

How to Own Real Estate on Google

WHY DOES OWNING REAL ESTATE ON GOOGLE MATTER TO YOUR PRACTICE?

With over 5.6 billion searches on Google a day, appearing on the first page of a Google search is critical for the success of your practice. The page that loads when you search a keyword on Google is called the Search Engine Results Page (SERP). There are four different areas on the first page of Google where your company or website can appear. Very few searchers continue on to the second or third page, so focus your efforts to appear on the first page as much as possible. Search engine optimization (SEO) specialists can estimate search volume and competition levels based on the limited information Google gives us about patient search, as well as via third-party data software. Marketing specialists can then decide what digital content to create, so that in turn their website will show up on Google, thus getting the company or organization's name in front of people and giving potential customers the opportunity to click.

WHAT ARE YOUR REAL ESTATE OPTIONS FOR GOOGLE?

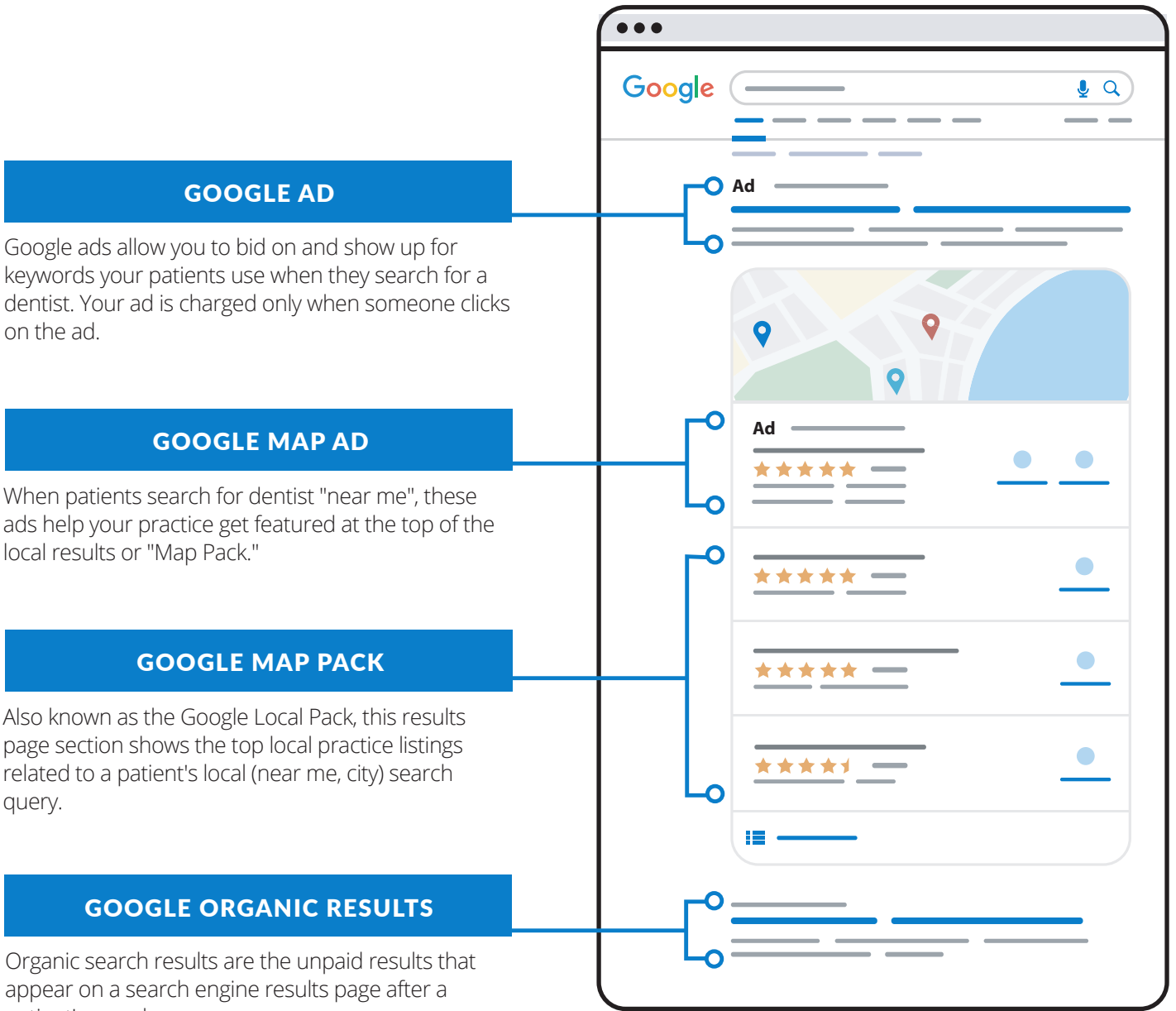
To best create your Google real estate strategy, focus on the four major options for real estate: Google Pay-Per-Click (PPC), Local Map Ads, the Local 3-Pack and organic results. These options combine both paid and free options to maximize the amount of space you take up on Google.

Google PPC involves putting money behind a certain keyword for which your potential new patients are searching. Your PPC advertisement will then appear as a paid ad at the top of the SERP. Every time a searcher clicks on your advertisement, you will then be charged however much you bid to use the keyword.

Local Map Ads are part of the Google PPC family. When you search for a business on Google, three businesses will appear below the local map that comes up. This is Google's Local 3-Pack. Within the three listings is the Local Map Ad, which you can bid on separately. You can bid on keywords that allow you to buy your way to the very top of the Map pack, too.

The Local 3-Pack itself is the three local results that typically show up on a desktop or mobile. Results are based on the relevancy of the actual search, the proximity of where the search physically takes place and how many reviews those businesses have.

Organically, concentrate on your search engine optimization (SEO) efforts to appear on the first page of Google. This involves creating unique, well-written, keyword-rich content for your website around what your patients are searching.



We help you attract, acquire + retain the patients you want.



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