doctorlogic

OFFICIAL PRODUCT GUIDE 11.11.21

855-522-3600
doctorlogic.com

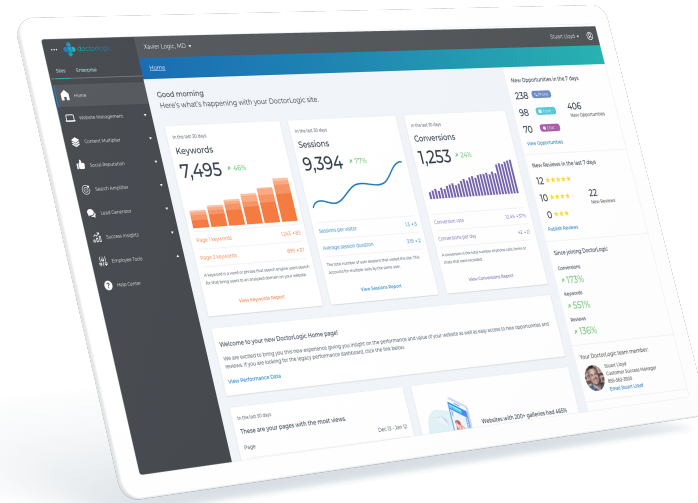DOCTORLOGIC
WEBSITES

DOCTORLOGIC
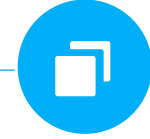**DASHBOARD**
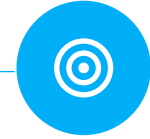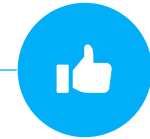
DOCTORLOGIC
REPUTATION

DOCTORLOGIC
SEO

DOCTORLOGIC
CONTENT

DOCTORLOGIC
ADVERTISING

DOCTORLOGIC
SOCIAL

DOCTORLOGIC
INTEGRATIONS

THE COMPLETE
PATIENT
ACQUISITION
PLATFORM

DOCTORLOGIC
WEBSITES

WEBSITE MANAGEMENT

Includes 1 Provider Page & Bio
Includes 1 Facility Page & Bio
Includes 10 Service Pages & List
Content Migration Strategy
Call To Action (CTA) Strategy
Up to 5 Team Member Bios
Up to 10 Hosted Video Pages
Up to 1 Custom Mark-Up Pages
Up to 1 Custom Banner or Video
Unlimited DIY Blogs & Galleries
On-Page Editing & Admin Tools
Appointment Scheduling & Forms
Tracking & Lead Management
Easy-To-Use CMS Admin Tools
Analytics & Digital Dashboard
24/7/365 Hosting & Security
5 Hours Free Monthly Support
Quarterly Business Review
Dedicated Success Team

MONTHLY EXTRAS

Add 1 Extra Provider
Add 1 Extra Facility
Add 10 Extra Services
ADA Accessibility Plug-In
Language Translate Plug-In

STANDARD SET-UP

Home Page Content & Design
Header/Footer Content & Design
Website Fonts, Colors & CSS Styles
Provider Pages & Filtered Lists
Facility Pages & Filtered Lists
Services Pages & Filtered Lists
Blog & Gallery Pages & Filtered Lists
Contact / About / Hours / Teams
Disclaimers, Legal & Privacy

OPTIONAL SET-UP

Custom, News, Videos & Specials
Virtual Consultation - 3rd Party Link
Online Payment - 3rd Party Link
Patient Portal - 3rd Party Link
Live Scheduling - 3rd Party Link
E-Commerce Site - 3rd Party Link
Find a Provider (Large Practices)
Find a Location (Large Practices)

ONE-TIME EXTRAS

Website Re-Design Fee
Author Extra Content Page
Author Extra Mark-Up
Migrate Extra Blogs/Videos
Additional Support Hours

DOCTORLOGIC
DASHBOARD

CMS DIGITAL DASHBOARD

Requires Website + Premium SEO
CMS Admin Tools & Users
Digital Dashboard Analytics
Lead Management & Tracking
Opportunity CRM Management
Flexible Reporting Date Ranges
Performance Tracking Data
Enterprise Level Reporting
DIY Blogging & Gallery Tools
"Write It For Me" AI Content Engine

DOCTORLOGIC
REPUTATION

REPUTATION MANAGEMENT

Requires Website Management
Review Collection (Approved Sources)
Review Publication by Customer
Review Solicitation by Customer
Review Interlinking by Customer
Review SEO by DoctorLogic

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DOCTORLOGIC
SEO

PREMIUM SEO
Requires Website Management
All On-Page Interlinking & SEO
10,000+ Targeted SEO Keywords
Google Proofing & Interlinking
Google Business Profile Updates
Up to 30 Local Listings Claimed
Title Tags, META & Friendly URL's
Reporting, Analysis & Adjustment
JSON-LD & Structured Schema

BACKLINK BUILDING
Backlink Building Campaigns

DOCTORLOGIC
CONTENT

CONTENT MARKETING
Requires Website + Premium SEO
Content Creation Calendar™
400-800 Avg Words Per Post
Own Any Content We Write For You
Creation of Blog Content Pages
Enhancement of Core Content Pages
DIY Blogging & Gallery Tools
"Write It For Me" AI Content Engine

DOCTORLOGIC
ADVERTISING

PPC ADVERTISING
Requires Website + Premium SEO
1 Key Service Per Ad Campaign
Google Ad Networks for PPC Ads
Geo-Targeted & Data-Targeted Ads
Turn-Key Campaign Management
Lead Generation Report Dashboard
Ad Copy, Redirects & Deep-Linking
Key Metric Tracking Per Campaign
Performance Review & Reports
Monthly Summary Reporting

DOCTORLOGIC
SOCIAL

SOCIAL ADVERTISING
Requires Website + Premium SEO
1 Key Service Per Social Campaign
Facebook & Instagram Ad Networks
Geo-Targeted & Data-Targeted Ads
Managed Social Media Postings
Managed GMB Social Postings
Lead Generation Report Dashboard
Key Metric Tracking Per Campaign
Performance Review & Reports
Monthly Summary Reporting

DOCTORLOGIC
INTEGRATIONS

EHR/PM INTEGRATIONS
Requires Approved EHR/PM System

TEXTING, CHAT & REMINDERS
Two-Way Texting & CRM Tools
24/7/365 Managed Chat Service
Appt Reminders & Follow-Up
Automated Review Solicitations
Email Newsletters & Campaigns
Requires Approved Retention System

REAL-TIME SCHEDULING
Scheduling Link Placed in Header
Requires Approved Appt System

DIGITAL INTAKE FORMS
Form Link Placed in Header
Requires Approved Form System

VIRTUAL CONSULTATIONS
Telehealth Link Placed in Header
Requires Approved Telehealth System

ONLINE PAYMENTS
Payment Link Placed in Header
Requires Approved Payment System