

SEO: Pharmacy's Missing Secret Weapon

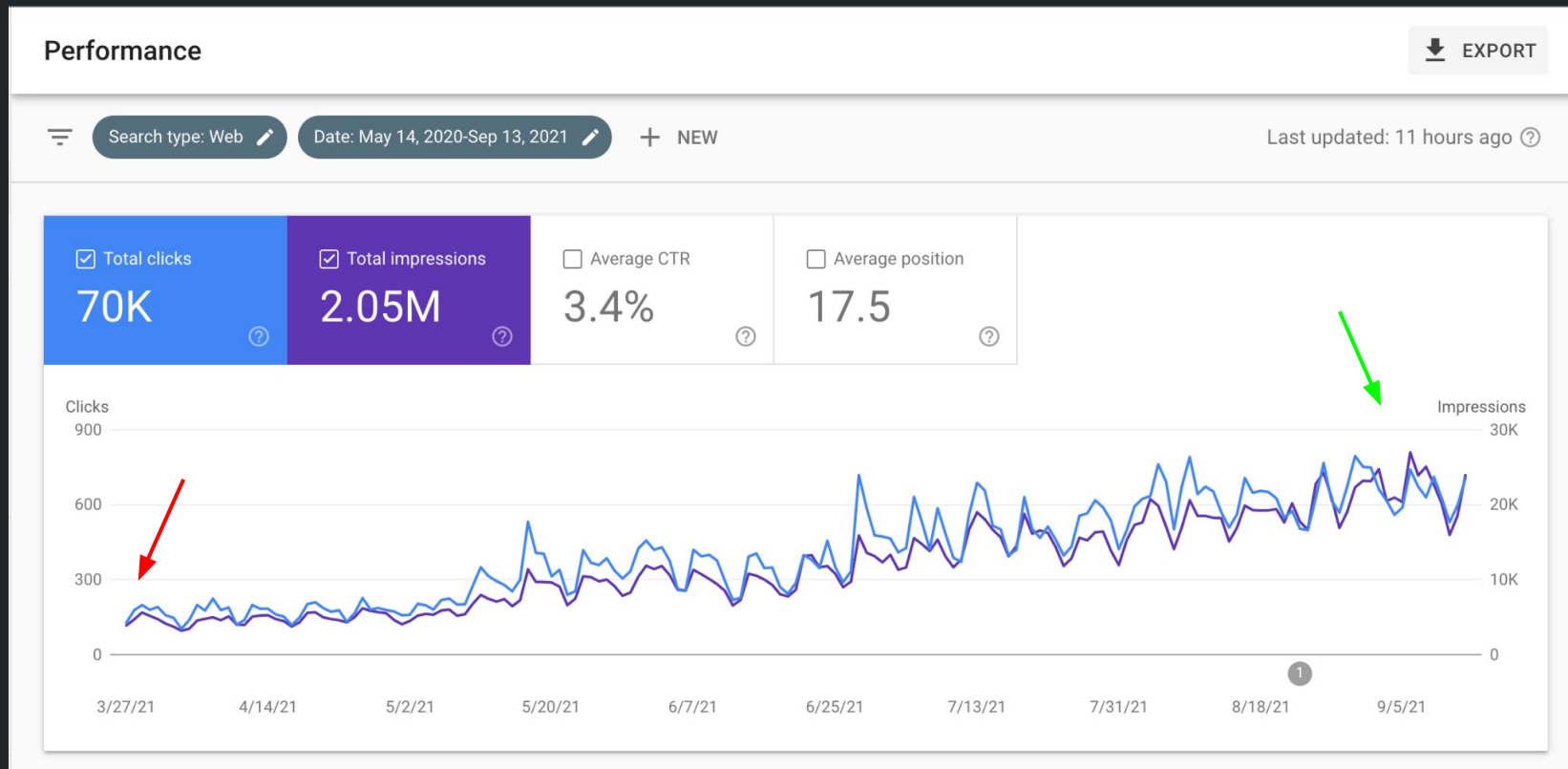
Presented By **Saam Ali**, CEO @ Pharmacy Mentor

The Pharmacy Show

NEC Birmingham

2.55pm, 18th October 2021

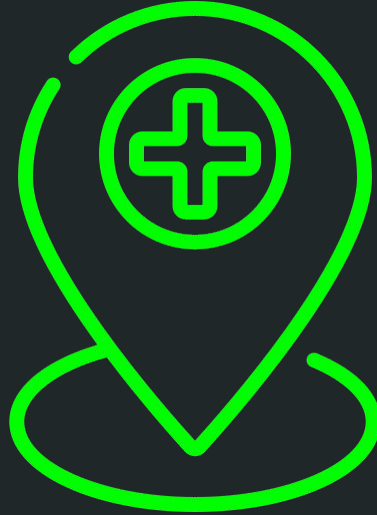
Welcome to the **evolution** of Community Pharmacy



“Holistic Primary Healthcare Hub”

NHS Services

- NHS Prescriptions
- NHS Flu Jabs
- Pharmacy First
- EHC



Private Services

- Travel Clinic
- Ear Wax Removal
- COVID Tests
- Vitamin B12 Injections
- Phlebotomy
- In-house Private GP
- Digital Dentist
- HPV Vaccine
- Weight Management Clinic
- Erectile Dysfunction
- Private Flu Jab

Primary Income Source = Private Services

More
Revenue



More
Profit

The **Future** of Community Pharmacy

Automate
RXs

More Profit



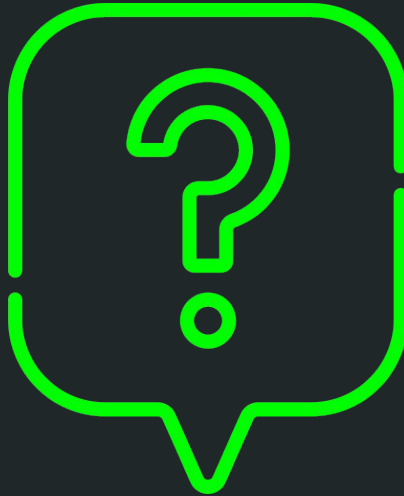
Clinical
Services

More Profit

How do you get there?

Delivery

- Research
- Business plan
- Financial plan
- Resource levels
- Time and commitment
- Risk factors
- Willingness to innovate and invest
- Pharmacy space
- Technology
- **Digital infrastructure**
- Training
- PGDs/IPs
- Partnerships, etc, etc



Marketing

- Excellent, multifunctional website
- **Search Engine Optimisation (SEO)**

Who am I?

- Community Pharmacist since 2007
- Web developer/digital marketer since 2014
- CEO of Pharmacy Mentor - The Ultimate Pharmacy Marketing and Development Solution
- Helping around 500 pharmacies across the UK with digital marketing and development
- Massive SEO nerd
- How perfect is your Pharmacy? [Take the test now](#) (Coming Soon)



What is SEO?

Neil Patel
(neilpatel.com)

“SEO is the process of taking steps to help a website or piece of content rank higher on Google.”

What is SEO?

Organic, not paid. It involves **optimising** a piece of content so that **search engines** like Google show it towards the top of the page when someone searches for something in particular.



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Marketing Services for Community Pharmacy

We provide an extensive range of marketing services for Community ... PHARMACY

MARKETING AND DEVELOPMENT SERVICES ... Mailshot Service for Pharmacy.

<http://archive.psn.org.uk> › [pages](#) › [code_of_practice_f...](#) ⋮

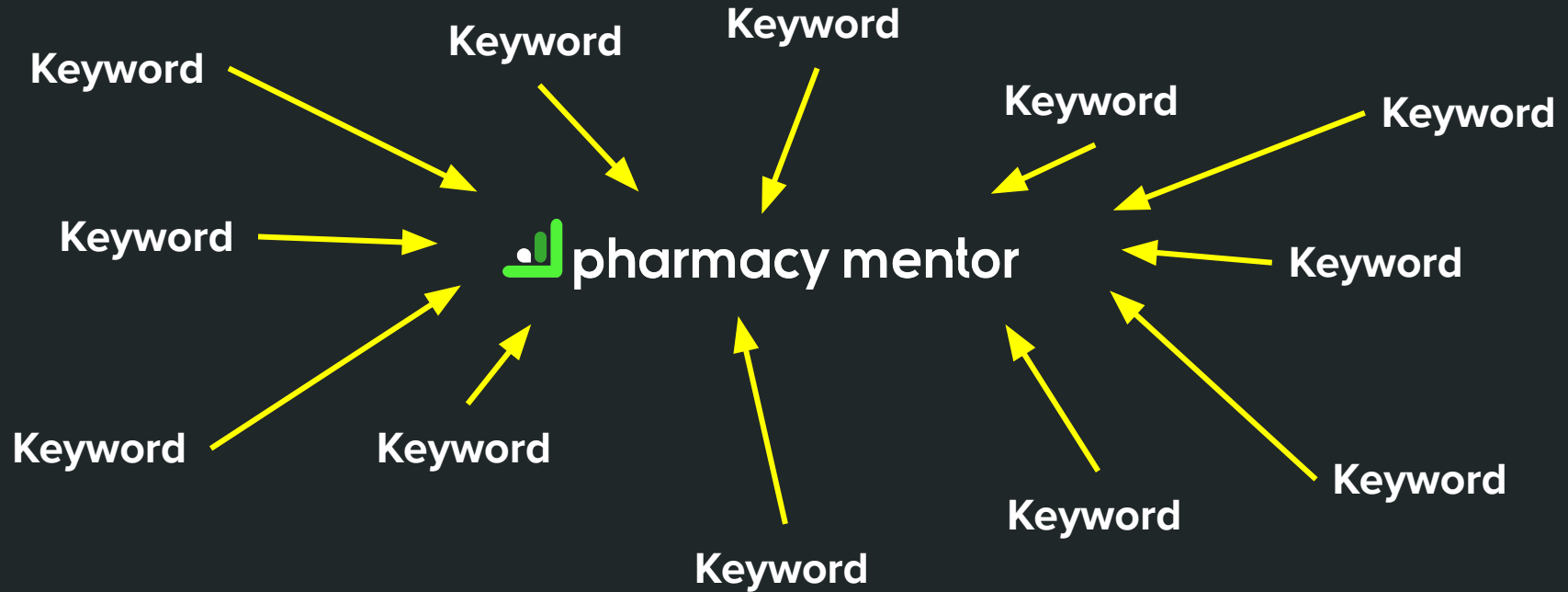
Code of practice for the promotion of NHS-funded services

Keyword/Keyphrase

Paid Google Ads
(Pay Per Click)

Pharmacy Mentor Service
Page (Organic - Non Paid)

> 10,000's targeted page views per month, organically





Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

pharmacy marketing, pharmacy websites, pharmacy brand, facebook pharmacy, pmr system pharmacy, pharmacy website

United Kingdom

English

Google

Sep 2020 - Aug 2021



Broaden your search: + pharmacy business + pharmacy + website design + social media + facebook + marketing + advertising

REFINE KEYWORDS



Exclude adult ideas

ADD FILTER

Showing 317 of 318 keyword ideas



Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided						
<input type="checkbox"/> pharmacy marketing	100 – 1K	Low	–	£1.62	£4.27	
<input type="checkbox"/> pharmacy websites	100 – 1K	Medium	–	£0.75	£1.74	
<input type="checkbox"/> pharmacy brand	10 – 100	Low	–	£1.13	£3.29	
<input type="checkbox"/> facebook pharmacy	10 – 100	Low	–	–	–	
<input type="checkbox"/> pmr system pharmacy	10 – 100	Low	–	–	–	
<input type="checkbox"/> pharmacy website design	10 – 100	Medium	–	£2.51	£6.40	
<input type="checkbox"/> mailshot	1K – 10K	Low	–	£4.75	£10.28	
<input type="checkbox"/> pharmacy mentor	100 – 1K	Low	–	£0.81	£1.33	
<input type="checkbox"/> social media for pharmacy	10 – 100	Low	–	–	–	



**How does this translate
for your pharmacy business?**

Pharmacy's Secret SEO Formula

How to find out your keywords

Service/Product + Location = Traffic

On-page formula

Developing your keywords

Service/Product + Location = Traffic

1. Make list of all your most important services/products

- NHS and Private Prescriptions
- Flu Vaccine
- Travel Clinic (Yellow Fever Vaccine, Meningitis Vaccine for Hajj and Umrah, Malaria Tablets)
- Aesthetics Clinic (Botox, Lip Fillers, Vampire Facial)

2. Where are your customers located by city/area?

- Warrington

3. Begin developing your keyword list...

- Flu vaccine Warrington
- Yellow fever vaccine Warrington
- Lip fillers Warrington, etc, etc



Website Content Optimisation

Keywords

- Flu Vaccine Warrington
- Yellow fever vaccine Warrington
- Lip fillers Warrington
- Other important keywords...

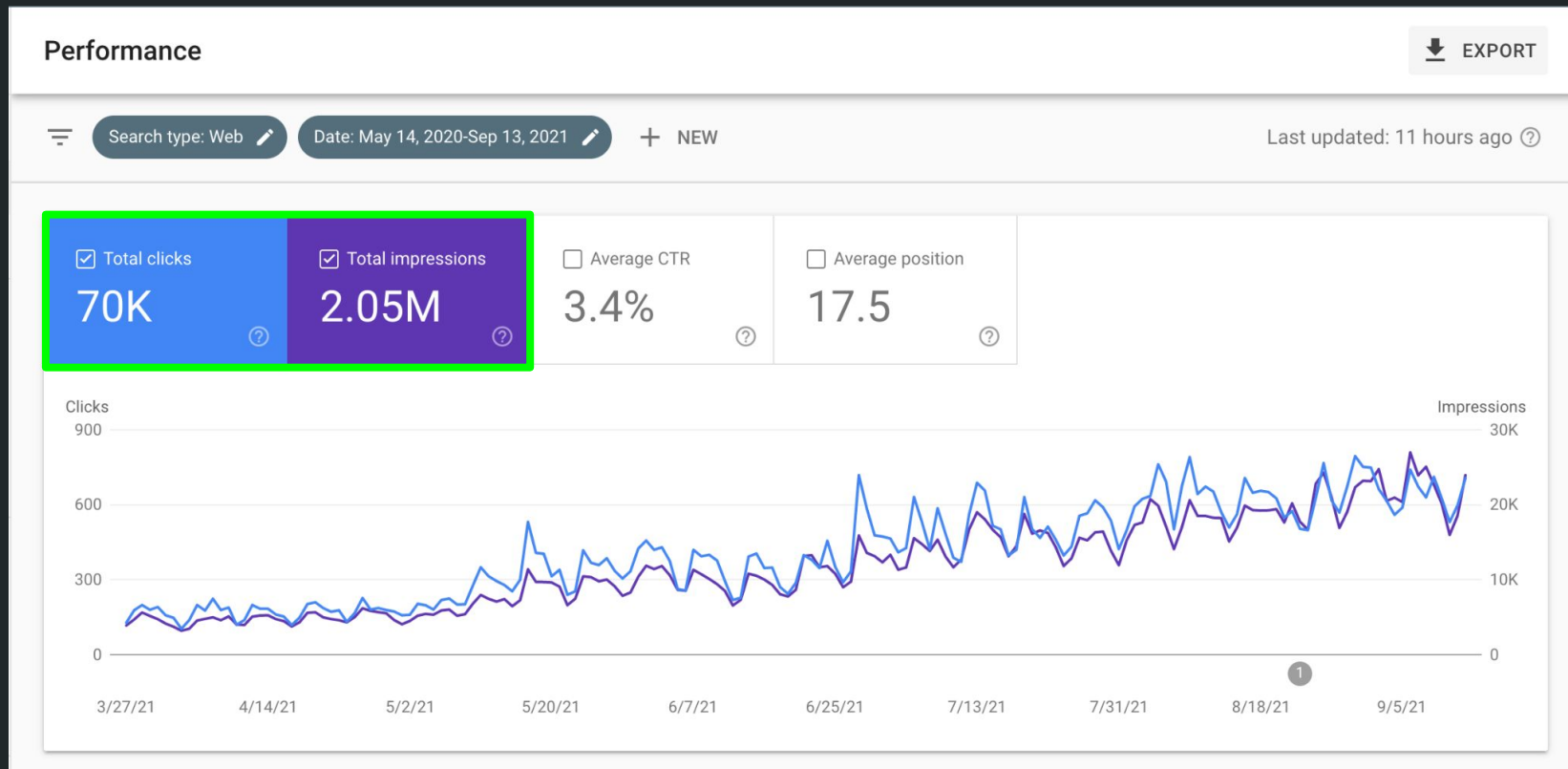


Optimisation

- **Service Pages**
- **Blogging**
- Technical SEO e.g. SSL, site speed, XML sitemap etc
- Backlinking (Off-page SEO)

The Power of SEO for your pharmacy

Service/Product + Location = Traffic



How to get started...

- Learn how to do it yourself and implement - [Take a look at this guide](#) and [this course](#)
- Website + keyword content strategy
- **Long-term strategy** - results are not immediate
- Ideally, find a freelancer or agency who can do it for you.



THANK YOU!

Questions

For more **free advice** on how to grow your pharmacy, be sure to check out our website (www.pharmacymentor.com) and follow us on Social!

