

Your Practice Online

INTEGRATED INTERNET MARKETING

Your Practice Online was founded by medical professionals, for medical professionals, to provide digital marketing solutions, resources, and support to help you compete in today's healthcare marketplace.



24

Years of Experience



3750+

Happy Clients



550+

Educational Videos



Build Your Online Brand

We specialise in building websites for physicians, hospitals & healthcare organisations. All websites are custom-developed, easy to navigate & mobile-friendly. Our sites are compliant with the Americans with Disabilities Act (ADA) guidelines & include educational content, support & search engine optimisation.

Patient Education Videos & Content for Your Practice

Studies show that educated patients can have better outcomes.

Your Practice Online provides written patient education content & videos as part of our website service. Our video library covers normal anatomy, diseases that affect the anatomy & surgical procedures & will greatly enhance your site while engaging and educating your patients. View our video library at ypo.education.



Get New Patients

Did you know 81% of people click on a sponsored link when looking for health information online?

Digital advertising, or Pay Per Click Advertising, can be more effective & less expensive than TV, newspaper or billboards. Google AdWords & Facebook ads give you the ability to target the right services, in the right community, to the right audience.

As a certified Google AdWords Partner, we will help you launch an effective campaign, saving your practice time, while driving new patients to your practice.

Google
Partner

Reach More Patients

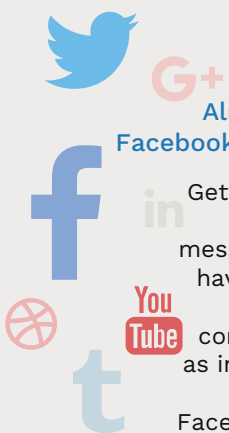
72% of Internet users say they looked online for health information within the past year.

Our proprietary Search Engine Optimisation (SEO) technology enables your site to be re-registered periodically with search engines, online directories, web rings, etc. Our SEO team registers your website with thousands of search engines to make your registration results more valuable & increase your placement position.

Engage Your Community with Social Media

Almost 70% of all US adults are on Facebook & 75% of them use it every day!

Get a conversation started about your practice by portraying a positive message in your social community. We have a variety of social media service levels that can help you educate & connect with the community, as well as improve marketing presence across social media networks such as Facebook, Google+, YouTube & Twitter.



Manage Your Online Reputation

Showcase your positive reviews & present your practice in the best light with our Reputation Management services. Our reputation management tools will help you manage your online brand, so you can focus on your patients.

Make Your Practice Portable with an App

Make sure your practice is at your patients' fingertips! We build custom apps that are consistent with your brand and your website, offering your patients easy accessibility to your practice anywhere, anytime.

Our pricing model is straightforward with no hidden costs.

Pricing includes a one-time website design fee and an annual maintenance fee, with optional add-on services available.

AI Search Engine Optimisation Strategy to Boost AI Visibility & Future Proof Your Practice for AI Ranking

Search behavior has changed as AI-driven systems increasingly determine what healthcare information is surfaced, summarised, and recommended. Our Premium Pro (AI) package helps practices stay visible and competitive by optimising for AI-SEO and Answer Engine Optimisation (AEO), aligning content with how large language models interpret expertise and how patients now ask questions through AI tools and voice assistants. Beyond content refinement, we strengthen the technical foundation AI relies on through enhanced structured data, advanced schema, AI-specific indexing signals, and proper recognition of third-party integrations, ensuring your practice is prepared to lead as search evolves from traditional rankings to AI-driven discovery.

Pricing	Individual Practice	Group Practice (2–9 physicians)	Group Practice (10+ physicians)
Website Design	£2,000	£2,500	£3,000
Annual Maintenance			
Standard Package	£800	£1,200	£1,600
Premium Package	£1,600	£2,400	£3,200
Premium Pro (AI) 	£3,200	£4,800	£6,400

A la Carte Upgrades:

- Logo Development - £1000
- Online Survey Services - No Charge
- App Development - Contact for Quote
- Digital Advertising - Contact for Quote
- Reputation Management – Contact for Quote
- SSL Certificate for Security - £75/year
- Purchase, 301 Redirect & Manage Extra Domain - £50/year
- 301 Redirect & Manage Extra Domain - £25/year

Annual Maintenance Package Options

Standard Perfect for Brand & Doctor Name Results	Premium Best SEO Package for Organic Results	Premium Pro (AI) Best option for Organic and AI Ranking
✓ Domain Name Registration & Management ✓ Website Hosting ✓ Multiple Email Addresses & Forwarding ✓ Unlimited Content Updates & Support	Everything in Standard +	Everything in Premium +
Basic SEO	✓ Keyword Research ✓ Google Analytics ✓ Title & Meta Tag Optimisation ✓ OG Tags ✓ Basic Schema ✓ Google, Bing & Yandex Console ✓ Google/Bing/Apple Map Listing ✓ SEO Keyword Tracking Report ✓ Google Analytics Monthly Statistics & Reporting ✓ Patient Education Videos	✓ AI-Powered Audit ✓ Answer Engine Optimisation (AEO) Consulting & Roadmap ✓ Dynamic keyword clustering and prioritisation ✓ Intent-based keyword mapping for LLMs ✓ Competitor keyword gap analysis ✓ Entity and fact-structure improvements ✓ Research & Analysis of the content knowledge base utilised by AI Answer Engines ✓ Long tail Local Keywords Prediction ✓ Custom Social Media Posts (Facebook, Instagram, X & LinkedIn) ✓ Monthly 2 Unique Blog Post Content Creation and Optimisation for AI and LLMs ✓ Unique Schema Markup ✓ LLMS.txt Setup ✓ Quarterly AI Ranking Report ✓ 6-Month to 1-Year Commitments for Results
✓ Website Page Load Optimisation ✓ HTML Code Cleanup & Optimisation ✓ Internal Link Structuring ✓ Canonicalisation ✓ YPO Showcase Backlinks ✓ HTML & XML Sitemap ✓ Image & Hyperlink Optimisation	Social Media Optimisation ✓ Profile Creation (FB, Twitter, YouTube, Hotfrog) ✓ Unlimited Content Posting ✓ YouTube Video Optimisation ✓ Google Review Page Setup ✓ Review Card Design ✓ Business Card Design ✓ Facebook Flyers ✓ Healthcare Article Posting ✓ Holiday Greetings	