

Digital Marketing Guide



5-STAR TO SUCCESS



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Introduction

When people look for local services, they no longer turn to the yellow pages. The internet has become the primary way people search local. In fact, 46% of all Google searches focus on finding local businesses.¹

How do you intersect with people when they're looking for your service? Digital marketing. If your practice is not optimized for local search and digital marketing, you need to act now.

This guide will walk you through what you need to do. We will only cover the basics here. If you need more help, you can always reach out to us - we are happy to help. For more extensive or ongoing work, we've included agency suggestions that can help you.

1. <https://www.socialmediatoday.com/news/12-local-seo-stats-every-business-owner-and-marketer-should-know-in-2019-i/549079/>

Critical Local Search Knowledge

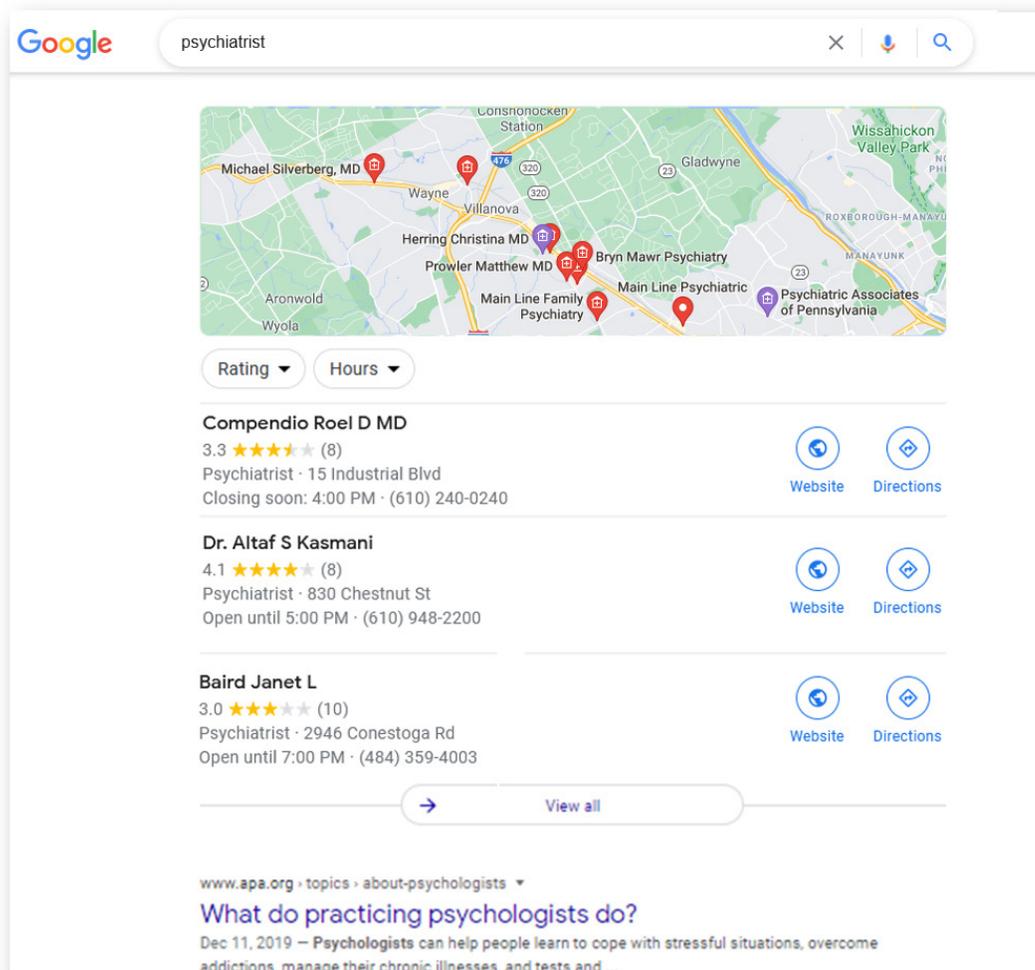
Local search means people going to a search engine (either on their phone or computer) to search for local products and services. As a practice, you need to be concerned with getting set up on Google My Business, Bing Places, Yahoo, and Facebook.

Before you do, a quick explanation of how local search works might be helpful. Since Google holds almost 90% of the U.S. market share for search, we'll explain how Google's local search works.

In order to show up in the "three pack" or Google Maps (shown in Figure 1 below), Google wants to ensure your business is the best business to show. Google's credibility is on the line here. If they show bad results, people will stop using the service.

Consequently, Google heavily focuses on accurate information—especially the *name, address, and telephone number* of your business (called NAP data). They look at other things as well: reviews (number and ranking), business classification, pictures, update frequency, and other factors. However, the #1 factor is accurate information.

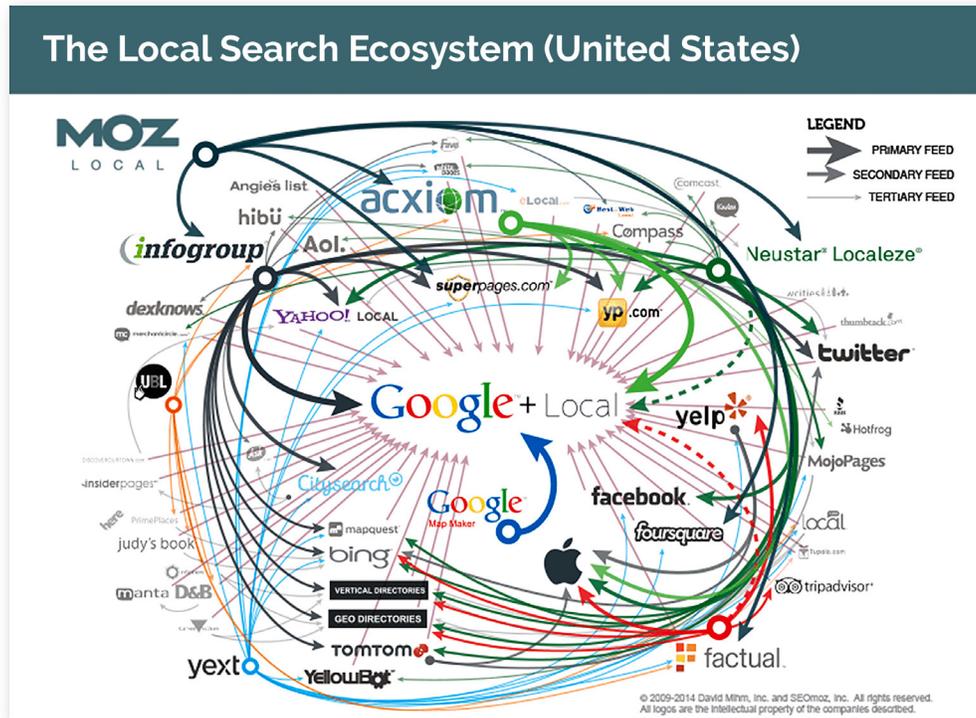
Figure 1 – Google Maps or the "Three Pack"



2. <https://gs.statcounter.com/search-engine-market-share/all/united-states-of-america>

How does Google know if your information is accurate? They crawl the internet. They look at big data aggregators, directory websites, your practice’s website, and other websites (see Figure 2 – Local Search Ecosystem) and match your practice’s name, address, telephone number, hours of operation, and other data. If there are data mismatches, credibility drops, and Google is less confident they have the right information.

Figure 2 – Local Search Ecosystem



You can control your NAP data by ensuring you have “claimed” your business on the major directories, data aggregator websites, Google My Business, and Facebook, AND that all the information EXACTLY matches what’s on your website. Seriously, not a comma difference.

We’ve aggregated the major places you need to check to ensure you have accurate information (see below). The whole process takes 3-5 hours to register and double check everything. For some of the data aggregators, it may take up to a week.

You’ll then need to recheck your NAP data every quarter to ensure no one has tried changing the information (which can happen more often than you think). We’d recommend setting a recurring calendar reminder to remind you to check on this.

If you don’t want to be bothered with the maintenance, you can sign up for a service like MOZ Local. They monitor all the websites/directories/data aggregators and give you a dashboard to ensure your practice information is accurate across the ecosystem. Additionally, MOZ gives you a one-button click to fix the information if it’s not accurate. Easy. The annual price: \$299 + \$40 for data aggregators (which you’ll want).

If you want to go the manual route, CLAIM your business or create your new business listing on the following sites:

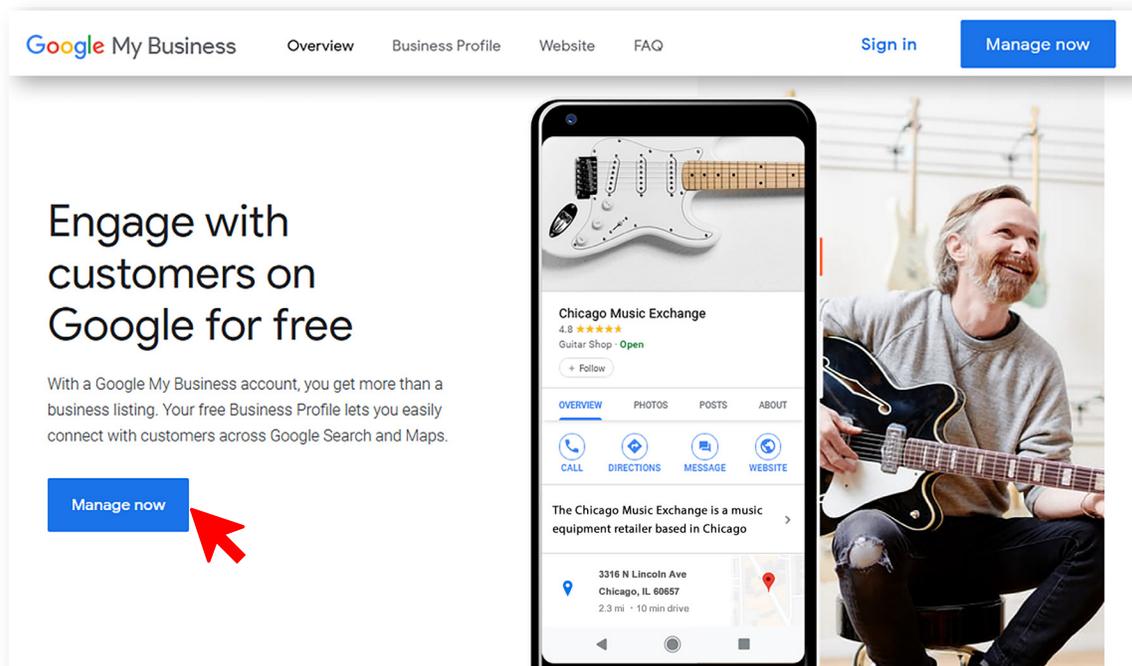
1. **YOUR WEBSITE** – Make sure whatever NAME, ADDRESS, PHONE you use here matches all the other listings ... EXACTLY.
2. **MAJOR DATA AGGREGATORS**
 - a. NEUSTAR LOCALEZE
 - b. INFOGROUP (now known as Data Axle)
 - c. FACTUAL
3. **SOCIAL MEDIA**
 - a. Facebook
4. **SEARCH ENGINES**
 - a. Google My Business
 - b. Bing Places
 - c. Yahoo Local (outsourced via YEXT)

One final note for claiming your business or updating your data throughout the local search ecosystem... it takes 2-3 months for all the data to trickle from the data aggregators.

Set Up Google My Business

Claiming your business on Google is relatively simple. The steps are outlined below.

1. Go to GOOGLE.COM/BUSINESS
2. Click the “Manage now” button

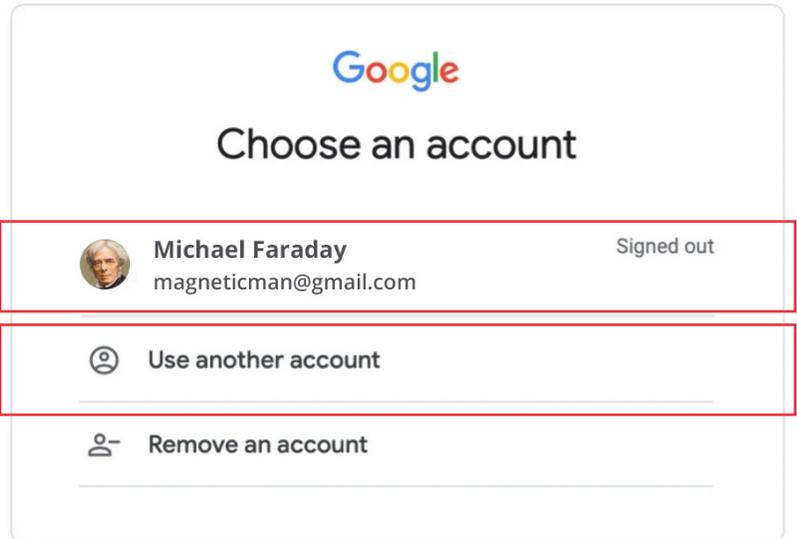


3. Login to Google

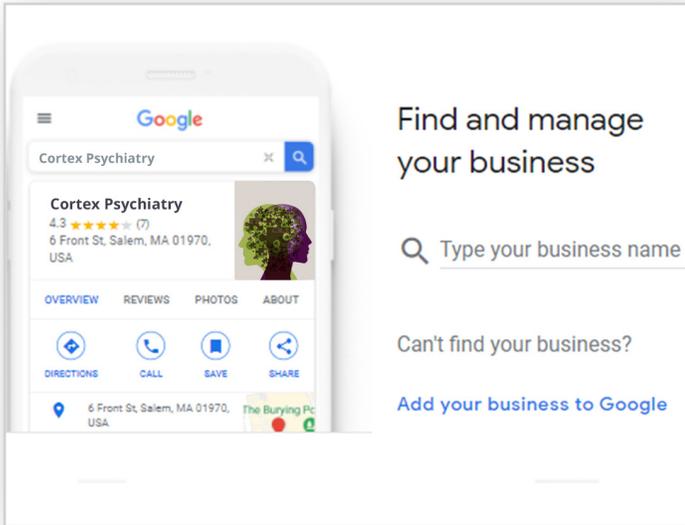
If you don't have a Google account, **set one up.**

Login if you have a Google Account.

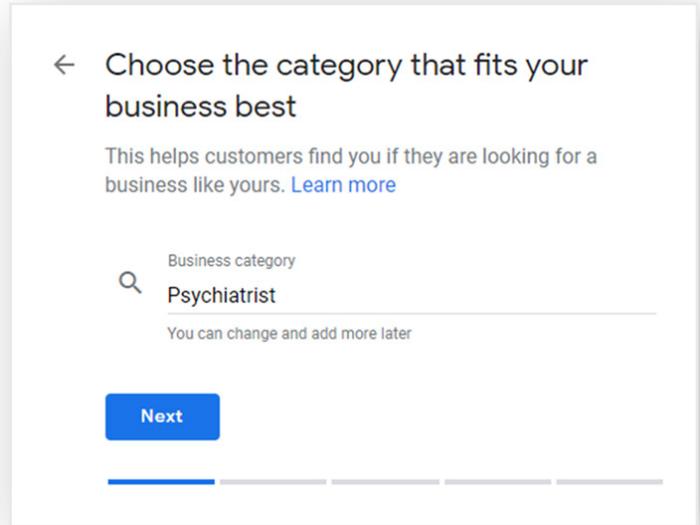
If you don't have an account, click the "Use another account" option and follow the prompts to set up a Google account.



4. Search for your business and/or add it to Google



5. Choose your business category



Choosing the right category for your business is critical and will impact your ability to get into the "three pack." Choose the MAIN business category here. You can add more categories later.

6. Add your location

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next

7. Add your business address EXACTLY like you have it on your website

← What's the address?

 United States

Street address

3222 Phoenixville Pike

Add Line

City

Malvern

ZIP code

Pennsylvania

19355

Next

8. Add contact details EXACTLY matching those on your website

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

  Contact phone number

 Current website URL

I don't need a website

Get a free website based on your info.

[See details](#)

Next

9. Choose your business category

← Finish and manage this listing

You'll be able to manage **Freuds Services** on Google.

✓ Promote your business with photos and posts

✓ Track business analytics to understand your customers

✓ Respond to customer reviews

Finish

10. Verify your business

Choose the postcard option (which will take five business days to arrive).

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)

Postcard by mail
Have a postcard with your code mailed to this address
May take up to 5 days to arrive

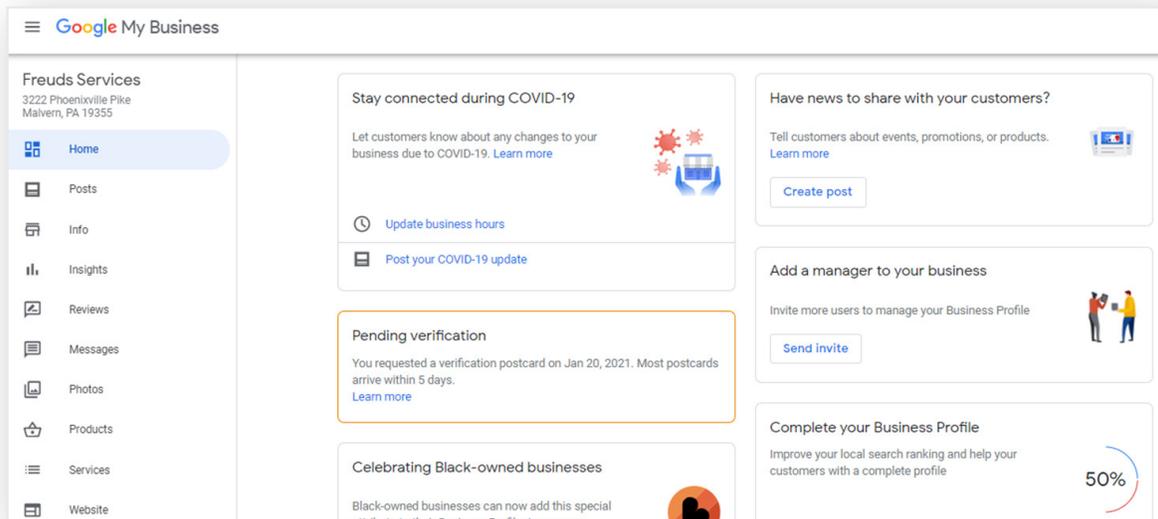
More options

Contact name
Freuds Services
3222 Phoenixville Pike, Malvern, PA 19355, United States

11. Finish filling in the details of your business

Don't skimp on these. Fill them out well; they will impact your rankings. And they will help people know they've come to the right place.

12. Get familiar with the Google My Business Dashboard



13. Bookmark Google My Business in your browser.

Then verify your business when your postcard arrives.

Once your post card arrives, there will be a code on it. Go back into Google My Business and verify your business. While you're waiting, add pictures and perfect your business description. Add categories and start making plans to get reviews. This is also a place to add points about your practice uniqueness and distinguish yourself from your local competition. Let prospective patients know what makes your practice special and what kind of experience they can expect to have.

We've included a quick checklist to help you manage the Google My Business and local search set-ups.

Local Business Set-up Checklist

Step 1

Set Up Local Search (Google My Business, Data Aggregators)

- Name, Address, Telephone number EXACTLY match your website.
- Website is correct.
- Hours of operation are correct.
- The Main "Business Category" is the same for all platforms.
- Multiple secondary "Business Categories" chosen and as close as possible for all platforms.
- Practice logo added.
- A friendly description of the business has been added. The description should include: services offered, why you love practicing, why customers should choose you versus a competitor, and what makes you special.

Step 2

Get Reviews

- At least five reviews from actual patients. Try to get 1-2 more per month.
- Respond to all NeuroStar reviews.
- Respond to any negative reviews.

Step 3

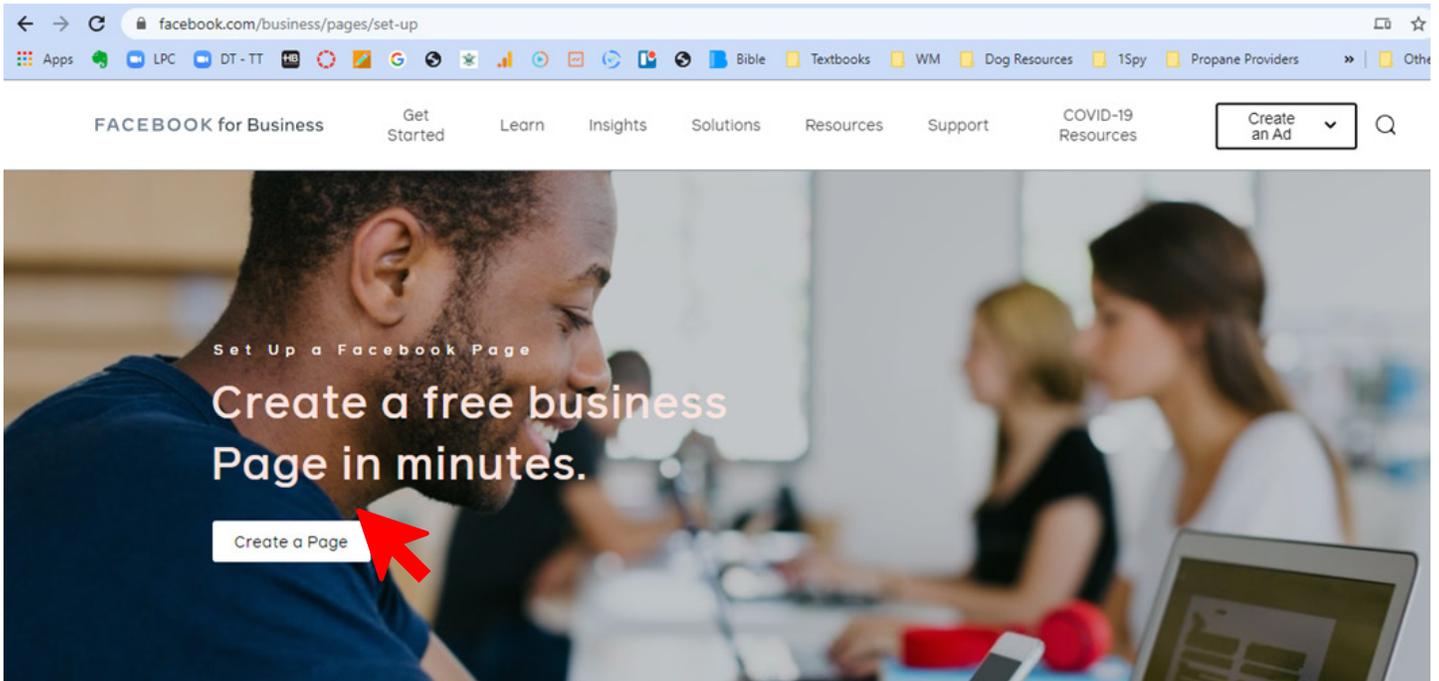
Make Listings Friendly

- Add profile photo.
- Add at least 3 interior NeuroStar room photos.
- Add at least 3 interior practice photos.
- Add at least 1 exterior practice photo.
- Add at least 3 photos at work.

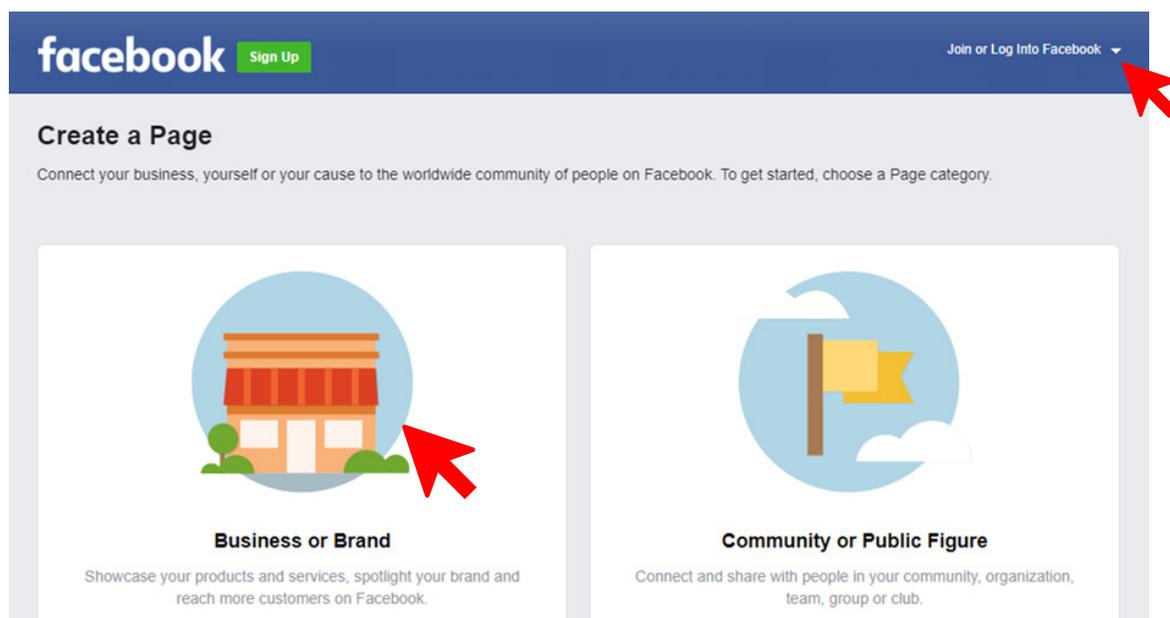
Set Up Your Facebook Business Page

Setting up your Facebook Business page is also an easy place to showcase your business online. The steps are as follows:

1. Go to Facebook for Business and click “Create a Page”



2. Login. Then choose the “business or brand” option.



3. Fill in the info and create your page

Pages > Create a Page

Create a Page

Page Information

Page name (required)
Bryn Mawr Psychiatry ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)
Psychiatrist x ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

Page Name
Category

The “page name” should be the name of your business. The “category” should match the category chosen on Google My Business and should always be the same category chosen each time you claim your business. Use the same business description you used for Google My Business.

Make sure to add pictures and finish your set up by adding hours. Include any additional details Facebook wants.

Always create a Facebook business page. Do not create a “personal” page with the name of your business. With a business page listing, you’ll have more management tools including the ability to boost posts, run ads, and host events.

Google Ads and Top AdWords

After you set up local search and you want to drive more traffic to your website, we would suggest running local ads on Google's ad platform — Google Ads.

Caution: This option is for someone who wants to spend at least 5 hours per week managing advertising and learning a new platform. If you're not interested in doing that, we suggest letting an agency run Google Ads for you.

For those determined to move forward, here are some suggestions.

1. Call Google Ads and have them walk you through setting up the account.

The account set-up can be confusing and it's easy to get your ad account restricted before you even start advertising. Google's number is: (866) 246-6453

2. Run ads on Google Maps & on Search

You'll have the option to choose where your ads show up. Make sure you ask the rep helping you set up the account to help you connect your Google My Business account so you can advertise on Google Maps listings.

3. Only advertise within a radius of 15 minutes' drive or walk. Your goal is to draw patients in who can drive to your office every day for treatment and people typically only choose local businesses that are within a 15-minute drive.

4. Have the rep explain the difference in conversions and walk you through setting up the proper conversions so you can measure what's working and what's not.



5. Choose the right keywords

Top words to use are:

- **NeuroStar**
- **NeuroStar TMS**
- **NeuroStar Advanced Therapy**
- **NeuroStar Advanced Therapy for Mental Health**
- **Transcranial Magnetic Stimulation**
- **Cost of Transcranial Magnetic Stimulation**
- **TMS**
- **TMS Therapy**
- **TMS Therapy near me**
- **TMS Depression**
- **NeuroStar Reviews**

Although these words will be less expensive, they are not highly searched and won't result in stellar traffic. However, it's important to own the top spots for these searches so that competitors don't claim them.

The word "depression" alone is too general and you'll often get a lot of people searching to find out if they're depressed. You'll also be competing with antidepressant medication advertisements which can get expensive. However, using variations of "depression" can yield more qualified traffic such as:

- **depression treatment**
- **depression treatment options**
- **depression help**
- **treatment for depression**
- **non-drug depression treatment**
- **antidepressant alternatives**

Local SEO (Search Engine Optimization)

Local search engine optimization or Local SEO helps Google know where to help you show up in search results. If people are searching for a specific service in a city, it's always better to ensure your website is set up for that city (for those with one office). Prospective NeuroStar patients will always be searching for a local practice near them for treatment. For those wanting to show up better in the search engines, we recommend the following:

1. Add City and State to your services URL. “For example, if you have a NeuroStar service URL (i.e. www.yourwebsite.com/neurostar), we suggest adding the city and state making the new URL: www.yourwebsite.com/buffalo-kansas-neurostar/.

2. H1 Tags. We recommend having one H1 (Heading 1) tag for each page. The H1 tag should match your URL. For example, if your URL for that page is www.yourwebsite.com/buffalo-kansas-neurostar/, then you would use Buffalo Kansas NeuroStar for your H1 tag.

3. Meta Title Tag. Your meta title tag is a tag on your website that you can manipulate. The words you choose show up in search engines as the blue title (shown below). Your meta title should mirror the H1 tag and should be no longer than 70 characters. *We strongly recommend adding “NeuroStar” to your meta title tag.*

<https://achievetms.com> › Our Technology ⋮

NeuroStar TMS Therapy - Achieve TMS

OR · Alaska · Anchorage, AK · South Anchorage, AK · Fairbanks, AK · Wasilla, AK · Resources · Community Resources · Alaska · Central California · Greater Portland ...

4. Meta Description. Your meta description also shows up in Google under the blue title of the search result. You should customize the meta description on your website so that Google uses the words you choose instead of pulling randomly from your website's copy. Your meta description should be no longer than 155 characters as Google can cut it off (shown above with the ellipsis) if longer. Use this as a way to entice people to click to your website instead of your competitor's website.

Local SEO Checklist

Make Your Website Local SEO Friendly

- Add city and state to all services URLs.
- Make sure every page has an H1 tag that matches the URL keywords.
- Make sure your meta title tag matches your H1 tag keywords.
- Customize your meta description for each page of the website.

NeuroStar Preferred Agency Suggestions

If you want help with your marketing, we have two recommendations for you.

WebServ does high-quality Search Engine Optimization (SEO), Pay-Per-Click Campaigns (PPC) and websites. They are best for practices who are committed to spending money on marketing to grow in the \$2500-5000+/month range. They also offer mid-range packages to NeuroStar customers starting at \$1000/month. Their work produces long-term growth and results – they produce customized content with outstanding technical expertise to support it. They respond to clients rapidly and efficiently. Additionally, many of their current clients are in the mental health space, so they understand how to speak to patients.

WebServ is best for **NeuroStar Precision Pulse** levels: *Advanced, Premium, Star*

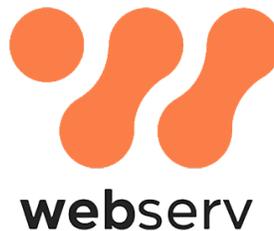
<https://webserv.io/>

Contact: Preston Powell, COO

Email: preston@webserv.io

Phone: (949) 287-8938

Cell: (949) 434-9389



DocSites is a great choice for our customers who want to spend less - around \$500-1000/month - and still receive a high-quality output to establish a marketing presence online. DocSites has clear, transparent pricing, fast turnaround time, responsive customer service and a commitment to showcasing the NeuroStar brand. They offer basic services at lower prices and can customize plans for customers who want to expand their digital marketing and invest more.

DocSites is best for **NeuroStar Precision Pulse** levels: *Professional, Preferred*

<https://www.docsites.com/>

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Websites for Dentists & Doctors





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