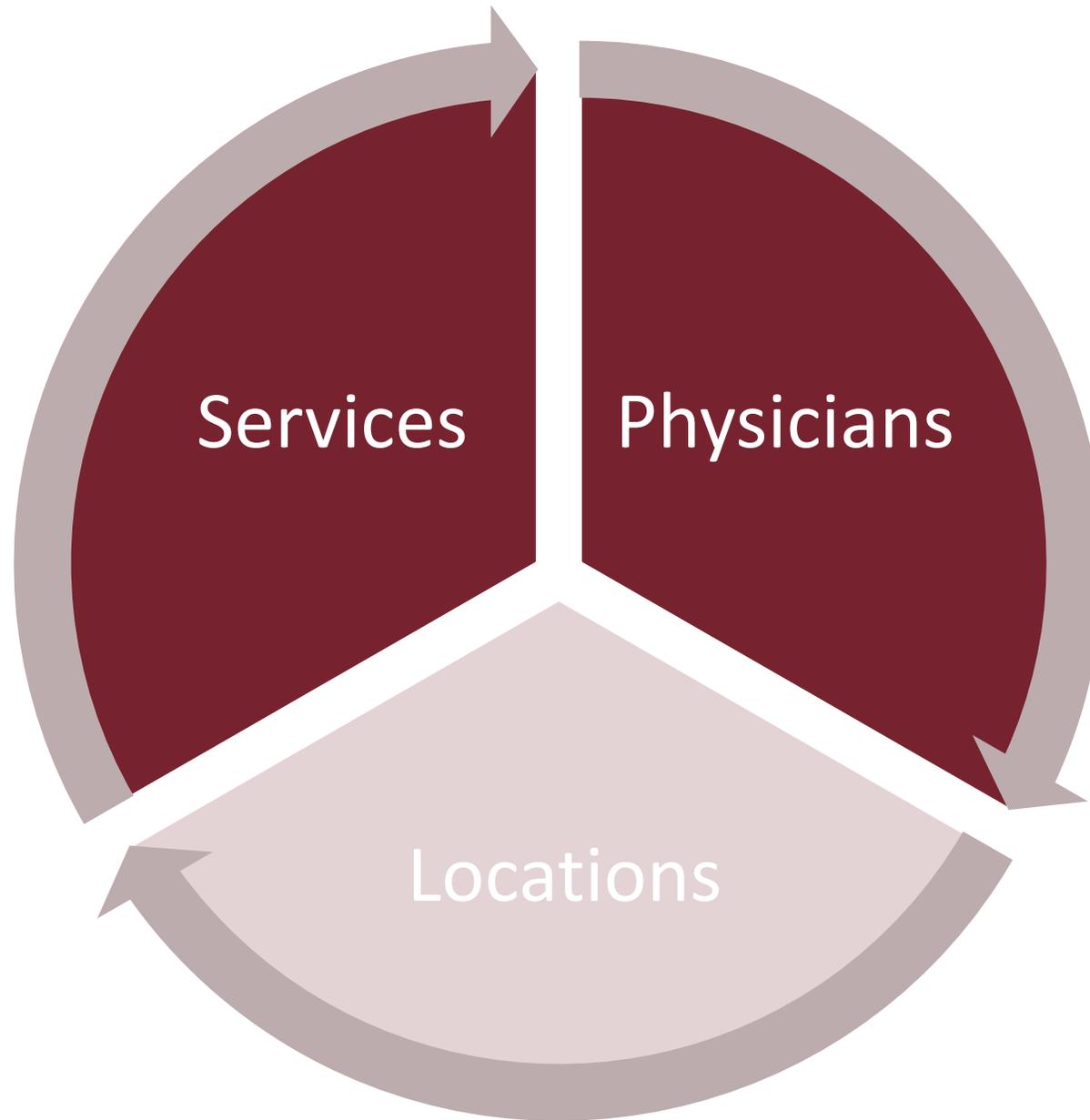


Turn Competing Goals Into a Balanced Content Strategy

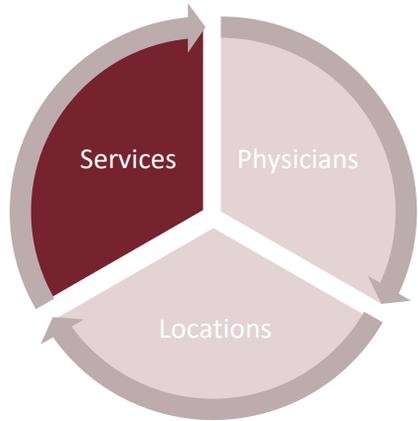
GEONETRIC®

What we'll talk about today



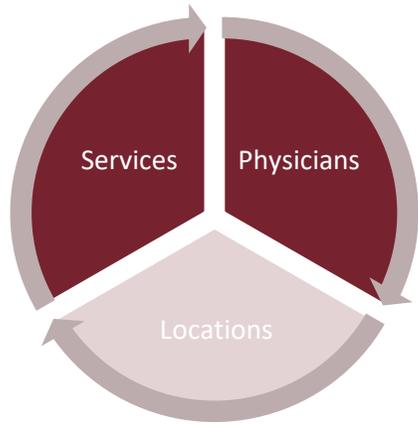


Evolution of services

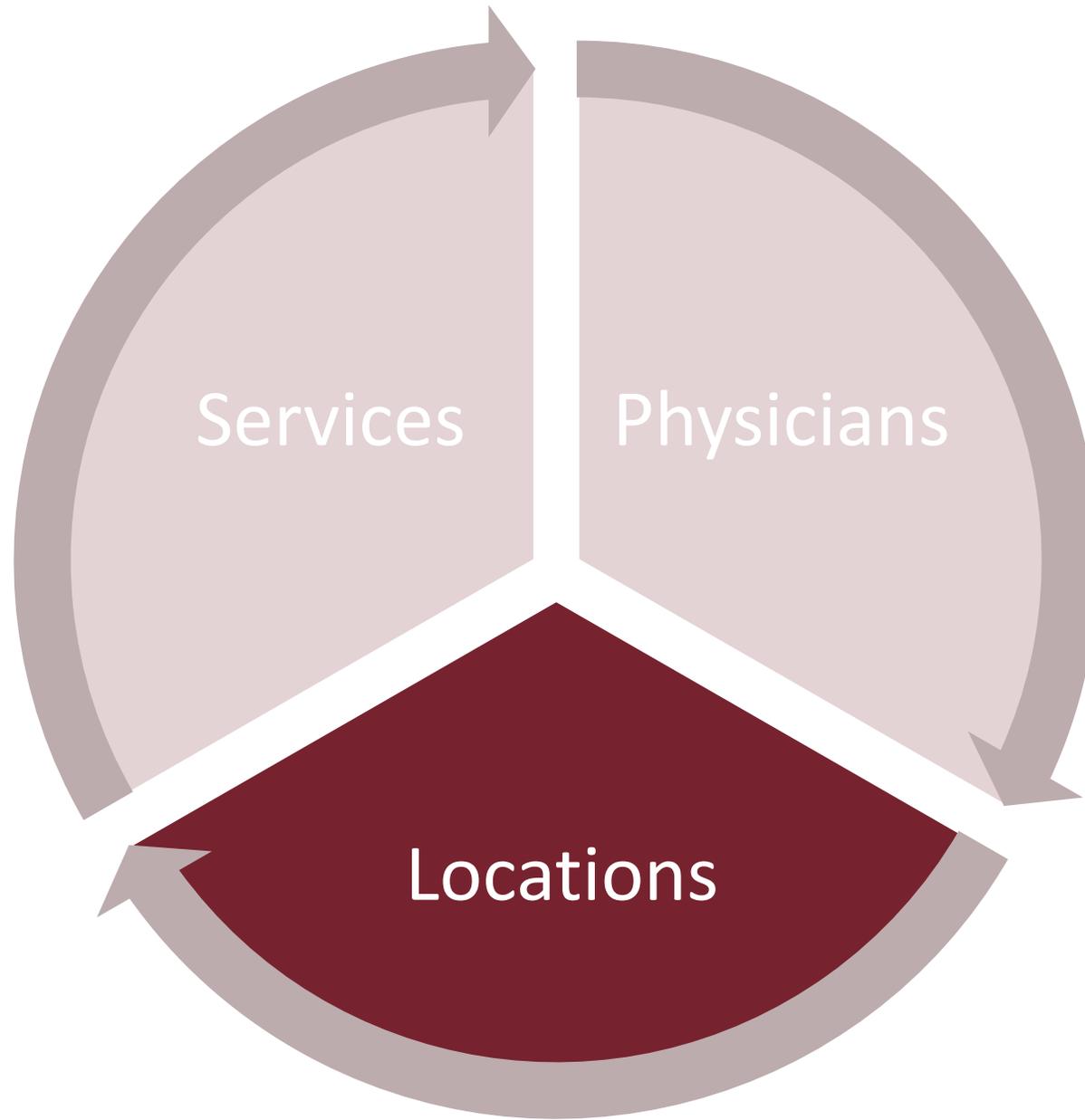


From...	To...
Organization-focused content	Patient/user-focused content
Difficult clinical language	Plain, user-friendly language with consideration of health literacy
Siloed content	System-wide content
Duplicate content	Incorporation of linking strategies

Evolution of physicians



From...	To...
Leading with accreditations and education	Leading with an introduction, biography, philosophy of care, etc.
Listing specialties without context	Connecting specialties to service lines
Thin profiles with little information	More built-out content based on selection and qualification criteria
Formal photo, or none at all	Warm, welcoming appearance



Does My Organization Need
a Location Strategy?



Does your organization have...

- ✓ Multiple locations?
- ✓ Different types of locations?
- ✓ Unique services or amenities offered at different places?
- ✓ User behavior that shows how audiences access location information?
- ✓ Audiences who have different needs from your particular locations?
- ✓ A link between services, physicians, and location pages?



Location strategy drives
when to create a profile.

Checklist



Yes



No

Different types of locations
require different strategies.

EMERGENCY

Some content belongs;
some content doesn't.



Search trends & user behavior
drive location strategy.





Location strategy

is one piece of your site strategy.

Why Location Content Matters to Your Site Visitors





“Nearly **one third** of all mobile searches are related to location.”

Source: Google 2016



63%

of local searches are made by people
undecided on a provider or retailer

Source: 2017 Local Media Tracking Study



Nearly two-thirds of smartphone users are more likely to purchase from companies whose mobile sites or apps customize information to their location.

from Micro-Moments Now: Why “near me” intent is a “near you” opportunity



Over the last two years, comparable searches **without “near me”** have grown by **150%**.

Source: Google Data Jan - June 2017 vs. Jan - June 2015. U.S.

think with **Google**

thinkwithgoogle.com

GEONETRIC[®]



Searches for “is it going to rain today” have grown more than 85% over the last two years.

Getting Started





Understand your users' behaviors.

Large hospital location



Lab location

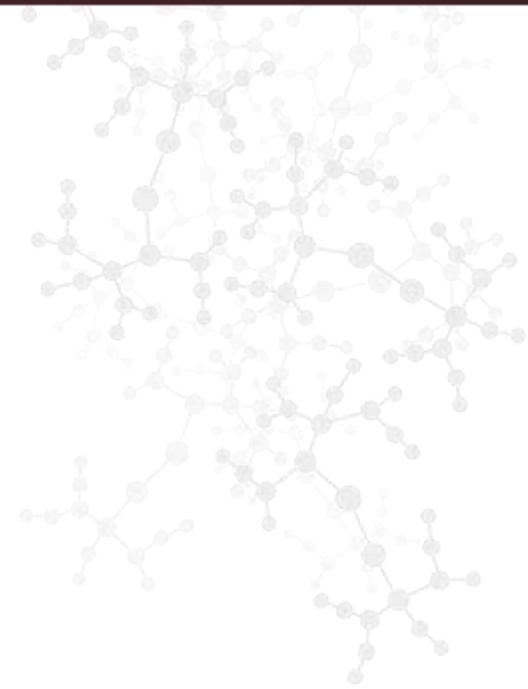


Neurosurgery specialists location



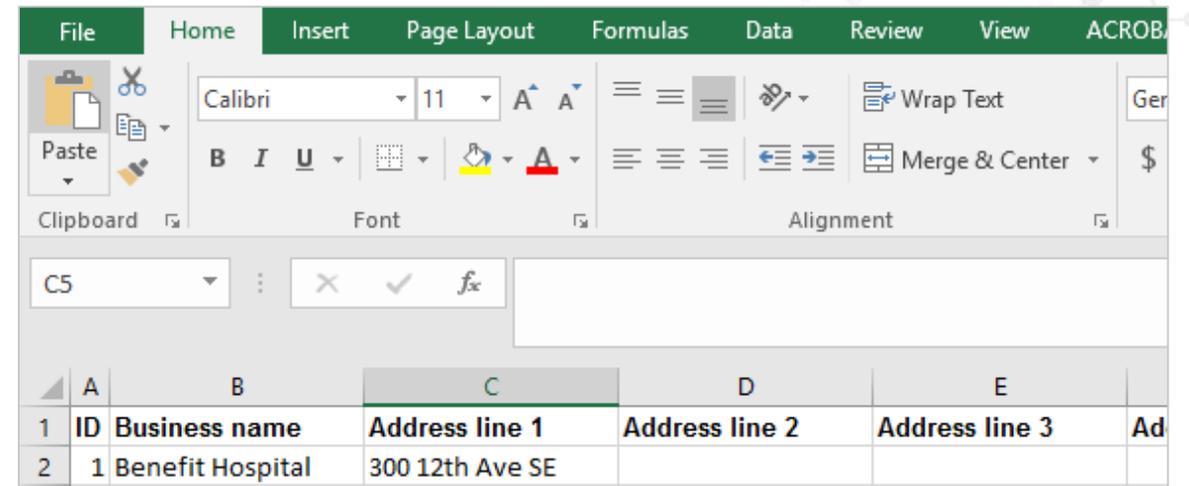


Identify what you have.



Take inventory

- Brands (multiple locations)
- Physical locations
- Departments
 - *Public-facing departments*
 - *Unique name*
 - *Separate entrance*
 - *Distinct category*
 - *Different hours*
- Practitioners



	A	B	C	D	E	
1	ID	Business name	Address line 1	Address line 2	Address line 3	Ad
2	1	Benefit Hospital	300 12th Ave SE			

Set priorities

Decide (and document) how you will prioritize efforts, e.g.,:

1. Main listing for patient-facing, physical locations
2. Critical/high-volume departments within locations
3. Ancillary departments
4. Individual practitioners

Determine where your efforts are at today, and where you need to go next.

Priority 1

Priority 2

Priority 3

Localize Your Content Strategy





Benefit Health Hospital
300 3rd Ave SE
Cedar Rapids, IA 52401
Phone: 319-221-1667
Directions

Slapping basic directory info
on your site isn't going to cut it.



🕒 October 4, 2017 [Share](#) 

DIGITAL STRATEGY

Power Up Your Locations Content

Maintaining and optimizing content for your system's location profiles is key to competing in search and meeting user needs.

Have you noticed webpages for your healthcare system's location profiles ranking higher than system-wide service-line pages in Google search results?

Locations content

Consider:

- Stakeholder goals
- User behavior
- Competition
- Connecting relevant content
- On-page SEO

<https://www.geonetric.com/digital-strategy/power-up-your-locations-content/>

Build local landing pages

Key information:

- Phone number
- Products/services
- Hours of operation
- Driving directions
- Coupons / offers
- Ratings & reviews

The screenshot shows the Forrest General Hospital website. At the top, there is a green navigation bar with links for 'Our Services', 'Find a Doctor', 'Our Locations', 'Patients & Visitors', and 'Classes & Events'. Below this is the hospital's logo and a search bar. A dark red banner on the right side of the page contains the text 'Priority 1'. The main content area features a large image of a woman and a child, with the headline 'Forrest General Hospital— World-class care, right here in South Mississippi.' Below the headline is a map showing the hospital's location in Hattiesburg, Mississippi, and a list of links for 'Visiting Hours', 'Maps & Directions', and 'Contact Info'. To the right of the map is a list of services: 'Behavioral Health', 'Emergency & Trauma', 'Heart & Vascular', 'Cancer Center', 'The Orthopedic Institute', and 'Women & Children's'. A 'VIEW ALL SERVICES' button is also present. Below the services list are three sections: 'Health and Wellness' with a laptop icon, 'Honors and Awards' featuring a 'CARECHEX TOP 100 HOSPITAL' badge for '2017 National Patient Safety Overall Medical Care', and 'Upcoming Events' with a calendar listing events like 'Dare to C.A.R.E.', 'Pregnancy Exercise', and 'Mommie & Me - The Toddler Years'. At the bottom, there are sections for 'From Our Blog', 'Recent News', and 'Symptom Checker'.

Use schema

Look specifically at: LocalBusiness, Physician, Medical Office. Medical Business

- Local Business Listing
- Parent entity for Reviews
- Rich Card
Preview available, though not yet displaying.
- Place Actions
Partner-only pilot currently. E.g., ZocDoc

← Physician

Physician **PREVIEW** 0 ERRORS ^

@type	Physician
name	Kelly J Nest, MD
url	http://www.gundersenhealth.org/find-a-doctor/profile/kelly-nest/
sameAs	 Kelly J Nest, MD 4.9 ★★★★★ (60)
telephone	
faxNumber	
image	
medicalSpecialty	
@type	
name	
location	
@type	
addressLocality	

Make an appointment

 zocdoc.com [Continue booking](#)

Select a procedure (optional) ▾

- Abscess
- Acne
- Alcoholism
- Annual Pap Smear / GYN Exam
- Annual Physical
- Anxiety
- Arthritis
- Asthma
- Bad breath/Halitosis
- Birth Control / Contraception
- Black Stool / Melena
- Cholesterol / Lipids Checkup
- Chronic Illness
- Colon Cancer Screening
- Daytime Sleepiness

photo or.* Send

Priority 2

Get “hyperlocal” with supporting content

Priority 3

- What is your “district” or “neighborhood”?
- What location-specific content already exists on your site?
- What other content on your site relates to locations?

Consider:

- Local references in location and physician profiles
- Blog content
- Multimedia content
- Connecting with local media

Localize Your Content





7 days with Premium features are over

GO PREMIUM

-Solebaystraat

s103

-Livornostraat

Haarlemmerweg
Amsterdam

10:32
(3min)

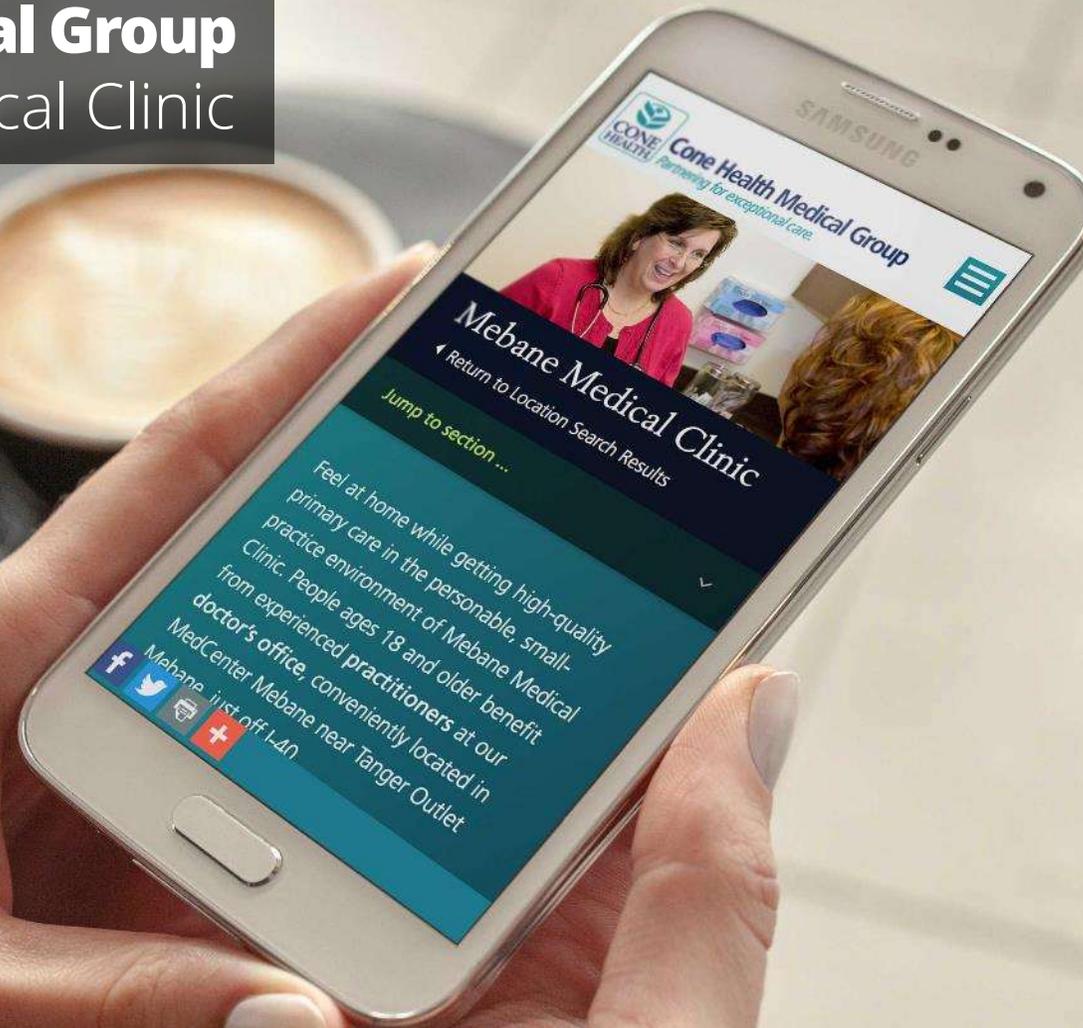
1.9
km

43
km/h



Cone Health Medical Group

Mebane Medical Clinic





Cone Health Medical Group
Partnering for exceptional care.

MyChart

[About CHMG](#)

[Careers](#)

[Find a Provider](#)

[Medical Services](#)

[Practice Locations](#)

[Patient Information](#)

[Healthy Living](#)

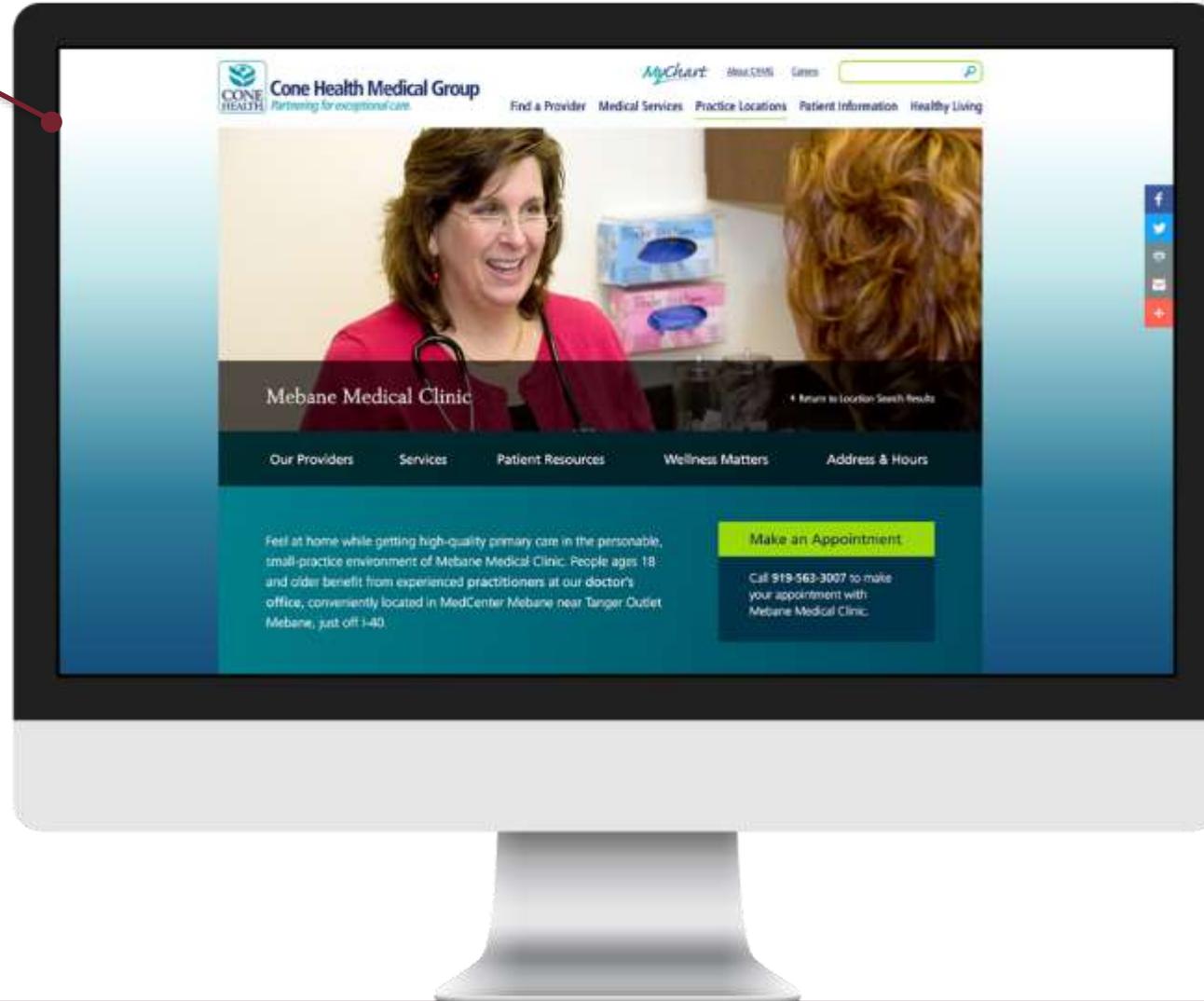


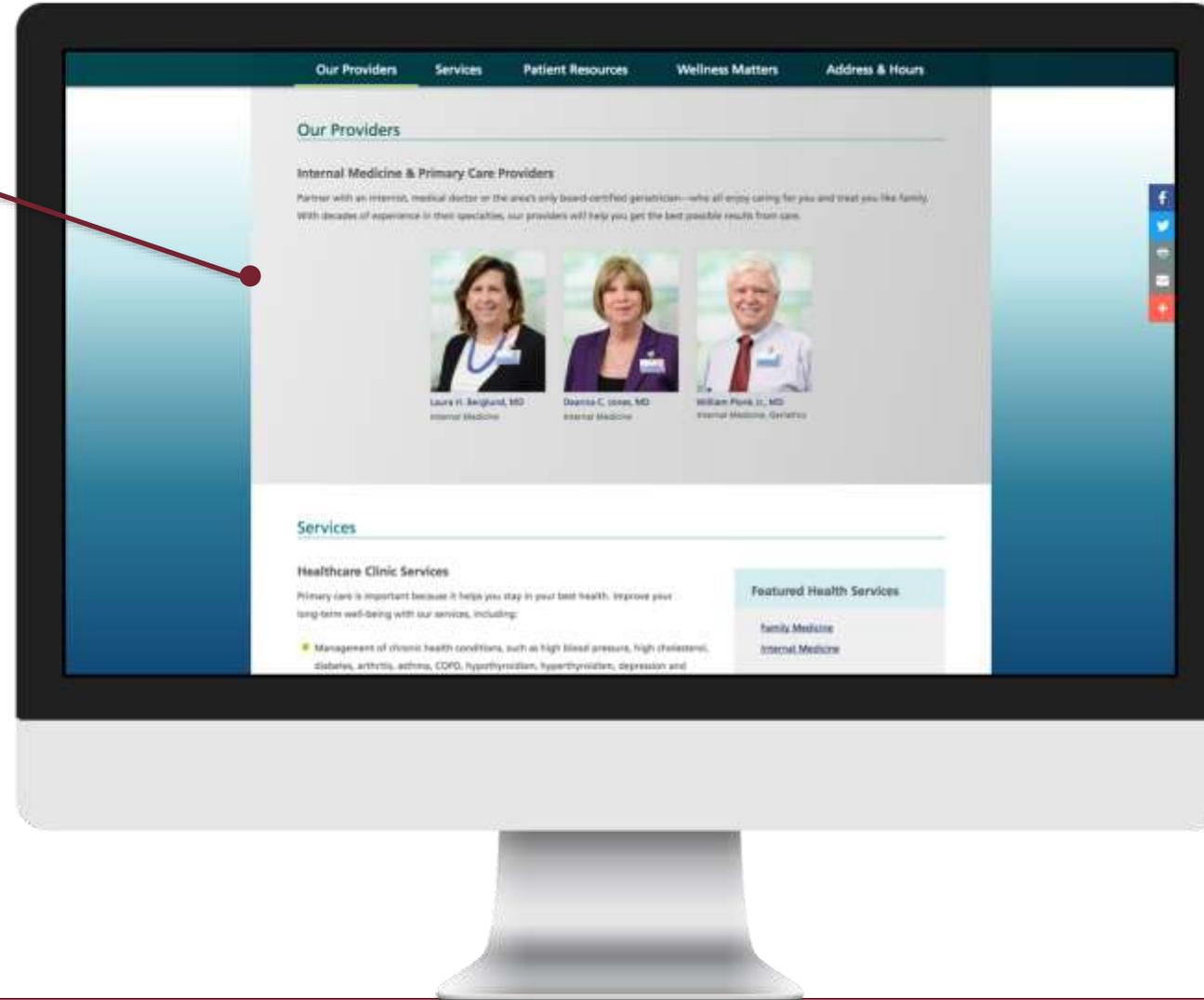
Mebane Medical Clinic

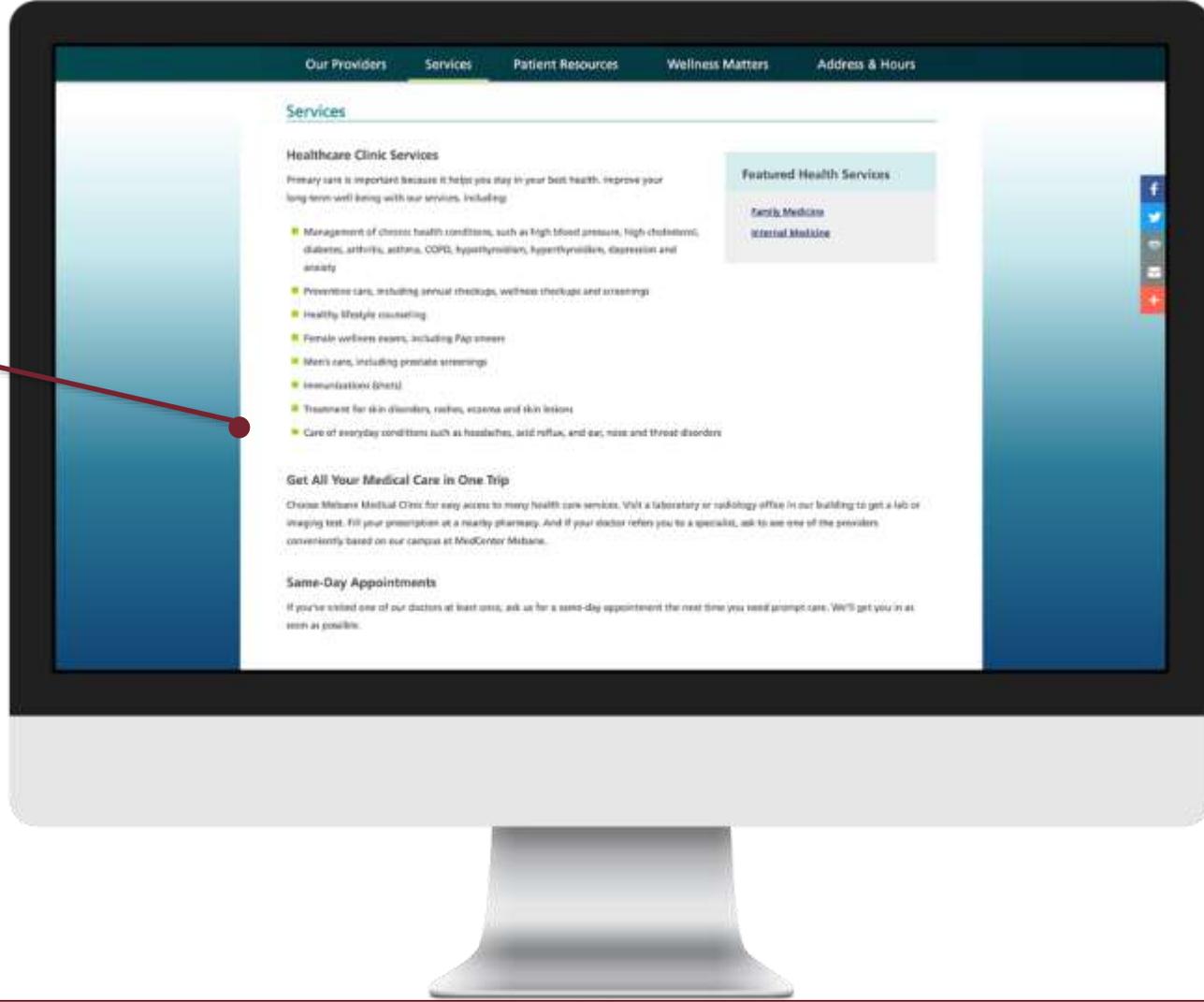
[◀ Return to Location Search Results](#)

Feel at home while getting high-quality primary care in the personable, small-practice environment of Mebane

[Make an Appointment](#)







Mebane Medical Clinic

Services

Healthcare Clinic Services

Primary care is important because it helps you stay in your best health. Improve your long-term well-being with our services, including:

- Management of chronic health conditions, such as high blood pressure, high cholesterol, diabetes, arthritis, asthma, COPD, hypothyroidism, hyperthyroidism, depression and anxiety
- Preventive care, including annual checkups, wellness checkups and screenings
- Healthy lifestyle counseling
- Female wellness exams, including Pap smears
- Men's care, including prostate screenings
- Immunizations (shots)
- Treatment for skin disorders, rashes, eczema and skin lesions
- Care of everyday conditions such as headaches, acid reflux, and ear, nose and throat disorders

Get All Your Medical Care in One Trip

Choose Mebane Medical Clinic for easy access to many health care services. Visit a laboratory or radiology office in our building to get a lab or imaging test. Fill your prescription at a nearby pharmacy. And if your doctor refers you to a specialist, ask to see one of the providers conveniently based on our campus at MedCenter Mebane.

Same-Day Appointments

If you've visited one of our doctors at least once, ask us for a same-day appointment the next time you need prompt care. We'll get you in as

Featured Health Services

- [Family Medicine](#)
- [Internal Medicine](#)

Western Rockingham Family Medicine

Services

Comprehensive Family Clinic

As the largest practice in western Rockingham County, we're big enough to serve your primary health care needs, but small enough to give personalized attention. Count on us for:

- Physical examinations, including well-check visits, physicals for women and health checkups
- Pediatric care and child vaccinations
- Onsite lab tests
- Onsite bone density exams
- Onsite digital X-ray testing, which creates clearer images with less radiation
- Care of everyday illnesses and injuries
- Referrals to specialists

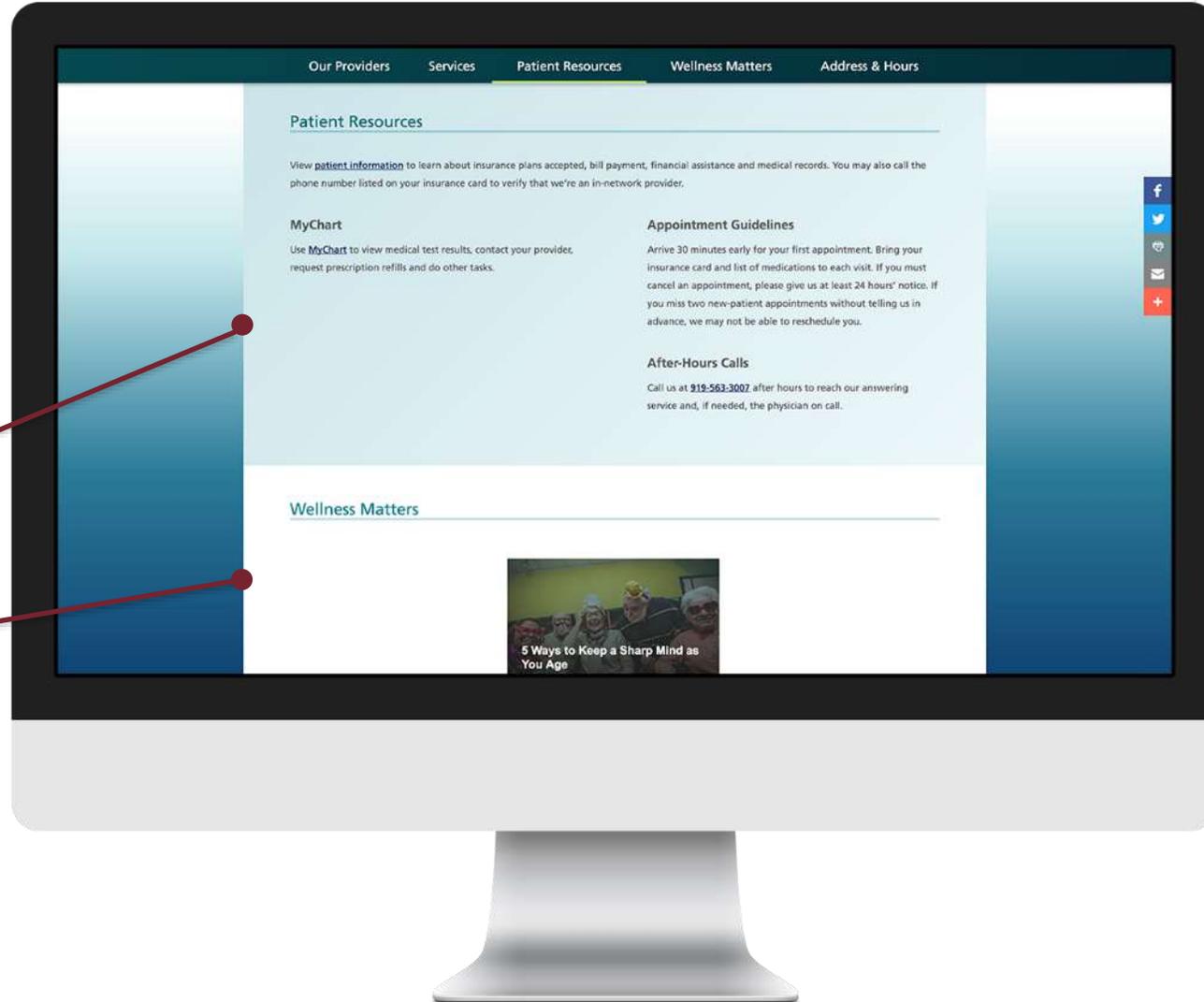
Evening, Weekend & Same-Day Appointments

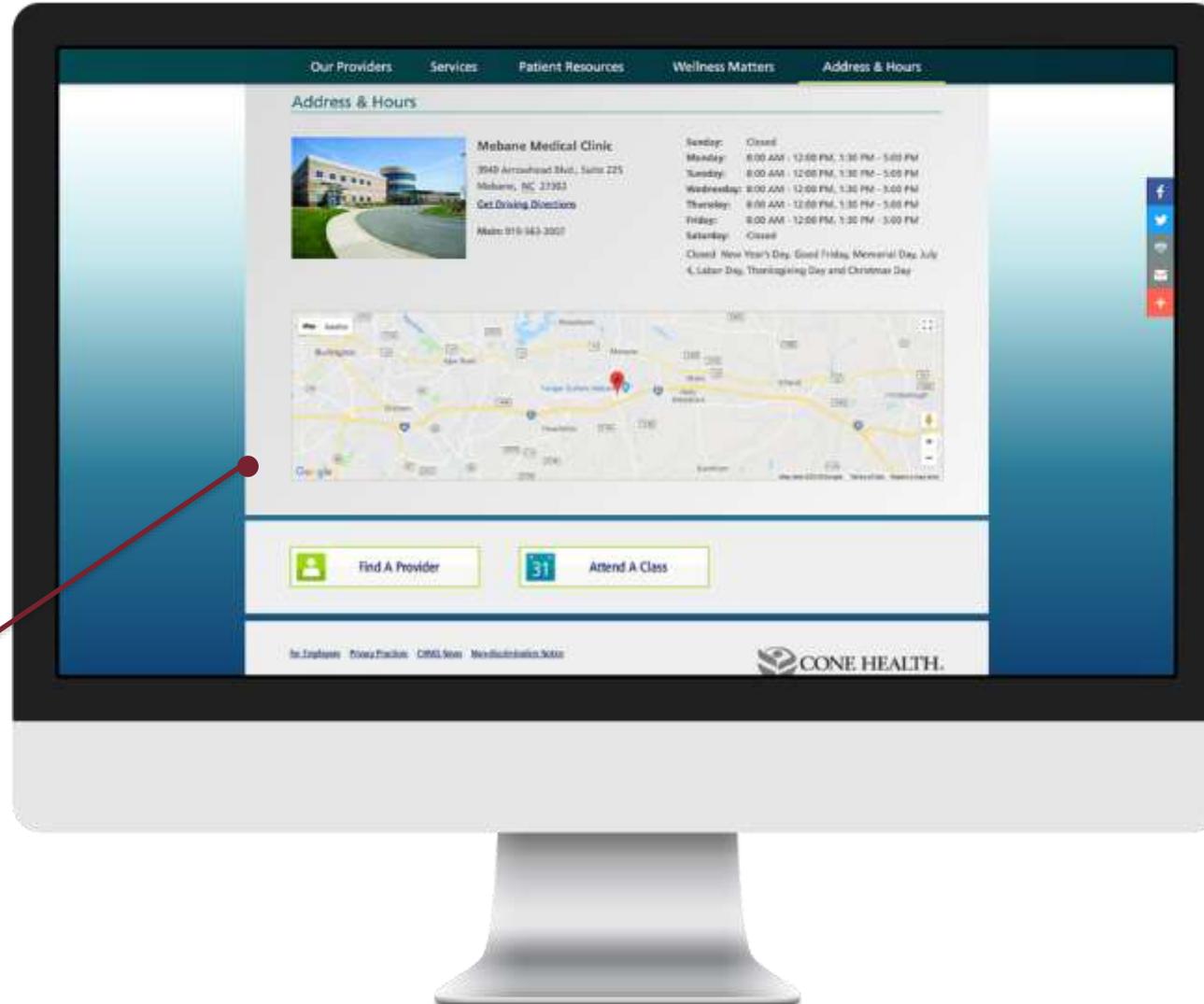
Take advantage of our convenient weekday, evening and Saturday hours. If you're an established patient with us, ask us for a same-day appointment the next time you need prompt care. We'll get you in as soon as possible.

Featured Health Services

- [Family Medicine](#)







Benefits of Robust Location Content

274%

Increase in pageviews
CHMG and Cone Health location profiles

~50

Unique visits to doctors from
location profile

39.7%

Decrease in bounce rate
CHMG location profile

1

Central place for information
and content governance

Key Takeaways



Key takeaways

Getting started

- Determine when it's appropriate to create a location page
- Identify your types of locations
- Start an inventory of content on your site
- Dig into user behavior and search trends
- Set priorities
- Localize content

