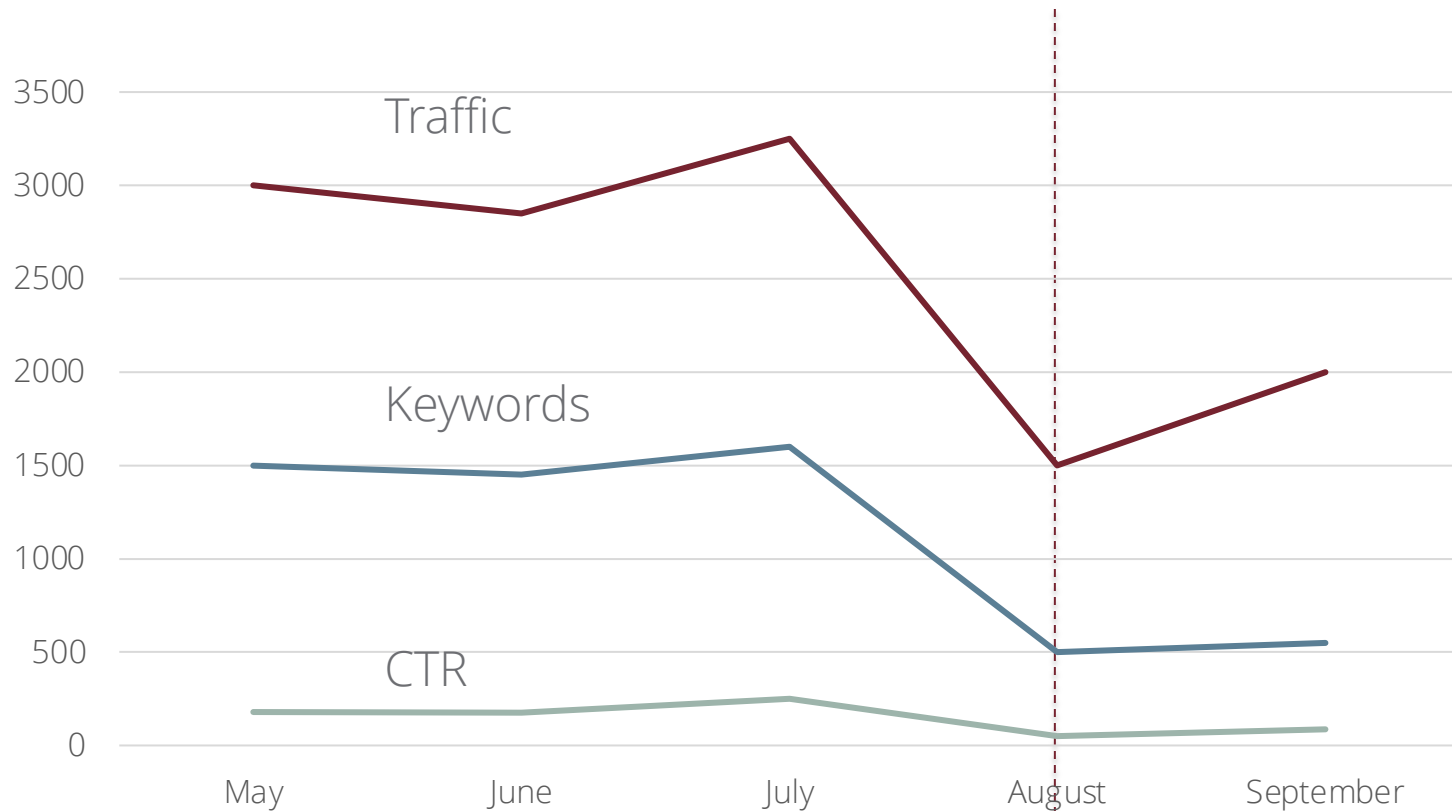
"Would you feel comfortable trusting this content for issues relating to your money or your life?"

Wants/Needs

After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?



Keep an eye on your traffic trends, keyword dominance and CTR



Google's helpful content update rolled out over the end of August

Assess year-over-year organic traffic trends

Audit search engine results positions

Determine impact on organizational goals

Know that you're not alone!



The best-case scenario still asks a major question

**“What about all the other
information search
engines want from us?”**

Google is not asking for less.
They're asking for *different*.

A fork in the road between what users see and what machines read

Helpful content and structured data

What users need to see

On-page & meta optimization

Limited, impactful keyword usage

User-friendly terminology

A handful of locations/providers

Organized, fantastic UX

What search engines need to comprehend

Covered by Schema Structured Data

Expanded keywords and terms

Content structure

Navigational structure

All locations

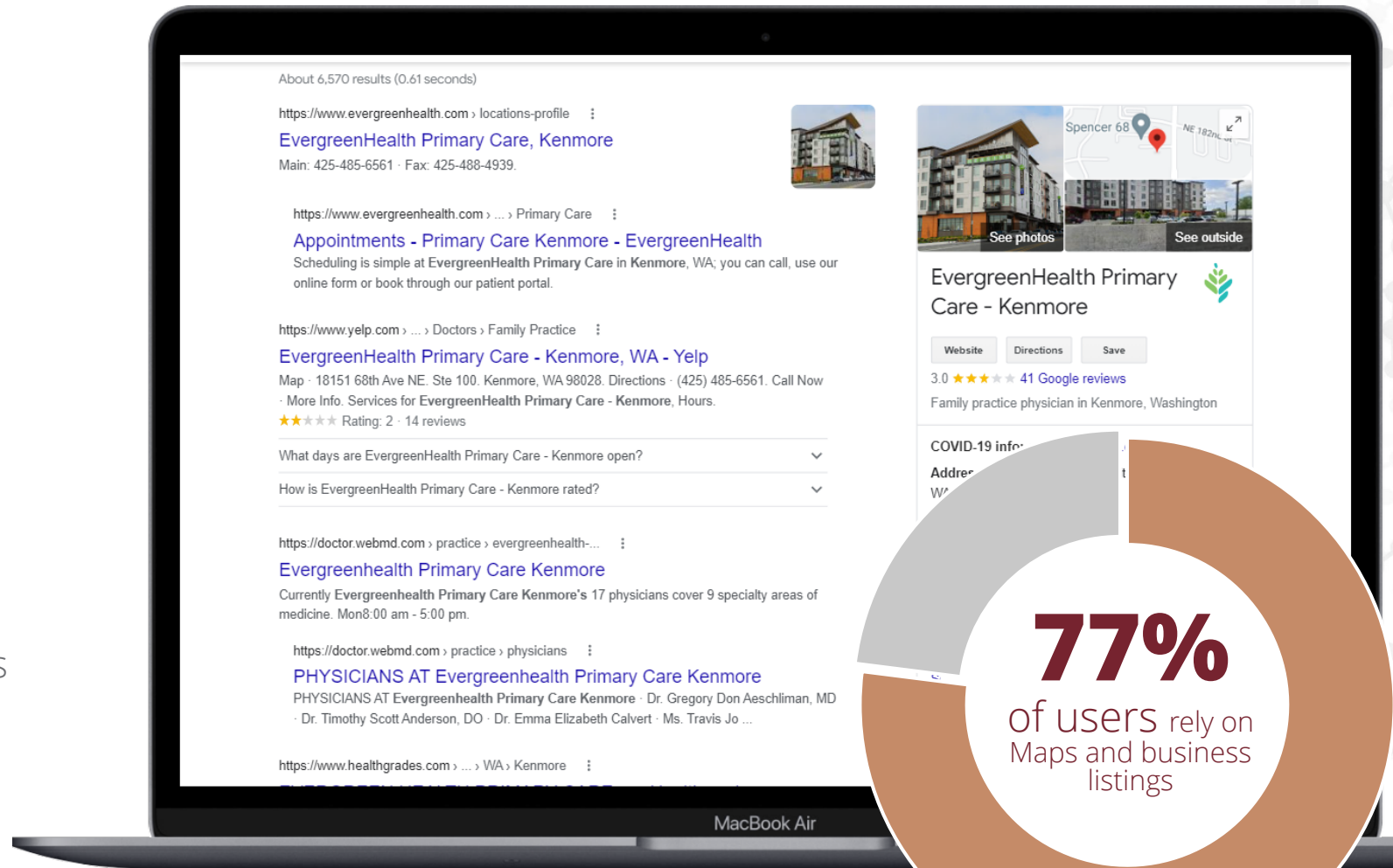
Map packs and business listings are increasingly the new #1 spot in search results



Benefits of this positioning:

- Increases local traffic
 - Users rely on business listings for directions, information and reviews
- Increases brand real estate on search results pages

Requires consistent maintenance to maintain validity and prevent Google's auto-updates





Business listings are managed one of three ways

Massive, semi-automated platforms

- Easy to bulk control
- Difficult to maintain
- Convoluted support system

Auto-generated business listings

- Inaccurate
- Inconsistent
- Uncontrolled

Manually created and managed

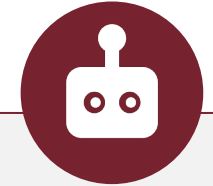
- Easy to bulk control
- Easy to maintain
- Monthly check-ins
- Easy to contact experts

Our method

Business listings reveal how every aspect of your organic strategy connects

Annotations for the Google Business listing:

- Photography
- Accurate name
- Functioning URL
- Tracking UTM
- Reviews
- Accurate address
- Primary category
- Secondary categories
- Accurate hours
- Foster reviews. Quantity over 'quality'
- Description



Location schema

Cross references

Mobile app interface showing the EvergreenHealth Primary Care, Kenmore listing. The app displays the business name, address (18151 68th Ave NE, Suite 100, Kenmore, WA 98028), and a photo of the building. A 'New Search' button is visible at the top of the listing card.

The digital balancing act

Building harmonious efforts
starting with organic

Expand reach
Low authority



Page titles
Meta descriptions
On-page content
High relevance



Locations
Providers
High locality

The digital balancing act

Building harmonious efforts
starting with paid

Broad spectrum approach
Not reliant on continued spend
Find efficiencies

Targeted approach
Specific need

Locations as ad extension
Multiple benefits





A case for combined efforts



Planned approach for Hartford HealthCare's Rehabilitation Services

- Audit and ongoing management of SEO.
- Audit PPC campaign.
- Restructure PPC campaign.
- ORM opportunities and localized location optimization necessary.



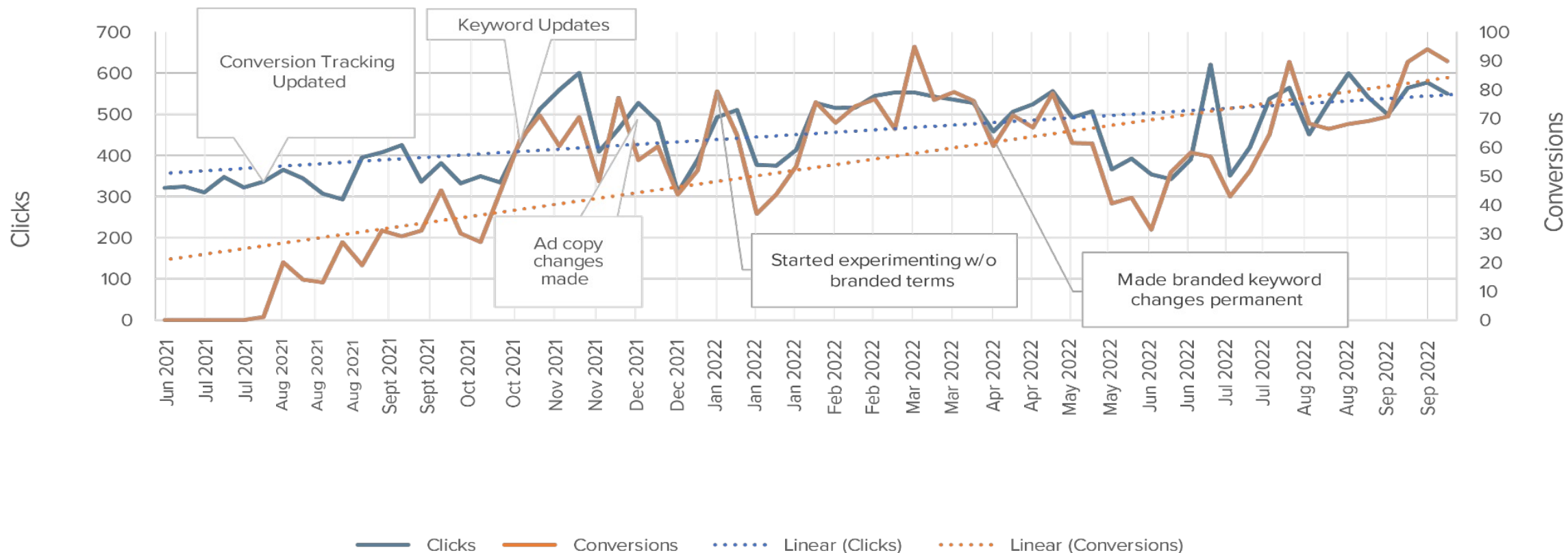


Cannibalization optimization

- Since paid ads and organic listings share a SERP, they should be considered to be in competition.
- For terms that reliably have strong SEO, PPC may be costing more than they return.
 - Think Brand related terms
- Not one size fits all.
- Opportunity for efficiency.



Results



34% Increase

Impressions

75,276 vs 56,191

32% Increase

Clicks

6,063 vs 4,604

24% Decrease

Average Cost Per Click

\$1.86 vs \$2.43

125% Increase

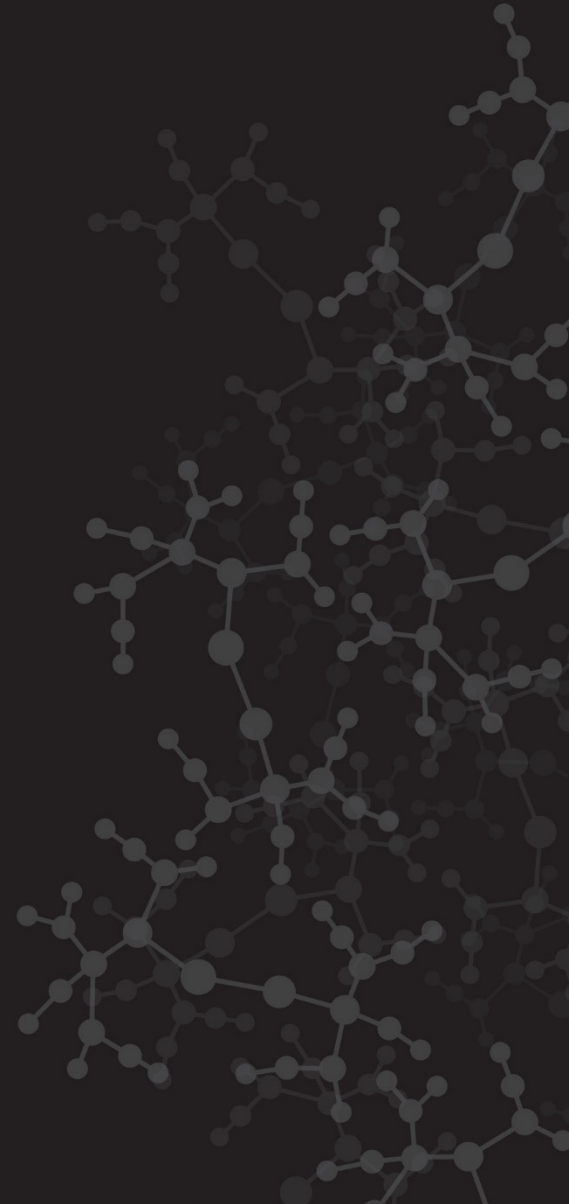
Conversions

779.59 vs 331.65



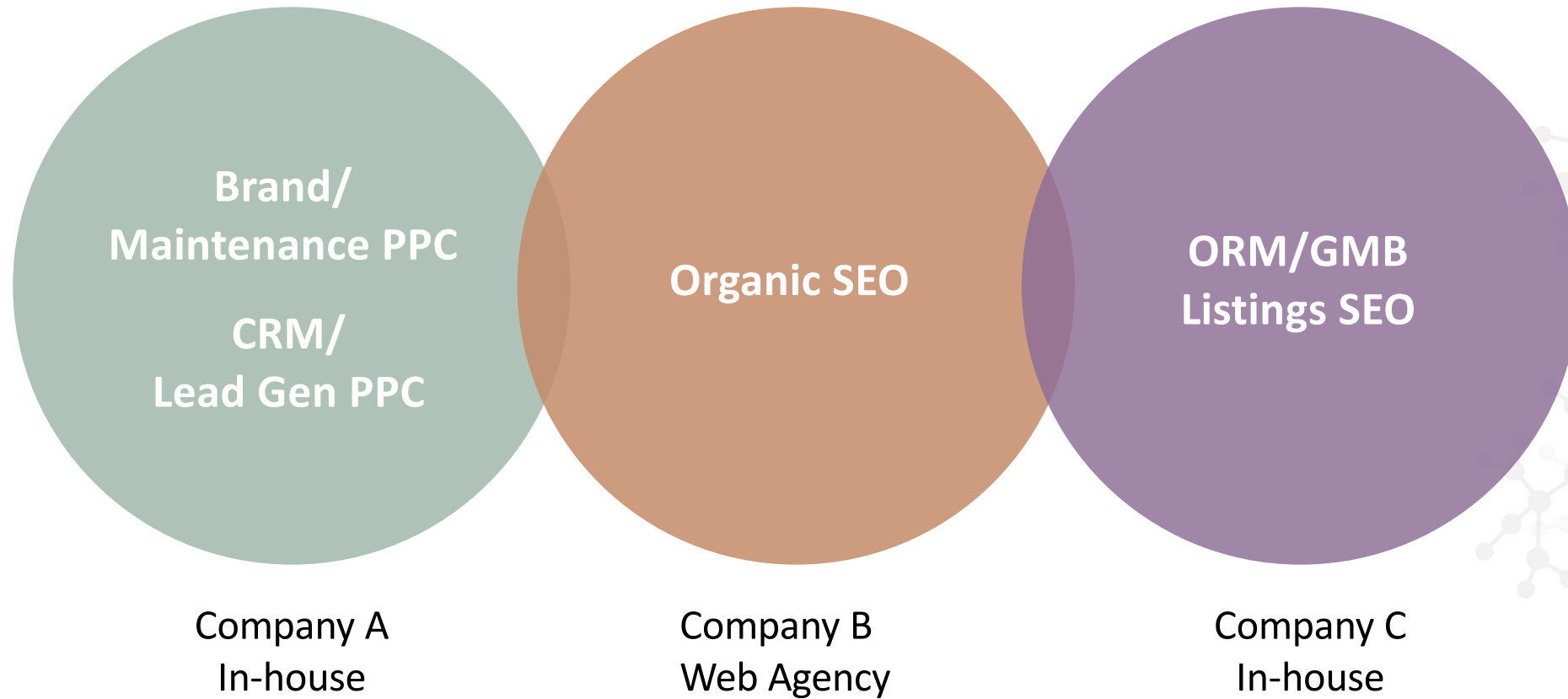
Your next steps

Revising digital efforts and consolidating strategies

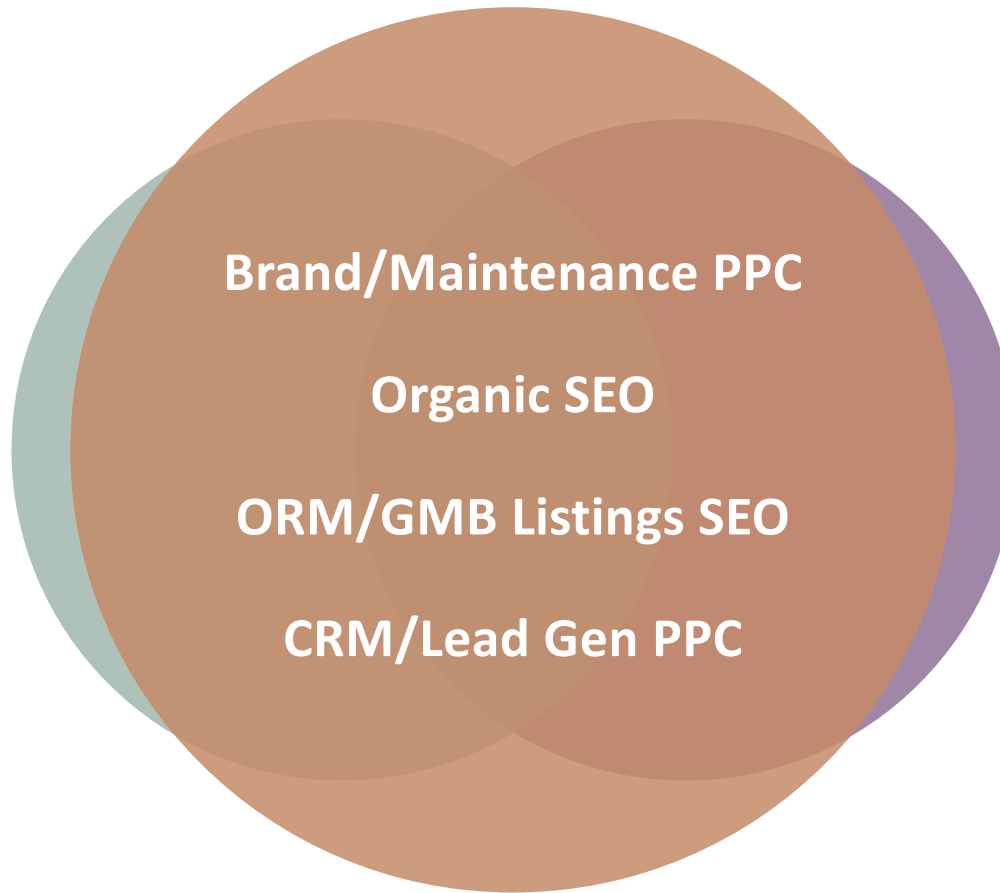




Many cooks in the kitchen lead to a lackluster experience



Consolidating agencies improves communication and strategy

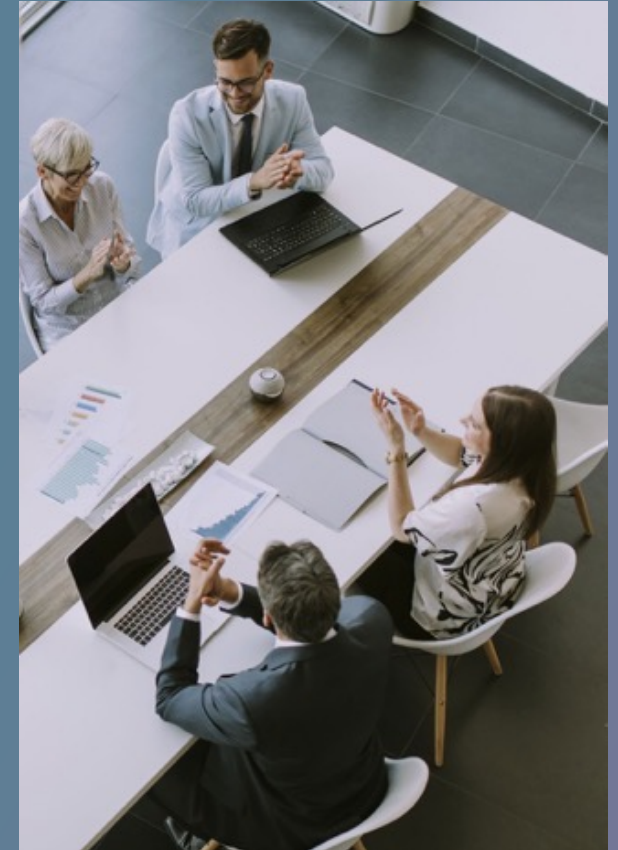


In-House
Digital Marketing + Partner Approach



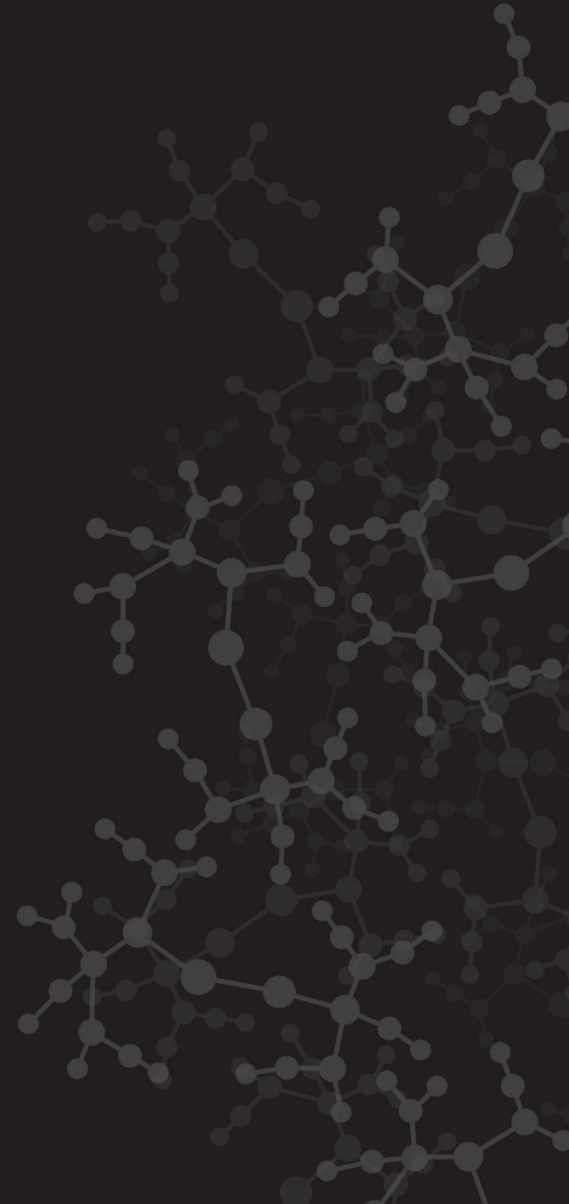
Where to start?

- Build out multi channel roadmap working towards your objectives.
- Consider how different channels work together or against one another so we can strategize around that.
- Consider org objectives.
- Restructure digital teams/vendors to better keep channels in sync and keep everything working toward the org objective.
- Consider internal bandwidth and don't spread strategy too thin across agencies





Thank you!



Q&A with Today's Presenters



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