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Web Marketing 101 for SLPs

A beginner's guide to blogging, SEO & Twitter

So you have a private therapy practice and you're looking to get found by new clients through the web. Well, that's exactly why we created this **quick guide** to help you better understand and act on the basics of web marketing. Here are **our recommendations**, which are written to simplify the online marketing process especially for speech-language pathologists.

- 1. Blogging**
- 2. Search Engine Optimization**
- 3. Twitter**

500,000 Searches /month

Represents the number of global monthly searches for "speech therapy" on Google.

**Google Adwords Keyword Tool*

You've got mail.

Adding links in your email signature that redirect to your blog and social media accounts is an easy place to start. Think of all the emails you send—in fact, 85% of people check their email on a daily basis.

1. Blogging & email marketing

Creating and maintaining a blog is one of the best ways to start marketing your therapy services online. A blog lets you share your opinion, develop a readership or following, engage with other bloggers, and ultimately attract readers “inbound” towards becoming clients with your practice.

In this section, we will outline some basics of getting started with your new blog:

Getting started

Most people just don't know where to begin. So we recommend setting-up a free account on either WordPress.com or Tumblr.com to get started. You can choose a theme and start writing your first post within minutes.

What do I write about?

You have years of therapy experience, but what do you write about? It's most important to make your blog a unique and interesting resource. Think about what your readers would want to spend time reading and sharing. Here are a few ideas:

-*Make a list (“Top 5 Ways SLPs are like Superheroes”)*

-*Share your experience (“How I helped my students overcome their speech fears”)*

-*Write something catchy or fun (“Justin Bieber’s fictional guide to speech therapy”)*

It's your blog and your voice, make it what you want.

How often should I update my blog?

Well, the best answer is *as often as possible*—typically publishing between 3-5 posts per week is ideal to improve your search ranking (we'll get to this next). But for the busy SLP, this may be too great an undertaking at first. So **start small** and write as often as you can. Invite friends and colleagues to author a guest post on your blog, or add pictures and quotes to keep things fresh and interesting.

Popular (free) blogging platforms:



Resources for blogging:

www.copyblogger.com/blog/ - content tips & ideas

www.moz.com/blog - marketing & SEO blog

www.socialmediatoday.com - social media news

2. Search Engine Optimization (SEO)

Once you have your blog up and running, it's time to get found on search engines like Google or Bing. Search engine optimization (SEO) is just a fancy word for boosting the content of your blog to get picked up by Google's search robot.

Why is this important? Well, currently there are over 4 billion searches on Google each day. In fact, there are around 500,000 global searches for "speech therapy" each month. **But, be specific!** It's better to focus on ranking higher within the few hundred searches for "speech therapy in (your city)." With thousands of people looking for websites, it's vital to position your website and blog to get found (*hint: you can find these search numbers using [Google Adwords' Keyword Tool](#)*)

-Choose some keywords: if you want to get found, you need to be specific. For instance, write about your specialty in greater detail (ex. "3 new insights into **apraxia**"). It's important to use your keywords in the title of your post as well as consistently throughout your entire post.

-Use hyperlinks: linking your blog post to outside websites or other blogs is a good place to start, but consider **linking within your own blog** to previous posts. Readers can click-through to your own site and stay engaged with your own content. Also, offer to guest post on others' blogs and link back to your blog—this way you will continue to drive meaningful traffic back to your content while also providing a benefit to other #slpbloggers (we'll cover Twitter in the next section).

3. Twitter

Why Twitter? Well unlike other social media sites like Facebook and Pinterest, **Twitter is all about conversation.** You can engage with the speech therapy community by following and tweeting with various "hashtags," which tag your tweet within a topic. Here are some popular speech hashtags:

#sleeps (*general speech therapy professionals*)

#slpbloggers (*blogs written by SLPs*)

#slp2b (*future SLPs, currently in graduate school*)

#bizslps (*private SLPs running a business*)

Guide provided by



Fluently is an online service that connects exceptional private speech-language pathologists with parents & students looking for therapy services. Create your free profile at FluentlyNow.com

