

# Your Practice Online

INTEGRATED INTERNET MARKETING

Your Practice Online was founded by medical professionals, for medical professionals, to provide digital marketing solutions, resources, and support to help you compete in today's healthcare marketplace.



**24**

Years of Experience



**3750+**

Happy Clients



**550+**

Educational Videos

## Build Your Online Brand

We specialize in building websites for physicians, hospitals & healthcare organizations. All websites are custom-developed, easy to navigate & mobile-friendly. Our sites are compliant with the Americans with Disabilities Act (ADA) guidelines & include educational content, support & search engine optimisation.

## Patient Education Videos & Content for Your Practice

**Studies show that educated patients can have better outcomes.**

Your Practice Online provides written patient education content & videos as part of our website service. Our video library covers normal anatomy, diseases that affect the anatomy & surgical procedures & will greatly enhance your site while engaging and educating your patients. View our video library at [ypo.education](http://ypo.education).



## Get New Patients

Did you know 81% of people click on a sponsored link when looking for health information online?

Digital advertising, or Pay Per Click Advertising, can be more effective & less expensive than TV, newspaper or billboards. Google AdWords & Facebook ads give you the ability to target the right services, in the right community, to the right audience.

As a certified Google AdWords Partner, we will help you launch an effective campaign, saving your practice time, while driving new patients to your practice.

Google  
Partner

## Reach More Patients

**72% of Internet users say they looked online for health information within the past year.**

Our proprietary Search Engine Optimisation (SEO) technology enables your site to be re-registered periodically with search engines, online directories, web rings, etc. Our SEO team registers your website with thousands of search engines to make your registration results more valuable & increase your placement position.

## Engage Your Community with Social Media

**Almost 70% of all US adults are on Facebook & 75% of them use it every day!**

Get a conversation started about your practice by portraying a positive message in your social community. We have a variety of social media service levels that can help you educate & connect with the community, as well as improve marketing presence across social media networks such as Facebook, Google+, YouTube & Twitter.



## Manage Your Online Reputation

Showcase your positive reviews & present your practice in the best light with our Reputation Management services. Our reputation management tools will help you manage your online brand, so you can focus on your patients.

## Make Your Practice Portable with an App

Make sure your practice is at your patients' fingertips! We build custom apps that are consistent with your brand and your website, offering your patients easy accessibility to your practice anywhere, anytime.