

# With Digital Marketing, It All Comes Down To Trust

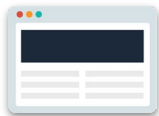
Paul Dybala, PhD  
Partner & VP of Strategy  
**AUDIOLOGYDESIGN**



**Canadian Academy of Audiology**  
Académie Canadienne d'audiologie

# AUDIOLOGY/DESIGN

Comprehensive Digital Marketing Agency  
Dedicated to Hearing Care



Website Design &  
Development



Search Engine  
Optimization



Online Patient  
Scheduling



Social  
Media



Google  
Business  
Profile  
Optimization



Review  
Generation



Google Ads  
(PPC)



Facebook  
Advertising



Call  
Tracking

# With Digital Marketing, It All Comes Down To Trust

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# Why Trust?



Trust is a fundamental  
part of hearing care.

US Air Force Veteran on hearing loss:

*“Not being able to understand what people are saying at parties is more terrifying than parachuting out of burning airplanes!”*

Harvey, M. (2020) The Hearing Health Care Journey, Putting Beans in Your Cups. *Seminars in Hearing*, 41, 68-78.

# How Does Hearing Loss Impact Other Areas of Your Life?

Are you on the fence about getting treatment for your hearing loss? Understand how this condition doesn't just impact your hearing health, but can also impact other areas of your life.



When hearing loss is present, the brain has to **work harder** to process information, causing **higher rates of exhaustion & fatigue.**

## WORK LIFE



## COGNITIVE FUNCTION

Untreated hearing loss makes you more likely to develop **dementia**. Chances increase with the extent of hearing loss.



**Severe**  
HEARING LOSS = **5x**  
LIKELIHOOD

**Moderate**  
HEARING LOSS = **3x**  
LIKELIHOOD

## SOCIAL LIFE

AN ESTIMATED

**1 IN 4**



seniors with untreated hearing loss will **avoid social functions.**

Trust is a fundamental  
part of hearing care.

Trust is a fundamental  
concept in digital marketing.

# Marketing Comes Down To Trust!

1 Does Google trust you?

2 Do your patients trust you?

3 Do you trust your website?

4 Do you trust your marketing provider?

A background image showing a person's hands typing on a laptop keyboard. The scene is blurred, with a window and a potted plant visible in the background. A semi-transparent dark blue overlay covers the entire image.

1

Does Google trust you?

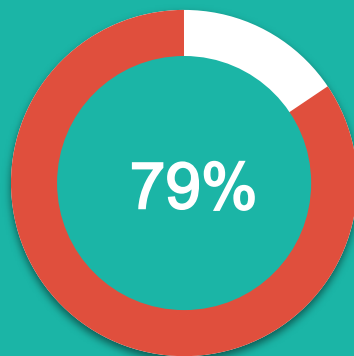


# Statistics Canada

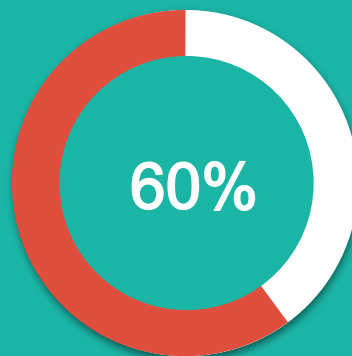
<https://www.statcan.gc.ca/>



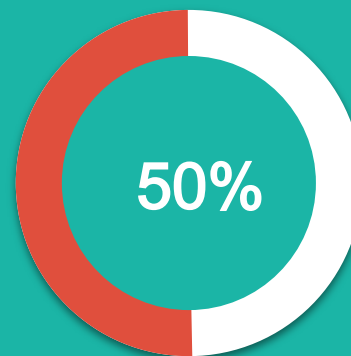
# Use of Internet services and technologies by Canadians 65+ (2021)



Age 65+  
Access to  
internet  
at home



Age 65+  
Have a  
smartphone



Age 65+  
Search for  
health info #2  
(#1 News)

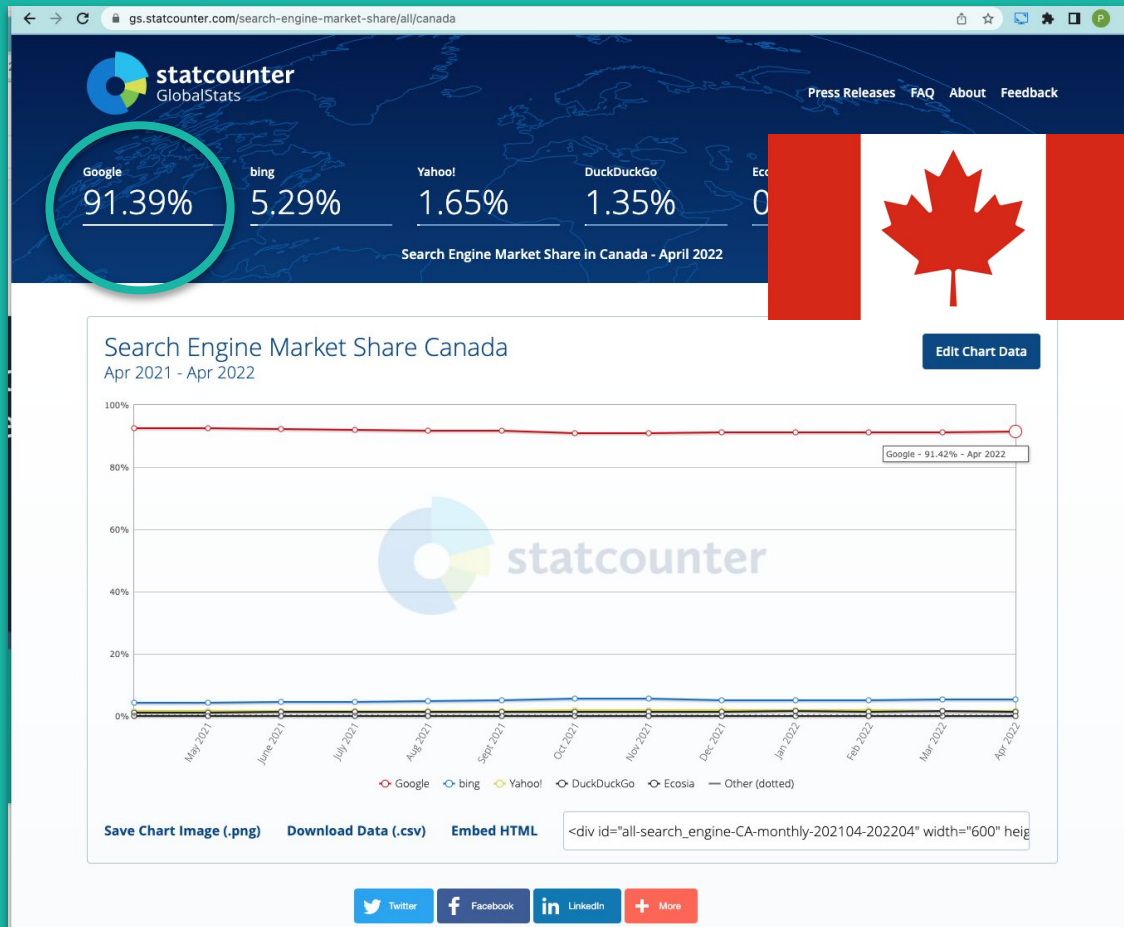
<https://www150.statcan.gc.ca/n1/pub/71-eng.htm> -607-x/71-607-x2021027-

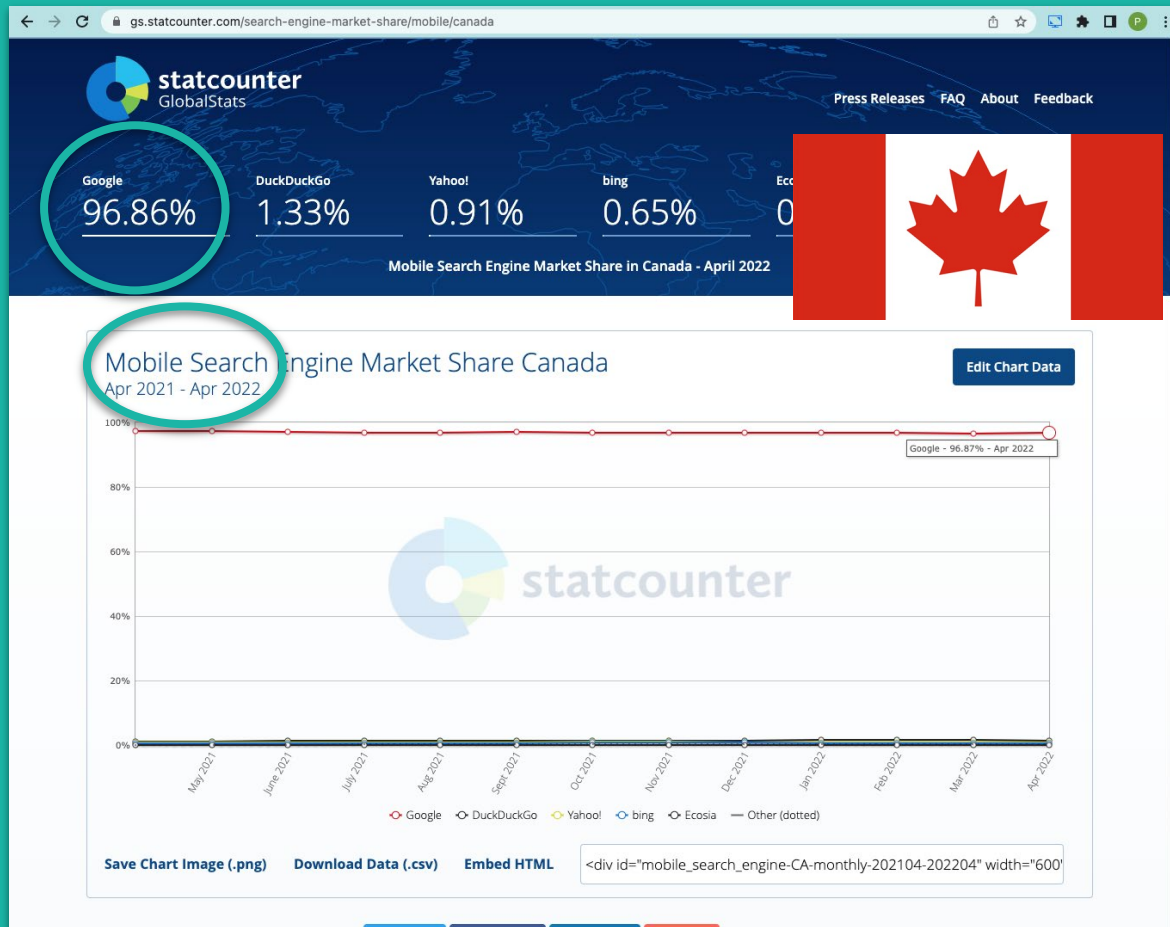


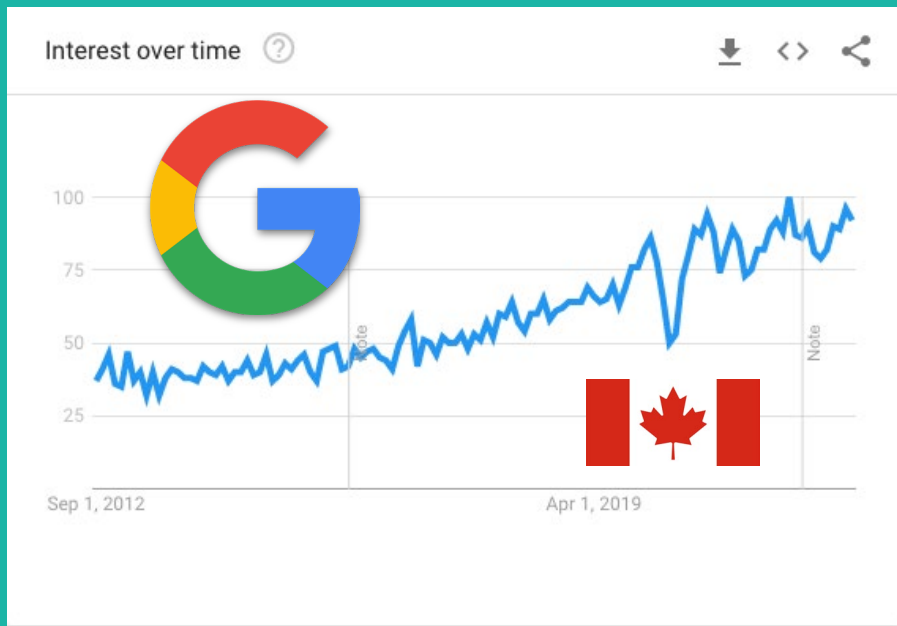
Statistics  
Canada

How do I get access to  
all of these users?











3x increase  
in search interest in  
Canada on Google for  
the key terms  
“hearing aids” over  
the last 10 years


Google hearing aids near me



**Total Hearing Care**  
5.0 ★★★★★ (30) · Hearing aid store  
4130 Abrams Rd. (214) 827-1900  
Closes soon · 5PM  
"By far also the best hearing aids I have ever worn."

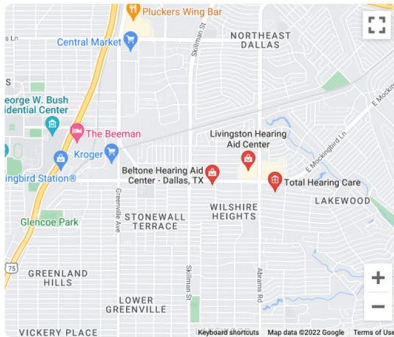


**Beltone Hearing Aid Center - Dallas, TX**  
5.0 ★★★★★ (1) · Hearing aid store  
6162 E Mockingbird Ln # 100 · In Wilshire Office Building · (88...  
Closes soon · 5PM



**Livingston Hearing Aid Center**  
4.9 ★★★★★ (60) · Hearing aid store  
6333 E Mockingbird Ln #119B · In Hillside Village Shopping C...  
Closes soon · 5PM  
In-store shopping

→ More places




People also ask :

- What is the best hearing aid on the market today?
- How much do hearing aids cost usually?
- Can you buy hearing aids at the drugstore?
- Do chemists sell hearing aids?

Feedback

<https://www.healthyhearing.com> · Find a clinic · Texas ·  
**Hearing aids, audiologists & tinnitus specialists Dallas, TX**  
Find trusted hearing clinics, specialists and audiologists in Dallas, TX. Healthy Hearing has unbiased reviews for 40 audiology clinics near you.



<https://www.yelp.com> · ... · Hearing Aid Providers ·  
**The Best 10 Hearing Aid Providers in Dallas, TX - Yelp**  
Best Hearing Aid Providers in Dallas, TX - Total Hearing Care, McLean Hearing Center, The Hearing and Tinnitus Center of Dallas-Fort Worth, Hearing Masters, ...

<https://www.mcleanhearingcenter.com> ·  
**Hearing Aids Dallas, TX | McLean Hearing Center | Audiologist**  
Best choice for hearing aids in Dallas, TX. Our audiologists offer comprehensive hearing health services including hearing tests, tinnitus treatments.  
[About Us](#) · [Hearing Aids](#) · [Hearing Loss](#) · [Dallas, TX's Hearing Aid Repair](#)

# Google Localized Searches

“Hearing aids  
near me”

“Audiologist  
near me”

“Name of clinic”



Google hearing aids near me

**Total Hearing Care**  
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**People also ask**

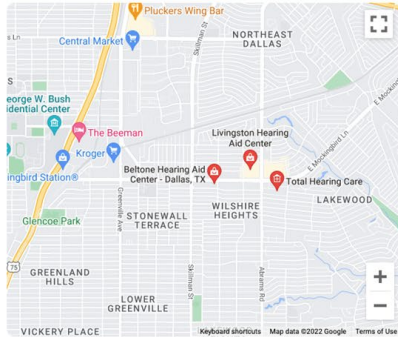

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<https://www.mcleanhearingcenter.com>  
**Hearing Aids Dallas, TX | McLean Hearing Center | Audiologist**  
Best choice for hearing aids in Dallas, TX. Our audiologists offer comprehensive hearing health services including hearing tests, tinnitus treatments.  
[About Us](#) [Hearing Aids](#) [Hearing Loss](#) [Dallas, TX's Hearing Aid Repair](#)

# Google Localized Searches

“Hearing aids  
near me”

“Audiologist  
near me”

“Name of clinic”



Google hearing aids near me

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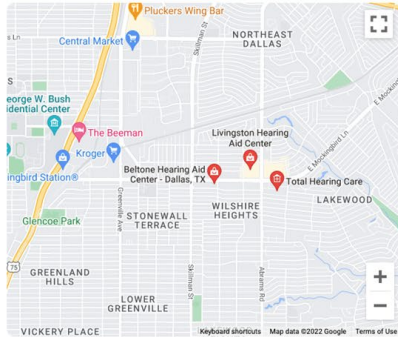

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**Hearing Aids Dallas, TX | McLean Hearing Center | Audiologist**  
Best choice for hearing aids in Dallas, TX. Our audiologists offer comprehensive hearing health services including hearing tests, tinnitus treatments.  
[About Us](#) [Hearing Aids](#) [Hearing Loss](#) [Dallas, TX's Hearing Aid Repair](#)

# Google Localized Searches

“Hearing aids  
near me”

“Audiologist  
near me”

“Name of clinic”

How do I get access to  
all of these searchers?

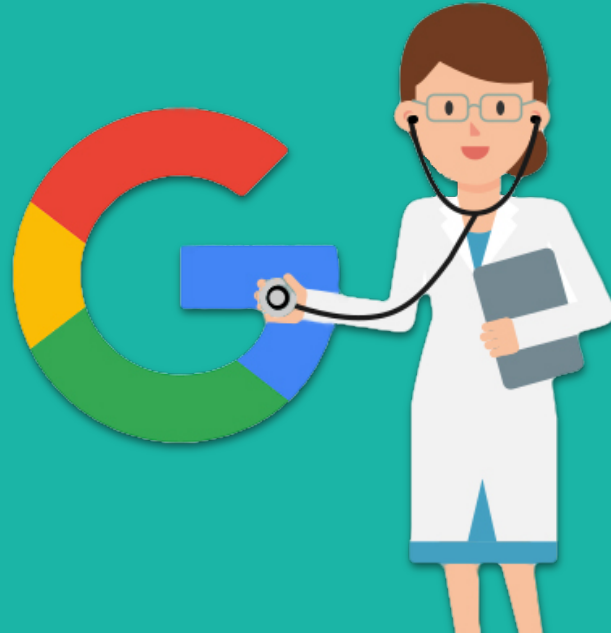
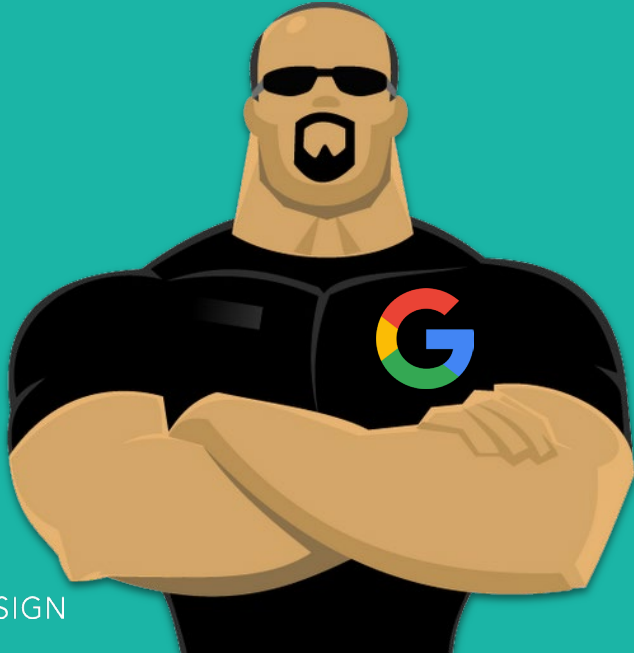
# Google is the gatekeeper!



Think of Google as  
one of your patients!



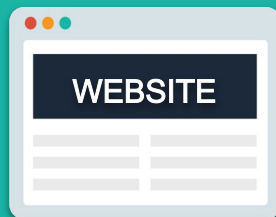
# You need to gain Google's trust!



# Google Local Search Optimization Is Key!



online directory



social media



GBP



reviews



online patient  
scheduling

audiology and hearing aid services savannah

Q All News Maps Images Shopping More

Tools

About 79,100 results (0.55 seconds)

https://ahassavannah.com

## Audiology and Hearing Aid Services: Audiology | Savannah, GA

Audiology and Hearing Aid Services provides the best hearing care services, hearing loss treatment and hearing aids to improve your overall hearing health.

### Our office locations

Our Pooler location is currently no

### Our Audiologists

Our Audiologists - Susan Timna, A

### Savannah, GA Office Location

Our Hearing Center in Savannah,

### Savannah, GA

We provide a wide range of hearing loss treatment options ...

More results from ahassavannah.com >

https://www.healthyhearing.com > ... > Savannah

## Audiology and Hearing Aid Services in Savannah, GA

Read verified clinic information, patient reviews and make an appointment at Audiology and Hearing Aid Services, 803 E 68th St, Savannah, GA 31405.

★★★★★ Rating: 4.6 - 17 reviews

https://www.savannahchamber.com > p

## Audiology and Hearing Aid Services | Savannah Chamber

Audiology and Hearing Aid Services was founded in 1984 in conjunction with Ear, Nose and Throat Associates of Savannah. With customer care as a top priority ...

https://www.facebook.com > ... > Doctor > Audiology and Hearing Aid Services

## Audiology and Hearing Aid Services | Facebook

Audiology and Hearing Aid Services of Savannah, GA is a team of... 803 east 68th Street, Savannah, GA 31405

★★★★★ Rating: 5 - 15 votes

https://www.entsavannah.com > services > audiology-he...

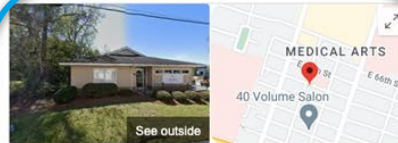
## Audiology & Hearing Services - ENT Associates of Savannah

ENT Associates of Savannah founded Audiology and Hearing Aid Services (AHAS) in 1984 to serve Savannah patients with advanced hearing care treatments.

https://www.helpingmehear.com > find-an-expert > aud...

## Audiology & Hearing Aid Services - Savannah, GA

WEBSITE



## Audiology and Hearing Aid Services, LLC

Website Directions Save Call

4.8 ★★★★★ 49 Google reviews

Hearing aid store in Savannah, Georgia

Service options: Curbside pickup

COVID-19 info: ahassavannah.com

Address: 803 E 68th St, Savannah, GA 31405

Hours: Open - Closes 5PM

Phone: (912) 600-1712

Appointments: ahassavannah.com

Suggest an edit · Own this business?

### Questions & answers

See all questions (2)

Send to your phone

### Reviews from the web

Healthy Hearing

4.6/5

17 reviews

Facebook

5/5

15 votes

### Reviews

Write a review Add a photo



"Such a great facility filled with kind and caring Doctors and staff."

★★★★★

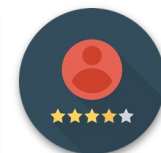


"The office is very clean and the personal are nice, well mannered."

★★★★★



25



# Make sure your local search information is correct!



online directory



social media



GBP



reviews



online patient  
scheduling



Coronavirus Update - Click Here to Read More

**PERSONAL HEARING SOLUTION, INC.**

Call Today: (321) 253-6310

**HOME**

ABOUT US

TESTIMONIALS

CURRENT PROMOTIONS

CONTACT US

COVID-19 UPDATE



## SCHEDULE YOUR FREE HEARING EXAM

Family owned and servicing Brevard County, Florida for over 20 years.

**SCHEDULE APPOINTMENT**



hearing aids, melbourne FL



Sign in

**HEARING AID SPECIALIST MELBOURNE FL.** Melbourne Audiologist – Dr. Christopher Hutchinson – Board Certified in Clinical Audiology. Dr. Go, Dr.

drgomd.com › tag › melbourne-fl-ent-doctor ▼

### Melbourne FL ENT doctor Archives | Dr. James Go

This week's blog will discuss solutions for hearing loss, primarily the types of **hearing aids** that may be available to you and how your **Melbourne, FL ENT doctor** ...

hf.org › hfmfg › audiology ▼

### Audiologist | Audiology | Health First Medical Group

Audiologists at Health First offer expert hearing health services. ... and coursework specific to Audiological Diagnostics, Auditory Rehabilitation, **Hearing Aids**, ...

www.facebook.com › ... › Medical Center

### A Advanced Hearing Care-Hearing Aid Center - Home ...

A Advanced Hearing Care-**Hearing Aid Center** - 720 E New Haven Ave, Ste 12, **Melbourne, FL** 32901 - Rated 5 based on 2 Reviews "I am deaf in one ear and I..

### Searches related to hearing aids, melbourne FL

hearing aids **near me**

**hearinglife** hearing aids

**hearinglife** rockledge, fl

ear to hear



https://www.google.com/maps/search/hearing+aids,+melbourne+FL/@28.0950514,-80.8951373,10z/data=!3s... Sign in

hearing aids, melbourne FL

Rating Hours More filters

Open until 5:00 PM · (321) 294-2353

**Harbor City Hearing Solutions**  
5.0 ★★★★★ (51)  
Audiologist · 7155 Murrell Rd Suite 101  
Closed today · (321) 360-5432

Their website mentions hearing aids

**Earcare PA**  
Doctor · 1325 S Apollo Blvd  
(321) 676-5623

**Personal Hearing Solutions**  
Association or organization ·  
8085 Spyglass Hill Rd  
Open until 5:00 PM · (321) 253-6310

Their website mentions hearing aids

**Personal Hearing Solutions**  
Audiologist · 1344 S Apollo Blvd #301  
(877) 637-8387

Showing results 21 - 40

Update results when map moves

Search this area

Audibel Hearing Center  
HearingLife  
Personal Hearing Solutions  
Riverwalk Hearing Center  
Space Coast Hearing and Balance  
Professional Hearing Aid Centers  
America's Best Hearing  
Gulf Atlantic Hearing Aid Co

Page 2  
Result #36

?

Satellite

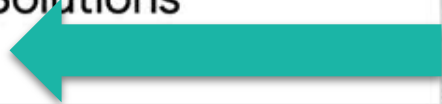
Map data ©2020 Google United States Terms Send feedback 5 mi



personal hearing solutions inc, m



# Personal Hearing Solutions



- Directions
- Save
- Nearby
- Send to your phone
- Share

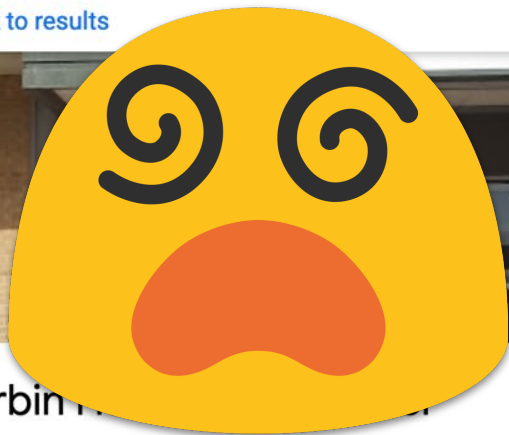




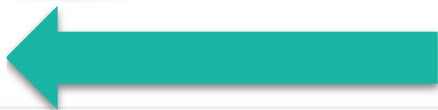
hearing aids, plano TX



[Back to results](#)



Durbin



Directions



Save



Nearby



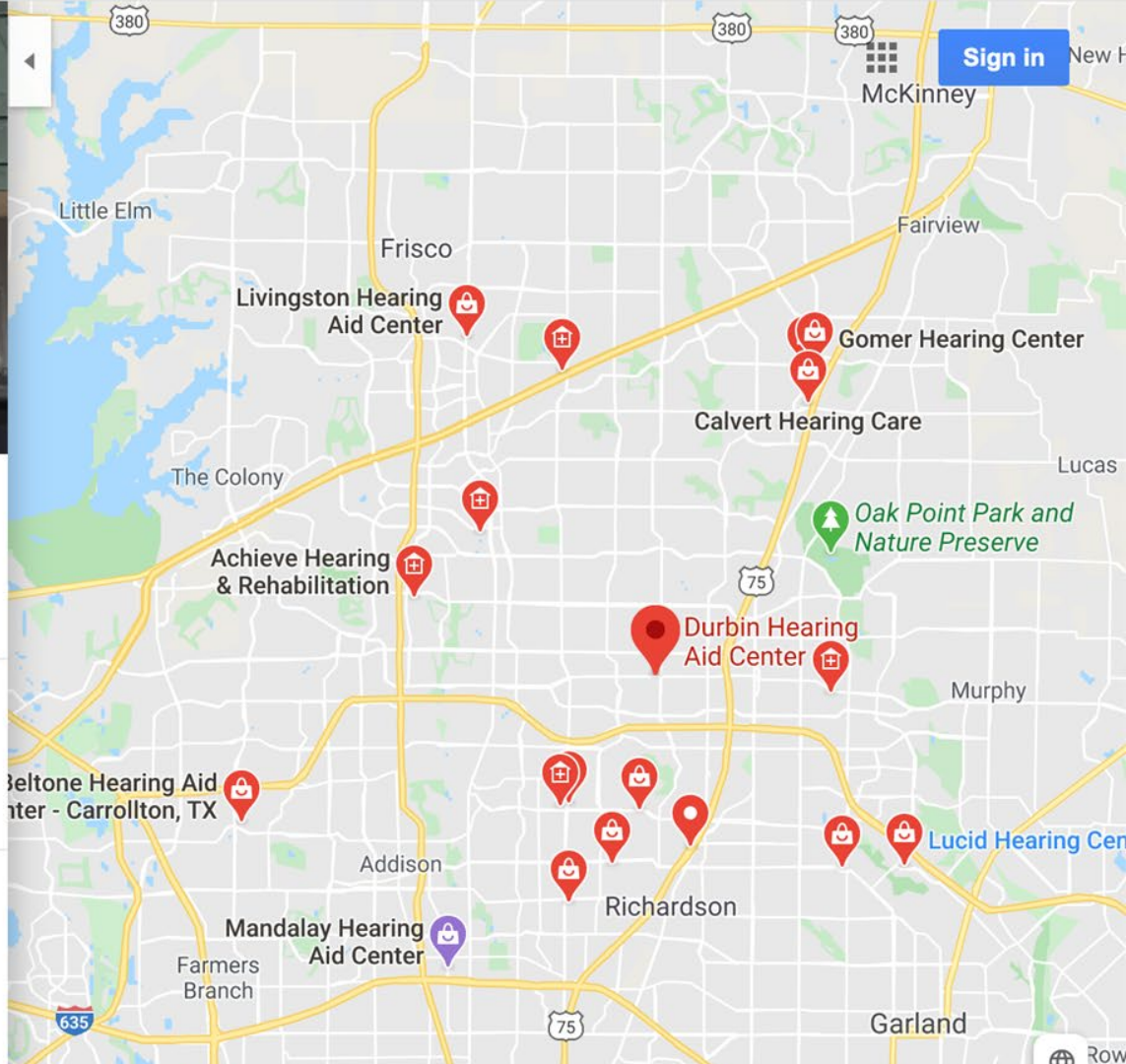
Send to your  
phone



Share

### COVID-19 alert

Call your doctor before visiting if you may have COVID-19. Source: CDC



Non-profit Organization

Store

Wellness Center

Health Consultant

Doctor

Dentist

Surgeon

Speech Pathologist



# Marketing Comes Down To Trust!

1 Does Google trust you?

2

3

4



# Marketing Comes Down To Trust!

1

Does Google trust your online information enough to feature you as a local search recommendation?

2

3

4



2

Do your patients trust you?



# Online Reputation Management

Online Reviews - The New Word of Mouth





GBP Profiles - May 2022

129 largest cities in US - 7,822 clinic locations

★ 5,305 locations w/ reviews (68%)

★ 34.6 reviews per location

★ 4.61 average rating



Review content  
influences local  
search ranking!



Rating Hours

**Hearing Health**

5.0 ★★★★★ (17) · Hearing aid store  
Portland, OR

Open · Closes 5PM · (503) 292-2995

🗣️ "I had a problem with one of my hearing aids and dropped in to see if ..."

**Willoughby Hearing**

4.8 ★★★★★ (28) · Hearing aid store  
Portland, OR

Open · Closes 5PM · (503) 374-1657

🗣️ "I have been wearing my hearing aids for several months now."

**Pacific Audiology Clinic**

5.0 ★★★★★ (77) · Hearing aid store  
Portland, OR

Open · Closes 4PM · (503) 505-9608

🗣️ Their website mentions hearing aid repairs

**Miracle-Ear Hearing Aid Center**

4.9 ★★★★★ (106) · Hearing aid store  
Portland, OR

Open · Closes 5PM · (503) 929-3994

🗣️ "Miracle Ear Aids are a life saver."

**HearUSA**

5.0 ★★★★★ (1) · Hearing aid store  
Portland, OR

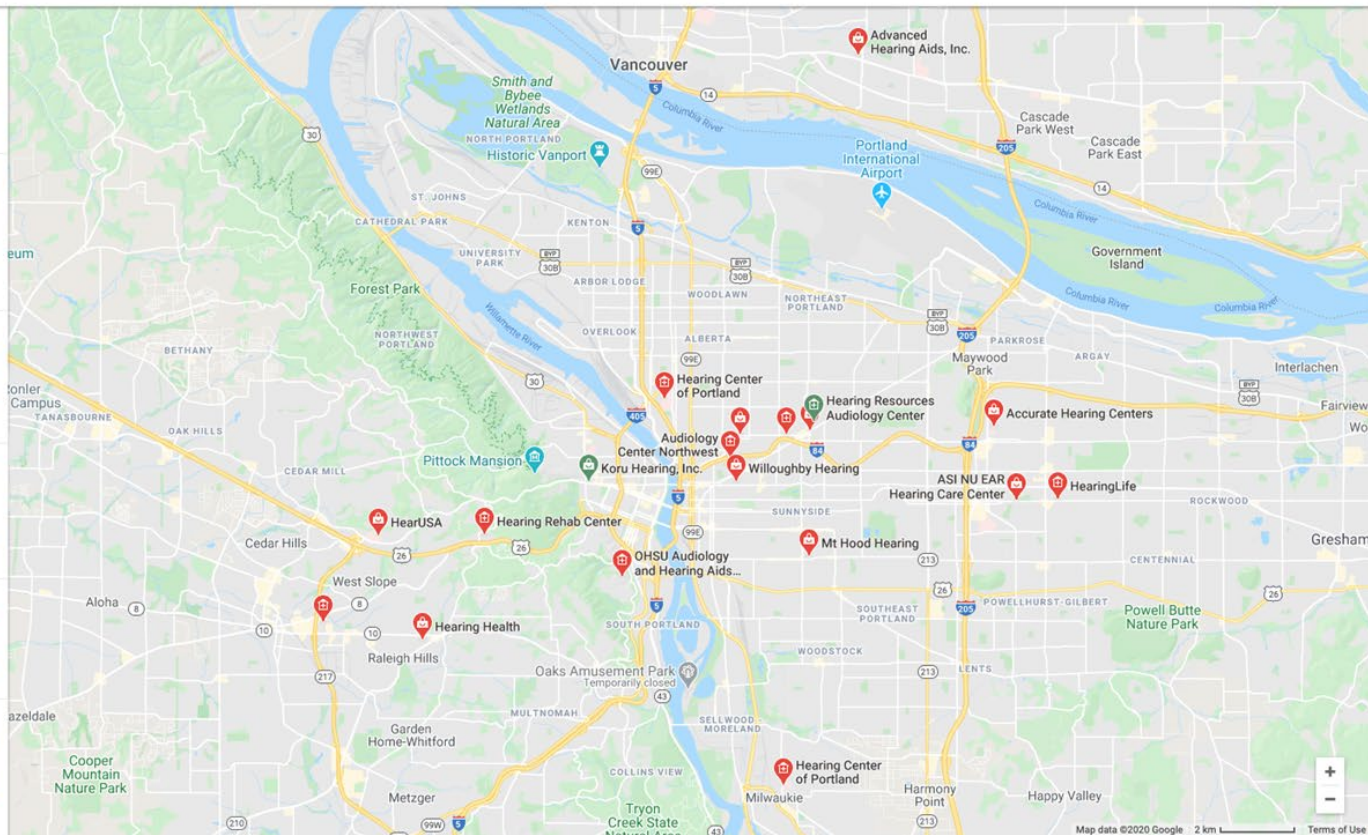
Open · Closes 5PM · (503) 297-1600

**SmartStep Hearing**

4.9 ★★★★★ (22) · Hearing aid store  
Open · Closes 5PM · (503) 208-4608

🗣️ "I now have hearing aids that work beautifully for music performance ..."

✓ Curbside pickup



# “hearing aid repair portland oregon”

Portland, OR  
Open · Closes 5PM · (503) 292-2995

“I had a problem with one of my hearing aids and dropped in to see if ...”

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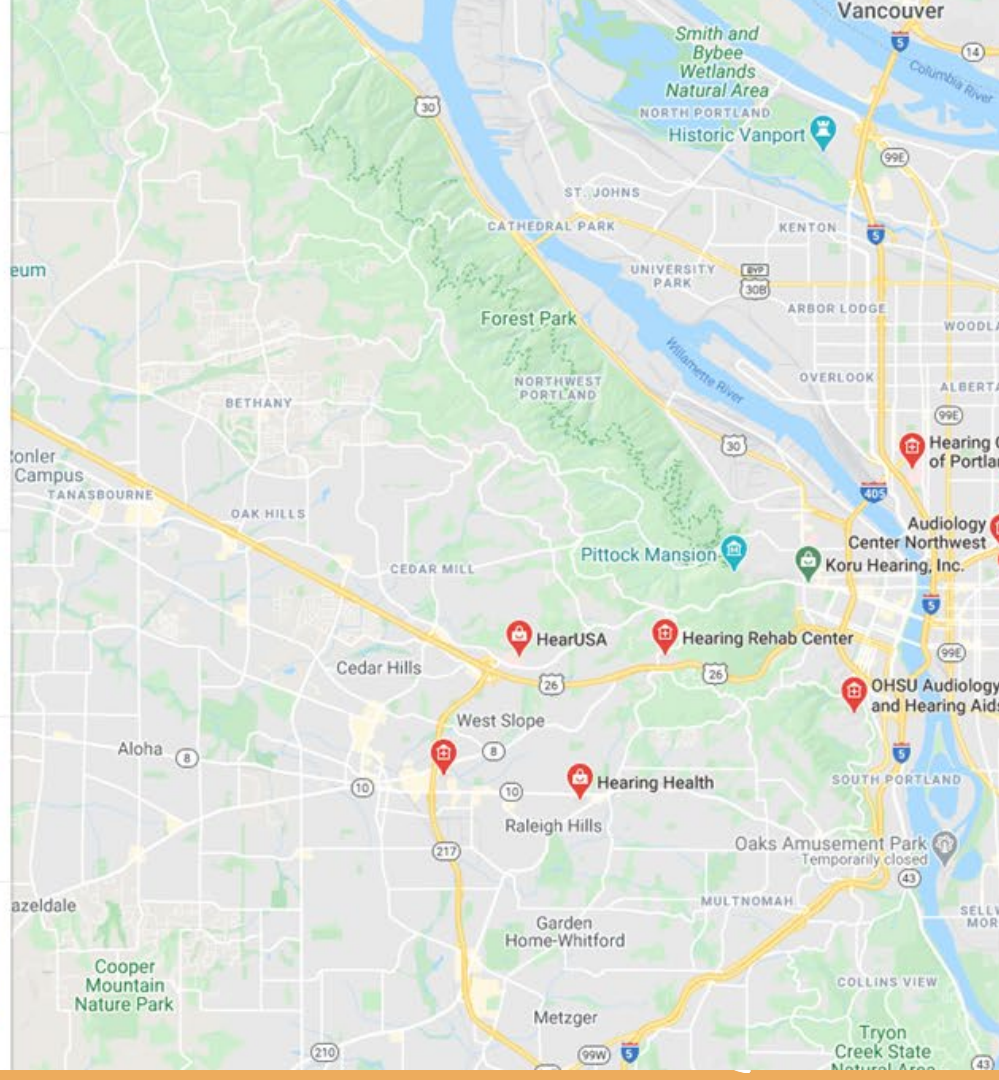
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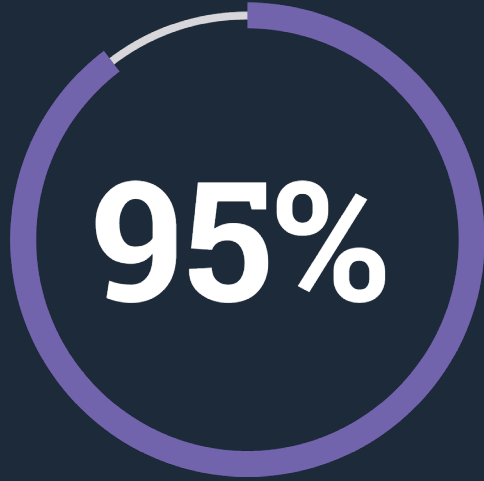


What about  
negative  
reviews?



What about  
negative  
reviews?





of consumers  
suspect censorship  
or faked reviews  
when they don't see  
bad scores



# Great customer experience starts with human insight

See, hear and talk to your customers as they engage with your products, apps and messaging. Make better decisions. Build more customer-centric experiences.



+



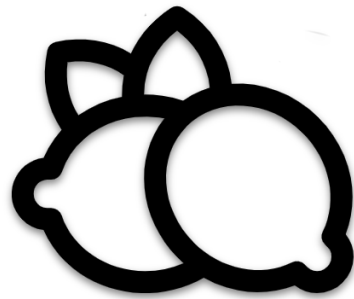
+ -



+ -  
“-”



Negative  
reviews



# Professional responses





Published  
January 2020

## The Hearing Health Professional's Review Generation Playbook

In this day and age, everyone is ready to share experiences online, whether good or bad. Start your journey toward a better online reputation.

**Audiology**Design

KNOW YOUR CURRENT REPUTATION

# Check Your Reviews for Free

What you don't know may hurt you.

Free Review Check

disatisfied patients before they write a negative review.  
Gather reviews and manage your reputation on key platforms listed below and many others including: Healthy Hearing, ZocDoc, Yellow Pages, CitySearch, FourSqure, and many more.

Google yelp

Message

☐ I'm not a robot

SEND MESSAGE

How does your practice compare?

Use our free Review Scan to generate an instant reputation report and see how your clinic appears on local review sites.

Business Name Postal Code or City Business Phone

Business Name ZIP/Postal code or city Business Phone

☐ I'm not a robot

SCAN MY REVIEWS FREE



# Tips for Negative Reviews

Polls show that 95% of unhappy consumers will return if you respond to their review.

## Google My Business

### You have a new review



Reviewed by  
**JOHN DOE**

### Before hitting send:



#### Take a breather:

Before you create a charged response, take five minutes to compose yourself and avoid reacting emotionally. Remember, your response might be available for everyone to see, so it's important you maintain a professional image. It is a good idea to get a friend or colleague to read through the response before you send it.



#### HIPAA guidelines matter:

As a medical professional, there are guidelines that need to be followed before you respond to reviews. HIPAA rules prevent you from disclosing any private medical information in your response. This applies to anonymous reviews too. HIPAA fines can be quite hefty, so it's better to stick to saying too little than too much.



#### Take it offline:

Depending on the type of complaint, you might want to suggest taking the conversation offline. If the complaint is something like customer service you can easily resolve the issue online, but if the complaint is about medical advice that you provided it may be better to offer to contact the patient directly to resolve the issue.



#### View it from a different angle:

Before you respond to the patient, try and see the complaint from a different perspective and decide whether it's feedback you can use to improve your services. Thank the patient for their support and let them know you're taking steps to make the necessary improvements.



#### Keep it brief:

In order to maintain a professional image, keep your responses brief and polite. Lengthy responses can be overwhelming. Do invite the patient to contact you offline to discuss their concerns.





# Automating Review Requests

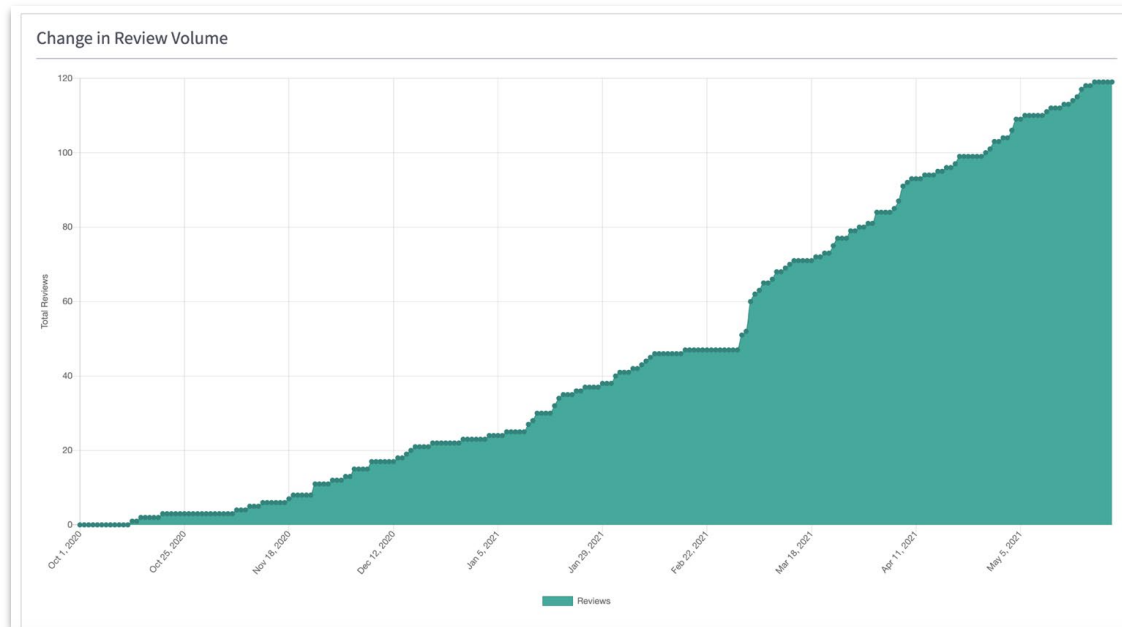


# Automating Review Requests

- East Texas Town 80K
- Single office

# Automating Review Requests

- East Texas Town 80K
- Single office
- 151 new reviews 6 mo
- Average rating of 4.98







# Marketing Comes Down To Trust!

2

Do your patients trust you?

# Marketing Comes Down To Trust!

2

Do your patients trust you enough to provide your clinic quality online reviews?





3

Can you trust your website  
to do its job?





If Google is your  
patient,



If Google is your  
patient, your website is  
your employee!



# Is your employee performing at its best?



Your



has 2 objectives!

1

Provide relevant content

2

Get visitors to take action

Your



has 2 objectives!

1

Provide relevant content

Quality content related to what people are  
searching for.

Hearing Tests

Subtopic Volume  
1600

Difficulty  
70.00%

Topic Efficiency  
Medium

Headlines 10

Online Hearing Test

Free Online Hearing Test

Take our five-minute online hearing test

Hearing tests: What to expect

Belton Free Online Hearing Screening

Hearing Test

Hearing Tests for Adults: MedlinePlus Medical Test

Online Hearing Test [2022] - Take a Free Ear Test

Online Hearing Test | Hearing Loss Test

Hearing Tests for Hearing Aids

Questions 54

AllHowCanWhatWhyAreIsWhichDoes

How does an audiologist conduct a hearing test?

What are the types of hearing tests?

Where can I get a hearing test?

Are online hearing tests accurate?

Can hearing tests be wrong?

What do you expect at your first hearing test?

Can you pass a hearing test but still have problems hearing?

Why is a hearing test important?

How do I check the audiogram test for a hearing loss patient?

Related searches 16

free hearing test

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hearing loss test

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hearing loss test

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hearing test online frequency

hearing test at home

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How does an audiologist conduct a hearing test?



All

Videos

Images

News

Shopping

More

Tools

About 2,870,000 results (0.35 seconds)

A hearing test is performed in a sound proof room. You will wear headphones or earplugs connected to a device that sends sounds of different volumes and pitches to one ear at a time. You will be asked to respond by raising your hand or pressing a button each time you hear a sound.

<https://mayfieldclinic.com> › pe-hearing

[Audiometry Test, Hearing Test | Mayfield Brain & Spine](#)

About featured snippets • Feedback

### People also ask

How does an audiologist do a hearing test?

An audiometry test is when the audiologist **uses different sounds to check how well you can hear**. You will usually wear headphones, earphones or sometimes bone-conduction headband. The sensitivity of your hearing at different frequencies will be tested and the results are shown on a type of graph called an audiogram.

<https://hearingmemphis.com> › blog › what-hearing-tests...

[What Hearing Tests Will an Audiologist Conduct?](#)

Search for: [How does an audiologist do a hearing test?](#)

What should I expect at a hearing test?

How do you do an ear hearing test?

What is a passing score on a hearing test?

What should you not do before a hearing test?

Can you fail a hearing test?

Feedback



# Your Money or Your Life (YMYL) Pages a.k.a. - Healthcare Pages / Your Clinic Website



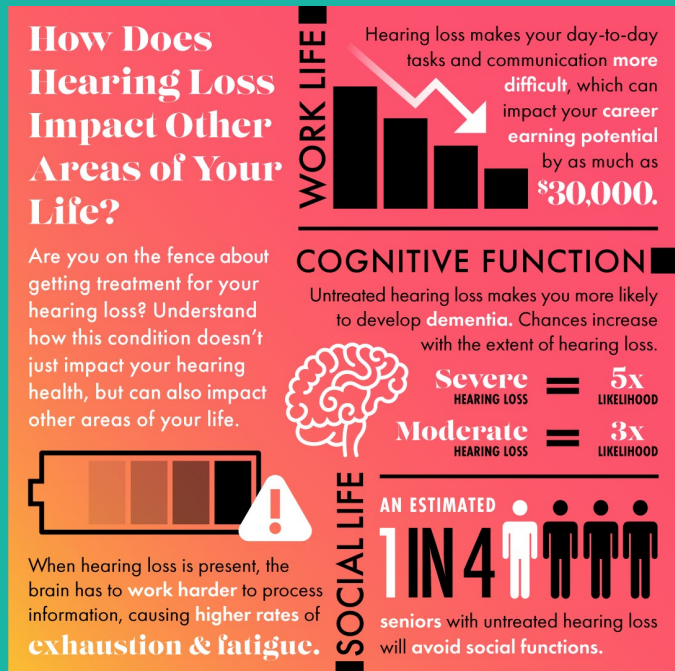
“Google has very high  
Page Quality rating standards  
for YMYL pages ( a.k.a. your  
clinic website )”

# Your Money or Your Life (YMYL) Pages a.k.a. - Healthcare Pages / Your Clinic Website



“Low quality YMYL pages  
(a.k.a. your clinic website)  
could potentially negatively  
impact a person’s happiness,  
health, financial stability or  
safety.”

# Your Money or Your Life (YMYL) Pages a.k.a. - Healthcare Pages / Your Clinic Website



“Low quality YMYL pages (a.k.a. your clinic website) could potentially negatively impact a person’s happiness, health, financial stability or safety.”

# Type O, Type O, Type O

Behind the ear and  
in the ear hearing  
aid styles ...

... a dangerous level  
at 85 decibels ...

Behind the year and  
in the air hearing aid  
styles ...

... a dangerous level  
at 85 edibles ...

Your



has 2 objectives!

2

Get visitors to take action

Make the phone ring and the email ding!

[SCHEDULE APPOINTMENT](#)[REVIEW US](#)

HEARING  
REHABILITATION  
CENTER

📍 Commerce, MI 📞 1 (248) 360-HEAR (4327)  
📍 New Baltimore, MI 📞 1 (586) 960-EARS (3277)  
📍 Novi, MI 📞 1 (248) 260-HEAR (4327)

[FREE HEARING SCREENING](#)[HOME](#)[ABOUT US](#)[SERVICES](#)[HEARING LOSS](#)[HEARING AIDS](#)[RESOURCES](#)[EVENTS](#)[BLOG](#)[LOCATIONS](#)[CONTACT US](#)

## Experience Our Wholistic Medical Approach

Meet our team of experts and experience a medically-based approach to hearing loss. With proven results based on scientific research.

[SCHEDULE APPOINTMENT](#)

## Total Body Health Begins With Better Hearing

For older adults, hearing loss is independently associated with hospitalization and poorer self-reported health, as well as accelerated cognitive decline and cognitive impairment. Taking care of your hearing can lead to better overall health.

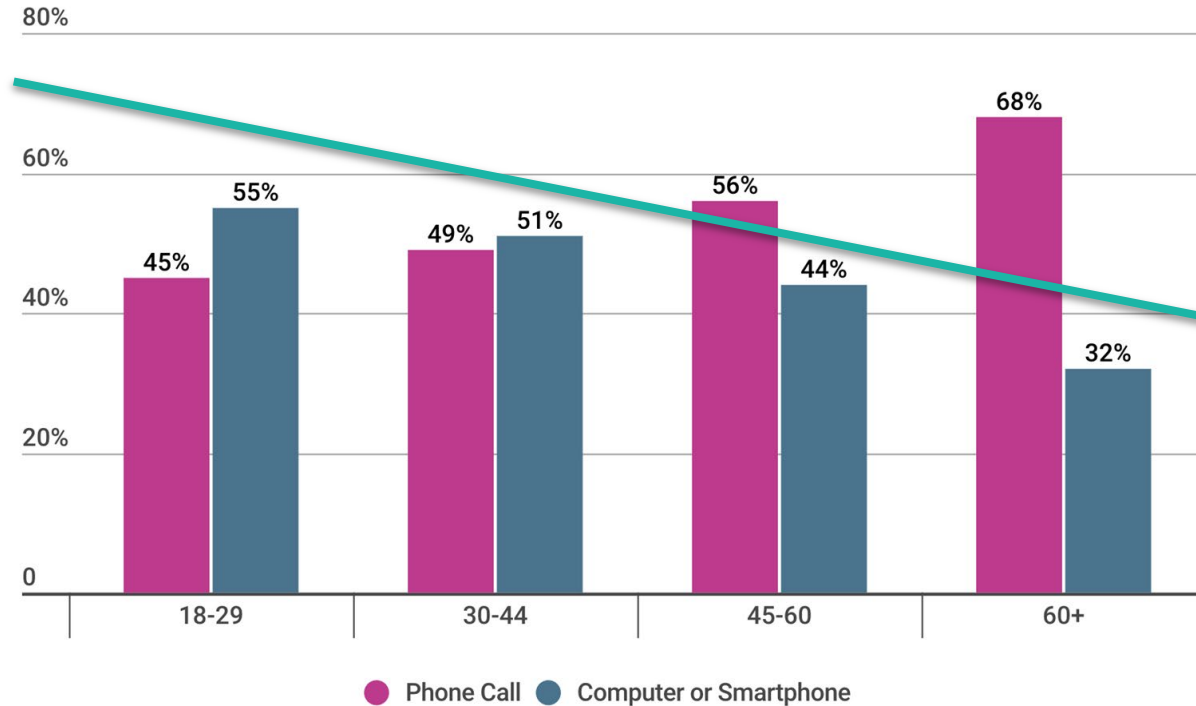




# Online Appointment Scheduling

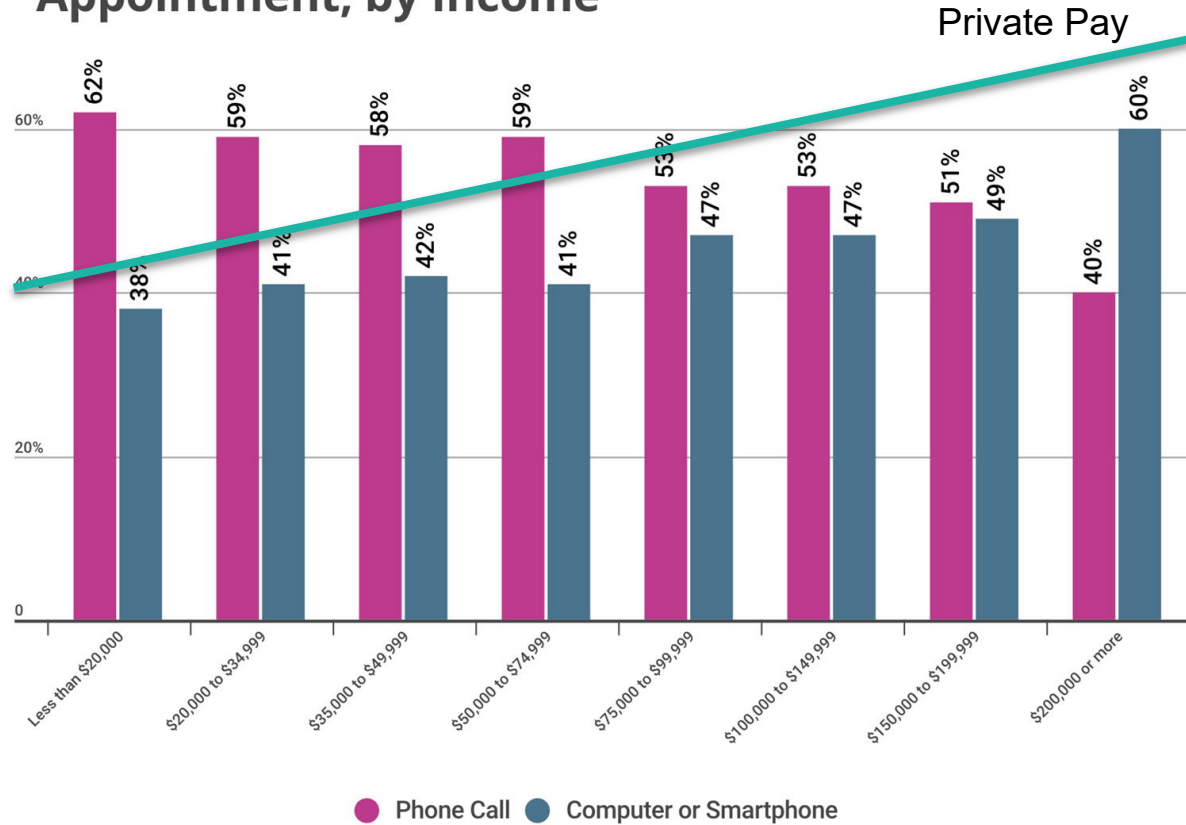


## Preferred Way to Make a Health-Related Appointment, by Age



<https://www.zionandzion.com/research/healthcare-appointment-booking-audience-preferences-for-online-vs-over-the-phone/> N=1049

# Preferred Way to Make a Health-Related Appointment, by Income



<https://www.zionandzion.com/research/healthcare-appointment-booking-audience-preferences-for-online-vs-over-the-phone/> N=1049

# Online Appointment Scheduling

**AD** Average Monthly Results

**4**

Appointments  
*Per Clinic*

**3**

New Patients  
*Per Clinic*

*57% of appointments are booked after  
business hours or on weekends*







# Marketing Comes Down To Trust!

3

Do you trust your website?

# Marketing Comes Down To Trust!

3

Do you trust that your website is designed and maintained to encourage current and future patients to engage and set appointments?



A man with a beard and glasses is sleeping at a desk. He is wearing a checkered shirt and holding a white coffee cup with the word "Coffee" on it. A large, out-of-focus alarm clock is in the foreground on the right. The background is a plain wall with a small potted plant on the right.

4

Are we done yet?



4

Do you trust your  
marketing provider?



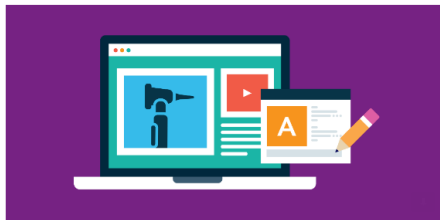
# The Janet Jackson Mindset



What have you  
done for me  
lately?



## Website Content Updates for August 2022



In the past 30 days, we have made the following updates to the content we offer as part of your monthly subscription. **Please note, your website has been updated only if you subscribe to the page currently.**

- Oticon page has been updated with NEW images and content to feature the **Oticon Own**.
- ReSound page has been updated to reflect additional content edits.
- Jabra page has been updated to reflect additional content edits.

For our clients using our **News Feed**, the following consumer-related content was added during the month:

- Crocodile Ear Anatomy Could Provide New Insight Into Hearing Loss Issues
- Declining Grades Could Indicate Hearing Loss in Children
- Frequent Earbud Usage Increases Risk of Noise-Induced Hearing Loss
- Study Shows Hearing Loss and Tinnitus Common in Cancer Survivors

### Monthly Statistics

We encourage you to log into your website dashboard to check your **monthly statistics** (any time 24/7!) by clicking the button below.

[Log In Here](#)

Have additional questions? Our experts are ready to help! Get in touch with us at [service@audiologydesign.com](mailto:service@audiologydesign.com).

# What have you done for me lately?





What have you done for me lately?



What have you  
done for me  
lately?



What is your  
marketing ROI?



## CAMPAIGN SUMMARY

### FACEBOOK COST

\$2,205.74



Previous period

-4% ▼

Previous year

40% ▲

### FACEBOOK CLICKS

389



Previous period

-43% ▼

Previous year

-3% ▼

### FACEBOOK CPA

\$2.86



Previous period

80% ▲

Previous year

2% ▲

### FACEBOOK CONVERSIONS

772



Previous period

-47% ▼

Previous year

37% ▲

### ADWORDS COST

\$15,332.60



Previous period

44% ▲

Previous year

282% ▲

### ADWORDS CLICKS

3,690



Previous period

29% ▲

Previous year

178% ▲

### ADWORDS CPA

\$38.43



Previous period

12% ▲

Previous year

23% ▲

### ADWORDS CONVERSIONS

399



Previous period

29% ▲

Previous year

209% ▲

# What is your marketing ROI?

Revenue Contribution	The Math
Bookable HA Leads Per Year	300

# What is your marketing ROI?

Revenue Contribution	The Math
Bookable HA Leads Per Year	300
Appointments Set (56%)	168
No-Show Rate (18%)	138
Aidable Loss Rate (83%)	114
Close Rate (40%)	46
Binaural Rate (1.85)	85
Revenue Per Hearing Aid (Clinic)	\$2,450
<b>TOTAL ANNUAL REVENUE</b>	<b>\$208,250</b>
<b>TOTAL ANNUAL INVESTMENT / ROI</b>	<b>\$36,600 / 466%</b>

# Marketing Comes Down To Trust!



4

Do you trust your marketing provider?

# Marketing Comes Down To Trust!

4

Do you trust that your marketing provider is providing a positive ROI on your spend?

# Why Trust?

Trust is a fundamental  
part of hearing care.

Trust is a fundamental  
concept in digital marketing.



# Take Home Trust Questions

1

Does Google trust your online information enough to feature you as a locally searched recommendation?

2

Do your patients trust you enough to provide your clinic quality online reviews?

3

Do you trust that your website is designed and maintained to encourage current and future patients to engage and set appointments?

4

Do you trust that your marketing provider is providing a positive ROI on your spend?

# Contact us!

PRESENTER

Paul Dybala, PhD

Partner, Vice President of Strategy

[linkedin.com/in/pauldphd/](https://www.linkedin.com/in/pauldphd/)

[websites@audiologydesign.com](mailto:websites@audiologydesign.com)



**AUDIOLOGY**DESIGN



# Questions?



PRESENTER

Paul Dybala, PhD

Partner, Vice President of Strategy

[linkedin.com/in/pauldphd/](https://www.linkedin.com/in/pauldphd/)

[websites@audiologydesign.com](mailto:websites@audiologydesign.com)



**AUDIOLOGY**DESIGN



# Thank you for trusting me with your time!!

PRESENTER

Paul Dybala, PhD

Partner, Vice President of Strategy

[linkedin.com/in/pauldphd/](https://www.linkedin.com/in/pauldphd/)

[websites@audiologydesign.com](mailto:websites@audiologydesign.com)



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