



DRIVING **CHANGE 2023**  
THE URGENT CARE CONVENTION

# The Google Advantage





# Introduction

DRIVING **CHANGE** 2023  
THE URGENT CARE CONVENTION

Nick





**Nick Hoard**

Founder/CEO



**Michael Ray**

Co-Founder & VP of Operations



**Kimberly Thomas**

Operations Manager



**Hannah Green**

Internal Marketing Coordinator



**Brad Strickland**

SEO Specialist



**Devin Smith**

Client Success Manager



**Thao Nguyen**

Production Marketing Assistant



**Bot**

The Marketer

We Help Urgent Care Clinics,  
*Like Yours*, Triple Patient Volume with  
**Digital Marketing Services!**

- Search Engine Optimization
- Digital Advertising (PPC)
- Social Media Marketing
- Website + Development

# THE PROBLEM

*Urgent Care Clinics are facing when it comes to Google*

# THE SOLUTION

*The 3 things you can do RIGHT NOW  
on Google without a marketing  
agency*



## Solutions Overview

- Content Through Keywords
- Google Business Profile
- Reviews System

# CONTENT



**CONTENT  
IS KING**

– Bill Gates (1996)



# Content Includes



**Text**



**Image**



**Video**



# How to Effectively Build Your Own Content for Google

- Be Intentional with it
- Don't Reinvent the Wheel
  - See what competitors are doing on their website, content wise
- Post to Social Profiles to Create Backlinks and Repurpose your Content



# Endless Content that Passes Google's AI Check



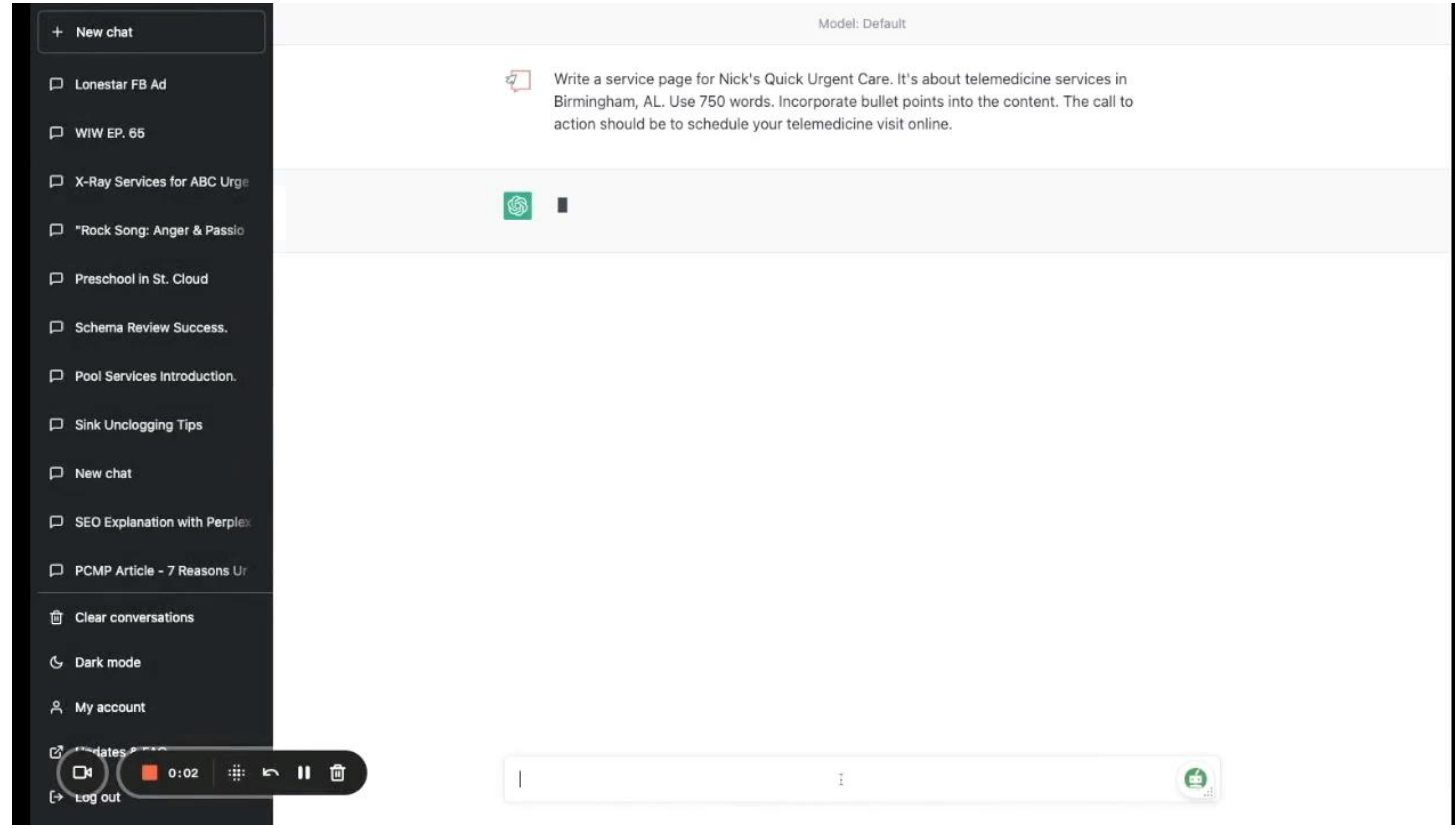
**ChatGPT**



**Originality.AI**



**QuillBot**



The screenshot shows the ChatGPT web interface. On the left is a dark sidebar with a list of chat titles: '+ New chat', 'Lonestar FB Ad', 'WIW EP. 65', 'X-Ray Services for ABC Urg...', '"Rock Song: Anger & Passio...', 'Preschool in St. Cloud', 'Schema Review Success.', 'Pool Services Introduction.', 'Sink Unclogging Tips', 'New chat', 'SEO Explanation with Perple...', 'PCMP Article - 7 Reasons Ur...', 'Clear conversations', 'Dark mode', and 'My account'. At the bottom of the sidebar are icons for 'Log out' and a video player with a '0:02' timer. The main chat area has a header 'Model: Default' and a prompt: 'Write a service page for Nick's Quick Urgent Care. It's about telemedicine services in Birmingham, AL. Use 750 words. Incorporate bullet points into the content. The call to action should be to schedule your telemedicine visit online.' Below the prompt is a small green ChatGPT icon. At the bottom of the chat area is a text input field and a green 'Send' button.



# Originality.AI – Before QuillBot

ORIGINALITY.AI BETA Content Scan Balance: 1570

Dashboard Content Scan Website Scan My Team Credits My Account API Access Affiliate Program earn 25% forever

### Enter Content

MY SCANS

Enter more content to run scan

Paste or write content here

Words: 0

Detect AI  Plagiarism Check

SCAN NOW

This scan will cost 0 credits

AI Detection currently supports only the English language

ORIGINALITY.AI BETA Content Scan Balance: 1560

Dashboard Content Scan Website Scan My Team Credits My Account API Access Affiliate Program earn 25% forever

### Scan Complete

Scroll down to review your scan results.

#### AI Detection Score

0% Original 100% AI

ORIGINALITY.AI

AI Originality Score. This score reflects our AI's confidence in predicting that the content scanned was produced by an AI tool using GPT-2, GPT-J, GPT-NEO or GPT-3. A score of 90% original and 10% AI should be thought of as "We are 90% confident that this content was created by a human" and NOT that 90% of the article is Human and 10% AI. [Learn More](#) about the score.

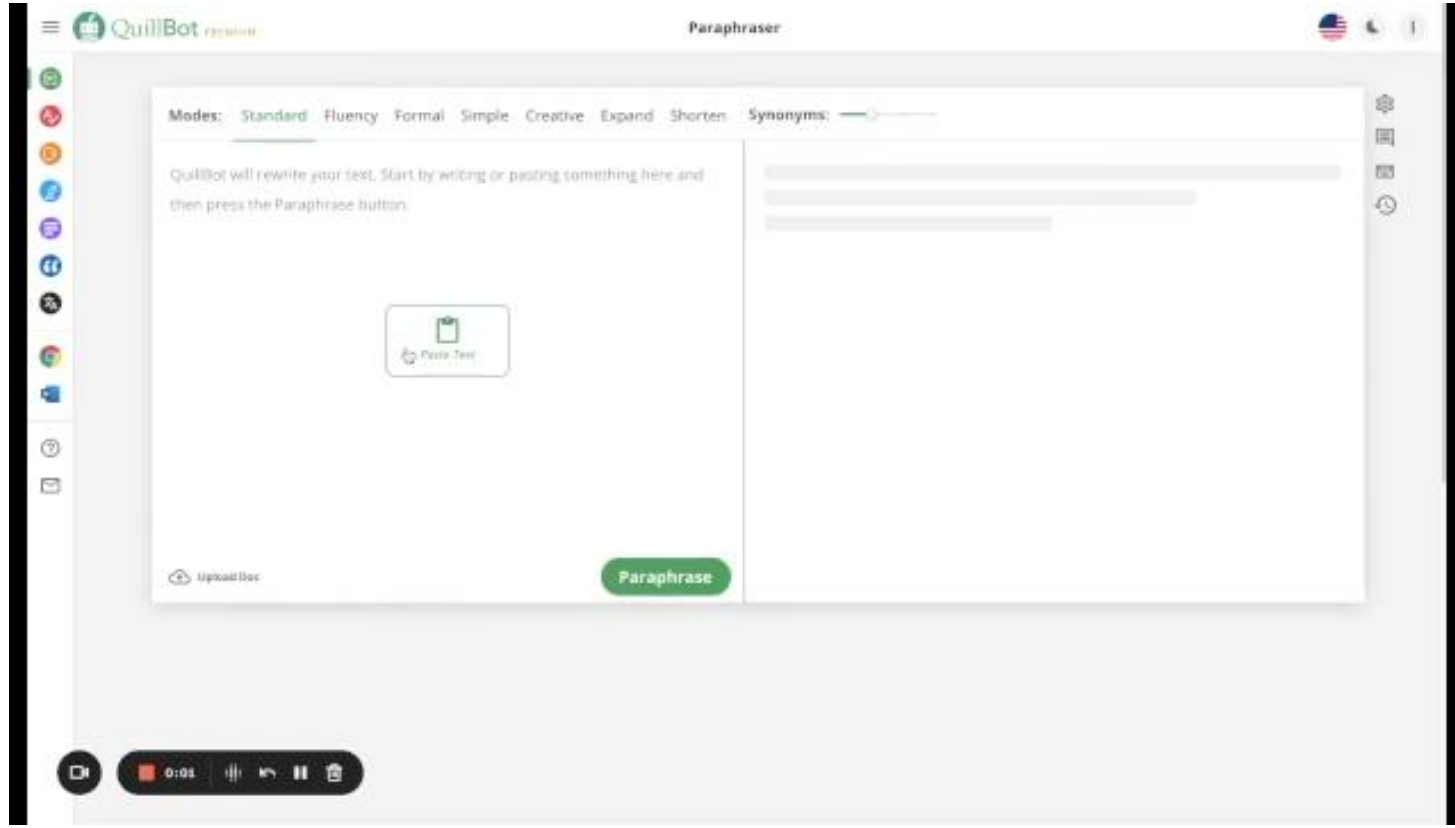
#### Plagiarism

No Plagiarism detected

ORIGINALITY.AI

AI Originality Score. This score reflects our AI's confidence in predicting that the content scanned was produced by an AI tool using GPT-2, GPT-J, GPT-NEO or GPT-3. A score of 90% original and 10% AI should be thought of as "We are 90% confident that this content was created by a human" and NOT that 90% of the article is Human and 10% AI. [Learn More](#) about the score.

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# Originality.AI – After QuillBot

ORIGINALITY.AI 88% Content Scan Balance: 1560

Dashboard Content Scan Website Scan My Team Credits My Account API Access Affiliate Program earn 25% forever

### Enter Content

MY SCANS

Enter more content to run scan

Words: 0

Poste or write content here

Detect AI  Plagiarism Check

SCAN NOW

This scan will cost 0 credits

All detectors currently supports only the English language

### Scan Complete

Scroll down to review your scan results.

#### AI Detection Score

99% Original 1% AI

ORIGINALITY.AI

AI Originality Score. This score reflects our AI's confidence in predicting that the content scanned was produced by an AI tool using GPT-2, GPT-J, GPT-NEO or GPT-3. A score of 90% original and 10% AI should be thought of as "We are 90% confident that this content was created by a human" and NOT that 90% of the article is Human and 10% AI. [Learn More](#) about the score.

#### Plagiarism

✓

No Plagiarism detected

ORIGINALITY.AI

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Dashboard Content Scan Website Scan My Team Credits My Account API Access Affiliate Program earn 25% forever



# LET'S PLAY A GAME!



# SEO SEARCH VOLUME GAME

*(Searches Per Month for the entire US)*

**Chest X Ray**

**Chest Xray**

**Chest X Ray**

***24,200***

**Chest Xray**

12,300

**Primary Care  
Doctor**

**Family Doctor**

# Primary Care Doctor

27,600

# Family Doctor

*116,000*

**Occupational  
Therapy**

**Physical  
Therapy**

# Occupational Therapy

274,000

# Physical Therapy

*675,000*

**Doctor**

**Urgent Care**

**Doctor**

713,000

**Urgent Care**

5,060,000



# Website Content Guidelines

- Localized Title
  - *Ex. X-Ray Services for [INSERT YOUR CITY]*
- 750-1250 word requirement per blog post
  - Bullet pointing out the blog performs better!
- Relevant Images

**The Do's**

- **Learn from negative reviews**

While negative feedback is not your goal as an urgent care clinic, any feedback is a gift from your patients. This feedback can include valuable information about ways to improve the patient experience in your urgent care clinic. When reading a negative review, think critically about the patient's complaint. Is it valid? Have you heard this same complaint from other patients before? Do you believe it is something that can be resolved or improved? Often, patients are too afraid to speak up in person. You can use any information to make your practice better!

- **Respond**

As much as you may want to do so, ignoring a negative review won't make it disappear. When you discover a negative review, it is crucial to respond to the patient. It is best practice to attempt to contact the reviewer privately; a sincere outreach to a dissatisfied patient can persuade them to give your clinic another chance. If essential, you can respond to the patient publicly in response to the review. If you believe the criticism is accurate and fair, a public reply can show the patient that you are genuinely sorry for their experience. You can state your changes to prevent the issue from reoccurring.

- **Thank customers for reviews**

When someone shares a kind review, thanking the patient is often the first instinct. You may not think about this when dealing with a negative review of your clinic. By thanking your customers, you create a personal connection and remind them you appreciate their feedback. Even in the case of a negative review, someone took time out of their day to provide criticism and allow you to make it

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By UrgentCare | September 1, 2022 | 1



# GOOGLE BUSINESS PROFILE



# Google Business Profile

3 things other Urgent Care Clinics are *NOT* doing for their Google Business Profiles that will BOOST your presence on Google

Your business on Google  
16,577 customer interactions

Profile Strength **Looks good!**

Edit profile   Read reviews   Messages   Add photo   Performance   Advertise

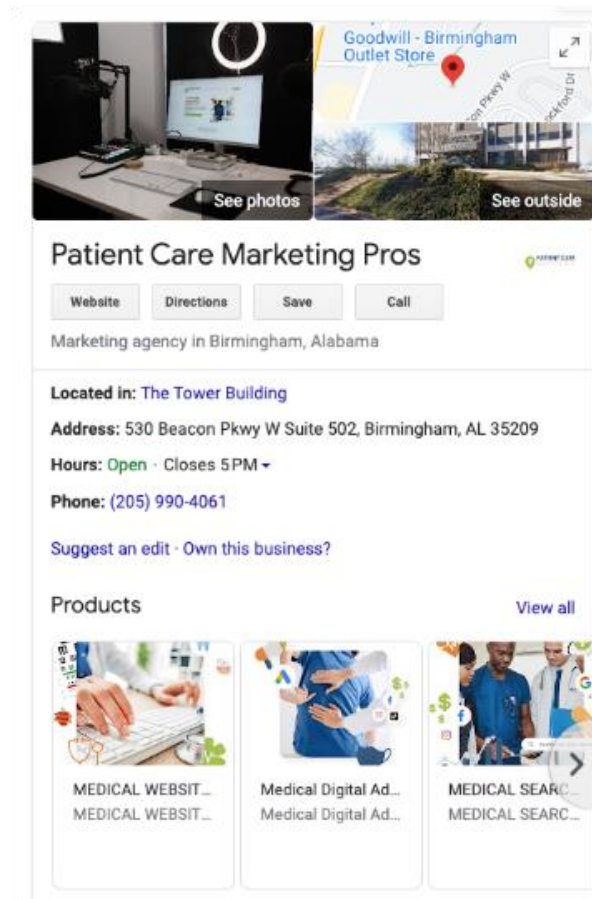
Insurance   Edit products   Edit services   Bookings   Calls

*This is what Google says about your profile... \*Note the profile strength!*



# Google Business Profile

- Create a Service section out of the products section





# Google Business Profile

- Use the Q&A Section of your Google Business Profile



**Nick the Marketer**  
530 Beacon Pkwy W Suite 501, Birmingham, AL

Do you offer geofencing?

Like Answer

**Nick the Marketer (Owner)**  
11 months ago

Thanks for asking. Yes! We are obsessed with location based marketing and Geofencing that allows us to micro-target interests and intent based on your needs. We can put together a free assessment to see how Geofencing can best work for your business.

Like



- Use GBP as a Social Network



From Patient Care Marketing Pros

"At Patient Care Marketing Pros, we help health care clinics, like yours, generate new patients through digital marketing strategies. Because of the immediate need for your services, a well-rounded search engine strategy is critical to the success of... [More](#)

Patient Care Marketing Pros on Google

ONLY 02 DAYS LEFT TO REGISTER FOR OUR UPCOMING Webinar THE NEW 2023 SEO FORMULA

Don't forget to register for our upcoming webinar! Would you like to ensure that your website and content strategy is set up... 3 days ago

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- Use GBP as a Social Network



From Patient Care Marketing Pros

"At Patient Care Marketing Pros, we help health care clinics, like yours, generate new patients through digital marketing strategies. Because of the immediate need for your services, a well-rounded search engine strategy is critical to the success of... [More](#)

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Before We Run Out Of Time...



[patient3x.com](https://patient3x.com)

# REVIEW SYSTEM



## Creative Ways to Get Reviews

- QR Codes at the Reception Desk
- Incentives/Giveaways
- Send follow up Emails/Texts with a Review Template
- Interact with Existing Reviews
  - Even Negative Ones!



# How to Respond to Negative Reviews

- Respond Quickly
- Don't Make Excuses
- Attempt to make things right
- Don't Break HIPPA
  - Never Explain Their Ailment or the Treatment You Provided - **BIG HIPAA VIOLATION**



# How to Respond to Negative Reviews

When it's your fault...

- Thank them for the honest review
- Own your company's mistakes and don't make excuses
- Reinforce your core value(s) pertaining to their complaint
- Empathize with the reviewer and offer to make it right

**Find a Response Template:**





# How to Respond to Negative Reviews

When it's not your fault...

- Thank them for the honest review
- Do not apologize but rather seek to understand the problem
- Reinforce your core value(s) pertaining to their complaint
- Attempt to de-escalate a negative situation
- Empathize and seek to resolve the problem

**Find a Response Template:**





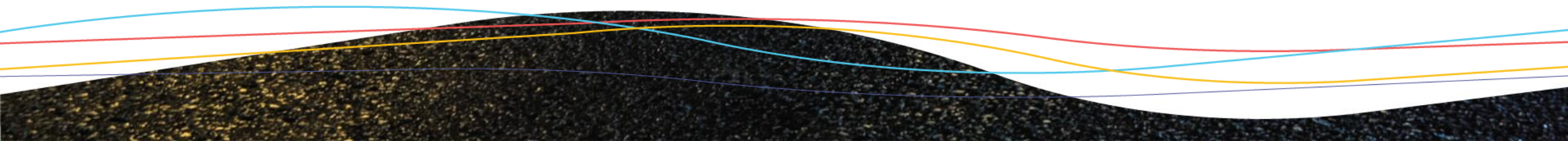
## How you can drive change:

- Maximize Your Content
- Optimize Your Google Business Profile
- Set Up Your Reviews System

DRIVING **CHANGE2023**

# Resources

- Book: Walk-Ins Welcome: Triple Your Patient Volume Through Digital Marketing by Nicholas Hoard
- Podcast: Walk-Ins Welcome: Medical Marketing



# Session Evaluation

- Your feedback is valuable, take a moment to complete the survey for this session.
- To claim CME, you must complete a separate survey available after the convention.

\* How likely are you to recommend this **content** to a colleague?

Not likely at all                      Neutral                      Extremely likely

0   1   2   3   4   5   6   7   8   9   10

What did you find most valuable about this **content**?

What would have made this **content** better?