

# 76 FREE WAYS

## to Drive Traffic to Your Rehab Center Website

A Free Guide by **WebFX**



# INTRODUCTION



For many, the Internet is the easiest way to communicate with others – especially when it comes to promoting services like yours.

We know that your rehab center has countless services that can benefit thousands, so it's crucial that clients in need can find your website.

The percentage of Internet users in the U.S. has been increasing steadily **since 1993 and shows no signs of stopping**. Internet users present a huge opportunity for your website to not only attract traffic, but to also convert that traffic into clients.

This eBook will help you navigate through the different sources of online traffic, how to drive traffic to your rehab center's website, and how to maintain that traffic to keep the clients coming to your facility.

The best part is — it's free! Professional advice about how to get more site visitors can be pricey, and we know you've probably put a bit of money into your website already, so this one's on us.

**We've compiled 76 ideas on how to drive more visitors to your rehab center's website so that you don't have to spend hours scouring the Internet for tips and tricks.**

# WELCOME TO THE GUIDE!

We hope the following pages will serve your center’s website as well as they have served us.

Each method we discuss will come with a “traffic potential” rating and a “difficulty” rating.

## HERE IS A LEGEND OF EACH:



## HOW IMPORTANT IS TRAFFIC TO MY SITE, ANYWAY?

Traffic is one of the most important elements of a successful website. With no traffic, you’ll never have the client base that you need to grow.

If you fail to have an online presence, it’s difficult for search engines to index your site, which means nobody will be able to find your website on Google. It’s a vicious cycle. But it can also be a very positive cycle when you work to draw more visitors to your website.

By implementing our 76 ways to drive traffic to your rehab center’s website, you’ll build up your online presence so that it becomes easier for search engines to index your site. You might even improve your rankings in Google along the way!

# SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization is the process of improving your website so that Google can read it and recommend it to users more easily. SEO tailors your website to the needs of both visitors and search engines.

Making your website rank in search results for relevant keywords is the single best way to get traffic to your heavy equipment dealership's website.

And best of all, the techniques we'll discuss are 100% free.

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## KEYWORD RESEARCH

Keyword research is the process of finding the keywords that your primary demographic uses to research rehabilitation. You can use tools like [Google AdWords Keyword Planner](#) to see how often people search certain keywords pertaining to your industry, and you can also use [Keywordtool.io](#) to brainstorm keywords.

Keywords are the search terms that users enter into Google to find information they want. When you target keywords related to rehabilitation, Google can recommend your site to those users, which gives you traffic.

Using keywords that are ultra-specific to your rehab center allows you to rank for those terms. Generally, you want to target highly-specific keywords like "rehab centers in [your city]" to appeal to the most qualified traffic.

**Helpful Tip:** Use Google's free keyword research tool in Google AdWords.

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## RICH SNIPPETS

If your website uses ratings, you can increase traffic by coding rich snippets into your pages.

Rich snippets allow your site to display additional information in search results to encourage users to click on your site.

**Helpful Tip:** Use Google's structured data markup helper to add code to your pages so that the correct type of rich snippet is displayed.

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## SCHEMA MARKUP

Schema is a collaboration among different search engines to use the same coding information to identify the context of different parts of a page.

That means there's a schema markup to denote author names, age, location, industry, etc. It's also one of the ways that you can get a star rating in search results.

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## META DESCRIPTIONS

Meta descriptions are the text that is shown under your page title in search engine results.

Sometimes, this text can make or break whether or not a user enters your site, based on if they see what they're looking for from reading the meta description. They're about 160 characters long, and they should summarize the page's content.

**Helpful Tip:** Don't forget to optimize your meta descriptions with keywords.

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## TITLE TAGS

Title tags are equally as important as meta descriptions because they tell users exactly what the page is about.

The title tag should be a concise description that helps search engines (and users) understand what the page is about. And as always, don't forget to optimize it with keywords!

## PAGE ORGANIZATION

Page organization is extremely important to your rehab website, because it allows visitors to find what they are looking for easily.

The more levels you have to your navigation, the easier it will be for site visitors to find exactly what they're looking for and in a timely manner.

For example, it would be beneficial to have a navigation bar at the top of your homepage that include titles like "About Us," "Treatment Plans," "What you should know," and "FAQs." Those titles should then break off into smaller, more detailed titles that are nested within each of the main titles. With easy navigation, users are less likely to get frustrated and navigate away from your site.

Helpful Tip: Think of your website as a filing cabinet for your web pages and make folders (navigation tabs) based on what content fits well together.

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## H1 TAGS

H1 tags tell Google what a page is about and can help your heavy equipment website rank for important keywords. Though H1 tags aren't the most influential ranking factor, you should still be sure to optimize them with the most important keywords for heavy equipment.

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## BREADCRUMB NAVIGATION

Breadcrumb navigation is a kind of mapping system that shows users where they are located on your website.

It works hand-in-hand with page organization and allows users to go back to a page without using the back button. This is because the “map” of their location is usually available at the top of the page, and they can choose to click on any part of the site that they were previously on to go back.

For example, if a user clicks the “treatment plans” tab, and then goes to the “pricing” category, but decides they want to back to “treatment plans,” they could simply click that folder which is shown at the top of the page.

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## ANCHOR TEXT

Anchor text is important because it’s the text that appears with a hyperlink. It’s important to get anchor text right because it helps search engines determine what the target page is about, and how the page should rank according to what information it serves.

For example, if you use a link on your rehab website that links to an article on the soothing effects of cool colors, you should use anchor text that describes the article – something as simple and obvious as “soothing effects of cool colors.”

**Helpful Tip:** You should never use “click here,” as anchor text. It gives search engines no idea of what the page is about.

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## GRAMMAR & SPELLING

Grammar and spelling are always important components when you have an online presence.

If you are sloppy with something as simple as basic grammar and spelling, users will likely view your rehab center as sloppy as well. It will show that you don't pay attention to detail, and that you don't care to have a polished, professional online presence.

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## PHOTO OPTIMIZATION

Similar to video optimization, photo optimization refers to using the correct tags so that Google understands photos that you post on your website.

If you have a photo of a patient being treated, your alt tag should be just that – so that Google can get a sense of what the picture is of.

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## VIDEO OPTIMIZATION

When you use a video on your rehab center's website, you should always be sure that it's optimized so that Google can understand it.

When Google indexes your website, it won't be able to watch your video – so you'll have to give all the information necessary for Google to understand exactly what it is.

You can do so by using the correct alt tags and descriptive tags to name and describe the video.

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## AUDIO OPTIMIZATION

Audio optimization refers to, you guessed it – using the correct alt tags and descriptive tags so that Google can understand your audio element, even though it can't actually hear it.

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## GOOGLE GRANTS

There are always new offers for free Google Ads coupons.

Usually when you sign up for a new web hosting service, they tend to offer Google Ads credits for free. Take advantage of this freebie to help kick-start your rehab center's ad campaign!

**Helpful Tip:** Google offers up to \$10,000 in free AdWords for non-profit organizations per month.

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## SEMANTIC SEARCH

Semantic search is simply making sure that you use synonyms for common keywords.

An example of this would be using the keywords "rehab center" and "treatment center" interchangeably on your website to ensure that you're reaching audiences that are searching for either term.

## SOCIAL MEDIA

There are dozens of social media channels out there, and to get the most traffic to your heavy equipment website, you should take advantage of as many as possible.

Social media sites make it easy for anyone to quickly share a lot of information – including information about your heavy equipment dealership.

By utilizing social media, you can generate a lot of interest in your dealership and what it offers.



## LINKEDIN

The best way to take advantage of [LinkedIn](#) is to be active in groups. You can either create a group for your rehab center, or engage in an existing one to spread the word about your center.

If you've written a blog post about a topic that was covered in another group, share a link to your blog to encourage conversation with other industry leaders. LinkedIn also has its own [set of best practices](#) you can follow for the most success.

Furthermore, you can connect with professionals in your industry and see what others are talking about. Because of that ability, LinkedIn is great for generating traffic from potential customers in your area.

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## TWITTER

**Start by creating an account**, following people in your industry, and let the tweeting begin!

People won't follow a brand new account right off the bat if you haven't tweeted anything yet. So start out by retweeting popular figures in the industry, share links to your website, and start conversations with any followers you earn.

You can also check out a few **key best practices** to help your account gain followers.

**Helpful Tip:** You can find users by profession, hobby, or industry by searching for them on Twellow, We Follow, and other Twitter directories.

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## GIVEAWAYS

Giveaways are another great way to gain traffic to your rehab website.

Every time a social media follower shares one of your heavy equipment blogs, or if they sign up for your monthly newsletter, they could be entered to win a prize of your choice.

Everyone loves free things, which makes giveaways a great way to increase awareness of your rehab center.

**Helpful Tip:** Host a giveaway on your social media networks and reward those who share your content the most.

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## REDDIT

Reddit is an extremely popular place to promote great content. Reddit operates on a system of “upvotes” and “downvotes.” You post your content to Reddit, and users then determine if they like the information, or dislike the information.

You can start by finding a subreddit — a niche with people interested in one specific topic — related to your center. That could be [reddit.com/r/rehabilitation](https://www.reddit.com/r/rehabilitation) or [reddit.com/r/\[yourcity\]](https://www.reddit.com/r/[yourcity]). Lots of areas have subreddits for locals, so look around for places to post!

Reddit is a super-specialized social media site, and its users notoriously hate attempts at marketing. But when you use Reddit correctly, it can deliver a huge amount of traffic to your site. Check out our guide on how to use [Reddit for marketing for more information](#).

**Helpful Tip:** Studies show that posts that are shared before 5 p.m. receive heavy Reddit traffic.

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## PINTEREST

Pinterest allows you to share images from your website with a concise description. If other users like what you post, they can click on it and jump to your website.

They can also re-pin something you post to their own profile. That gives them the chance to revisit later, meaning you'll have multiple chances to earn new clients through one Pinterest follower.

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## PINTEREST CONTINUED

Pinterest has a ton of potential for any business, and most of its content is indexed by Google. This means you can make your Pinterest profile rank in Google searches, just like your regular website. These could be keywords like “rehab center in Minnesota,” “drug rehabilitation center treatment,” and any others that may earn qualified traffic for you.

**Helpful Tip:** Edit your images to have large text that describes the URL within the picture – this boosts the click and share rate.

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## FACEBOOK

**More than 1 billion people use Facebook.** This makes it a great way to reach out to potential clients and their loved ones all from one marketing medium. This is a great platform to build your rehab center brand with images of your location and staff, as well.

When you post, give your followers a call to action and include a link to your website. That’ll show them a reason to go to your website and encourage them to do so all at once.

Give followers a reason why they should read your content and how they can benefit. Once you do that, you’ll have them on your site with the potential to serve a new customer.

**Helpful Tip:** Posts with pictures and videos are much more interesting, so try uploading more visual content.

## SOCIAL BOOKMARKING

Social bookmarking sites let you promote content among a website's user base depending on their interests. It's a service that allows users to add, edit, organize, and share bookmarks of website documents all in one place. So if you have a new blog about addiction treatment, post it to a social bookmarking site like [Stumbleupon](#) or [Digg](#).

From there, other people can see, rate, like, and share your content. It's a great opportunity for other people to see what you have found about the heavy equipment industry and share it with their friends.

## SQUIDOO

Squidoo is a social service that is used to share articles online. It's a site that is user-generated, which allows users to understand and post to the platform without an understanding of HTML. There are lots of options when creating a Squidoo lens, which is the websites term for a page.

Just like a page on your website, lenses are more appealing when they use photos, infographics, videos, or other forms of multimedia.

You can create a mini version of your own website by adding different building blocks to the lens. That includes elements like RSS feeds, polls, comment sections, a link list, and a main content area.

Each lens has tags which are often discovered on the main page, and a Squidoo lens can even link to your social media profiles.

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## TUMBLR

Tumblr is a great resource for getting that extra boost in traffic for your rehab center. First, you can earn “follow” links to your website that help build your authority with Google (depending on the account). Not only that, but it’s super easy to share content on Tumblr.

Reblogging (Tumblr’s version of retweeting) will spread your reach even further, providing more ways for users to get to your website. If your post becomes popular, it could go viral and drive even more traffic to your rehab center.

Posting images of rehab centers can be a challenge, so it’s important that you take some time to familiarize yourself with Tumblr and understand its users. It’s often seen as a social network for those who feel outcast or marginalized by society, so in many ways, Tumblr has developed its own subculture based on affirmation, friendliness, understanding, acceptance, and help.

**Helpful Tip:** Follow and share content from other industry leaders to build relationships and increase knowledge of your center.

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## SWARM

Swarm is targeted to organizations with physical addresses, making it a great place to generate web traffic. When you make your account, just add your URL to the end of your rehab center’s Swarm name to show users how they can find you.

**Helpful Tip:** Offer a discount for a paid subscription that you provide through your rehab center.

## GIVE SOMETHING AWAY

When you give things away, you show your community that you care.

If you consistently give things away, customers will likely return to your website often to see what you're giving away this time! Whether you're giving something directly to the people that visit your site, or simply donating to a good cause, giving things away online is a great way to increase the amount of traffic going to your heavy equipment website.

Below are our suggestions for giveaways that will generate additional traffic to your website

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### CONTESTS

Hold a contest on your website or social media account to get people to interact with your content as well as share it.

Encourage your viewers to compete for things, like a caption contest or a logo contest. Some blogs even do an article contest.

They end up receiving lots of great content for their website for free, and it's often based on sharing. The winner with the most likes or share on their article wins, and you end up with your content spread far and wide.

**Helpful Tip:** Prizes don't have to relate to your industry – they could be as simple as a gift card to a popular restaurant!

## FREE COURSES

Offering free knowledge and wisdom is a good way to bring in the masses. If you are a good teacher in a particular area related to your rehab services, offer a free course that clients or their families can benefit from. No matter what the subject matter, as long as it's something beneficial, it will attract others to your free course and your website.

**Helpful Tip:** Offer free courses to other industry leaders about how you successfully run your rehab center.

## DONATIONS

Do a little philanthropy work and donate to a good cause. If there is a cause that is related to rehab that you want to support, that is a great option. You could even organize a charity event to get the whole community involved.

Either way, donations will show that your rehab center is dedicated to the cause, and cares for others in the community.

You can also create blog posts, social media posts, and forum discussions about the charity or cause you are donating to, and link back to a main article on your rehab website discussing your involvement.

**Helpful Tip:** Donate to causes that help the same people that you treat at your center.

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## **AD SWAPS**

If there is a similar rehab websites that have like-minded ideas, try contacting them to do an ad swap. Each website would put an ad for each other on your websites in hopes of having others click on that ad. You'll receive traffic from your ad on their website and they'll see traffic from their ad on your website.

## CONTENT SHARING WEBSITES

Content sharing websites allow users to publish their own content and share it with others.

When you create content to share on these sites, you can link back to your own website. Then, when you share that content with others, they'll see your link and have the opportunity to go to your dealership's website.

The best way to get people to click is to post interesting content. This is why fresh ideas and an enthusiastic marketing team are must-haves for any heavy equipment dealership. Here are some different kinds of content that you can use to drive more traffic to your heavy equipment dealership's website.



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## PHOTO SHARING WEBSITES

Lots of photo sharing websites allow others to download your photos or link to them from their websites. Using this, you can add images to sites like [Flickr](#) and [Google Photos](#) and allow others to use your pictures freely online. Simply require anyone who uses your photo to use an attribution link back to your rehab center's website. These images will show up in Google's image search as well, giving you an even larger reach.

Your rehab center's campus, staff, and facilities are all excellent ideas for photos. Remember though, sharing photos of patients without consent is illegal!

**Helpful Tip:** Use your own Flickr photos in your blogs and cite them to reflect that they were created by your center.

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## VIDEO SHARING WEBSITES

You can generate a lot of visitors to your site with YouTube and any other video sharing website. One of the best ways is to include a link to your site right in the video's description.

With a good description and a call to action in each video's description, you'll have yet another source of traffic related to your rehab center. Make sure you describe your video with keywords so it can rank for related searches, too! YouTube is a great place to post tips for rehab center clients, their families, or a tour around your facility. In general, it's just a great way to connect with potential clients by showing them you have nothing to hide.

**Helpful Tip:** Post recently published videos to your social media sites to gain more links.

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## PODCAST SHARING WEBSITES

If you have a regular podcast, you can easily share it using podcast networks. These sharing sites allow you to give a description about your podcast and each episode. People who really enjoy your podcast can share it via their social accounts as well, getting your rehab center's name out there even more!

**Helpful Tip:** Make sure that your tone of voice is exciting to viewers. Nobody likes a monotone narrator!

## EBOOK SHARING WEBSITES

As more people turn to their Kindles for reading material, eBooks have become extremely popular. There are several sites that are dedicated to distributing eBooks, and you can even use your own site to host eBooks too.

On these sites, you can upload your eBooks at no cost and share your content with others. You can also brand it with your logo and have a link to your site in the footer of every page.

Check out this [list of free sites to promote your eBook](#). This can ultimately draw readers to your website, giving you more website traffic.

**Helpful Tip:** Make sure your eBook has an interesting title and cover to entice readers.

## SLIDESHOW SHARING WEBSITE

Sites like SlideShare (which is owned by LinkedIn) allow you to create slideshows on their site and share them across the web. You can add links to your slides to drive more traffic to your website from every slideshow viewed. SlideShare slideshows show up in Google searches as well.

**Helpful Tip:** Consider using a site like Slide.ly to upload content to a slide show and easily share on social media.

## FILE SHARING WEBSITES

If you have files that you want to share with potential customers, you can use sites like Dropbox to give people access to them.

This could include flyers, images, and videos – anything that can explain your rehab center.

## CREATE SOMETHING

While you could share content created by other people (as long as you give them credit), you'll send a lot more traffic to your heavy equipment dealership if you create unique content. When you create content yourself, you show your audience that you're knowledgeable in your field.

Creating the kinds of content that we mention below might take time, but they're definitely worthwhile.



### GRAPHICS & IMAGES

Images are a great way to get traffic to your website.

For one, they're indexed by Google, giving you another chance to rank in search results as long as you use the right alt text and relevant keywords. If people are searching Google for an image related to your rehab center, your images will appear in search results. Another advantage of images is that they're shareable. With your website, social media accounts, and other online outlets, you can market your rehab center with all kinds of images.

Finally, images are great to use in email marketing to add visual interest to a newsletter or drip campaign. Just remember that you can't share images of clients without their permission.

**Helpful Tip:** Always be sure to create high quality, aesthetically pleasing images with sites like Pixlr.

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## INFOGRAPHICS

**Infographics** are designer-made images that visualize data in simple ways. They provide valuable information in an engaging format that earns links for your website and spreads awareness about a certain topic. Best of all, you can create your own infographics in programs like **Canva**.

People love to read infographics and share them with others because they appeal to the visual portion of the viewer's brains.

The only downside to infographics is that they take a lot of time to create. Research alone for one infographic can take more than eight hours to complete, and then there's the design stage. But when all is said and done, this kind of content can generate hundreds of likes, favorites, and shares online, and each infographic has the potential to go viral.

In addition, the traffic you'll get from social sites will help you get more visitors to your rehab center's website! You could create infographics on just about any information that is pertinent to rehabilitation!

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## MAPS

This is a very unique way to produce traffic for your center's website, and it works extremely well. Consider using a map as an idea for infographic or interactive infographic. You can use the map to portray data or industry information by state. You could use data like how many centers there are in each state, or how many clients in that state utilize rehab facilities.

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## TUTORIALS

If there are things that you can show website visitors how to do, take advantage of tutorials. A great tutorial for your rehab center might be, teaching visitors how to use yoga to relax, and use conscious breathing as a form of meditation.

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## VIDEO INFOGRAPHICS

Just as videos are shareable, video infographics are even more appealing to people, especially on social media.

Video infographics drive a lot of traffic because they show complex data in simple terms and they have lots of movement. With both of those elements, video infographics are naturally compelling content.

Take advantage of this strategy and produce high quality video infographics about your rehab center that allow your site visitors to learn and share.

**Helpful Tip:** To find an interesting infographic topic, use YouTube and Quora to research what people are interested in the field of rehab.

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## LISTS

Lists are popular among Internet users because they're easy to skim and quick to read. They just outline the most important information on a topic in an organized fashion.

Try making a list of things that are relevant in the rehab industry. For example, you could make a list of things you should know if you have a loved one in a rehab facility, or what to expect when you check into your center.

**Helpful Tip:** Lists are also great for starting conversation, so be sure to allow for comments at the end of your page.

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## ONLINE SURVEYS/ POLLS

Try asking for feedback on a certain topic. Users love to take surveys and polls because they want their voice to be heard. Polls are interactive elements that do just that.

If you need lots of participants, you can give users an incentive by offering a prize that will be drawn after the poll is closed. You can also capture email addresses from polls, which allows you to stay in touch with all of the contacts you've received.

What's even better is that poll participants will want to see the results you publish to see how their answers stack up, so they'll probably come back to your site!

**Helpful Tip:** Lists are also great for starting conversation, so be sure to allow for comments at the end of your page.

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## MOBILE APPS

Most Internet users today use mobile devices to search online. Creating a mobile app is a great way to stay on someone's smartphone at all times. You can forward content from your site to the app to help others stay up to date on heavy equipment, and you can use part of the app as a contact form so that you can earn new leads at any time.

**Helpful Tip:** Create an app for your dealership that gives daily facts about your equipment.

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## TEST/QUIZZES

Online quizzes can be very popular depending on the topics you choose and how you promote them. They are fun to take, and they also produce easily shareable results.

But if you're publishing test results, make sure that users are aware before they take the quiz.

## TESTIMONIALS

Testimonials can be used in a variety of different ways on your website, but always remember that publishing personal information without permission is illegal.

When someone has rave reviews about your center, they can submit a testimonial by saying a few things about their experience with you. Then, you can post it on your website.

That way, when other visitors on your site question the quality of your services, they can read an objective review.

If your rehab center is a part of Google My Business, these testimonials can also show up as reviews with a star rating based on user input.

**Helpful Tip:** Sign up for Google My Business to allow users to see your rehab center in Google search results.

## START A PETITION

If there is something that has caused a petition, start one!

Petitions often become viral and it can easily be shared across several different websites and networking channels. Petition websites like Change allow you to make a petition for just about anything while putting valuable information like, like your website URL within the content. If people feel that it's a worthy cause, they will sign the petition and share it with their friends.

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## EGO-BAIT

Find an industry influencer that is highly respected in the field of heavy equipment and write about their expertise in a flattering way.

Then, you can tweet at them or send them an email so they know what you said. The goal is to have them sharing your writing, which builds brand awareness and attracts new visitors to your site.

Each time an industry leader shares something, more people will see it – and it has your dealership's name attached.

**Helpful Tip:** Sign the email or compliment with the name of your dealership and not your personal name.

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## FREE TOOLS

If you've developed a free tool that people find useful, they'll come to your website to use it.

A free tool on your website gives it another marketable item that can attract people to your site. If visitors like your tool, they can share it with their friends that are looking for something similar, and they will most likely view other pages of your website as well.

A free tool on your dealership's website could be something like a calculator to determine how much a customer will spend to get all of the tools and equipment that they need for a job.

## LONG FORM CONTENT

Long form content is any blog or article that has more than 2,000 words.

Long form content is valuable because it explains an idea or answers a question in-depth. Ideally, you want to make long form content the only place someone would have to go for information about a topic.

Google and other search engines like long form content because it's typically engaging and gives their users a full, well-rounded answer to a question. You have opportunities to make long form content rank even better in search engines by adding images, video, and audio multimedia.

Long form also works great for getting links from other sites, which in turn helps you attract even more traffic to your rehab center's site.

## BLOGS

Blogs are by far one of the best ways to drive traffic to your rehab website. You can easily share them on social media, and other websites can quickly link to what you've posted. Whether you're writing for your own center's blog or guest blogging for a rehab authority, every rehab website can benefit from blogging.

Here are the different ways to use blogs in order to drive traffic to your rehab center's website.

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### CREATE A BLOG

Blogging on your rehab website has massive potential, and many websites have taken up this task as a way to attract users to their center.

WordPress is a platform that makes blogging extremely easy for your rehab center. The platform is self-explanatory and user-friendly, and you can watch your posts go live within seconds!

You can also effortlessly add media, use a template or create the page yourself, save drafts, and even see the back end of your blog, for users that enjoy coding.

**Helpful Tip:** Start a blogging calendar so you have your topics chosen ahead of time and can release them on a schedule that users can get used to.

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## GUEST BLOG

Guest blogging is another powerful tool for anyone looking to increase their website traffic. This entails you writing blog posts for other authorities involved in rehabilitation, like online journals. It requires finding other industry-leading blogs, thinking of an idea that'd work for their site specifically, and pitching that idea to them.

If they accept your content, you can add a link back to your site in the body of the post or afterward in a short bio about yourself. This means that anyone reading the blog will see the link to your rehab center as well.

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## "SHARE THIS" BUTTONS

Providing an easy way for your readers to share your content is extremely important. Having a "share" button, allows your readers to do all the sharing for you – and the more shares, the more traffic for your rehab center's website.

Give your readers a way to easily share your content by adding buttons above or below each post, or by adding a plugin that shows up on each page.

Include buttons for different types of social media and social bookmarking sites too.

**Helpful Tip:** Make sure your buttons are large enough to be noticed by readers!

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## BREAKING NEWS

To stay at the forefront of the rehab industry, you should always aim to share breaking news when it's relevant. You could even have a feed somewhere on your rehab website to show breaking news, or recent news in general.

By doing so, your website viewers know that you're up to date with industry news, and also care to keep users updated.

**Helpful Tip:** Share and explain a breakthrough in the rehab or addiction field with online users.

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## LIVE BLOGGING

Live blogging is another way to provide interesting and engaging content on your blog. If you're attending an event like a conference, you can post updates about your experience right to your blog.

This is especially popular among technology related industries to quickly publish big news.

For instance, blogging at a rehab conference that releases a peer-reviewed study of a new anti-addiction treatment would be popular with potential clients, their loved ones, and noteworthy people in rehabilitation.

**Helpful Tip:** Make sure that you advertise your live blog ahead of time so users know when it's happening.

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## INDUSTRY ROUNDUP

This is a great place to be featured, or to publish your own content.

Create a roundup that features some big rehab news, or some helpful topics in the rehab industry. This is so popular because it is a valuable resource to readers and it is easily shared.

If you hope to be featured in a round up, contact a blog that does regular round ups of rehab news that you might be featured in. Anyone who is interested could potentially follow the link to your website, or could possibly share the roundup as a whole.

Overall, you have a backlink to your site that is gaining clicks and shares.

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## ACCEPT GUEST BLOG POSTS

Accepting guest blogs on your site is another way to earn new traffic.

Generally, the author of the guest blog will share their post via social media, allowing their followers to come to your site. And if those followers like it, they can subscribe to your blog and regularly check your website for updates.

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## INTERVIEWS

Interviewing a well-known person can get your rehab center attention.

Film your interview, with the permission of the interviewee, and ask questions that are important to the rehab industry, and that address questions that clients would be interested in the answer to.

Besides filming, you could also create a blog from the transcripts of the article and share it on social media.

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## INFOGRAPHIC BASED BLOGS

Creating a blog based on an infographic has huge traffic potential since infographics are one of the most popular forms of media online.

Infographics leave a lot of room for elaboration, so writing information you didn't have space to provide in the design is a great way to share information. And not only are infographics easy to share, but so are blogs – it's a great combination!

## EVENTS

Events are live occurrences that generate interest from the public.

Exhibits, concerts, community gatherings, and spoken lectures are just a few of the many kinds of events at your disposal. But how can real-world events drive traffic to your rehab center's website??

Simple.

Connect your website with events that people in your industry are interested in, and the events themselves will bring more traffic to your rehab website. Below are some ways that we recommend to generate more website traffic.

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### COVER EVENTS

Providing live updates of a popular event on your website will allow those who couldn't attend to feel like they have a front seat.

You could cover an event such as a conference about well-being, or an informational meeting about the importance of addiction treatment.

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### ATTEND EVENTS

Go to an event with like-minded individuals in your industry who would want to hear about your website. Network with others in your industry at the event and hand them your business card or information to provide them with your website URL.

Networking in person can also lead to networking online, which can ultimately drive more industry traffic to your website.

## SPEAK AT EVENTS

Your website already provides valuable information to rehab center clients and their families, but did you ever think of hosting a live event to share that information?

You could host an event or speak at one to get your rehab center some attention. You can tell the audience how to learn more about a certain topic by going to your website, and offer them subscription forms to your blog or email campaign.

**Helpful tip:** Check out local colleges and universities to speak to students about the importance of mental health.

## PARTICIPATE ONLINE

When you actively participate in online communities, you can earn the interest and respect of people with questions about rehabilitation.

Below are a few ways that you can be a good neighbor to others online.

### Q & A WEBSITES

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Answering people's questions online is a great way to drive them to your website. If there is content on your site that answers a common question, you can answer it with a link to your site to drive traffic. Then, whenever someone looks up that question online, they'll see a link to your rehab site that has the full answer. A great example of a Q & A website would be [Quora](#).

**Helpful Tip:** Don't just answer the question, link to a blog post on your website that answers it in depth.

### FORUMS

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Being active on web forums can be just as rewarding as Q & A sites. As you find relevant discussions on the rehab industry, you can share a relevant link that can help others. As more users read your post in a forum, they'll find that link to your website.

**Helpful Tip:** Make sure your links are relevant or you could be marked as spam.

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## PRODUCT REVIEWS

If you have reviewed a product on your blog or website, go back to where you bought the product online and add your review there as well. Link it back to your website review so that you can drive others to take a look at the full evaluation of that product on your website.

**Helpful Tip:** People are more likely to follow a link to a website if it warns them as a fact that is contrary to the beliefs of other reviews.

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## PRESS RELEASES

A press release lets you announce a change to your center and share it with bloggers, journalists, and local news sources.

In a press release, you can also share links, images, and other media to engage your recipients.

Then, you can choose a free publisher (like [www.pr.com](http://www.pr.com)) to show your press release to users. Those users can then go to your site, write about your site, and link to it which will give you more traffic.

**Helpful Tip:** Concentrate more of your efforts on online press releases rather than traditional print.

## WIKIPEDIA

Getting web traffic from Wikipedia isn't easy, but it can be a great way to get the word of your rehab center out there.

You first need to create an account with Wikipedia so you can contribute to articles about your niche. By contributing pages about rehab history, trends, and other information, you can post a link to your own site as a reference for a fact.

Your links must directly relate to the information that you added to Wikipedia and the article itself, though. Otherwise, other Wikipedia editors will think you're spamming their pages for links to your site.

Wikipedia editors are notoriously fickle as well. But once you build up a reputation as an objective source on rehabilitation, you could also create your own Wikipedia page for your rehab center. The only catch is that you need enough objective, third-party sources (newspapers, bloggers, etc.) to prove that you're a noteworthy institution.

Links from Wikipedia don't carry any SEO value, but they can still send qualified traffic to your site.

**Helpful Tip:** Strive for credibility so that your information has a chance of being picked up by Wikipedia.

## EMAIL MARKETING

Email marketing is one of the most effective ways to earn new clients for rehab centers. You can encourage visitors to your site to sign up for newsletters, appointment follow-ups, and other messages straight from you. Then, you can organize those subscribers depending on what they want to hear from you. Your newsletter signups can get messages from you about rehab in general, and your appointment follow ups can enjoy cost estimates, information on your treatment, and information about your staff. You can also use emails to share links to your latest blog or video.



## EMAIL SIGNATURE

Every email you send can send users back to your site. Add a link to your website in your email signature so that every email you send can direct customers back to your website. Not every email recipient will click the link, but it's still an easy and free way to earn traffic.



## NEWSLETTERS

Email newsletters are a great way to stay in touch with clients, potential and past clients, and their families.

They are a way to keep them up to date with what is happening at your rehab center, introduce new staff, talk about upcoming programs, and even share industry news.

Before you send them though, you'll have to capture email addresses from an online form or subscription.

## LEAD NURTURING

Emails are a great way to nurture users that could become potential clients. As with newsletters, you'll first have to create a contact list based on emails you collect from via social media, a contact form on your website, or a physical contact form in person.

Once you have a subscriber list, you'll be able to stay in touch with users and keep them interested in your center.

## REVIEW SITES

Review sites are important because many users that are searching for centers will use them as a way to determine if they provide the quality care that they're looking for.

One of the best ways to determine the quality of a rehab center is by compiling ratings of clients who have been treated, their family members, and staff at the center.



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### REHABS.COM

Rehabs.com is a review site that is made specifically for the addiction treatment industry. In order for your center to be considered for the site, they gather information from past clients, their loved ones, staff, referral networks, and other individuals that are familiar with your center. To do so, they use channels like email surveys, social media ads, PPC ads, and third-party survey providers. If your rehab center is displayed on their site, they'll show a star rating for your facility, the address, and any reviews you may have received.



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### YELP

Another great way to market your rehab center, [Yelp](#) allows other people to review your services. This can be a good or a bad resource for marketing your rehab center, but if you know that you provide top of the line service to your clients, you have nothing to worry about. If you have a lot of great reviews, then your rehab center will show up higher in Yelp listings, which translates to more page visits and more website traffic.

## REHABREVIEWS.COM

Rehabreviews.com is dedicated to using the most current resources to compile a list of the best rehab centers around.

The website provides editorial content that is based on information collected from various sources online, and also via advertising.

If you're noted on their site, it will show your location, the price for your services, the style of living you provide, what you specialize in, and the length of treatment offered.

## ADDITIONAL TIPS

Here are a few miscellaneous ways for you to drive traffic to your heavy equipment dealership. We didn't feel that they fit into our other traffic-driving categories, so enjoy these odds and ends as you near the end of our 80 ways to drive traffic guide.

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### HEADLINE OPTIMIZATIONS

Blogs, articles, and every other piece of content needs a headline. Without a good one, you'll miss opportunities to entice traffic to your site!

Make sure you have fully optimized headlines to attract more readers to your articles and blogs. This is extremely useful for social media headlines and search engine titles. The more attractive and enticing your headlines are, the higher the click-through rate.

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### WORD OF MOUTH

Some of the easiest forms of website traffic can come directly from your friends and family.

Not only will they visit your site if you're the one creating content, but they can also recommend your website and dealership to their friends and acquaintances that might need your products.

**Helpful Tip:** Ask your friends and family to share your social media updates to expand your reach beyond your own network.

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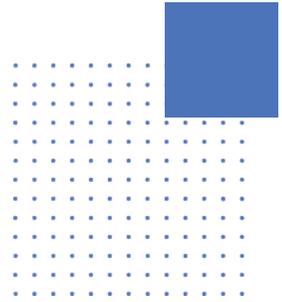
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# THANK YOU FOR JOINING US!



We hope you enjoyed the guide!

More importantly, we hope you found our advice helpful. Hopefully, you can apply it to your own rehab center to drive more traffic to your website.

**Just contact us directly and we'll have an SEO expert get back to you as quickly as possible!**

**~The WebFX team**

