

How AI Paves the Way to Your Practice’s Digital Doorstep

By Christine Harrington

The digital realm is inundated with thousands of podiatry practices, all competing for the attention of potential patients. To be successful, your podiatry practice needs to stand out amongst the crowd in your own area to draw those potential patients to your digital doorstep.

This task is more challenging than ever before, and nearly impossible without good SEO practices. SEO (search engine optimization) is a multi-faceted strategy to make your practice more visible and relevant online, and get you higher placement on search engine results pages.

The best SEO strategies will attract the ideal patients to your website, keep them there longer, and turn more of them into actual patients. And AI (Artificial Intelligence) can vastly improve your SEO efforts.

AI is an invaluable tool that analyzes huge amounts of data, and provides precise insights and predictions based on that data. Leading digital marketers like Podiatry Content Connection (PCC) use this data-driven insight to create effective marketing strategies that are smarter, targeted, and more effective than those without the benefits of AI.

As Randy Rosler, National Director of Podiatry Content Connection explains, “When it comes to AI, this technology is a fast-moving game changer that is going to change the way we do business. The train has already left the station, it’s time to get on board.”

Here are just a few ways AI is improving SEO:

Data Trends and Insights

AI collects and analyzes data from websites, social media, Google analytics and more to understand user behavior; evaluating link clicks, page views, time spent on pages, emerging search trends, demographic patterns, and so much more. This information is immensely helpful for creating focused ad campaigns, website content and more that resonates with your target audience.

Keyword Research

AI precisely identifies keywords that potential patients use during online searches. It can even detect the intent of their searches—whether that’s getting information on a topic, finding a particular website or product, or looking for a practice in their area, etc.

With this deep dive into the reason behind a search, it’s easier to create content and strategies that align with it. This highly informed approach improves search engine ranking, increases website traffic, and converts more prospects into patients.



Competitor Insight

Knowing what other practices are doing to market themselves gives you a competitive advantage. AI is proficient at surveying your competitor’s digital footprint for valuable insights on the strategies they use, the services they offer, and what patients are saying about them.

Better SEO Content

Content is at the core of your SEO strategy. It helps search engines determine that your website is relevant and trustworthy, so you show up higher on search pages and get more traffic to your site.

AI can also track the SEO performance of your content and offer suggestions to improve it over time.

AI improves SEO in content in a number of ways. It makes data-driven suggestions about topics and keywords your target audience is searching for, and generates well-structured, readable content to meet their needs. AI can also track the SEO performance of your content and offer suggestions to improve it over time.

More Effective Ad Campaigns

Identifying and understanding your audience, and predicting their behaviors and preferences is one half of the battle in advertising, and using that knowledge to create messaging that resonates—and compels them to action—is the other. AI is masterful at both. It can even make messaging more personalized, and recommend tweaks mid-campaign to fine tune results.

Behind-the-Scenes SEO

AI improves the technical elements of your website as well, finding and fixing problems to improve the user experience, such as making your site easier to navigate, fixing broken links, making your site work well on all devices (with an emphasis on mobile), and speeding up page loading time. All of this helps search engines find and list your website pages properly.

This article merely scratches the surface on how AI is reshaping the way podiatry practices compete in a crowded digital arena. AI is a powerful tool that can be wielded to forge a path leading potential patients to your virtual front door.

For more information, visit PodiatryCC.com or click here, follow PCC on Facebook @PodiatryContentConnectionPCC, Instagram @PodiatryContentConnection, Email: support@podiatrycc.com or call (718) 475-9449.



Randy Rosler