



PracticePulse

Local Activator SEO

Information and getting started for clients.

Local Activator SEO is a marketing package from **PracticePulse**. It gives your business a kickstart with local search and online visibility.

INTRODUCTION

As a local business, you have different marketing needs to many other types of businesses. Think about it for a minute: Unless you are a highly recognised specialist, your client-base probably works or lives within a certain distance from your clinic.

Local Search Optimisation is a niche branch of Search Engine Optimisation (SEO). As a local business, your major focus should be **“localised online marketing”**. There are several ways this can be done, and with great results. One way is to have a consistent, omnipresent and fully prepared online profiles and points of presence (citations). Search engines largely look at these points of presence to gauge your “local popularity” online. This translates into how well you will **rank in search results with “local intent”**.

Google is popular because it gives best search results to its users. If website owners could cheat Google to get their websites to rank higher than more deserving websites, Google would quickly lose popularity. Hence the exact formula used by Google to determine how high a website will rank for any given search input is a guarded secret.

But there are several well regarded tips and best-practice to help you improve your rankings. If your competition’s overall online marketing is better than yours, they will get more clients than you. Having a great website gives you a definite head start. But depending on your competition, you will need marketing and SEO.

*The PracticePulse **Local Activator SEO** package aims to correct and populate your major citations in conjunction with your website to boost your online presence. It has been designed to be a slimmed-down, once-off alignment and tune-up SEO campaign, where we focus on the essentials and low hanging fruit to get the most benefit as quickly as possible.*

CAMPAIGN INCLUSIONS

- ✓ **1 clinic location** (suburb/town) targeted
 - 1-2 services targeted per clinic
- ✓ **Manual and professional profile set up:** (where available)
 - Google My Business (AKA Google Places & Google Local)
 - Google Maps optimisation
 - Google Search Console
 - Google Analytics + tracking of form submissions from your website
 - Apple Maps optimisation
 - Google+ Page & appearance
 - YouTube Channel & appearance
 - Facebook Page & appearance
 - Twitter profile & appearance
- ✓ **Selected relevant citations** such as Yelp, Bing, TrueLocal etc.
 - Depends on country & available citations.
- ✓ **On-page SEO tune up** for 10 pages
 - Fundamental on-page SEO updates based on chosen keywords
- ✓ **Various analyses and reports**
 - Technical website audit
 - Competitor analysis
 - Basic keyword analysis
 - Keyword analysis & search results page rank check
 - Online reviews
 - Social media coverage

Expectations

This is not a full-blown SEO campaign. Due to its nature, it's not possible to guarantee specific results with this type of work. However here are some outcomes:

- ✔ Consolidated, consistent, professional and completed social media profiles.
- ✔ Easier management of these profiles in the future.
- ✔ Correctly listed in Google Maps and Apple Maps (where available).
- ✔ Excellent positioning for future campaigns (SEO, paid advertising etc).
- ✔ Common to have one or more keyword combinations rank well in search results.
- ✔ Most citations are accepted within few weeks. Could be several weeks before listings are live (we have no control over this).
- ✔ Campaign generally completed within one week, once we have all the info we need from you.

Fee

- PracticePulse clients: AU **\$1,295**
- Others: AU **\$1,495**

(Add GST for Australian clients)

Optional extras

- **Additional clinic locations** (to be quoted; work involved multiplies for each location)
- **Copywriting** (to be quoted; if you want us to rewrite your page contents)
- **PracticePulse Pro SEO** (available as separate package; PracticePulse Local Activator SEO is generally the first step before a full SEO campaign anyway)
- **Monthly monitoring plan** (see below)

OPTIONAL MONTHLY MONITORING PLAN

You need to monitor and quickly deal with many situations such as:

- ⚠️ Your competition starts a new marketing campaign that shifts your placements in search results
- ⚠️ You receive a negative review from a client and don't find out about it
- ⚠️ You have moved offices and need to update various listings online
- ⚠️ Your business hours have changed but Google doesn't know about it
- ⚠️ An inappropriate post was uploaded to your Facebook page and you don't know how to remove it
- ⚠️ You don't know how your major keywords are performing in search results
- ⚠️ You have lost access to your Google+ Page / Facebook Page because staff who was responsible has quit and you need to change something
- ⚠️ You updated content on your website, which lowered rankings in search engines

Our monthly monitoring plan can alert you and help you deal with such situations and make sure that your business continues to look good online.

Monthly fee

Optional subscription.

NB: Monthly monitoring plan not available until after completion of PracticePulse Local Activator SEO Campaign. Monthly monitoring plan is also not available if more than 6 months have passed following the PracticePulse Local Activator SEO Campaign.

- PracticePulse clients: AU **\$100** per month
- Others: AU **\$110** per month

(Add GST for Australian clients, cancel any time)

We have been a client of PracticePulse since 2009. The online landscape has changed greatly in this time, with increasing competition from other businesses. PracticePulse have been innovative, supportive and constantly evolving their valuable assistance.

*Their latest service, **Local Activator SEO** has been a very **welcome inclusion to our marketing**, achieving **great results already** and providing professional expertise. Our overall online presence has been re-organised and updated. Through their proficiency, we've developed a much broader visibility.*

*We also **signed up to their monthly monitoring service**. Thoroughly recommended! Save yourself the time and energy, and get back to what you do best – your business!*

*~ Rosemary Richardson,
Southside Physiotherapy & Sports Injury Centre*



Getting started

We need certain information and input from you before we can complete your PracticePulse Local Activator SEO campaign.

Please fill out this section on your computer and email to us. You can also print out, fill in and send via email.

CONTACT PERSON

Google will require phone or postcard verification at some stage. These are used to verify that your phone number or address are correct. We will take care of all the work involved with setting up this process, but we will need your help with receiving the phone call or postcard to confirm the listing details.

Contact person responsible for regular communication and supplying missing info:

Name



Email



Direct phone



Monthly Monitoring Plan

Tick here to sign up to the monthly monitoring plan. Cancel any time.

Previous business information

Has your business been known under other names, addresses or phone numbers in the past?



Other businesses









Do you have other businesses, websites or domains?



BUSINESS INFO

Location NAP (name, address, phone)








Google will use this "NAP" data to match up various online listings with your business. Hence it is vitally important that these are exact and consistent across all places online.

Business name		<hr/>
Address 1		<hr/>
Address 2		<hr/>
Suburb / town		<hr/>
Postcode		<hr/>
State / region		<hr/>
Country		<hr/>
Phone		<hr/>

Business hours


Monday		<hr/>
Tuesday		<hr/>
Wednesday		<hr/>
Thursday		<hr/>
Friday		<hr/>
Saturday		<hr/>
Sunday		<hr/>

Existing social properties

Google+ Page		_____
YouTube Channel		_____
Facebook Page		_____
Twitter		_____
LinkedIn		_____
Pinterest		_____
Others		_____

"About us" introduction

200-400 word description (unique) about your business, showcasing history, services, location, staff, achievements and claim to fame. Send in separate email if necessary.



Primary service

Your **main service** that will be typically used for local search (e.g. **physiotherapy**)



Secondary services

Enter **2 other secondary services** that people would likely search for (e.g. **back pain, headache** etc)



Primary location

Within the context of online search, what specific suburb, town, city or geographic **location** is most important for your business to be visible in? What would people typically use to search for you (e.g. if you are located in Carlton, a typical search term could be "podiatry in **Carlton**")



How many years have you been at this location? Do you work from other locations?



Key competitors

Provide up to 3 main local competitors



Memberships & associations

What organisations, associations, groups and charities do you work with or are a member of?



Previous SEO campaigns

Details of any previous SEO campaigns; when, by whom, what focus and results achieved. Has your website ever been penalised by Google (that you're aware of)?



Content planning

Do you currently utilise blogs or video content? If yes, how regular? If no, why not?



Restrictions on marketing

Are there regulatory bodies in your industry or country that limit use of things like client reviews & testimonies?



TO BE SUPPLIED BY CLIENT

Website Access

Please provide following details if your website is NOT with PracticePulse:

Console URL



Login / username



Password



Required images

At minimum, supply following high-resolution images. Please send as email attachment.

- Logo x 1
- Exterior photo x 1
- Interior photos x 3
- At-work photo x 2
- Group photo x 1

Account access to social profiles

If you have already set up and have login for the following, please provide us access. If not, these will be created for you.

Google My Business:

- Invite **clientservices@practicepulse.com** as **"manager"**.
[How do I do this?](#)

Google Analytics:

- ✔ Add **clientservices@practicepulse.com** to **"property"** with **"edit"** level permissions
[How do I do this?](#)

Facebook Page:

- ✔ Add **clientservices@practicepulse.com** as **"admin"**
[How do I do this?](#)

Twitter:

Account password



Expectations

Do you have any specific expectations from this campaign?