



Jane Webinar

How to get more patients

Be found online and fully booked



With Matt Morrison and Gabe Fontana



Watch the
session replay



Remember: You don't have to do everything at once.

Where's your biggest opportunity?

- ✓ **Be found:** low visibility in search and ads, an outdated Google Business Profile
- ✓ **Be chosen:** traffic is fine, but trust can improve
- ✓ **Be booked:** good numbers, light bookings, but no clear next click
- ✓ **Be measured:** not knowing what lever to pull can be a problem, but isn't a fifth issue

Get found today: Google Ads

- ✓ Set clear targeting: geo, timing, and keywords for your top service
 - ✓ Add negative keywords to exclude searches that don't fit
 - ✓ Send each ad to a matching, specific landing page
 - ✓ Check in on optimization regularly, don't set and forget
 - ✓ Bonus: not running ads? Try our [**Google Ads fit check**](#) to see if the math works for you
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Get found tomorrow: strengthen your SEO

- ✓ Keep your [**Google Business Profile**](#) complete, accurate, and current
- ✓ Use clear page headings and titles so Google, and patients, understand each page
- ✓ Give each top service its own dedicated page, rather than one page that tries to cover everything
- ✓ Name your area clearly on your homepage and service pages
- ✓ Bonus: search your niche plus your area to find the searches you could already be found for
- ✓ Wondering if SEO is still worth it? [**Read our article**](#) Does SEO still matter" in Jane's Front Desk magazine to learn more about where patients (and AI) find you. And [**subscribe to Front Desk**](#) to receive our next issue.



Remember: You don't need a perfect system. You need to stop guessing.

Get chosen: earn trust in 10 seconds

- ✓ Read your 5 most recent Google reviews. Would a new patient learn something reassuring?
 - ✓ Replace stock photos with real photos of your practitioners
 - ✓ Make sure your booking button is the obvious next step
 - ✓ Bonus: Show your homepage to someone for 10 seconds. Can they say what you do, who it's for, and what to click next?
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Get booked: your booking page checklist

- ✓ Set up your **Online Booking Page**
 - ✓ Rename and simplify your treatment choices so they use language patients would recognize
 - ✓ Show a real photo and the name of practitioners in your clinic
 - ✓ **Add your branding** so the booking page still feels like your clinic
 - ✓ Bonus: try **Reserve with Google** to let patients book straight from your Google listing
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Get measured: know what's working

- ✓ Check which pages people land on and where they leave
- ✓ Ask new patients how they first heard about you, and write it down
- ✓ Bonus: put a 15-minute marketing meeting on your calendar once a month

Thank you!

Have questions? Our team is happy to help: support@jane.app

The Jane Team can help!

Book a 1:1 call with our Clinic Marketing Team to talk through your biggest opportunity.