



Online Rx:

Building a Successful Online Presence for Medical Offices

Rich Brooks / flyte new media / takeflyte.com / rich@takeflyte.com

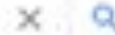
How We Choose

- Proximity
- Recommendations
- Reviews





scarborough chiropractor



All Maps Images News Shopping More

Tools

About 584,000 results (0.63 seconds)

Chiropractors

Rating

Hours

New England Chiropractic

Ad - 4.9 (52) · Wellness center

89 Larabee Rd · (207) 854-2001

Closed · Opens 2:30PM Mon



Website



Directions

Scarborough Family Chiropractic

4.5 (50) · Chiropractor

20 Black Point Rd · (207) 885-9415

Open · Closes 5:30PM



Website



Directions

Specific Chiropractic

No reviews · Chiropractor

51 US-1 · In Nonesuch river plaza · (207) 395-5695



Website



Directions

Unbound Potential Chiropractic

5.0 (18) · Chiropractor

162 US-1 Suite 4B · (207) 303-0057



Website



Directions





chiropractor

All Maps Videos Images News More

Ad · <https://www.newenglandchiropractic.net/> | (207) 854-2001

Best Chiropractors since 2001 - Patient Centered Chiropractic

Helping Neck Pain, TMJ disorders, Headaches, Radiating Pain, Fatigue, Poor Sleep since '01. Request An Appointment. Subscribe For Updates.

Location

Directions To Our Business Locations.

Our Services Westbrook

Our Services - New England Chiropractic Is The Portland And

Emergency

Learn About The Availability Of Our Emergency Services.

Ad · <https://www.unboundpotentialchiro.com/> | (207) 303-0057

Walk-In Chiropractor - Chiropractor in Maine

A Chiropractic adjustment can help with joint pain, brain fog, poor circulation and more. Proper spinal alignment can help with depression, morning sickness and anxiety. [Book Now!](#)

[Our Practice](#) - [Pregnancy FAQs](#) - [Contact Us](#) - [Winter Retreat](#) - [Pediatrics](#)

Chiropractors

Rating +

Hours +

New England Chiropractic +

Ad · 4.9 ★★★★★ (52) · Wellness center

How Google Picks

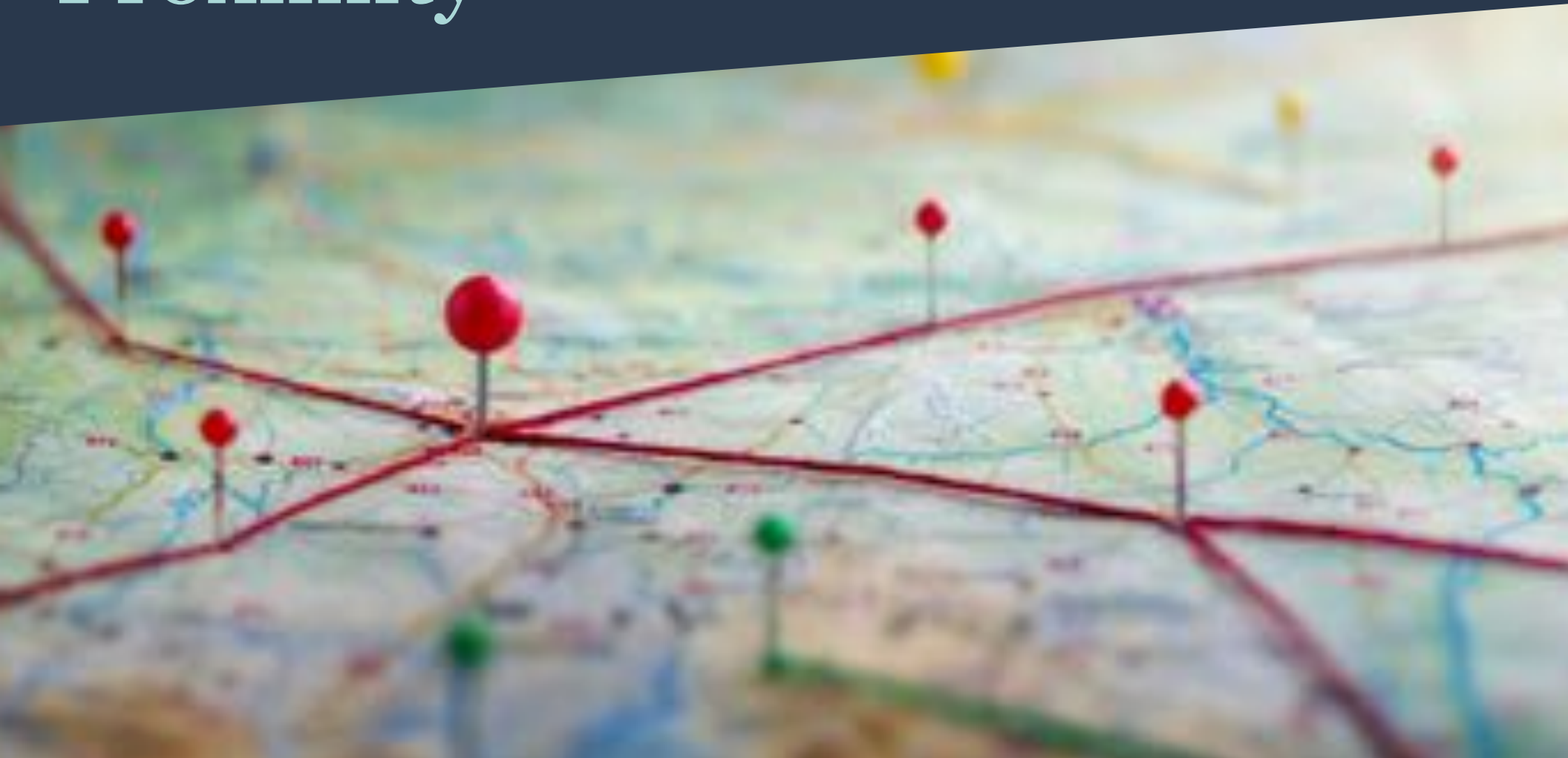
► Paid (maybe)

► Proximity

► Links

► Reviews

Proximity



About 5,422,000 results (0.81 seconds)

<https://www.1330dental.com/>

1330 DENTAL ASSOCIATES ... (207) 773-3738 - Located at ...

Meet Our Dentists: James G. Bernier, Jr., D.M.D. - Services: At 1330 Dental Associates, we provide comprehensive care in all aspects of dentistry. The services...

Meet Our Dentists

1330 DENTAL ASSOCIATES
(207) 773-3738. Located at ...

Hours and Location

1330 DENTAL ASSOCIATES
(207) 773-3738. Located at ...

[More results from 1330dental.com »](#)

<https://www.facebook.com/1330dentalassociates/> - General Dentist

1330 Dental Associates - Home | Facebook

At 1330 Dental Associates, we provide comprehensive care in all aspects of dentistry. 1330 Congress St, Portland, ME 04102-2144.

<https://www.facebook.com/1330dentalassociates/> - 1330 Dental Associates - Posts

1330 Dental Associates - Posts | Facebook

At 1330 Dental Associates, we provide comprehensive care in all aspects of dentistry. 1330 Congress St, Portland, ME 04102-2144.

<https://www.yelp.com/biz/1330-dental-associates-portland-2> - Dentists - General Dentistry

1330 Dental Associates - General Dentistry - Yelp

1330 Dental Associates - 1330 Congress St, Portland, ME 04102-2144 (Hours, Directions, (207) 773-3738, Call Now - More Info, Hours, Accepts Credit Cards, WiFi, ...)

★ ★ ★ ★ ★ Rating: 2 - 3 reviews

How is 1330 Dental Associates rated?

What days are 1330 Dental Associates open?

<https://www.mapquest.com/1330-dental-associates-portland> - 1330 - Portland

1330 Dental Associates 1330 Congress St Portland, ME Dentists

Get directions, reviews and information for 1330 Dental Associates in Portland, ME. ... 1330 Congress St, Portland, ME 04102 (207) 773-3738

<https://online.com/dental-clinic/1629622811-1330-d/>

1330 Dental Associates in Portland, Maine - MDN Mo



1330 Dental Associates

Website Share Open

★ ★ ★ ★ ★ 11 Google reviews

Dental clinic in Portland, Maine

Address: 1330 Congress St, Portland, ME 04102

Hours: Open - Closes 5PM

Phone: (207) 773-3738

[Suggest an edit](#) - [Own this business?](#)

Know this place? Share the latest info

Questions & answers

Be the first to ask a question

[Ask a question](#)


Popular times



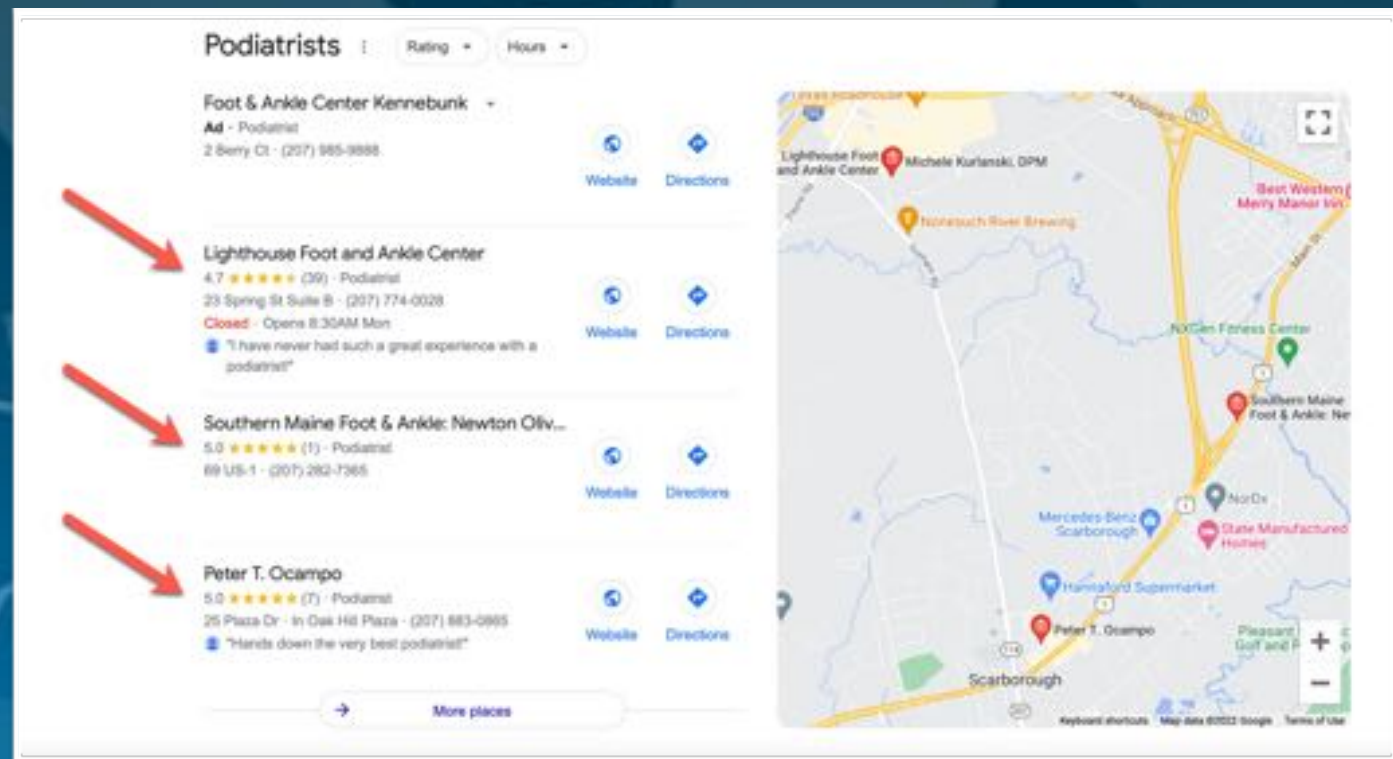
[Send to your phone](#)

[Send](#)

Links: Referrals/Recommendations

- 
- ▶ **Trusted or authority**
 - ▶ **Relevant**
 - ▶ **Local**

Reviews



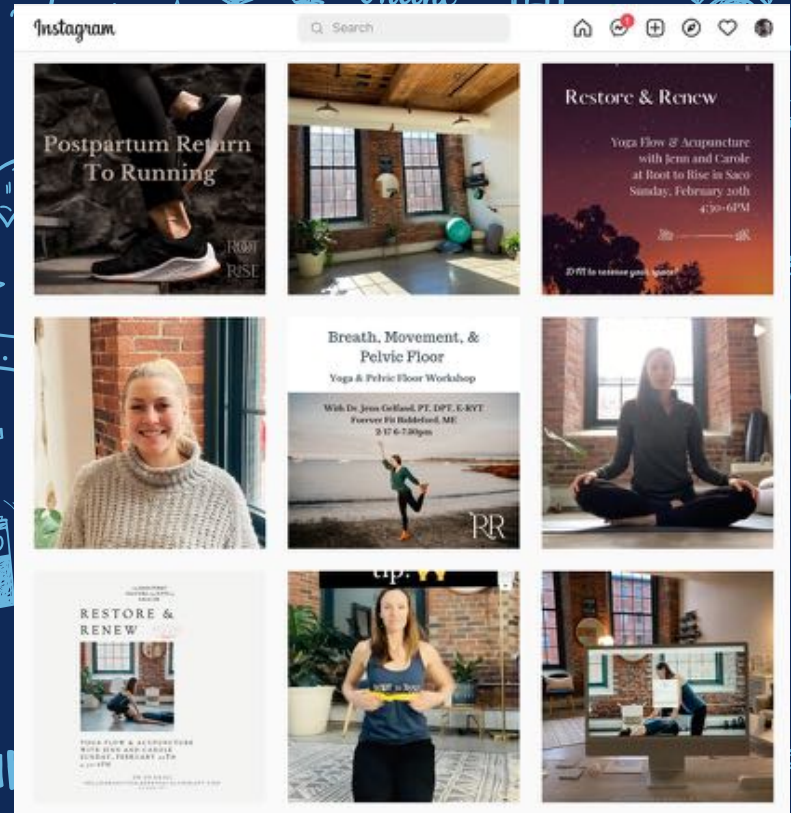
Review Sites



- **Healthgrades**
- **Vitals**
- **ZocDoc**
- **RateMDs**

Social Media

- Build trust
- Choose your platforms
- Post consistently
- Assign the role
- Be HIPAA aware



Content Ideas

- ▶ **Healthy tips and advice**
- ▶ **Employee Spotlight**
- ▶ **Community Involvement**
- ▶ **Promotional**



Social Ads

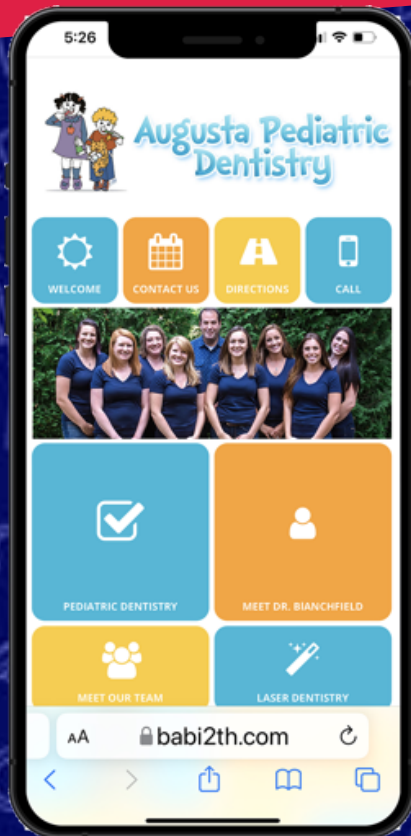


- ▶ No negative self-image
- ▶ Image focus on conditions
- ▶ Idealized results
- ▶ No personal attributes

Your Website



Mobile First

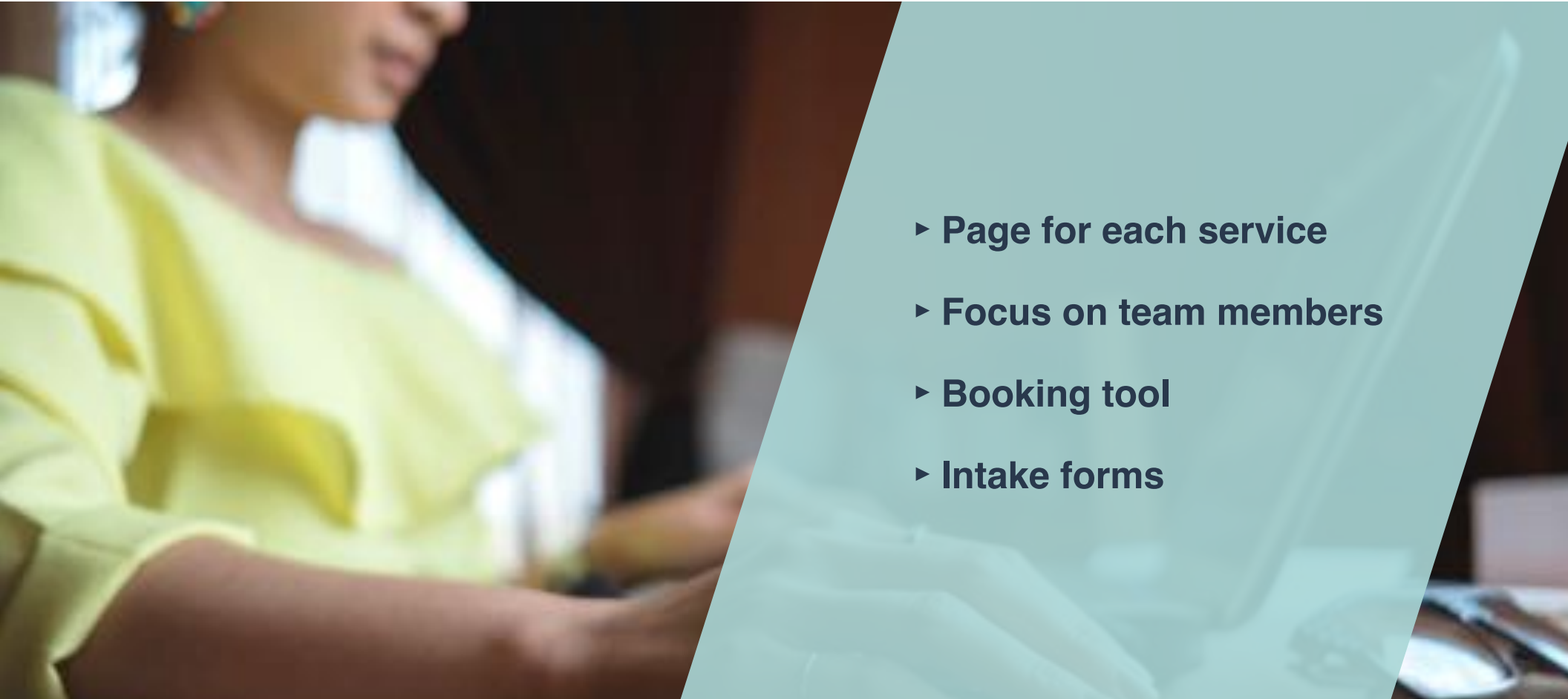


First Impressions

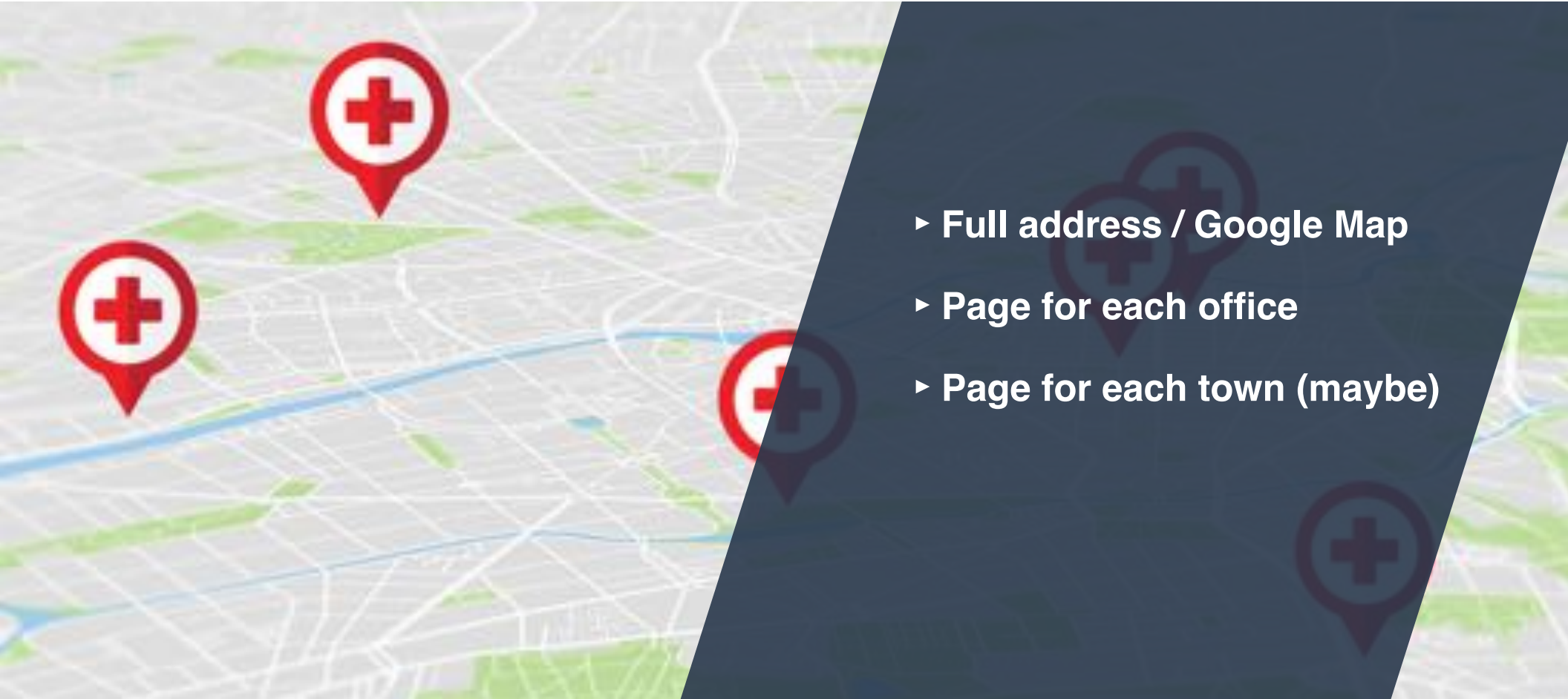
- ▶ **Clear message**
- ▶ **New Patient / Start Here**
- ▶ **Location / Directions**
- ▶ **Phone number**
- ▶ **Insurance (or not)**



Building a Better Website

- 
- **Page for each service**
 - **Focus on team members**
 - **Booking tool**
 - **Intake forms**

Optimizing for Local Search

- 
- ▶ Full address / Google Map
 - ▶ Page for each office
 - ▶ Page for each town (maybe)

Takeaways

- ▶ Focus on Local
- ▶ Be present on social
- ▶ Website checkup



A portrait of Rich Brooks, a middle-aged man with short brown hair, smiling and looking slightly to the right. He is wearing a patterned shirt.

Thank you.

Rich Brooks
flyte new media

takeflyte.com
rich@takeflyte.com
linkedin.com/in/therichbrooks
twitter.com/therichbrooks