

FREE REPORT

# KNEE & HIP SURGEONS HOW TO INCREASE YOUR BOOKINGS BY 50% IN 2025

## BOOKED SOLID

How Smart Surgeons Win the  
Local Market with a Fully Booked Calendar

## TAKE BACK YOUR ENQUIRIES

Who is Taking Away Your Local Patients  
and How to Win Them Back.

**DOWNLOAD NOW!**

By **Referral Suite** Experts in  
Bookings for Knee & Hip Surgeons

Referral  
**SUITE**



## The Marketing Handbook for increased bookings of up to 50% or more for Knee & Hip Surgeons.

Ever wonder how your top competitors stay at the top of Google?

And why they get to take the lion's share of enquiries in your town or city?

Maybe you had a good month recently of £25k or £30k (or more) and you don't want to see these numbers dropping next month.

This **Marketing Handbook for Knee & Hip surgeons** is going to lay out 5 powerful strategies to stop that happening. Top orthopaedic sites (and hospitals) use some of the following strategies to get enquiries. **You could be using ALL of them to drive more enquiries to you instead.**

You just need the right system in place, and you'll start outperforming the big national players in your area – and your local competition too!

### Introduction

**If you're a knee or hip surgeon, then this is for you.**

The number 1 killer of any clinic isn't cash flow, current market conditions, how qualified you are, what your website looks like, or any other poor excuse.

**It's Enquiry Generation.**

**No big surprise. No enquiries mean no consultations, which means no sales.**

You need a system that generates an extra 20 or more extra consultations every month.

It's the **system** that's going to transform your practice.

As a surgeon, you've got to set up your practice so you work **more hours for yourself** and less for a big name hospital group. If you're in the UK, then that means working less for the NHS and more building your own practice.

**You've got to book more of your own patients.**

You don't need to pay for leads that simply don't convert into bookings.

But you have to take the steps now to fix this going ahead.

What you need is a new fresh approach to marketing your practice.

**The 5 steps I've developed here, may just be the single most important things you've ever looked at for your practice.**

This document is straight into Marketing and Enquiry Generation. You can use the following tactics on your website, social media, posts, pictures etc. you've created on your profile in groups, in Facebook pages, Instagram or LinkedIn.

### Why Trust This Guide?

I'm Arthur Stoller author of a Kindle best-selling book "How to Turn Your Website into a Money-Making Machine" and the strategies I'm sharing have helped my clients earn hundreds of thousands in extra revenue each year.

If you don't believe me, close this PDF now. I have nothing to prove to you.

However, if you're still reading on, excellent. I wish you every success.

I know you're busy, but trust me – this is worth your time. The tips here will help you get **more enquiries** without taking up a ton of your time. The system I've created will find clients for you, so you can spend more time doing what you love.

You'll be able to stop worrying so much about getting new enquiries.

You'll spend much more time doing the work YOU want to do.

You see, the system I've developed takes a ton of work off your hands. It finds new clients for you.

### Why you should read this.

Because these proven steps work for other clinics just like you.

They're cutting-edge techniques, and they help people find you.

If you're a knee or hip surgeon, it's guaranteed to increase your enquiries by at least 20 or more every month. And I'd expect you to get many more than this. Depending on your local area, and your speciality you could be receiving much more.

Imagine adding an extra **£25k to £50k per month** from the extra knee or hip surgeries you'll book. That's what's possible when you follow these steps. Ready to dive in?

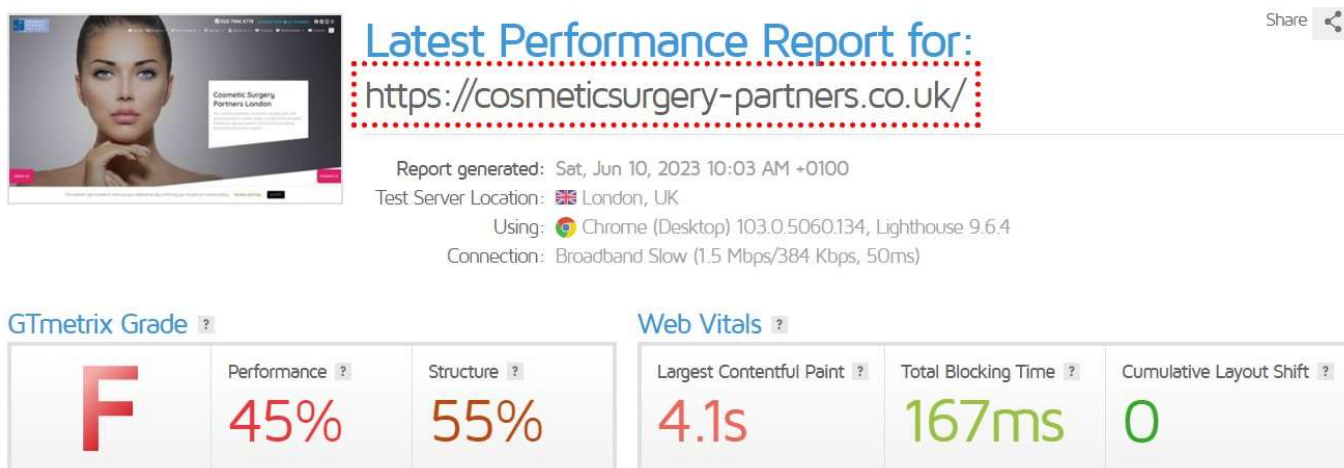
## Here are the powerhouse steps to increasing your enquiries.

- 1. Your page Speed is critical.** You lose search engine positions if your site is slow. If Google can zip quickly through your site, you get better rankings. These sites below, are too slow and are wasting their advertising budgets or wasting good Google positions.

We've helped clients go from slow (7+ seconds) to super fast (<1 second) – and it makes a HUGE difference in enquiries.

Referral Suite is our tool that speeds up your site and boosts your rankings.

Faster pages = more enquiries, plain and simple.



Here's a page with a very slow rating of "F" and a low performance of 45% , takes 4 seconds to load

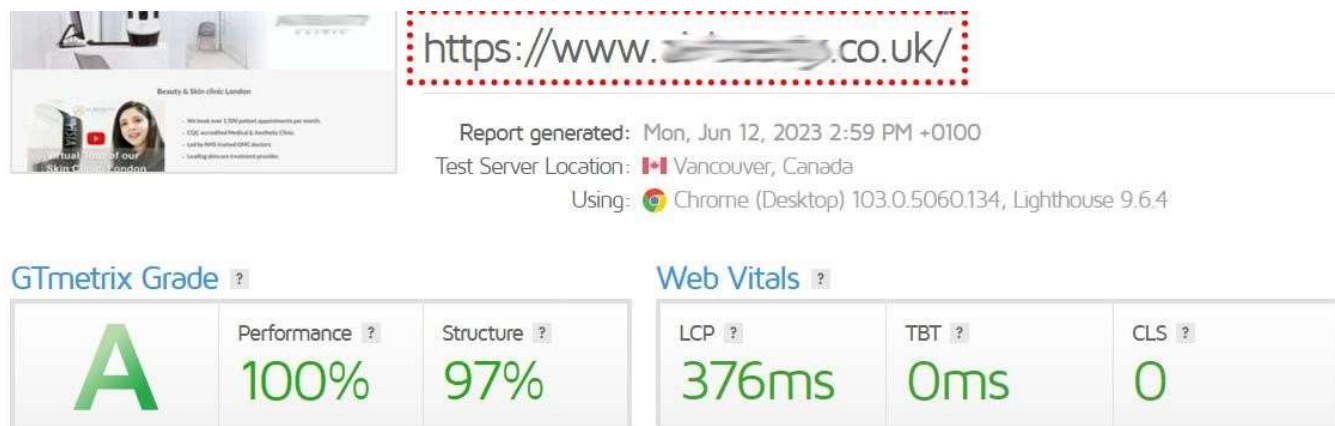
This site could double or triple its clicks if it were speeded up because Google would rank it higher. This does NOT mean rehosting the total site somewhere faster. It just needs some looking after.

Here's another site with a low "E" rating and a slow performance of 46%, takes 7 seconds to load. If both these pages above were fixed, the increase in enquiries would be dramatic.



Here's what we achieve for our clients.

For our client below, we got down to less than 1 second to load!!!



Our client's site is an "A" rating & loads up in less than 1 second. That's **FAST**.

### Why does this matter?

**Because Google loves very fast sites.**

And it doesn't matter how big your competitor is.

With 2 identical pages, one of yours and one of your competitors, **Google will always rank the fastest one first.**

If that's you, you get more enquiries.

**Referral Suite is our in-house development suite of programs**, developed especially for knee and hip clinic websites like yours. It assesses a site speed, lists up work to be done and then takes care of that work.

**And that means your site will appear much more regularly in front of potential new clients.**

You get much higher rankings.

Even if your rankings remain stubbornly low, despite all you spent and all the effort you put in. **Faster Pages will double your enquiries...JUST BASED ON SPEED ALONE.**

**In my upcoming webinar, I will show you how we can help your surgery achieve +50%.**



## 2. Tracking & reporting your monthly enquiries shows you exactly what's not working and what needs urgently fixing so you maximize enquiries FAST.

When these fixes are put into action, your enquiries will explode.

These conversions below are a monthly summary of consultations booked by our client for his treatments.

| Page path and screen class ▾ + | Views                  | Users                  | Conversions<br>Book_Consultation ▾ |
|--------------------------------|------------------------|------------------------|------------------------------------|
|                                | 2,684<br>100% of total | 1,041<br>100% of total | 139.00<br>48.94% of total          |
| /vaser-liposuction/            | 159                    | 68                     | 32.00                              |
| /hairline-lowering-surgery/    | 268                    | 203                    | 29.00                              |
| /                              | 88                     | 65                     | 17.00                              |
| /rhinoplasty-bristol-2/        | 125                    | 70                     | 12.00                              |
| /facial-implants/              | 148                    | 58                     | 10.00                              |
| /prices/                       | 377                    | 285                    | 8.00                               |
| /liposuction/                  | 132                    | 106                    | 7.00                               |

Here we can see what generates most enquiries.

If a particular treatment is low, Referral suite will analyse why and show EXACTLY how to bump up responses.

- It could be you have a low 3-pack map position in Google, where you simply do not appear.
- It could be the landing page for your treatment has a **poor graphic, not designed to capture an enquiry.**
- It could be your page titles or **not resonating with visitors.**
- It could be you are not hitting **clients' pain points.**
- It could be poor page optimization or **Google penalties.**

Referral suite makes a clear and very precise set of suggested improvements.

Then presents a powerful list of prioritised recommendations.

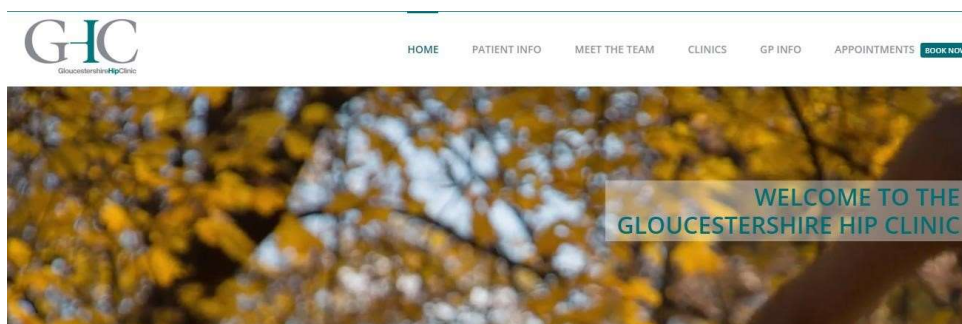
These are then carried out by our team, some by you and some by your developer.

The final result of all this will make a big difference to your clinic bookings.

### 3. Power up your pages to connect strongly with your clients' pain points PLUS a strong "call to action", & your enquiries will take a Big Jump.

Here are some knee and hip website examples of what **APPEAR** to be good-looking landing pages that the owners have had designed AND are spending big PPC budgets on right now, as I write this report. **But they are failing on many levels.**





**NONE** of them address pain points.

**NONE** of them are giving clients a strong incentive to take action or contact the clinic.

Lost enquiries are very costly , particularly if the clinic is spending big on PPC.

Setting landing pages up correctly would easily double enquires **without paying any more on advertising**, We will discuss this in our upcoming webinar.

We take these typical landing pages and measure the enquiries they are generating before we work on them.

Then we apply emotional power to them by hitting patients' sore points AND adding a highly effective call to action.

The result of putting referral suite to work on them, improves enquiries by at **least 50%**.

What this means for you is that there will be a HUGE jump in bookings without you spending any more on PPC.

On my webinar, I will show you how a well-crafted landing page graphic is powerful in generating enquiries and will far out-perform any of the examples above.

**Our ads alone can cut your advertising spend by 50% if handled correctly.**

**OR**

**With the same advertising spend, we can help you increase enquiries by 50%.**

We will discuss exactly how we take the steps to achieve this for your orthopaedic practice.

We will analyse all this on our webinar so that you can take away firm directions on how you can double your enquiries for your practice **without** spending any more on advertising.

**All our specific recommendations apply whether you are getting free or paid traffic.**

Your patient's path to booking with you does not end when they arrive at your website **and this is where Referral Suite makes all the difference**. It specifically measures **where they are clicking on your page, what treatments, what downloads, and counts phone number calls**.

If they are NOT taking any action at all, **then your page needs serious work carried out**.

(Point 2 graphic above shows, for example, how many Booked consultations)



#### 4. Did you know that Google penalizes duplicate text?

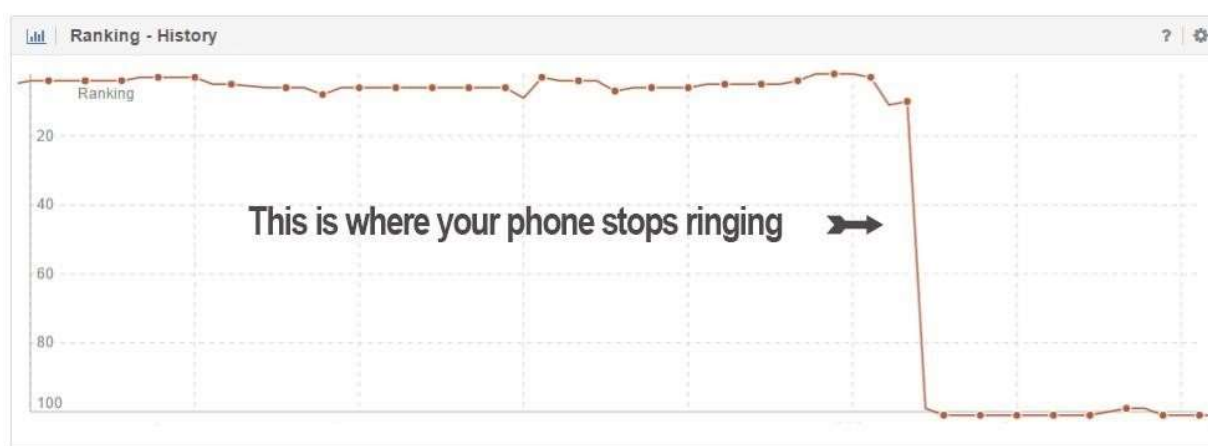
If your content appears on another site, your rankings can drop, and you'll lose enquiries. Referral Suite monitors your content for duplicates and keeps your rankings safe, ensuring you don't lose traffic.

If your text exists on any other web site, Google penalizes you & you lose enquiries, EVEN IF YOU WROTE THE ORIGINAL TEXT. Protect yourself self from this.

**Referral suite automates this process on a regular basis and picks up any duplication that may appear anywhere else on the internet and maintains your rankings.**

Big sites have been hit by this penalty, and still suffer unless they're monitored and fixed. This is what happened when Google's Panda penalty first hit our industry.

The screenshot below shows **what can happen at any time to you.**



You can see the drop in enquiries when Google found duplicate text on the client's website.

**What this means for you is Referral Suite will maintain your good positions in Google by completely avoiding Google's duplicate text penalties.**

It runs regular checks to see if you pass the "no duplication" test, so you don't suffer this drop. You can do all this yourself, but the hard part is finding the time to do this regularly. If it finds your text on any other site, we can swiftly deal with it.

Do not run the risk of your text appearing elsewhere unchecked.

**That can kill your rankings & your traffic overnight.**

## 5. Owning Your Google Maps Rankings.

### Google Maps is where the magic happens.

You should ALWAYS be in the top 3 in “Google Maps” in your town or city for your treatments and you should ALWAYS be outranking the big national operators.

#### Why?

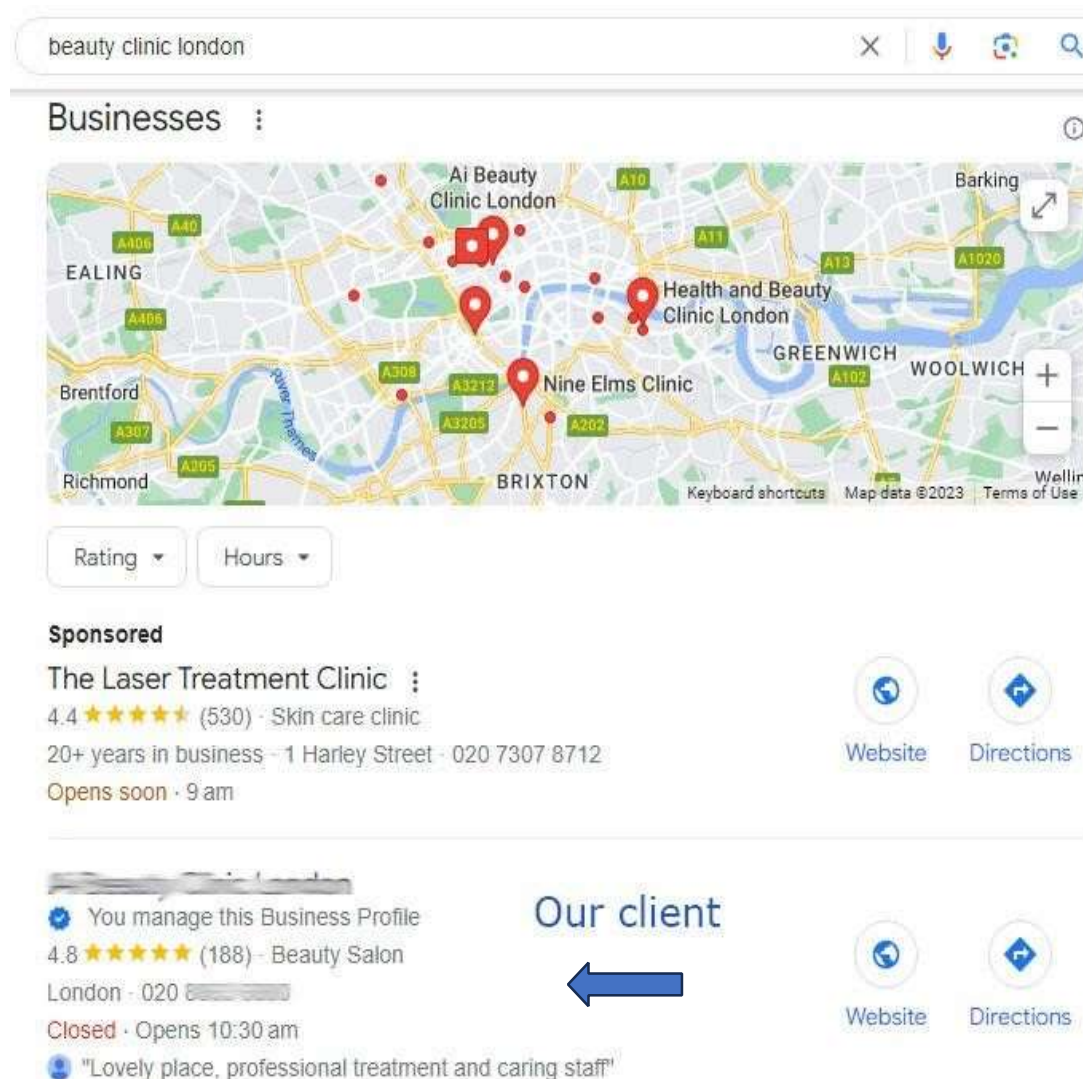
Because of the considerable amount of traffic Google freely gives you.

Google gives **top preference to local operators for town and city searches.**

**Map rankings are more trusted than free organics and paid ads, & are clicked on FAR MORE OFTEN.**

For long-tail words or phrases in your town or city, you should be taking advantage of your preferred status as the local operator. That is what local marketing is all about. You just need everything to be in place for this to happen.

### Here's our client map ranking in London on a search for “beauty clinic London”



And here are the clicks this generates from Google Maps.



The monthly figure of approx. 1200 client contacts are the total of Calls, Bookings and Direction requests. All these requests are a result of the map position we hold for our client here.

### Why a map ranking is so important for you:

- **You are 5 times more likely to get the click than normal rankings** because there is so much more info about you and your clinic.
- **Your phone number is clickable on a mobile** – no need for them to even visit your website.
- **Clients have the choice** of visiting your website, getting a map of walking/ driving directions or calling you directly.
- **A count of all 3 responses** are shown up clearly, as you can see above.
- **Clients trust Google 3-Pack listings more than organic and paid search results combined.**  
You simply HAVE to be in maps to get if you want to increase your sales +50% or more.  
We will discuss this more fully in our webinar.  
You can reserve a free spot today by clicking the link below.

Our maps strategy is further powered up by our “**Local Market Acceleration Program**” which constantly feeds news, info and anything to do with hip or knee replacements, into your social

media and your website.

It is CRITICAL for good internet presence. By using it this way, we are sending signals around the internet that your site is active & to come and visit. Referral Suite helps you stay at the top by sending signals to Google that your site is active and trustworthy.

**If you give care and attention to your site, so will Google.**

### **What these 5 marketing power steps mean for you.**

It's easy to get caught up in the day-to-day of running your practice, but if you work **on** your practice instead of just **in it**, you'll see some amazing results.

This new marketing approach will pinpoint exactly what you could be doing to generate more business in 2025.

Following these 5 power strategies in this report will add AT LEAST 50% to your clinic bookings this year.

### **In conclusion.**

If you are ready to take the next step, & are ready to power up YOUR bookings, book a **1-to-1 free private call** with me here [www.referralsuite.co.uk/book](http://www.referralsuite.co.uk/book)

This will be a confidential call between you and me directly.

Alternatively you can read my posts on Linked in, [here](#).

Together, we will turn your website into a bookings generator for your clinic.

Regards,

Arthur Stoller

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***Author of top selling book "Turn Your Website into a Money Making Machine"  
Reached #1 in Amazon Kindle in 2016***

