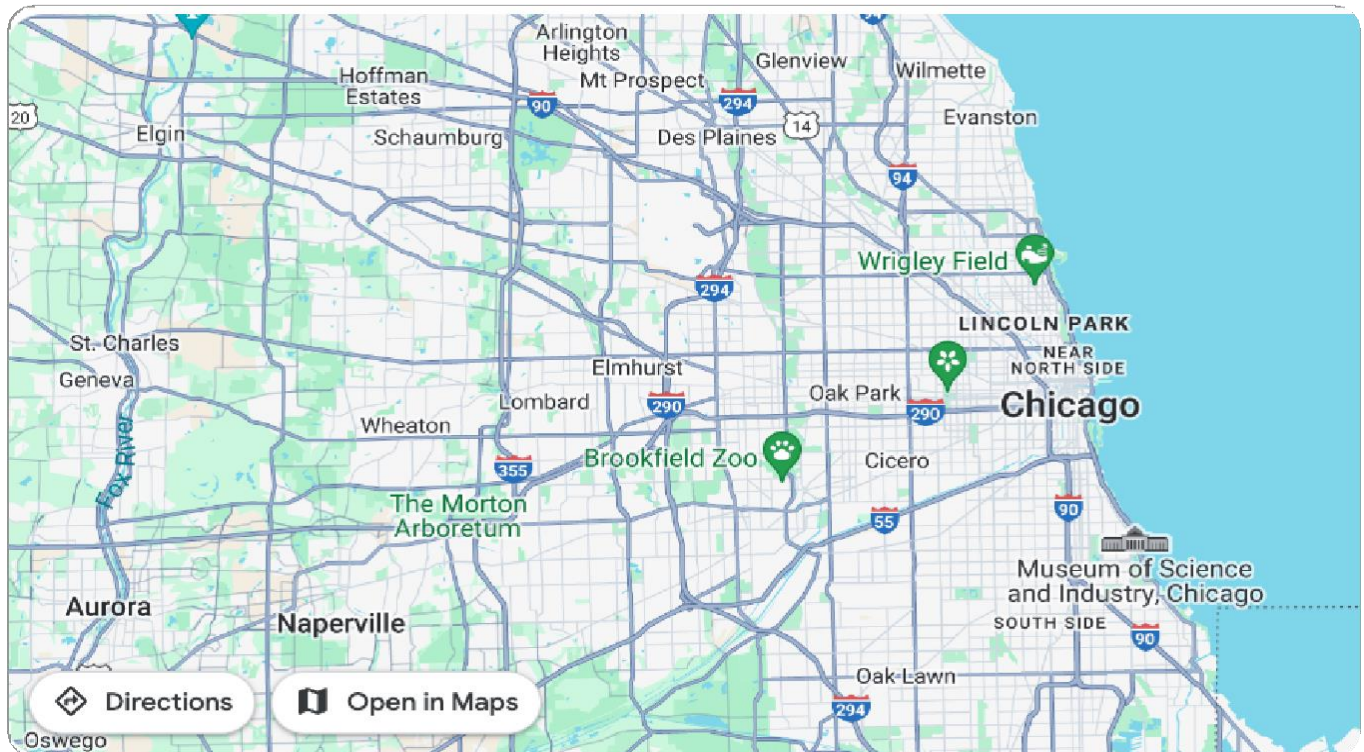


The Big Problem with Local SEO

It's somewhat easy to rank in Local Google/map searches when *a searcher is located within a mile or so* of your medical practice, but as searchers get even just a few miles out from your physical location, your ability to rank drops. **A LOT!**

Example: A primary care practice physically located in Oak Park, IL wants to get patients in Chicago, Naperville, Evanston & Elmhurst, but they're not close enough to those cities to show up.



This is because:

The proximity of your physical address to the searcher is still the #1 ranking factor – even for healthcare service providers where patients don't come to you (like virtual practice, etc.).

Which means:

- ➔ A traditional brick-and-mortar practice located just a few miles from a searcher...
- ➔ A telemedicine practitioner who works from home, remotely with patients ANYWHERE...
- ➔ A home health clinician who travels out to visits patients in a 30-mile radius...

Are ALL unlikely to be found by a searcher even just 3 miles away from them. (BUMMER!)

Luckily, there's a way around this.



The **New** Local SEO Strategy

Step 1:

List All Your Conditions/Services

Begin by writing down every main service (and/or condition) your practice offers (and/or treats). This comprehensive list will form the foundation of your expansion strategy. Examples:



Example for a Neurology Practice

- ✓ Dementia
- ✓ Neuropathy
- ✓ Multiple Sclerosis
- ✓ Epilepsy



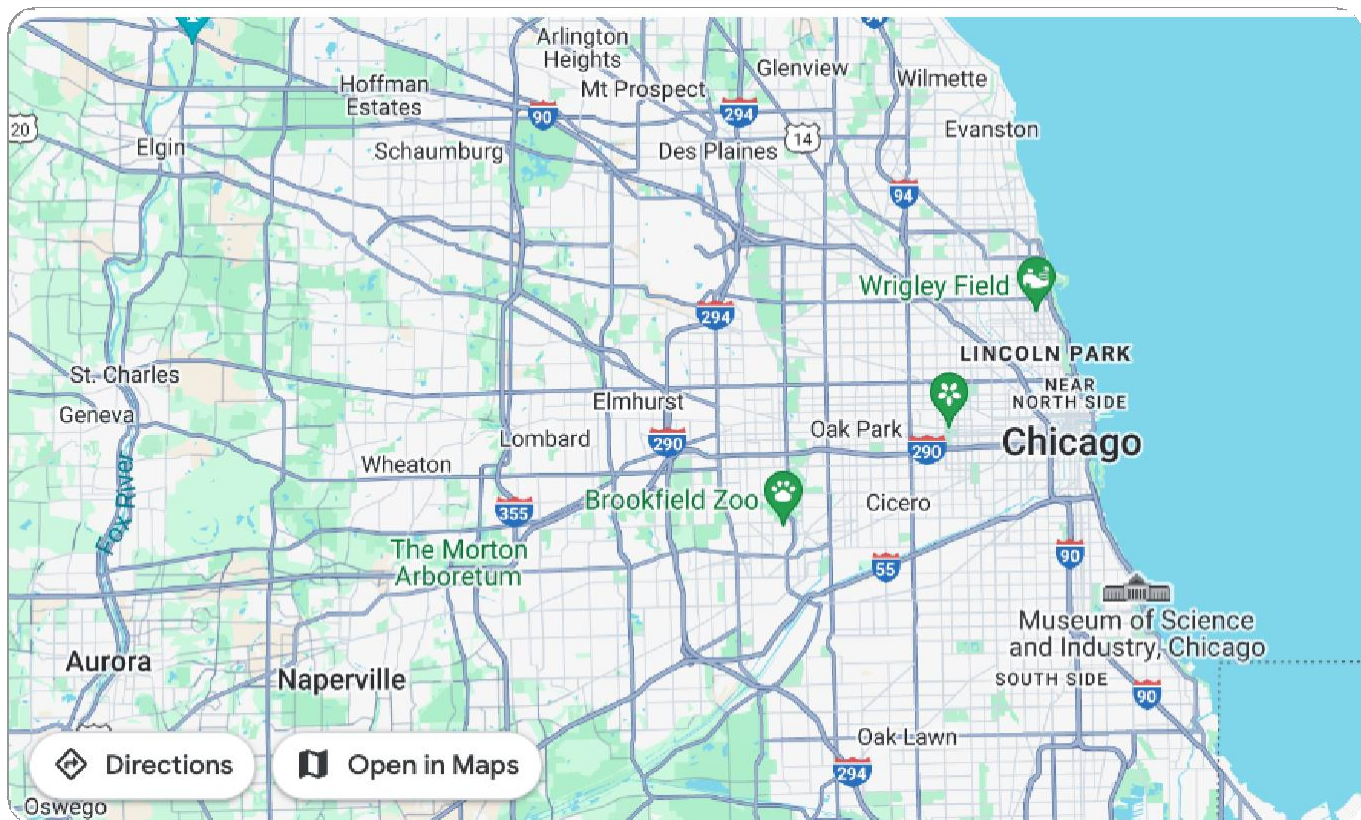
Example for an Orthopedic Group

- ✓ Spinal Fusion
- ✓ Total Knee Replacement
- ✓ Hand Surgery
- ✓ Lumbar Disc Replacement

Step 2:

Identify Target Cities

Make a list of all the cities and areas around you where you want to rank. Focus on locations within a reasonable distance where you can provide your services.



We'll use the Orthopedic Practice as an example – say it's located in Oak Park, IL and wants to attract patients from Chicago, Evanston, Naperville, and Elmhurst...

Step 3:

Create a table of all your service/city combinations, like:

	Chicago	Evanston	Naperville	Elmhurst
Total Knee Replacement				
Hand Surgery				
Spinal Fusion				
Lumbar Disc Replacement				

**Each box represents a new page you'll need to create!*

Step 4:

Prioritize Based on Search Volume

Research the search volume for each service in each city to determine which combinations have the most search volume. This will help you focus your efforts where they can have the most impact.



Keyword Research Tools

- ✓ **SEMrush (Paid)**
A comprehensive tool for keyword research and competitive analysis.
- ✓ **Keywords Everywhere (Free)**
A browser extension that shows keyword search volume.
- ✓ **Google Keyword Planner (Free)**
A tool within Google Ads that provides keyword ideas and traffic estimates.

Step 4:

Prioritize Based on Search Volume

	Chicago	Evanston	Naperville	Elmhurst
Total Knee Replacement				
Hand Surgery				
Spinal Fusion				
Lumbar Disc Replacement				

**Based on search volumes, rank-order each box in the grid to establish the priority for which pages you need to create 1st, 2nd, 3rd, etc.!*

Step 5:

Create Service-Location Pages

For each combination of service and city, create a dedicated page on your website based on your homepage layout.

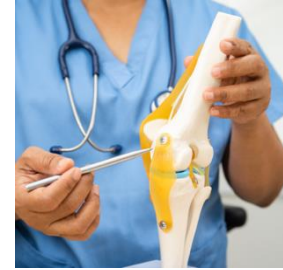
Start with the highest priority pages, one at a time, and keep going in descending order.



"Naperville total knee replacement surgery"



"Chicago lumbar disc replacement surgery"



"Evanston total knee replacement surgery"



Action Items:

- ✓ Use your homepage as a template to maintain a consistent look and feel.
- ✓ Title each page with the service and location (e.g., "Total Knee Replacement Surgery in Evanston").
- ✓ Include these pages in your site's footer navigation, or within relevant content so you can take advantage of internal linking, another important Google ranking factor.

Step 6:

Customize Content with ChatGPT

To make each page unique and relevant to the specific location:



Use ChatGPT to:

- ✓ Lightly rewrite and customize the content for each page.
- ✓ Include your keyword phrase (service in location) in the H1 heading.
- ✓ Use the keyword in several subheadings and multiple times in the body text.
- ✓ Incorporate closely related phrases to enhance SEO.



Examples of Closely Related Phrases:

- ✓ For "**Knee Replacement Surgery in Evanston**":
"Knee Arthroplasty in Evanston", "Evanston Knee Surgery Experts", "Total Knee Joint Replacement Surgery", "Knee Replacement", "Top Knee Surgeons in Evanston", etc.
- ✓ For "**Neuropathy in Naperville**":
"Neuropathic Treatment in Naperville", "Peripheral Neuropathy in Naperville", "Neuropathic Pain Treatment", "Neuropathy Care in Naperville", etc.

Step 6:

Customize Content with ChatGPT

To make each page unique and relevant to the specific location:

EXAMPLE CHATGPT PROMPT

Objective: Write & optimize new landing page content to help my business rank higher in Google Map searches for my specific service and location.

Please take the following webpage content:

[Insert your base copy here]

And lightly rewrite and customize it for a landing page targeting the SEO keyword phrase:

“[Insert your location/service keyword phrase here]”

Requirements:

- ✓ Include the keyword phrase in the H1 heading.
- ✓ Use the keyword in several subheadings and multiple times within the body text.
- ✓ Incorporate closely related phrases and local identifiers (e.g., city, neighborhood names) to enhance local SEO.
- ✓ Emphasize local relevance and service offerings to appeal to nearby customers.

Step 7:

Update Your Google Business Profile (GBP)

Now we need to connect your Google Business Profile to your new service/location pages. **You do NOT need to create a new location or listing within GBP.**



Add New Products or Services:

- ✓ For each service/location combination, add a product or service listing in your GBP.
- ✓ Link each listing directly to its corresponding landing page on your website.

← Add product

Product name*

0/58

Select a category*

▼

Product price (USD)

Optional

Product description


0/1,000

Product landing page url (Optional)

0/1,500

Drag a photo here

or

 [Select a photo](#)

Publish

Step 7:

Update Your Google Business Profile (GBP)



Adjust Service Areas:

- ✓ Update your GBP to include the new cities you're targeting, showing potential patients where you offer services.

← Business information

About

Contact

Location

Hours

More

No location, deliveries and home services only

Service area

Let customers know where your business provides deliveries or services. [Learn more](#)

Search area

Winnetka

Selected service areas

Naperville, IL, USA

Oak Park, IL, USA

Evanston, IL, USA

Chicago, IL, USA

Save

Cancel

Step 8:

Build Citations and Backlinks

Increase your online visibility and authority by creating citations and backlinks for each new page.

Citations

Submit each service/location landing page to online directories. Citations help improve local search rankings by verifying your business's existence and relevance.



Common Citation Directories:

- ✓ Yelp
- ✓ Yellow Pages
- ✓ Bing Places
- ✓ Better Business Bureau
- ✓ Manta
- ✓ FourSquare
- ✓ MerchantCircle

Step 8:

Build Citations and Backlinks



Niche Directories for Your Industry:

- ✓ Healthgrades
- ✓ ZocDoc
- ✓ RateMDs
- ✓ Vitals
- ✓ WebMD Care



Local Directories for Your Location:

- ✓ Choose Chicago
- ✓ Chicago Chamber of Commerce
- ✓ Chicago Business Directory
- ✓ EvanstonNow
- ✓ Naperville Local

Step 8:

Build Citations and Backlinks

Backlinks

When trying to rank ANY page in Google, you need to get links from other reputable websites pointing to your new service/location pages.

However, this can be challenging to do for multiple pages. If you do want to do it yourself...



Ways to get backlinks:

- ✓ **Create Link-Worthy Content for Each Service**
Develop high-quality guides, case studies, or articles for each service page to attract natural backlinks.
- ✓ **Use a Guest Posting Strategy**
Write guest posts for industry blogs, including contextual links to your different service pages.

Step 8:

Build Citations and Backlinks



Ways to get backlinks:

- ✓ **Run a Competitor Backlink Analysis**
Analyze competitors' backlinks and reach out to those websites with your unique content or value proposition.
- ✓ **Create and Distribute Infographics for Each Service**
Design shareable infographics for each service, distributing them on various platforms with links to corresponding pages.



Tip

This step can be complex. If you need assistance, consider reaching out to the SEO professionals at DoctoGrow!

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