

Dominate Your Niche: Mastering YouTube for Podiatry Practice Growth



HELLO!



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Why YouTube

The Opportunity for Podiatrists

“ The patients you attract matter. Do you want more low-value, insurance-driven visits—or **do you want motivated patients actively searching for heel pain relief, bunion treatment, or advanced therapies?** YouTube lets you attract the exact patients you want—before they ever call your office.



2.5B+ monthly users

That's a lot of users

37% of global traffic

And a lot of traffic

1+ billion hours of video daily

And a lot of video



Do They See You?

- ❑ YouTube is the #2 **search engine** in the world (after Google).
- ❑ Healthcare-related searches (symptoms, treatments, providers) are among the top categories.
- ❑ 77% of patients search online before booking an appointment, and increasingly those searches include video.
- ❑ Gen Z and Millennials especially are turning to YouTube over Google for authentic, visual answers.



Trust & Authority Builder

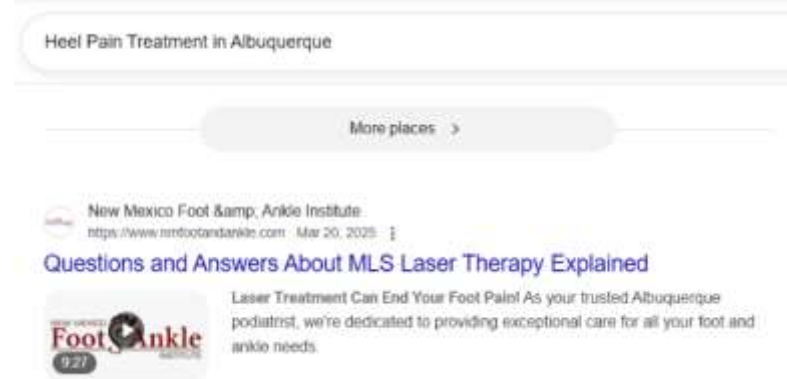
- ❑ 70% of viewers say YouTube makes them feel more connected to brands and providers.
- ❑ Doctors who explain conditions in plain language on video become “the familiar face” patients trust before they ever call.
- ❑ Patient psychology: Seeing a doctor talk on video lowers anxiety and **increases appointment likelihood**.
- ❑ Patients come into the office “**presold**” that you are the authority and willing to follow your treatment plan



Local Advantage for Specialists

- ❑ Google often pulls YouTube videos directly into search results and Google Business Profiles.
- ❑ Localized titles like ***“Heel Pain Treatment in Albuquerque”*** or ***“Best Shoes for Bunions – New Jersey Podiatrist Explains”*** can rank in both YouTube and Google search.

YouTube video + website + Google Business Profile = a trifecta of local visibility.





Patients You Actually Want

- ❑ YouTube lets you target specific conditions (heel pain, diabetic wound care, sports injuries).
- ❑ This means you can attract **higher-value cases** (surgery, advanced treatments, cash-based treatment) instead of low-value visits.
- ❑ Patients who choose you from YouTube are pre-qualified – they've already seen your face, heard your expertise, and trust you.



The Purple Cow Principle

Standing Out In a Crowded Market

- ❑ Being remarkable is essential (Seth Godin's Purple Cow concept)
- ❑ Your podiatry content isn't for everybody—*it's for someone specific*
- ❑ Specificity creates stronger connections with ideal patients
- ❑ YouTube allows you to showcase your unique approach and personality

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Understanding the YouTube Algorithm

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CTR (Click-Through Rate)

- ❑ Average YouTube CTR is 4–5% across industries (but top performers often see 7–10%+)
- ❑ Thumbnails matter: 90% of top-performing videos use a custom thumbnail
- ❑ CTR is not just about views – higher CTR tells the algorithm your video is relevant → leads to more impressions.



A New Approach to Healthcare | Direct Care

Podiatry

48 views • 6 months ago



Joel Foster, DPM

We believe there's nothing more frustrating than needing medical care and not knowing what you'll be expected to pay for ...



Watch Time

- ❑ YouTube uses **total watch time**, not just views, as a key ranking signal.
- ❑ Example: A 3-minute video watched all the way through outperforms a 10-minute video with poor retention.
- ❑ Globally, people watch 1 billion hours of YouTube video daily – and the algorithm prioritizes the videos that keep users on-platform longest.

YouTube Uses
Total Watch Time,
Not Just Views, as
a Key Ranking Signal





Audience Retention

- ❑ The average YouTube video only holds 50–60% of viewers past the halfway mark.
- ❑ Videos that keep 70%+ retention are much more likely to be recommended.
- ❑ Adding captions can boost retention and watch time by 12–15%



Engagement Signals

- ❑ Likes, comments, and shares are “**quality signals**” for YouTube.
- ❑ Videos with higher engagement rates are 4x more likely to be recommended on the homepage.
- ❑ Responding to comments also boosts engagement and helps videos continue to grow.

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Creating High-Quality, Patient-Centered Content

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Keep it short & focused

- ❑ Ideal length: 3–5 minutes
- ❑ Open with the *patient's pain point* in the first 10–15 seconds (“If you wake up and feel stabbing heel pain, here’s what’s happening…”).



Use proven content formats

- ❑ FAQs → “Why do my heels hurt in the morning?”
- ❑ Treatment explainers → “What to expect with bunion surgery recovery”
- ❑ Testimonials → Real patients (HIPAA-compliant) sharing their success stories
- ❑ Behind-the-scenes → Doctor tours, technology showcases, “day in the life”

Patient Testimonial

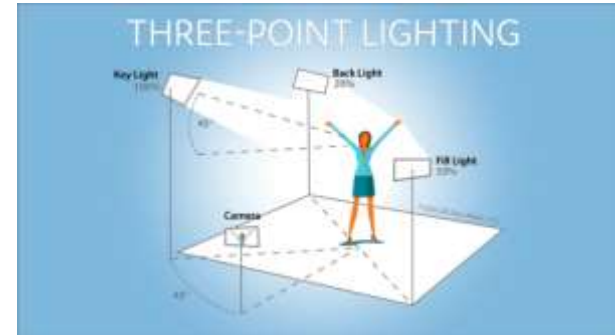




Equipment Essentials

Basic Setup for Quality Videos:

- ❑ **Camera options:** smartphone (iPhone 13+ or equivalent), DSLR, or mirrorless camera
- ❑ **Audio:** Lavalier microphone (poor audio drives viewers away)
- ❑ **Lighting:** Ring light or 3-point LED lighting setup
- ❑ Tripod for steady footage and easy recording
- ❑ Simple backdrop or dedicated recording space in your office





Production quality basics

- ❑ Good lighting (face well-lit, no harsh shadows, light greenscreen/backdrop)
- ❑ Clear audio is vital (wired or wireless mic or lapel mic = huge improvement)
- ❑ Branded background or clean, professional setting
- ❑ Use greenscreen for versatility in editing



Equipment Budget Considerations

Investment Levels:

- ❑ **Starter setup (\$300-500):** Smartphone, basic lavalier mic, ring light, phone tripod
- ❑ **Mid-range setup (\$1,000-1,500):** Entry-level camera, quality microphone, basic lighting kit
- ❑ **Professional setup (\$3,000+):** Professional camera, wireless mic system, studio lighting
- ❑ **Remember:** Content quality matters more than expensive equipment
- ❑ Start simple and upgrade as your channel grows



AI-Powered Video Ideation & Scriptwriting

- ❑ Tools like ChatGPT, Jasper, Copy.ai can generate script outlines based on your keywords (“heel pain treatment,” “bunions in Dallas,” etc.)
- ❑ “Train” AI with prior videos, webpages, and PDFs on the topic
- ❑ Use AI to **batch-create 10–20 video ideas in minutes**—organized by patient FAQs, seasonal trends, and high-volume search terms.

☞ Benefit: Saves hours of brainstorming, ensures every video targets patient-relevant topics.



AI-Generated Captions, Subtitles & Translations

- ❑ AI tools like Descript, Videotap, Kapwing, VEED.io auto-generate accurate captions.
- ❑ Multilingual translation (Spanish, Mandarin, etc.) instantly expands your reach to non-English speaking patients.
- ❑ Subtitled videos boost accessibility—and YouTube prioritizes videos with higher engagement (watch time goes up by ~12–15% with captions).

☞ *Benefit: Reach more patients, improve accessibility, and increase watch time.*



AI Thumbnails & Visuals That Pop

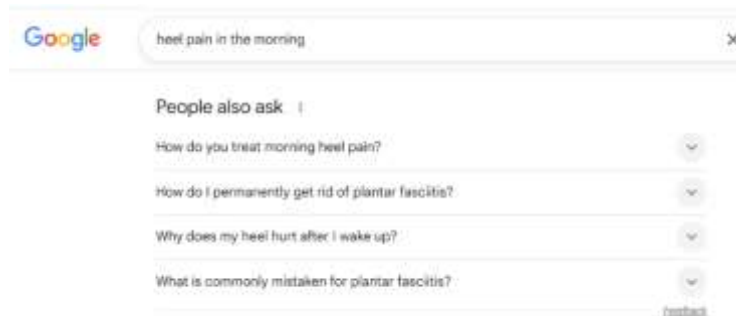
- ❑ AI design platforms like Canva's AI tools, DALL-E, or MidJourney can create eye-catching, professional-looking thumbnails.
- ❑ Data shows that 90% of the best-performing videos on YouTube have custom thumbnails.
- ❑ You can even run quick A/B tests (two thumbnail variations, AI-assisted) to see which drives a higher click-through rate (CTR).

🔗 *Benefit: Higher CTR → More algorithm love → More patients watching.*



AI-Optimized SEO & Keyword Research

- ❑ Tools like TubeBuddy, VidIQ, and SEMrush AI assistants can suggest keywords patients are actually typing into YouTube and Google.
- ❑ Example: Instead of just “heel pain,” AI might surface “heel pain treatment exercises at home” or “plantar fasciitis vs heel spur”—keywords with less competition but high intent.



👉 Benefit: Rank higher in searches where patients are already looking for answers.



AI Video Editing & Repurposing

- ❑ AI editors like Descript, Videotap, Pictory, Wisecut can:
 - ❑ Auto-cut filler words (“um,” “uh”).
 - ❑ Add background music.
 - ❑ Clip long videos into shorts (for YouTube Shorts, Instagram, TikTok).
- ❑ One 10-minute recorded Q&A can turn into 10–15 micro-videos for omnichannel reach.

☞ Benefit: You film once, AI does the heavy lifting → consistent content pipeline.





AI Avatars & Virtual Doctors (Careful Use)

- ❑ Tools like Synthesia or HeyGen can create AI avatars reading scripts in your voice—helpful for FAQs, quick updates, or when you don't want to be on camera.
- ❑ ⚠️ Best for general, non-clinical info; still important to have authentic, real-doctor videos for credibility.

☞ Benefit: Scale production when your schedule is packed.



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Building a Strategy & Optimizing for Search

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Consistency is Key

Like Any Content Creation, Be Consistent...

- ❑ Start with one video a month to get your systems down
- ❑ Increase your posting frequency when you're comfortable with the process



Content Strategy - Educational Videos

Teaching Patients About Foot Health:

- Address common foot conditions and treatments
- Create "how-to" videos for preventative foot care
- Explain podiatric procedures to reduce patient anxiety
- Answer frequently asked questions about foot health
- Example: "5 Exercises to Relieve Plantar Fasciitis Pain"



Content Strategy - Specialty Education

Showcase Your Expertise:

- Deep dives into your specialty areas
- Explain complex foot conditions in simple terms
- Demonstrate specialized treatment techniques
- Share latest research and advancements in podiatry
- Example: "Understanding Diabetic Neuropathy: What Every Patient Should Know"



Content Strategy - Procedure Walkthroughs

Demystifying Podiatric Procedures:

- Virtual office tours to familiarize patients with your practice
- Step-by-step explanations of common procedures
- Show what happens during an initial consultation
- Demonstrate diagnostic equipment and techniques
- Example: "What to Expect During Laser Treatment for Toenail Fungus"



Content Strategy - Patient Education Series

Building a Library of Resources:

- Create themed series addressing specific foot conditions
- Develop seasonal content (summer foot care, winter issues)
- Produce videos for specific patient demographics
- Create playlists organized by topic for easy navigation
- Example: "The Diabetic Foot Care Series: 6 Essential Videos"

Created playlists





Compliance Considerations

Staying Within Guidelines:

- Adhere to HIPAA regulations in all content
- Obtain proper consent for any patient appearances
- Include disclaimers about medical advice vs. information
- Avoid making specific treatment promises or guarantees
- Maintain professional standards in all videos



Batch Your Recording

Have a “Recording Day” Once a Month

- ☐ Have your Teleprompter Scripts loaded and ready
- ☐ Record a full month of content
- ☐ Takes the stress out of setup and recording



Video Description

- ☐ Leverage AI to create
- ☐ Be sure to have a link to schedule an appointment
- ☐ 3 pertinent hashtags
- ☐ Time stamps/chapter breakdown



Repurposing Your Content

Maximizing Your Effort:

- Extract audio for podcast episodes
- Create blog posts from video transcripts
- Share clips on social media platforms
- Use screenshots for patient education materials
- Compile related videos into comprehensive courses



Promoting Your YouTube Channel

Beyond Creating Content:

- Feature videos on your practice website
- Share new uploads on social media
- Include video links in patient email newsletters
- Add YouTube channel info to practice brochures
- Consider YouTube advertising for key videos



Engaging With Your Audience

Building Community:

- Respond to comments on your videos
- Ask viewers what topics they want to learn about
- Create videos answering common questions
- Encourage subscribing and notification bell activation
- Thank viewers for watching and invite feedback

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Growing Your Presence & Measuring Success

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Measuring Success

Key Performance Indicators:

- Views and watch time (engagement metrics)
- Subscriber growth rate
- Comment engagement
- Website traffic from YouTube
- New patient inquiries mentioning your videos



Analytics

- ❑ YouTube has excellent native analytics
- ❑ Tube Buddy or VidIQ offers additional analytics and features

The screenshot displays the 'Foster Web Marketing' dashboard. At the top, there's a header with the company name and a 'Starter License' status with an 'Upgrade Now!' link. Below the header are navigation tabs for 'Tools', 'News', and 'Milestones'. The main content area is titled 'New Tools' and features three tool cards: 'Topical Analysis' (marked 'NEW' and 'BETA'), 'Niche Insights' (marked 'BETA'), and 'Related Video Manager' (marked 'BETA'). Each card provides a brief description of the tool's functionality. On the right side, there's a sidebar with a 'Leave us feedback' link at the top, followed by a 'Quick links' section, and then an 'Extension Tools' section listing various tools like 'Keyword Explorer', 'SEO Studio', 'Topical Analysis' (marked 'NEW'), 'Niche Insights' (marked 'BETA'), 'Related Video Manager' (marked 'BETA'), 'Video Topic Planner', 'Tag Lists', 'Best Time to Publish', 'Click Magnet', and 'Suggested Shorts'.



THANKS!

Any questions?

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