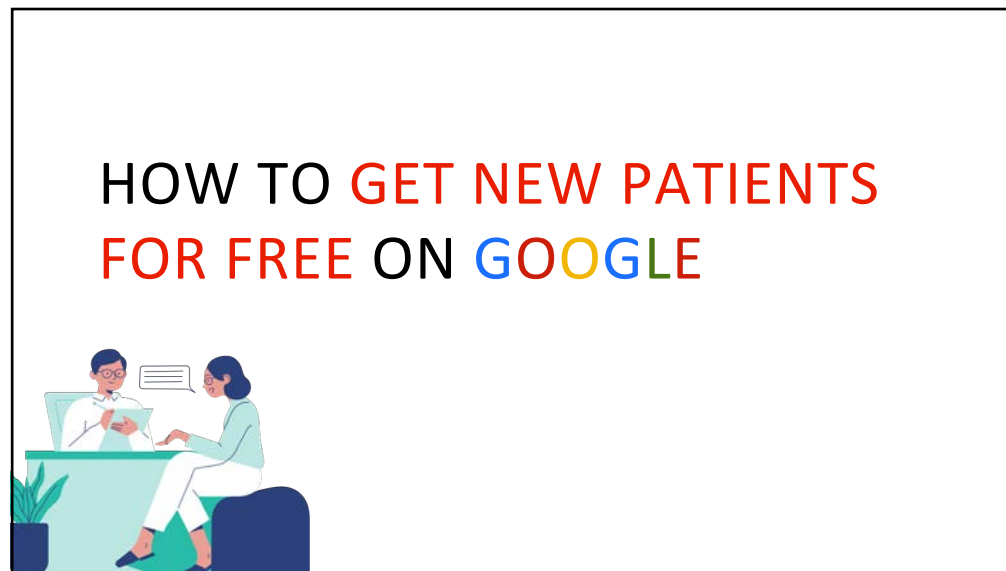
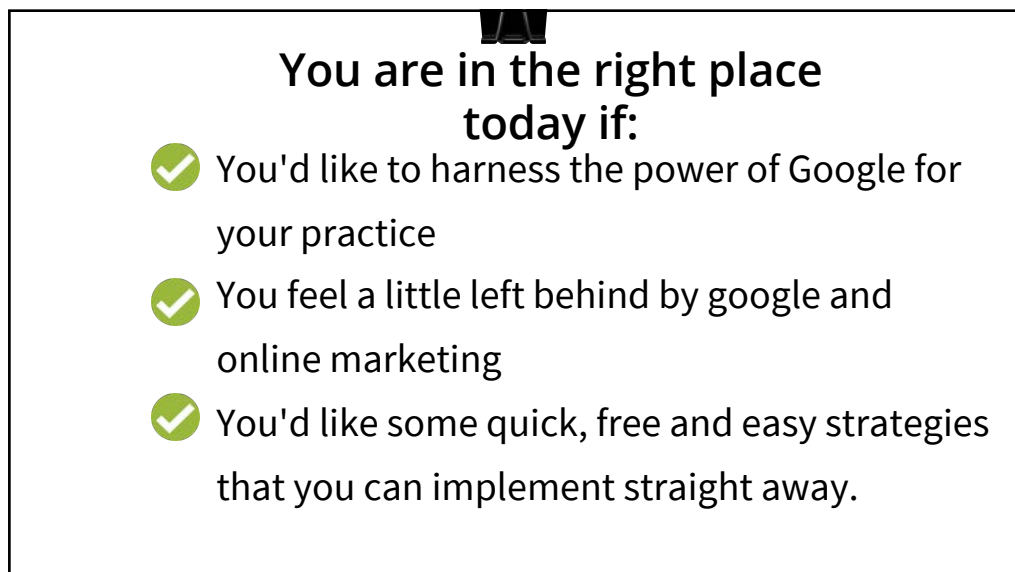




1



2

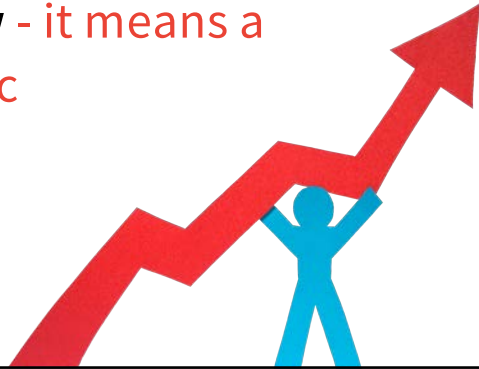


3



4

When Google pushes something new - it means a lot of free traffic



5

Had a lot of time wasters via direct messaging on other platforms? ?

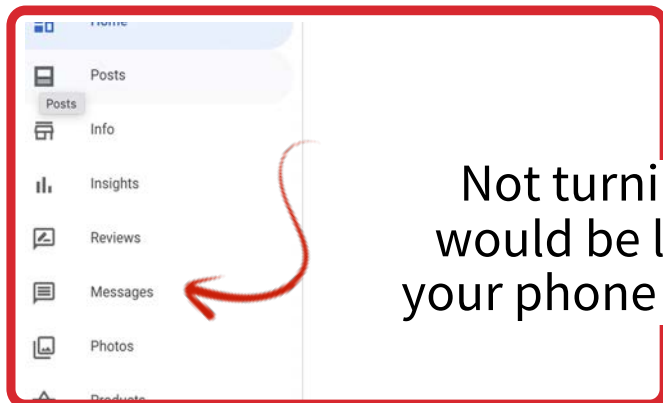
10x

In general Google provides a 10 times better quality of enquiry than Facebook or Insta...here's why

6



**STOP!** Turn on messaging over on your Google my Business listing



Not turning this on would be like leaving your phone off the hook

7

## Common mistakes clinic owners make with chat and how to fix it

- 1) Answering questions yourself late at night...
- 2) Answering the question... it's human nature
- 3) Conducting a consultation over messenger...for free

8

Let's give you some simple rules to follow to make getting patients by chat a breeze!

## The purpose of chat is to:

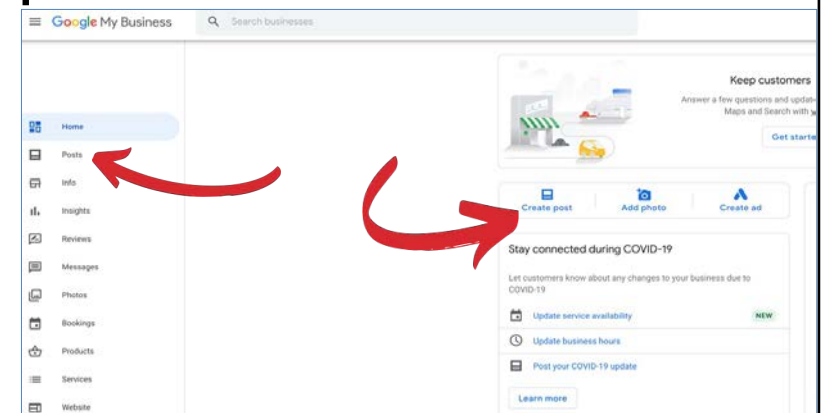
**Qualify** - are they suitable?

**Reassure** them they are in the right place

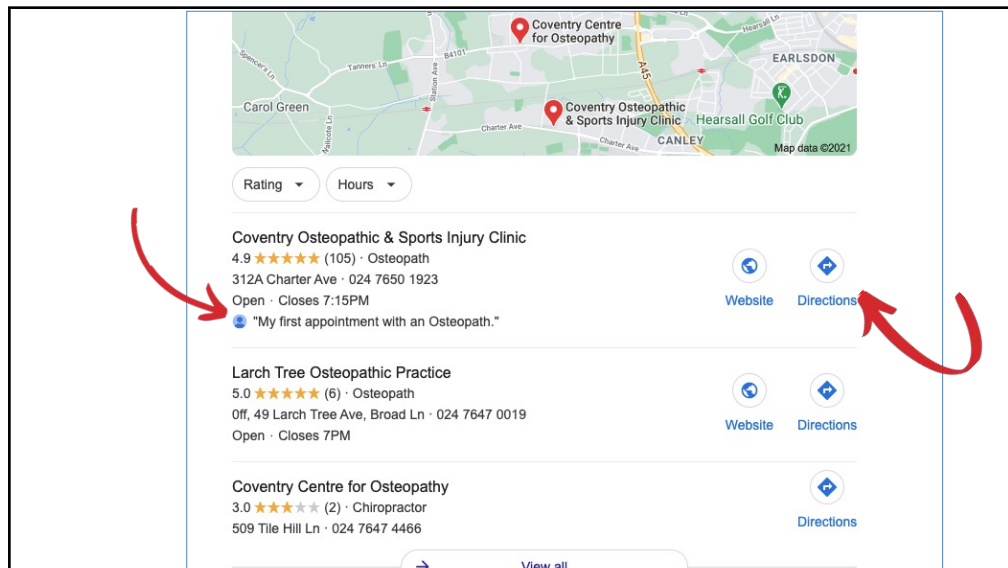
**Book** them in / **refer** elsewhere

9

## What are Google posts and why are they important?



10



11

## What to post?

2 types of post:

- ✓ General practice
- ✓ Speciality

DO NOT repurpose your social media posts on Google!

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## General Practice:

Your profession and your area

Eg Osteopath Coventry  
or  
Chiropractor Newcastle

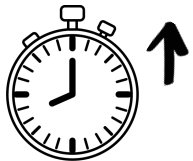
13

## Speciality Posts

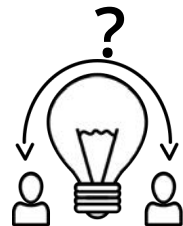
- ✓ Osteopathy for babies/newborns
- ✓ Treatment for Frozen Shoulder
- ✓ Physical therapy for Parkinson's
- ✓ Treatment for Plantar fasciitis

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## Google and YouTube Why



Increased time  
on the page



Quickly convey  
a lot of info



The majority of  
info consumed  
online is now  
video

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## The Anatomy of a Welcome Video

Only 90 secs - 2 mins max

- ✓ Casual
- ✓ No oscar-winning production

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## Script... it's all about them NOT about you and your practice

- ✓ Who are they?
- ✓ Why are they here?
- ✓ Why should they choose you?
- ✓ What do you want them to do next?

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## Other video ideas... explainer videos

- Gait scan
- Shockwave Therapy
- Taping
- Laser Therapy

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## Need some help?

[nicola@boostyourpractice.co.uk](mailto:nicola@boostyourpractice.co.uk)

Subject line: Help with Google

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