



SEO

Why you need to use AutoMed's SEO Tips

- ✓ AutoMed can certainly assist you with your SEO requirements.
- ✓ We are always here to help so if there is a query or issues regarding services please reach out.
- ✓ Typically, AutoMed clinics sit top 3 of Google listings.
- ✓ Clinics do not require a large Platform listing to do this for them.
- ✓ Please be aware that using a larger directory will direct your patients to another clinic if that patient cannot locate an appointment that suits.
- ✓ You patients are signing up with the Provider who is free to advertise other clinic appointment to your existing patients.
- ✓ AutoMed do not do this, and this is the reason we do not offer a directory.

Why you need AutoMed's SEO Tip's

- ✓ Here is some additional information regarding maintaining your Google Listings for each clinic and what we can work with you to achieve by using our Online Appointments.
- ✓ By Using AutoMed Online appointments and your patients downloading the AMS connect app to make and manage their appointments, the traffic that would flow via AutoMed Appointment Bookings would push your listing up.
- ✓ AutoMed does not charge a fee for New Patients as they are coming directly to your site rather than via a 3rd Party Provider.
- ✓ We also do not require the patient to become an AutoMed Client.
- ✓ AutoMed will identify them and allow a Registration to use the AMS Connect app but do not issue User ID's or Passwords (no AutoMed Signup).
- ✓ Booking via our AMS Connect app only requires a Once Off Registration and Verification Code to be triggered and entered.
- ✓ Our SMS messaging allows you to use 900 characters so the information in these messages can be quite comprehensive and include any links required.

Loop-back SEO

- ✓ Implement the **loop-back SEO** to drive patients back to your website, irrespective of where patients start the booking process.
- ✓ Create a **Thank You** page on your current website.
- ✓ Confirming the Appointment can redirect the Patient to a URL of your choosing, with all the booking parameters being posted back to your website - driving your SEO.
- ✓ This is an extremely powerful tool to help drive your brand to your patients.
- ✓ These data fields can be posted back to your website to integrate into your analytic tools.

- ✓ We'll then re-direct patients to this Thank You page.
- ✓ We typically post the following values back to you.
- ✓ These variables can then be used to create advanced Google reports.

URL Parameters

- dr - Doctor Name
- pt - Patient Name
- apptype - Appt. Type Description
- dt - Appt. Date
- np - New Patient Flag
- utm_source - parameter value captured from the parent url

URL Example

[custom-thank-you-page-url]?dr=DoctorName&pt=PatientName&apptype=Appt.Type&dt=Appt.Date&np=yes/no&utm_source=facebook

New Patient Welcome SMS

- ✓ Implement New Patient Welcome SMS.
- ✓ The current template is below as an example.
- ✓ You are welcome to make changes during setup.

Dear <PtFirstName>, thank you for visiting us.

For your convenience you can make and manage your appointments on our website <WebURL> or via our mobile app, AMS Connect.

Apple devices click <http://tinyurl.com/y8e4gwan>

Android devices click <http://tinyurl.com/ybfqrvr2>

As part of our commitment to comprehensive care, you may receive reminders from this dedicated number for upcoming appointments, reviews, assessments or test results.

If you save this number as <ClinicName> SMS, or similar, you can be sure that any messages are legitimately from us.

You may opt out of our messaging service by replying STOP, and we will revert to letters and/or phone calls for you instead.

If you require any assistance, you are always welcome to speak to our friendly reception staff.

Kind regards,

<ClinicName>

<UsrPhone>

TIP: Use line breaks to separate the sentences.

Survey Message

- ✓ Create a Survey Message that is sent no more than once every 6 months - clinic to provide the survey link.
- ✓ We can include any google review or survey links you provide.

Example:

Thank you for agreeing to complete this Feedback Survey.

Your participation is voluntary.

The survey is about your experience our GP practice and is completely anonymous.

There are no right or wrong answers.

It is your opinion that is important.

XXXXXX will collate these surveys for analysis.

The results of the survey will be returned to the practice so we can improve the quality of the services we provide to you.

By completing this online survey, this is taken as informed consent to participate.

The survey link is: <https://xxxxxxxxxxxxxxxx.com.au/surveys/PSIAleph/?practice=2000700>

Kind regards,

<ClinicName>

<UsrPhone>

Appointment Confirmation SMS

- ✓ Use the Appointment Confirmation SMS text to provide additional information and to drive patients to your website to book Triggers from Online and Caller ID Bookings (requires SMS services)
- ✓ The current SMS Confirmation template is below, this can be updated per Appointment type during setup:

Hi <PtFullName>, your appointment is confirmed.

Appointment Details

Doctor: <Doctor>

Date: <ApptDate>

Please call us on <UsrPhone> PRIOR to arrival if you have a cough, fever, sore throat, flu like symptoms or difficulty breathing.

Alternatively, rebook your appointment as a Phone Consult via our website or AMS Connect mobile app.

Thank you,

<ClinicName>

Caller ID

- ✓ Packaged clinics - Encourage staff to use and book via the Caller ID - this will ensure all patients get the Confirmation Message, and any New Patient and/or Consent Forms via SMS to be complete and submitted.
- ✓ Staff will receive training regarding how to use the service to book incoming calls and onsite patients.
- ✓ Caller ID is part of Complete Solution Packages and is used to trigger Specialised Messaging, TeleHealth Video Booking Links and accept card details for Online Payments.
- ✓ Information, Guides and training will be provided.

Appointment Reminders

- ✓ Appointment Reminders to include additional information regarding using the AMS Connect app etc.
- ✓ We can add any additional information regarding Appointment Reminders.
- ✓ A basic reminder may say:

Hi <PtFirstName>, this is a friendly reminder of your appointment on <ApptDate> at <ApptTime>.

Please reply YES to confirm or NO to cancel.

Fees for non-attendance with less than 2 hours notice may apply.

You can also manage your appointments on our mobile app, AMS Connect

If you have flu-like symptoms, we ask that you call <UsrPhone> so that we can prepare for your arrival.

Thank you,

<ClinicName>

Transition Campaign

- ✓ Run an SMS Transition Campaign, plus send an appropriate mass health campaign message once every 6 weeks or so.
- ✓ Active Patients are advised of the Change in booking provider as follows:

Dear Patients,

This is a courtesy message to advise that we have a new booking system which you can access via our website <WebURL> or by downloading the AMS Connect mobile app and following the prompts.

Apple devices <http://tinyurl.com/y8e4gwan>

Android devices <http://tinyurl.com/ybfqrvr2>

You may receive reminders for upcoming appointments, reviews, assessments, or reviewed test results from this dedicated number.

If you save this number as <ClinicName> SMS, or similar, you can be sure that any messages are legitimately from us.

You may, at any point, opt out of our messaging service by replying STOP, and we will revert to letters and/or phone calls for you instead.

If you require any assistance, you are always welcome to speak to our friendly reception staff.

Kind regards,

<ClinicName>

<UsrPhone>

Clinical Reminders

- ✓ Encourage Doctors to load appropriate Clinical Reminders in BP, which is then sent via AutoMed.
- ✓ The message templates can be customised per reminder reason.
- ✓ No limit on templates and default messaging can capture any strays.

Google Business Listing

- ✓ Make sure you have a free Google business listing and keep this up to date and include keywords.
- ✓ https://www.google.com/intl/en_au/business/
- ✓ including Doctors Names, Locations - Street, Suburbs, Services, Appointment Type names, cannabis etc.
- ✓ Make sure your website URL is linked.
- ✓ Some clinics may like to link the booking URL directly (great for Clinics that do not have a Website).

AMS Connect QR Code

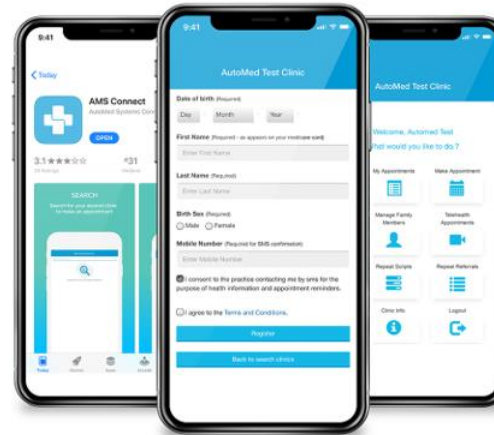
- ✓ Add the QR Code for AMS Connect App and Mobile app image to your website.
- ✓ The attached AMS Connect image can be overlaid on any background.
- ✓ Each clinic can pop their own spin on this.

[AMS Connect on the App Store \(apple.com\)](https://www.apple.com/ams-connect/)

[Marketing Resources and Identity Guidelines - App Store - Apple Developer](#)

[AMS Connect – Apps on Google Play](#)

[Google Play Badges – Google](#)



Book Now Button

- ✓ Make sure the Appointment Booking buttons are clearly locatable on your website.
- ✓ AutoMed can provide the script for the Powered by AutoMed Systems booking button image to be linked to your bookings.

<https://automedsystems.com.au/extras/BookNowAutoMed.png>



Pre-Consult SMS

- ✓ Use Pre-Consult SMS to Promote your practice's services before the consult.
- ✓ These SMS messages are linked directly to an Appointment Type.
- ✓ When the Patient books this Appointment Types the preset Pre-Consult SMS will trigger when scheduled to.
- ✓ This function can be used to:
 - Provide an instruction prior to the consult.
 - Promote your practice's services prior to receiving the Appointment Reminder ot a scheduled number of hours before the consult.
- ✓ 900 characters or insert link/s
- ✓ If you wish to direct patients to a hosted document, you may also do this.

Post-Consult SMS

- ✓ Use Post-Consult SMS to Promote your practice's services after the consult.
- ✓ These SMS messages are linked directly to an Appointment Type.
- ✓ When the Patient books this Appointment Types the preset Post-Consult SMS will trigger when scheduled to.
- ✓ This function can be used to :
 - Provide aftercare information links etc. after the consult has been completed.
 - Promote your practice's services after the consult has been completed.
- ✓ 900 Characters or insert link/s.
- ✓ If you wish to direct patients to a hosted document, you may also do this.

Email Campaign

- ✓ Use Email Campaigns to send a Monthly Clinic Newsletter.
- ✓ This Services is activated on a Request only basis for clinics that utilise Online Bookings.
- ✓ Please reach out to Support if you would like this to be activated.
- ✓ Content and images can be sent to AutoMed, and the Support Team will load the first Campaign.
- ✓ Subsequent Campaign content will be loaded by the clinic.
- ✓ Clinics may use this functionality to load content and images for a monthly Newsletter.
- ✓ Use this to update patients on Current and New Services offered at the clinic and any upcoming clinic information as required.

Facebook Posts

- ✓ Clinics can use AutoMed Images to pin a post to their Facebook page regarding bookings - this has a similar tone to the SMS Campaign, and you can change this to suit:

Insert Clinic Name has a new booking system which you can access via our website <https://InsertWebsiteURL> or by downloading the AMS Connect mobile app and following the prompts:

AMS Connect Apple devices <http://tinyurl.com/y8e4gwan>

AMS Connect Android devices <http://tinyurl.com/ybfqrvr2>

Existing Patients can complete a once off registration by entering your details and agreeing to the T&C's – tap Register.

You will receive a once-off SMS code, enter it and tap Verify.

You can then Make and Manage your bookings.

Family Members if they are existing patient of this clinic, can be added too.

Please Note – ALL SMS reminders for upcoming appointments, reviews, assessments, or reviewed test results from a dedicated number.

If you save the number as Insert Clinic Name SMS, or similar, you can be sure that any messages are legitimately from us.

If you require any assistance, you are always welcome to speak to our friendly reception staff.

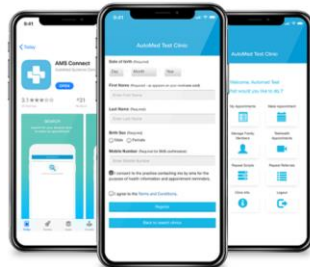
Facebook Bookings

- ✓ Facebook has blocked Users linking a direct booking button to their page a year or so ago as they have released their own booking calendar.
- ✓ This unfortunately is geared more for small/home businesses that don't need an integrated booking system like GP Clinics do.
- ✓ There is a work-around Clinics can use:
 1. Log in to Facebook and navigate to your Clinics Page
 2. Click to Edit or Add a Button (top of page)
 3. Choose form the Contact Us button options
 4. Paste in your Website URL or the direct booking link whichever suits (the later is suggested for clinics without a website)
 5. Click Save
- ✓ When patients visit your Facebook Page, they can click on the Contact Us button to view your online booking page and see the book appointment button/s or directly access your AutoMed Booking portal.
- ✓ You can also direct them to download the AMS Connect app via your website or via a Post that is pinned to the top of the page with the information and perhaps a "Call to Action Button".

Booking Video for Clinic TV

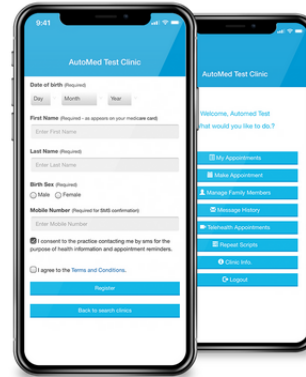
- ✓ Booking AutoMed can create a quick How to Book Video to be displayed on the Clinic TV.
- ✓ A dedicated video can be made for your clinic on request

Have you tried our
Online Booking System?



Booking Pop-up/Information on Website

- ✓ Some clinics like to advise any changes on their website with a pop up as soon as the webpage is opened.
- ✓ We will work with you during setup to include the information you would like to convey to the patients.



PHONE BOOKINGS

Call reception to arrange your next appointment 9457 3993

BOOK ONLINE

Click here to book an appointment online

or download the App and have it installed on your phone for quick access to book your next appointment.

Download the app:

