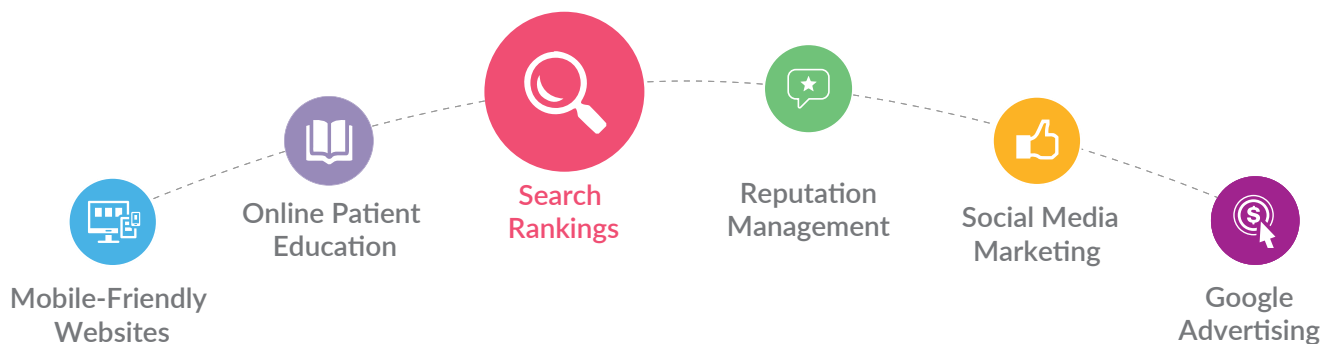


Search Engine Optimization



Benefits of Search Engine Optimization:

» INCREASED VISIBILITY

With Officite's SEO, you set your practice up to be seen by people of all ages who now rely on the Internet to search for healthcare providers

» INCREASED TRUST

Through SEO, your practice comes up in search results organically, in a way that feels more trustworthy to users, so they're much more likely to click through.



Search Engine Optimization Includes:

- » Customized package based on local market competition
- » Customized aggressive on-page and off-page optimization
- » Keyword research and analysis
- » Campaign Review by our SEO Team - Monthly ranking report accessible through our Dr. Portal.
- » Unique content creation/optimization
- » Custom blog posts
- » News release creation and distribution as needed
- » Develop organic link building
- » Photo optimization

93% » of online experiences begin with a search.

60% » of all clicks resulting from a search are on links rather than paid ads.

Questions about your campaign?
Email us at search@officite.com

Access your Ranking Report through our Dr. Portal at
<https://login.officite.com>

Search Engine Optimization



How We Drive Results:

» CONSULTATION

Our SEO Team will evaluate your current ranking status and develop a plan to drive results.

» CAMPAIGN SET-UP

A Google certified specialist will evaluate and ensure your website aligns with Google's best practices.

» ON-PAGE OPTIMIZATION

We help the search engines easily understand your site by adding header tags, meta descriptions, image alt text, meta titles and rich snippets.

» CUSTOM BLOG POSTING

Our talented copywriting team will generate unique/fresh content that focuses on the keywords chosen for your program.

» KEYWORD RESEARCH

Prior to starting the campaign, we will identify 5 popular keywords based on your practice to provide the best possible results.

» TARGETED SERVICES

We will target services your practice offers by creating landing & internal pages to improve your rankings each month.

» LOCAL BUSINESS LISTINGS

By request, we will create a Google My Business listing which can help to drive additional website traffic.

» MONTHLY REPORTING

A monthly ranking report is available within our Dr. Portal along with important daily metrics such as website visits, page views and traffic sources.

We Offer 2 Levels of Service:

» SEO ELEMENTS:

- Includes 3 Keywords & 1 Town
- Quarterly Blogs - Access Campaign Results through our Dr. Portal

» SEO PREMIUM BOOST:

- Includes 5 Keywords & 1 Town
- Bi-monthly Blogs - Access Campaign Results through our Dr. Portal

*Additional Keywords and Towns can be purchased for an additional charge.

* There is a one-time charge to set-up all our SEO campaigns as well as a monthly maintenance fee.

85% » of Clicks Resulting From A Search Engine Are On The Organic Links.

50% » Of Local Mobile Search Users Visit A Business Within One Day.

Questions about your campaign?
Email us at search@officite.com

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