

ONLINE MARKETING FOR HEALTHCARE PRACTITIONERS

# When patients search, **you're** **the answer.**

Specialist online marketing built exclusively for private healthcare practices — the discipline, the language and the search behaviour of medicine, not generic agency playbooks.

## WHAT WE DO

# One partner, the full patient-acquisition engine.

Fourteen disciplines that work as one system — from the site patients land on to the AI that answers when they call at 9pm on a Sunday.

● **Web Design & Development** — bespoke clinic sites engineered to convert

● **Local & Map Visibility** — where patients actually search first

● **24/7 AI Patient Coordinator** — answers, qualifies and books around the clock

● **Online Reputation** — more reviews, handled the right way

● **Patient Journey Systems** — CRM, nurture and retention that compound

● **PR & Digital Media** — placements that move a practice forward

● **SEO** — a keyword cluster per treatment, ranked locally

● **Paid Advertising** — optimised for booked consultations, not clicks

● **Visual Content** — real photography, never stock

● **Content Marketing** — clinically accurate, authority-building

● **Digital Strategy** — the plan underneath every channel

● **App Development** — native patient apps, not wrapped sites

## WHO WE HELP

# A specialist for your specialty.

We work with practices, not industries-in-general. Every page template, keyword set and campaign is pressure-tested for the way your patients decide.

GP Practices

Dentists

Dermatologists

Plastic Surgeons

Aesthetic Medicine

Med-Spas

Ophthalmologists

Orthopaedic Surgeons

Physiotherapists

Osteopaths

Chiropractors

Podiatrists

Gynaecologists

Hair Transplant

Vets

+ 26 specialties in total

## WHY GOODDOCTOR.MARKETING

### 01

#### Healthcare only

We don't split focus across industries. Medical search, ethics and patient psychology are all we do.

### 02

#### Built to convert

Found first is only half of it. Every page is engineered to turn a search into a booked consultation.

### 03

#### Practitioner speed

No endless decks, no agency-of-record pretense. We move at the pace of a private practice.

## READY WHEN YOU ARE

# Book a free 15-minute audit.

We tell you exactly what's leaking patients — no commitment, no slide deck.

[gooddoctor.marketing](https://gooddoctor.marketing)

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