

Content is KING for Your Website... So Write Content That WORKS!

If you've been writing content for your website, you may be looking for fresh ideas and different approaches that will keep potential patients interested—and that will be interesting for YOU to write!

On the other hand, if you haven't been writing much for your website, you may just need some inspiration. Here are nine content tips to keep you busy creating content for your site that will attract more potential patients!

1. Frequently Asked Questions (FAQs)
 - a. Your clients ask you questions. Answer them online.
 - b. FAQs help build trust and will give you an advantage over a competitor who does not answer questions.
2. Video FAQs
 - a. Answer a specific question on camera, transcribe what you say, post the video on your site and YouTube.
 - b. YouTube is still the #2 search engine!
 - c. Video helps potential patients feel comfortable with you before they've even met you.
3. Local Forums
 - a. Check local forums for questions, and answer them! Link to an answer on your website if the link is truly relevant.
 - b. Note: Don't try and sell yourself! Be helpful and answer questions instead.
 - c. Forum Q&As stay online a long time, so always put your best foot forward. Your answer will be read by more than just the person asking the question!
4. Commenting on Local or National News
 - a. Offer your expertise/opinion about a hot story relevant to your practice either online or by reaching out to local media contacts.
 - b. Relate your comments back to your area of expertise.
 - c. Highlight patients you've helped with similar issues to prove your expertise.
 - d. Time is of the essence for breaking news! If there is a story breaking relevant to what you do, reach out to local media with information as soon as possible.

5. Create Scholarships

- a. Scholarships help spread brand awareness and attract links from high schools, universities, private schools, scholarship directories.
- b. Create a page on your site that talks about it and provide details. This is the page you'll send people to if they want to participate, and the page local media will link to if they talk about what you're doing.
- c. Create a second page when the scholarship is awarded, with pictures of the event.
- d. Let local media know and help spread the word about your scholarship, and invite them to cover the award ceremony.
- e. Promote the entire scholarship from the start all the way through to the award on social media!

6. "Ego Bait" Interviews

- a. Reach out to local celebrities, respected professionals, community advocates and ask to interview them on a topic relevant to you both. Use this interview to create great content for your website, newsletters, and social media.
- b. Make sure you can relate their expertise/passion back to your services.
- c. Create a page about them on your website, with pictures, and send them the link when it is done. They will probably want to share your great interview with their own friends and followers! This will help you get the word out about your business and attract relevant, high-quality links to your website.
- d. Consider profiling your patients if they're up for it, let them tell their story. Include pictures!
- e. Send them the link to their story, let them share it with their friends and family!

7. Create a Local Media List

- a. Research your local media outlets: newspapers, radio, magazines, and local websites.
- b. Create a contact list for each outlet, which includes the name of the person to contact, their position, and the type of content they publish. This will help you zero in on the right media person when you have news on a breaking story.
- c. As relevant news breaks or an interesting situation develops, offer content to these local media outlets.
- d. Focus on how you can help them—not on promoting yourself!

8. **Bonus Super Tip:** Images are POWERFUL When Used Right



- a. Enhance your content with real, branded photos instead of stock imagery. Don't be afraid to get out your camera and take some pictures!
- b. Surveys and conversion tests prove that website visitors find stock imagery boring and too perfect. Stock images just aren't "real"!
- c. Tests have shown landing page conversion improvements of 45% with branded images. Potential patients want to see the REAL you and what you really do.

Content is not a commodity.

Don't treat it like one!

Make it unique.

Make it personal!