



# Rural Health Care

## Marketing & Education Consultancy

[www.Trizzie.com](http://www.Trizzie.com)

### Generate Traffic to Your Web Site

**Appreciate the Internet as it is a powerful tool for information in almost every health care facility and business around the world today.** So why not provide the service of information to your patients. Web based marketing is simply having a web site but it does not mean that patients will find you. There are vital ingredients to producing online visibility and tying it in to your marketing.

These steps are to help you produce results quickly.

**Web Basic 101.** Always include your website address (URL) everywhere you list your name, practice name, address and phone. letterhead, cards, brochures, signs, all market material, etc. And always include a link to your site and information about yourself and your practice in any online or other articles, news releases, etc. Always ask for attribution and a link when quoted, cited or published.

**Start an e-newsletter for patients.** Sending an e-newsletter is low cost and immediate. Simply collect email addresses and "opt-in" permission both online and in the office. And an article-library of this information as pages on your site.

**Submit your e-newsletter content to E-Zine portals** like [www.ezinearticles.com](http://www.ezinearticles.com). Submission of your content is usually free, and posting it online helps with search engines, although much of the traffic will not be local but tie it into your website this will also build exposure.

**Use your own publicity.** The nature of your profession and experience makes you an authoritative source and qualified to write articles. Be sure to reference your website (with a link). Submit your material through online distribution systems of [www.prweb.com](http://www.prweb.com) or [www.prnewswire.com](http://www.prnewswire.com).

**Connect with groups.** Identify local special interest or support groups that are relevant to your specialty or profession, and/or who would like to have a speaker for a lunch in. After your speech with the group ask if you may provide your content for posting on their site - as articles, links or for publication in any of their newsletter.

**Post timely and useful links to others on your site.** Create a LINKS page on your site and list two dozen of the most appropriate other sites, locally and nationally, that relate to your topic, profession or specialty. If you're doing publicity on a newsworthy topic, mention the links page and your site address as a helpful resource for others. More importantly, try to get links back from these same organizations.

### IN CONCLUSION

**Keep it simple or you will find it complicated and time-intensive,** and to do it right you'll want to hire professional help. Trizzie offers a comprehensive marketing strategy to help you meet the demands of today's market. At the risk of sounding self serving, be careful out there. **Very few companies know how to market your practice on a comprehensive basis.** In fact, we know from our web stats that many of our competitors, graphic artists and others read our articles, hoping to learn enough stay one step ahead. However, there is a huge difference between reading a couple of articles and actually putting it to use. (Besides, we save our very best secrets for our paying clients - wouldn't you?)

**Do it right the first time.** When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

**Trizzie** understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success. [www.trizzie.com](http://www.trizzie.com)