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Google's "Micro-Moments" Are Changing How Successful Medical Practices Are Marketed

by Tom Foster, Founder and CEO at Foster Web Marketing

Google's every move is decided by analysis of data.

That "data" is really what WE do, you and me, every second of every day. What we search for, what we click on, what we read, how long we engage with it, what we do with it, and even what we are doing when we are and aren't online. **Google really does know what we are doing nearly every second of the day** because its data is based on actual actions and habits of people online and offline. Kind of creepy, right?

But this is our new reality folks. Get on the wagon or get rolled over by it.

Micro-Moments: Where the Decisions Are Being Made

Google has coined the term "micro-moments" to describe the buying process of the zillions of internet users in the world. It's just a Googlized simplification of all of our behavior! Think about it this way: all of us go on a buying journey which starts the moment we pick up *whatever device we can get our hands on the fastest*.

The point is, regardless of the device used, these are the powerful decision-making moments where we are:

- 1 Learning more about something that impacts us.
- 2 Researching nearby businesses.
- 3 Looking to take action.
- 4 Ready to make a buying decision.

The buying journey does not typically start or end with any one of these



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decision-making moments. It is usually a series of moments, strung together. Use your imagination here, as these are the key micro-moments in your prospective patient's journey:

- **Your prospective patient wants to know!** This is simply when he is looking for answers to his questions. This is the phase where he is unsure, probably scared, hurting, frustrated, and curious. A wide range of emotions is usually the driver for lots of research over various devices. As each new chunk of information is assimilated or dismissed, that becomes the impetus for more research. What's important to understand is that your prospective patient is not necessarily ready to "buy"—that is, to commit to a particular treatment or provider—at this stage. He is seeking answers to questions. This is where content comes into play and why it is so critical to think about content in broader terms than just your homepage, practice areas, and

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The Right Place at The Right Time: WHAT IS YOUR SITE MISSING?

by Laura Johnson

Thanks to social media and our smartphones, we have grown accustomed to living in an on-demand world.

As consumers, we're impatient and seek fast results. For many people, convenience has replaced brand loyalty. We'll even pay absurd amounts to get things we need or want more quickly—overnight shipping, on-demand movies, etc. Heck, Amazon's Prime and Prime Now services were created exactly for this reason. Procrastinators and impulse buyers aside, Amazon has played a big role in shaping the mindset of today's consumer. We're living in the generation of NOW.

If your site isn't catering to the generation of now, your prospective patients are going pass right by on their buying journey.

Google defines four micro-moments: I-want-to-know, I-want-to-go, I-want-to-do, and I-want-to-buy.

According to Google's research, these micro-moments are not singular events, but typically a series of moments.

Attracting potential patients in this "know, go, do, buy" sequence requires a combination of accessibility, usefulness, and perfect timing. You can't control when a potential patient will find himself in need of specific information or be ready to see a doctor (both of which are examples of micro-moments), but **you must anticipate that it will happen and be ready for it.** These small yet significant moments in a potential patient's journey are where you should be prepared to shine. This is make-or-break time. Don't blink or you'll miss it.

What Your Website Needs to Stay Competitive

Google's recent study tells us, "of online consumers, 69% agree that the quality, timing, or relevance of a company's message influences their perception of a brand." If it's not your message that is quality, timely, or relevant, then your competitor's message will break through.



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To be in the right place at the right time, your site must be:

1 Useful. Do you have relevant info on your site to answer potential patients' "in-the-micro-moment" questions? Will users find what they are looking for on your site? Are you guiding users to helpful information or just pushing your own agenda? Are there large, clear buttons that guide users through your site, or do they have to scroll and search?

2 Accessible. Once on your site, is it easy to find what readers are looking for? Site search, contact form/phone number, office location and easy Google Maps access for directions, hours, results, reviews, etc.—it's never

been more important to have a user-friendly website. Losing a potential patient once you've got him on your site is like dropping the ball right before you step into the end zone. If he calls your local number at 11 pm on Friday desperate for help and ready to make an appointment, will this be a micro-moment you and your current after-hours process are ready for?

3 Timely. Does your site load quickly on desktop and mobile? Is the content up-to-date and relevant, or is it outdated and

"Of online consumers, 69% agree that the quality, timing, or relevance of a company's message influences their perception of a brand."

—Google/Ipsos, "Consumers in the Micro-Moment," March 2015

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Family Foot and Ankle Specialists

How many times has a question popped into your mind and you've pulled out your phone to Google the answer?

As marketers, micro-moments are the opportunities we have been working to prepare you for. We haven't talked about the importance of defining your perfect patient all these years for nothing! The more you know about your perfect patients' situations—Where are they? What are they doing? Who are they talking to? What questions and concerns are they forming and what will they see or hear that will trigger them to seek information and take action?—the more effective your marketing efforts will be.

The New Jersey podiatrists at Family Foot and Ankle Specialists have done an excellent job with this. **Their website doesn't just answer the most common questions, but it also provides true value to people seeking advice or information they can't get elsewhere.** When someone is suffering from medical issues, his mind is often buzzing with questions. When he pulls out his phone to do a quick search, Family Foot and Ankle Specialists' site has the answer. Their articles on “What

does it mean if my feet are numb or tingly?” and “Painful lump on bottom of foot” generate hundreds of mobile visitors a month.

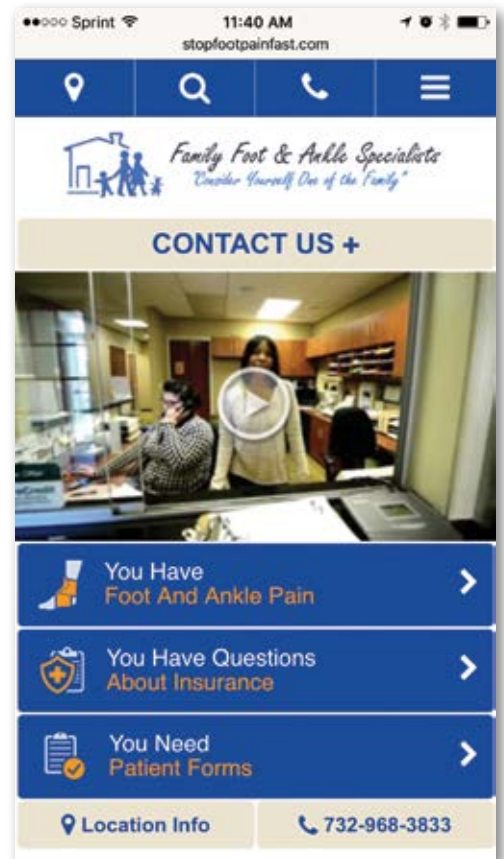
By understanding their patients' situations and environment, the doctors are able to provide a personalized experience through the tone and

messaging on their site. Even if these users are just looking for a quick answer or basic information, they are the ones providing it. This allows them to earn their trust and plant the seed for when they are ready to seek treatment.

By understanding their patients' situations and environment, Family Foot and Ankle Specialists doctors are able to provide a personalized experience through the tone and messaging on their site.

Their second secret to dominating mobile is a killer mobile website. The custom navigation on Family Foot and Ankle Specialists' desktop site translates beautifully to mobile, and makes it a breeze for users to find the information they need. The mobile site now drives over 54% of overall site traffic.

Micro-moments are personal to the individual, and they are crucial for



The custom navigation on Family Foot and Ankle Specialists' site makes it a breeze for users to find the information they need. The mobile site now drives over 54% of overall site traffic.

attracting your perfect patients in the right moment of their buying journey. Providing a personalized experience through your website, Facebook posts, PPC, and remarketing ads will connect with your perfect clients and allow them to recognize your value in that moment.



Want to see how your site stacks up? Visit FWMMobileAnalysis.com to register for a one-on-one mobile and desktop site analysis.

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bios. Those are very important pages on your website, but your other pages, like testimonials, bio pages, answers to difficult and common questions, opinionated blog posts—all those other pages play a critical role, specifically during this part of the micro-moment decision making. This is exactly why content is the foundation of your marketing.

- **Your prospective patient wants to go!** Eventually, your prospect will know WHO or WHAT he is looking for. This could result from any search query, from "podiatrist near me" to your practice name, your own name, your associate's name, the address, or even just what you do. This is really where local marketing has the biggest role. You can score some quick wins just by optimizing this, as all your referral traffic will usually come in this way.
- **Your prospective patient wants to do!** This is when the prospect starts gaining momentum. He knows it is time to take action and he is testing the waters. Can he treat the injury at home? Does he really need to see a doctor, or can he just ice his ankle? This is your opportunity to take a prospect to the next phase of the journey: ready to purchase.
- **Your prospective patient wants to buy!** This is the point in the buying journey at

which a patient knows it's time to see a doctor. He has done his research, reviewed the options, and he's ready to buy in. This is where it all comes together: how you have answered his questions, interacted with him over the phone, earned his trust with your reviews, pinpointed your location, and ultimately, how you make him feel during the buying process.

There is nothing new about this process, it's just that today we have WAY more ways to do it and do it FASTER. We will use any device we can get our hands on, and Google is busy making that super easy for us—tying all that data together, making the world a better and safer and happier place (but also all the better to market to us).

Yes, the use of mobile devices has eclipsed the use of desktop, but the buying journey will frequently move from device to device. What starts with a quick search on a smartphone will often end with more detailed research on a desktop device. We are on ALL devices now, ALL the time, and we need to provide the kind of experience our users want across the board.

So how can you be sure you're serving your prospects along this buying journey? Google's advice for winning micro-moments is "Be There, Be Useful, Be Quick." See if your website is there, useful,

and quick with a Mobile Site Analysis at FWMMobileAnalysis.com. We'll review your mobile site (where most micro-moments begin) and desktop site to evaluate your features, design, and overall impact.

TIP FROM TOM

The most successful doctors we work with don't fight the system. They pay attention to the changes and trends in their "perfect patients' behavior" in order to continue to target them with successful marketing campaigns (offline and online) and close them with sophisticated intake processes. Ultimately these are the most profitable and efficiently run practices I know of.

Heavy stuff? Kinda, but it is the foundational stuff that you need to think about.



Register for a Mobile Site Analysis today at FWMMobileAnalysis.com.

The Right Place at The Right Time: What Is Your Site Missing?

no longer useful? Are you staying on top of Internet best practices to provide an excellent user experience, or was your site built three years ago? Does your site respond to whatever device it's displayed on? Your users will not put up with pinching and zooming to read your text or click your links; there are thousands of other sites they can use that are easier to navigate and don't make

them struggle to get the information they want. If this sounds like your site, it's time to get with the times!

Your website must deliver **the right amount of information, at the right time, through the channel your users prefer.** For most people starting on the buying journey, this begins with mobile! If your site is not delivering these things, you are missing out on new clients. And here's

something to be clear about: **you are not the right person to judge your own website's user experience.** We have a team of experts who can provide a detailed analysis of your mobile and desktop sites to identify your strengths and weaknesses, and provide guidance for improvement. Visit FWMMobileAnalysis.com to find out how you can be in the right place at the right time. 🌐