



**AIM**  
Athletic Integrative Medicine



**(713) 922-8477**

WEBMASTERSCORP.COM

*Your Digital Partner  
in Medical Marketing*

**AIM PARTNERS WITH WEBMASTERS TO DELIVER  
TARGETED DIGITAL MARKETING TO PRACTICES**

AIM has partnered with Web Masters, a leading medical marketing agency specializing in regenerative medicine, stem cell therapies, peptides, GLP-1 treatments, wound care, aesthetics, pain management, orthopedics, foot and ankle care, hormone optimization, and low-T treatments.

Web Masters brings unparalleled knowledge and professional expertise to help advance our partner medical practices.

Through this partnership, we have secured exclusive, advantageous terms for a suite of essential digital marketing services, all bundled into a single, streamlined plan. We encourage our partners to schedule a meeting with Web Masters to explore whether their proven medical SEO plan is the right fit for your practice and treatments.

*Doug Rainey*





## WEBMASTERS MEDICAL MARKETING

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Established in 1999, Web Masters is a full-service digital marketing agency offering tailored web business solutions, including Custom Website Design, SEO, Google Ads Management, Social Media Marketing, and Video Marketing. With over 20 years of expertise and a proven track record across various industries, we deliver quality, innovation, and measurable results.

Specializing in diverse sectors, including PRP, Cell Therapy, Regenerative Medicine, Semaglutide/Tirzepatide Weight Loss, Peptides, BHRT, Aesthetics, Sexual Wellness, Physical Therapy, and Wound Care, we craft strategies that amplify your online presence and ensure a strong ROI. Partner with Web Masters to enhance your credibility, innovation, and success in the digital space.



**\$2,300/MO AND \$450/MO FOR EACH ADDITIONAL LOCATION**

## SEARCH ENGINE OPTIMIZATION (SEO)

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Our SEO services encompass both technical and content optimization strategies, designed to improve your website's visibility on search engines like Google. This includes:

- **On-Site Optimization:** Advanced HTML, PHP, CSS, and JavaScript code refinements to ensure Google compliance and high performance.
- **Off-Site Optimization:** Link-building strategies that adhere to search engine guidelines, including guest posts, citations, infographics, and outreach campaigns.
- **Content Development:** Monthly creation of keyword-optimized blog articles, service page content, meta tags, and media enhancements (licensed images and videos).
- **Competitive Keyword Analysis:** Reverse-engineering competitor success by analyzing content quality, link-building strategies, site speed, and user behavior metrics.
- **Technical SEO Audits:** CSS compression, JavaScript error fixes, bounce rate reduction, and site speed improvements to ensure optimal Google indexing.
- **Performance Monitoring & Analytics:** Real-time tracking of organic traffic, keyword rankings, conversions, and user behavior. Monthly reports guide our adjustments to maximize results.



## SOCIAL MEDIA MARKETING

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Our approach to social media marketing is designed to establish trust and medical authority, expand your brand's presence, and drive engagement.

### **Social Media Audit and Strategy Development:**

- Conduct a comprehensive audit of existing social media channels to assess performance, audience demographics, and engagement metrics.
- Develop a data-driven social media strategy tailored to your business goals, focusing on audience growth, content engagement, and lead generation.
- Define key performance indicators (KPIs) to measure the effectiveness of campaigns, such as engagement rate, click-through rate (CTR), and conversion rate.

### **Content Planning and Creation:**

- Develop a content calendar aligned with your brand voice and marketing objectives, ensuring consistent posting schedules.
- Create high-quality, visually appealing, and platform-specific content, including graphics, videos, reels, carousels, and stories.
- Optimize content using relevant hashtags, captions, and call-to-actions (CTAs) to maximize reach and engagement.



## VIDEO MARKETING

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Video remains one of the most effective tools to engage audiences and influence decision-making:

- **Quarterly Video Production:** Crafted video commercials tailored to showcase your business offerings and increase your visibility. Produce videos in various formats (e.g., explainer videos, testimonials, product showcases, tutorials, or event highlights) to cater to diverse audience needs and platform requirements.
- **Video Optimization:** Videos are optimized for YouTube, Facebook, and search engines to ensure visibility.
- **Cross-Platform Promotion:** Videos are shared strategically on social platforms and used for targeted ad campaigns.
- **Metadata Optimization:** Optimize video titles, descriptions, and tags with relevant keywords to improve search engine visibility. Incorporate timestamps and closed captions to enhance user experience and accessibility.
- **SEO Integration:** Use keyword-rich scripts and video transcriptions to boost rankings on search engines and improve video discoverability.



## GOOGLE BUSINESS LISTING OPTIMIZATION

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Ensure local customers find you with a fully optimized Google My Business (GMB) profile. If not already claimed, we will set up and verify your GMB profile to establish a credible local presence.

- **Profile Creation/Optimization:** Optimize every aspect of your GMB listing, including business name, address, phone number (NAP), website URL, business hours, services, and categories. Incorporate relevant local and service-based keywords into the business description and posts to boost visibility for local search queries.
- **Citation Packages:** Build credibility through 40+ business citations and map citations for location-based searches. Map citations play a crucial role in enhancing local SEO and ensuring that your business gains visibility among geographically relevant audiences. By integrating map citations into the video marketing strategy, we strengthen your overall digital presence, particularly for location-based searches.
- **Proximity Search Boosting:** Enhance your visibility in "near me" searches to attract local leads.
- **Localized Content Strategy:** Develop and publish blog posts, FAQs, and service pages tailored to the geographic area, incorporating localized keywords to capture audience attention.
- **Regular Updates:** Post updates, promotions, photos, and videos to maintain an active and engaging presence on GMB.



## GOOGLE ADS MANAGEMENT - OPTIONAL ADDON TO PLAN

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Our Google Ads Management service is designed to drive targeted traffic, increase conversions, and maximize your ROI through expertly managed pay-per-click (PPC) campaigns. Handled by certified and highly experienced Google Ads professionals.

- **Campaign Strategy and Setup:** Keyword research and competitor analysis to identify high-value opportunities. Campaign strategies, including search, display, shopping, and remarketing ads.
- **Google Ad Campaign Creation:** Targeted ad campaigns for product searches, lead generation, and service promotions. Professionally written ad copy designed to maximize click-through rates (CTR) and conversions.
- **Performance Optimization:** Continuous keyword adjustments, audience targeting, and budget optimization to maximize cost-effectiveness.
- **Budget Management and Bid Optimization:** Manual and Google's Smart Bidding strategies, including Target ROAS, Maximize Conversions, and Target CPA.



## CUSTOM WEBSITE DESIGN - OPTIONAL ADDON TO PLAN

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A professional, user-friendly website is the backbone of your online success. A user-friendly, visually appealing, and high-performing website is essential for establishing a strong digital presence. Our Responsive Web Design services ensure your website delivers a seamless experience across all devices, while incorporating SEO optimization and actionable content to maximize engagement and conversions.

- **Custom-Built Designs:** Fully responsive websites tailored to your brand identity and goals.
- Revamp Projects:
- **Optimized for SEO:** Built with SEO-friendly structures to support ranking strategies.
- **Platform Expertise:** HTML, PHP, WordPress, Joomla, and other interfaces.
- **Site Revamp:** If your site needs a fresh look, improved performance, and enhanced trust to boost conversions, our revamp option is the perfect solution.



## TIKTOK MARKETING - OPTIONAL ADDON TO PLAN

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Tap into new demographics with engaging, short-form video content. TikTok has rapidly emerged as one of the most influential platforms for businesses looking to engage younger, highly active audiences. Our TikTok Marketing Add-On leverages both organic and paid strategies to maximize brand exposure, engagement, and conversions. This comprehensive approach ensures your business takes full advantage of TikTok's unique opportunities while aligning with broader marketing goals.

- **Content Creation:** Identify trending topics, hashtags, and challenges relevant to your industry. Research competitor content and audience behavior to craft data-driven strategies that align with user interests. Tailor content to seasonal trends, viral moments, and brand-specific campaigns for increased relevance and reach.
- **Backlinks and Embeds:** Share TikTok videos across other platforms (Instagram, Facebook, LinkedIn, and websites) for additional visibility and SEO benefits. Embed videos on blogs, service pages, and other digital assets to drive traffic and engagement beyond the platform.
- **Paid TikTok Campaigns:** Paid advertising campaigns to drive traction and ensure guaranteed impressions for your channel.