

THE TWO MOST IMPORTANT FACTORS IN RANKING YOUR PRACTICE ON GOOGLE

1. Content Creation. Google has made it clear that content is king. Medical practices must have writers with specialized knowledge specific to the medical services being offered. The content must be 100% unique with a minimum of 800 to a 1,000 words per blog. A minimum of four blog posts per month is recommended, and the subject of these blogs must be one of the top trending topics related to your practice on Google search results.

2. High Quality Backlinks. Backlinks are a powerful form of citation which Google looks at to determine the value and importance of a website. Google looks at the number of backlinks and the quality of these links to determine your practice's importance in search engine results pages, or SERPs. Different types of medical practices require specialized link-building campaigns to be sure the backlinks are coming from relevant, high domain authority websites.

SEO — IT'S NOT JUST FOR BIG PRACTICES ANYMORE

Research clearly shows that investing in SEO has become the single most effective use of ad funds for any small healthcare practice. More than one-third (36%) of small practices have an SEO strategy. An additional 23% plan to have an SEO strategy in 2021. Are you one of them?

Today's practice owners don't have the time or the knowledge required to acquire high ranking on Google. Successful digital marketing requires a highly-skilled team who are knowledgeable in many digital specialties all working in unison.



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Healthcare and Medical Practices Digital Marketing Agency.

SEO Services

Website Design

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Hosting Services

Social Media Marketing

PPC Marketing

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SEARCH ENGINE OPTIMIZATION

Moving into the top three positions on Google is the goal for most practices investing in digital marketing because it offers the greatest possibility of a high CTR (Click Through Rate) and thus the highest ROI (Return on Investment). The higher on Google your practice ranks for the top searched-for term(s), the higher the practice's revenues and overall net worth.

Knowledge in many specific areas of SEO is required to rank your practice on Google for the top searched-for keywords. The most important factors of a successful SEO campaign are:

- ✓ Custom Specialized Content Creation
- ✓ High Quality Link Creation
- ✓ Page Load Speed (Esp. Mobile Page Speed)
- ✓ Mobile Friendliness
- ✓ Keyword Research
- ✓ Technical SEO
- ✓ Local SEO
- ✓ User Experience
- ✓ Social Media Marketing

GUARANTEED SEO SERVICES

No one can guarantee a #1 ranking on Google because Google can change the algorithms for how they rank a website for search terms before you even finish this sentence. No one can guarantee you a top ranking in Google, but some agencies are much better than others at delivering results.

At Advanced Digital Medical Services, we guarantee that you will get the ROI (Return on Investment) that ranking your practice at the top of Google searches provides. We can offer this guarantee because we conduct a thorough SEO audit on all the competitors' practices in your area. This audit will tell us everything we need to know about the difficulty or ease in ranking your practice at the top of Google results for your top search term(s).

We will not accept your practice as a client unless our team determines we have a 95% or greater chance of ranking your practice first on Google within a 24-month period. Neither ADMS nor any other SEO company can control how Google ranks websites. However, if we accept you as a client and we do not produce the desired ranking within a 24-month period, then we will provide one year of services free of charge with your current SEO package.

WEBSITE DESIGN & DEVELOPMENT

Creating a website is a fundamental first step to attracting patients to your healthcare website as it is your "digital foundation". Everything you do is to attract traffic, hence revenues, to your website.

There is one major reason your practice should have the most current and modern-looking website that can possibly be designed with today's technology:

"People make a snap subconscious decision about what kind of company or organization you are the second your homepage loads."

This is why at ADMS our specialty is creating the most cutting-edge, mobile-friendly website designs, including video websites that load quickly on mobile devices.

WHY CHOOSE US?

At ADMS our concern is your success. We strive to enhance and solidify your online presence with fast-loading, creatively designed websites, SEO, SMM with PPC and Email Campaigns to drive traffic to your site.

We provide exceedingly detailed reports on every service we offer and we make sure you thoroughly understand the statistics and how they all apply to your business.