

**RETINA SPECIALIST ISO:  
WEBSITE | SEO**

**5 WAYS TO IMPROVE YOUR DIGITAL IQ**

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Randall V. Wong, M.D.  
ASRS 2017 | Dallas | April 2



**MEDICAL  
MARKETING**  
ENTERPRISES



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**Who Am I?**

- Retina Specialist
- Medical Marketing Enterprises, LLC
  
- Healthcare and Medical Internet Marketing
  - Web Rankings
  - Patient Engagement
  - Reputation Management
  
- Five kids, Empty Nesters, Labradors, Dunkin' Donuts, Tennis not Golf, Bilateral Hips
  
- Financial Disclosure: I own MME



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**5 Ways to Improve Your Digital IQ**

- SEO – Search Engine Optimization
- Content
- Optimization
- Blogging
- Local Search/Reputation
  
- Q and A





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# SEO = "Optimization"



The **processes and tactics** by which you "maximize" your ability to be found on the Internet.

The **Ease** in which you can be found.

Making it easy for your **next patient** to Find you.



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About 186,000 results (0.31 seconds)

**Fairfax Eye Doctor - visionsource-fairfax.com**  
[www.visionsource-fairfax.com](http://www.visionsource-fairfax.com)  
 Book Your Eye Appointment Now at VisionSource! Make Us Welcome!  
 Hours & Directions - Contact Us  
 1900 Men Street, Fairfax, VA

**The Retina Group of Washington**  
 retina.com  
 Google page

**Randall V. Wong, M.D.**  
[www.visionsource.com](http://www.visionsource.com)  
 Google review - Google page

**Retina Consultants PC: Parver David...**  
[www.retinaconsultants.com](http://www.retinaconsultants.com)  
 Google page

**Retina Group of Washington DC: Bert...**  
 retina.com  
 Google page

Map results for retina specialist 22031

**WELCOME - Retina Specialist | Fairfax, Virginia | Retinal ...**  
[www.retinaspecialist.com](http://www.retinaspecialist.com)  
 Retinal Disease | Randall Wong, M.D., Retina Specialist, Fairfax, Virginia, 22031  
 29 Google - A 3025 Hammer Court, Suite 101 - Fairfax, Virginia 22031

**ABOUT - Retina Specialist | Fairfax, Virginia | Retinal Diseases**  
[www.retinaspecialist.com/about](http://www.retinaspecialist.com/about)  
 Join a retina specialist (ophthamologist) practicing in Fairfax, Virginia, just about 20 ...  
 patients, about two million and also help those with questions about eye diseases  
 such as: ... A 3025 Hammer Court, Suite 101 - Fairfax, Virginia 22031.

**Randall Wong, M.D. - Retina Specialist, Fairfax, Virginia**  
[www.retina.com](http://www.retina.com)  
 Nov 20, 2014. Retina Specialist, Fairfax, Virginia. Welcome to TakeRetina.com. We  
 are in the midst of making the entire website. Please contact us by ...

**Advanced Retina Center | Dr. J. John Woo, M.D. | Retina ...**  
[www.advancedretinacenter.com](http://www.advancedretinacenter.com)  
 Advanced Retina Center specializes in the diagnosis and treatment of retinal conditions,  
 and serves the metropolitan Washington D.C. area. We provide focused ...

**Nisha Patel, MD**  
[www.nishapatel.com](http://www.nishapatel.com)  
 2703 370 0488  
 Board Certified  
 OASOM and Ocular Surgeon  
 9 487 Church St NE, Suite E, Vienna, VA

**Find a Retina Specialist**  
[www.retinaldisease.com](http://www.retinaldisease.com)  
 See a Retina Eye doctor in  
 Charlottesville, New Jersey, Delaware

**No VA Ophthalmology Assoc**  
[www.no-va-ophth.com](http://www.no-va-ophth.com)  
 218 # 4 # 8 - no-va-ophth.com  
 Search for Retina Specialist  
 Find Expert Advice on About.com.  
 See you at work.

**Retina Specialist**  
[www.about.com/Retina-Specialist](http://www.about.com/Retina-Specialist)  
 218 # 4 # 8 - no-va-ophth.com  
 Search for Retina Specialist  
 Find Expert Advice on About.com.  
 See you at work.

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### Optimize 3 Components



- Website
- Content
- “Off Page”



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### Optimize Website First

- Most important component of your digital presence
- Website is easiest to optimize.
- Search engines are built to rank websites?
- *Your website is your best opportunity to rank well in search results.*



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### Optimizing WEBSITE

- **Content**
- **Title Tag**
- **Inbound Links**
- Perceived authority
- Outbound links
- Download speed
- Analytics, Sitemap
- Age of Domain
- Keyword Tool
- Social Media
- **Mobile Responsive**



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### Mobile Responsive and Download

- Optimized for various screens?
- Mobile responsive sites are now part of SEO algorithm
- **User Experience**
- Download speed
- Slow sites won't rank well



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### Web Design - BTW

- Web Design
  - Flash
  - Graphic
  - Images
  - Video



- **Web Design has no value to SERP with the exception of mobile responsiveness.**



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### Off Page SEO

- Links TO your website
- Inbound links – great for rankings
- Links from **related sites**



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### “Off-Page” SEO

- Social
  - Facebook
  - Google Plus
  - Yelp
  - Angie’s List
  - Linked In?
  - Twitter?
- Review (aggregators)
  - Healthgrades
  - RateMDs
  - Vitals, etc.



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### Off-Page SEO | Review Sites

- Aggregator
- Claim
- NAP – must be the same
- Link URL

- Improve inbound links -> improve website rankings
- Improve Local Search



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### Content



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## Best Types of Content (SEO)

- **Text**

- Video
- Audio
- Images/Graphics



- Marketing Value – text is best, best indexed, optimized and ranked by Google



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## Website Rankings

- Organic Search
- Based upon content



- Search Engine Algorithm - ranks
- Search Engine Optimization (SEO)

- ***The only way to achieve and maintain high rankings is through your content.***



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## Relevance is Key to Search

- "Google it" = Search
- SERP – list of webpages Google believes will answer your question or solve your problem

- Cause of Red Eyes
- Retina Specialist 22031

***Google et al only wants to give you sites that are relevant to your search, sites which do NOT answer your question are not relevant.***



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### Relevant Content

- Does your content?
  - Answer a question
  - Solve a problem
- Is Your Content Relevant?
  - Meaningful
  - Pertinent
  - Applicable



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### 3 Rs of Great Copywrite

- Relevant
- Refreshed
- Routinely



- Google (Bing, Yahoo) have separate algorithms for ranking webpages (SEO algorithm).
- *.....all have relevance as a primary variable.*



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### What is Local Search?



Board Certified Ophthalmologist  
vs.  
Board Certified Ophthalmologist 60611




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About 165,000 results (0.31 seconds)

**Fairfax Eye Doctor - visionsource-fairfax.com**  
www.visionsource-fairfax.com • (703) 734-2027  
Book Your Eye Appointment Now at VisionSource! Make Us Welcome  
Hours & Directions - Contact Us  
8602 Main Street, Fairfax, VA

**The Retina Group of Washington**  
Specialist  
Google+ page

**Randall V. Wong, M.D.**  
www.visioneyeclinic.com  
1 Google review • Google+ page

**Retina Consultants PC: Parviz David...**  
retinaconsultants.net  
Google+ page

**Retina Group of Washington DC: Bert...**  
Specialist  
Google+ page


Map results for retina specialist 22031

**WELCOME - Retina Specialist | Fairfax, Virginia | Retina** ...  
www.visioneyeclinic.com/...  
Retinal Consultant | Randall Wong, M.D., Retina Specialist, Fairfax, Virginia, 22031  
20 Gauge - A, 3025 Hammer Court, Suite 101 • Fairfax, Virginia 22031

**ABOUT - Retina Specialist | Fairfax, Virginia | Retinal Diseases**  
www.visioneyeclinic.com/about/...  
I am a retina specialist (ophthalmologist) practicing in Fairfax, Virginia, just about 20...  
patients, attend new visitors and also teach those with questions about eye diseases  
such as... A, 3025 Hammer Court, Suite 101 • Fairfax, Virginia 22031

**Randall Wong, M.D. - Retina Specialist, Fairfax, Virginia**  
visioneyeclinic.com/...  
Nov 20, 2015 - Retina Specialist, Fairfax, Virginia - Welcome to TotalRetina.com. We  
are in the midst of reding the entire website. Please contact me if you...

**Advanced Retina Center | Dr. J. John Woo, M.D. | Retina** ...  
visioneyeclinic.com/...  
Advanced Retina Center specializes in the diagnosis and treatment of retinal conditions,  
and serves the metropolitan Washington D.C. area. We provide focused...




**Map for retina specialist 22031**

**Noha Patel, MD**  
www.mcgimed.com/...  
(703) 272-6488  
Board Certified  
LASIK and Contact Surgery  
1457 Church St NE, Suite E, Vienna, VA

**Find a Retina Specialist**  
www.findaretinaspecialist.com/...  
View a Retina Eye Retina Doctor in  
Pennsylvania, New Jersey, Delaware

**No VA Ophthalmology Assoc**  
www.no-va-ophth.com/...  
Eye MDs and O.D.s for children  
and adults in 3 NOVA offices.

**Retina Specialist**  
www.about.com/Retina-Specialist -  
3.5 ★★★★★ - rating for about.com  
Search for Retina Specialist.  
Find Expert Advice on About.com.  
See you at work >




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## What is Local Search?

**American Society-Retina**  
No reviews · Association or Organization  
Civic Opera Building  
20 N Upper Wacker Dr #2030 · (312) 576-8760  
WEBSITE DIRECTIONS

**Illinois Retina Associates**  
No reviews · Doctor  
2845 N Sheridan Rd #900 · (773) 871-8444  
Closed today  
WEBSITE DIRECTIONS

**Illinois Retina Associates**  
No reviews · Doctor  
1725 W Harrison St # 915 · (312) 942-2117  
WEBSITE DIRECTIONS

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board certified ophthalmologist

About 451,000 results (0.38 seconds)

**Verify a Physician | American Board of Ophthalmology**  
about.org/verify-a-physician/ \* American Board of Ophthalmology \*  
The search information provided on this page details the American Board of Ophthalmology certification history for each ophthalmologist. Search by name or Name and Location Information for Patients & the ... Verify a Physician

**American Board of Ophthalmology: Home**  
about.org/ \* American Board of Ophthalmology \*  
The ABO was the first American Board established to certify medical ophthalmologists. Four ophthalmologist's Board Certification or search for Board Certification. ABO Statement on Anti-MOC ... Your Voice ... ABO ... Retrieve Login

**Board Certification | American Board of Ophthalmology**  
about.org/board-certification/ \* American Board of Ophthalmology \*  
Since 1916, nearly 27,000 ophthalmologists have challenged themselves to meet the rigorous certification standards established by The American Board of ...

**NOT LOCAL SEARCH**

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## Local Search – Off Page SEO

- Aggregators
- Local Search
- Reputation

- Improve SEO
- Improve local SEO

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## Off-Page | Aggregators | Directories

Bing Local	Yellow Pages
Best of the Web	Yelp
Citysearch	Healthgrades
DexKnows	Vitals
FourSquare	Rate MDS
Google +	Doctorbase
Insider Pages	WebMD
Judy's Book	Docshop
Kudzu	Local.AARP
Manta	Mapquest
Merchant Circle	Realself
Super Pages	LocalMed
Yahoo! Local	
Yellow Bot	
Yellowee	



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## Local Search = Off-Page



- Claim your accounts
- NAP
- Link to Your Website



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[www.RussandRandy.com](http://www.RussandRandy.com)  
[Randall.V.Wong@gmail.com](mailto:Randall.V.Wong@gmail.com)



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