We are digital specialists.

You want to be a top result on search engines and we have the expertise and experience to get you there.

ENGAGE 1 ...... **EDUCATE** 2 ...... **CONVERT** 3

Organic Click Value

The more people see your website, the more your online traffic increases, and the better your chances to provide your services to a greater number of people. We look at which keywords are the most valuable for your clinic and rank those so your paid budgets can go even further in growing your clinic. We determine which keywords or phrases would be the best for conversions and search volume combined.

We understand the need to look also at the high-intent keywords or phrases, so we don't miss any keywords that would be beneficial to your clinic.

Reviews/Reputation

Reputation marketing is the process of managing and influencing the perception of your clinic - including growing your 5-star Google and Yelp reviews. The goal is to highlight the positive qualities of the brand and promote these in a way that converts leads and shoppers into customers.

Paid Search

We work closely with you to get to know your clinic, beginning with a thorough audit of your existing data, in order to create a customized PPC strategy that will meet your unique goals. When you run a smart PPC campaign you will start to see a return on your investment pretty quickly.

Magic Marketing Inc.
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Turn over for
interesting stats

Discover

Reviews as a ranking signal on Google is up **83%** in the last 3 years

Businesses appearing in Google's top 3 local positions have an average of **47 Google Reviews**

Reviews are the **3rd most important** ranking factor in local search on Google

The **top 3 organic search results** receive more than two-thirds (68.1%) of all clicks on the Google Search page.

Trust

85% of consumers trust online reviews as much as personal recommendations

89% of consumers read local businesses' responses to reviews

57% of consumers need at least a 4-star rating before they choose to use a business

85% of consumers think that online reviews older than 3 months aren't relevant

40 online reviews required before consumers believe a business's star rating is accurate

Example of Marketing Budget Breakdown
Short Term vs. Long

Goal	SEO	PPC	Email	Social
Short Term Lead Generation	30%	35%	15%	20%
Long Term Growth	60%	15%	15%	10%

** Sources from https://backlinko.com and https://www.brightlocal.com