



How Orthopedic Surgeons Grow Their Practice

with Digital Marketing & AI

More Patients. More Revenue. More Clarity.



We're webmarkets®

Experts in Medical Practice Growth

Marketing without a strategy is just guessing. We work with you to develop a custom, data-backed marketing plan that aligns with your goals, market, and patient demographics. From brand positioning and messaging to budget allocation and campaign execution, we ensure every dollar spent moves your practice forward and attracts more patients.

About Our Company

WebMarkets, founded in 2011, is a leading healthcare marketing agency. Offering a full suite of services, we specialize in high-ROI digital strategies for private medical practices, hospitals, and healthcare brands.

A Customized Approach For Every Practice

We are not a one-size-fits-all marketing agency. Every orthopedic practice is different, which is why we take a customized approach to digital strategy, aligning our marketing efforts with your company goals.

It's All About ROI... (and AI)

What sets us apart is our commitment to data-driven decision-making and AI-powered optimization. By leveraging our strategies to improve efficiency, we work to lower acquisition costs and maximize ROI.

Trusted By

Dr. Slade
UROLOGY

 WEST IDAHO
ORTHOPEDICS &
SPORTS MEDICINE

 **IDIO**
INDEPENDENT DOCTORS OF IDAHO

 treasure valley
hospital

 **GUSTAVEL**
• ORTHOPEDICS •

+ dozens more



How We Grow Orthopedic Practices

Growing an orthopedic practice in today's competitive landscape requires more than just referrals and word-of-mouth. Patients are searching online, comparing options, and expecting seamless digital experiences. Our approach isn't about quick wins—it's about building a scalable, long-term patient acquisition system that continuously drives growth.

Your Website: The Foundation of Growth

A high-performing practice starts with a high-converting website. We design websites that don't just look great—they actively turn visitors into patients.

Driving Patients to Your Website

Even the best website won't drive growth without a strategic marketing engine behind it. Our multi-channel approach ensures your website is continuously fed with patients looking for care.

Tracking Data and Optimizing

Marketing without data is guesswork. We track every interaction, conversion, and patient journey to refine and optimize our strategies in real-time.

AI-Powered Applications: Smarter Growth, Lower Costs

We build custom AI-powered applications that help orthopedic practices operate more efficiently and profitably. Our AI solutions range from helping streamline your new patient insights, to building forecasting tools that enhance clarity.

Awareness



Engagement



Conversion



Loyalty



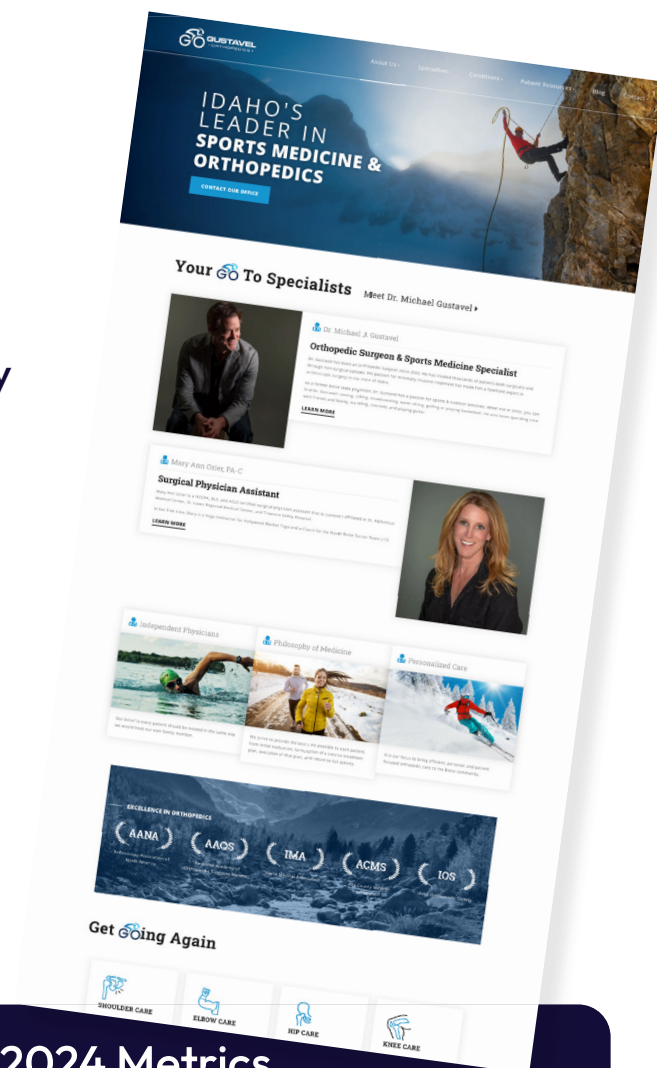
Gustavel Orthopedics

Premier Sports Medicine & Orthopedic Surgery

📍 BOISE, ID | CLIENT SINCE: 2020

Gustavel Orthopedics is a highly respected sports medicine practice. Despite a strong reputation, they lacked high Google rankings, an optimized website, and a data-driven digital strategy, which meant potential patients were struggling to find and schedule with them.

Their goal was clear: Increase online visibility, drive more patient inquiries, and establish a consistent, scalable digital patient acquisition strategy.



THE RESULTS

#1 Google Ranking For

- 📈 Q | Orthopedic Surgeon Boise
- 📈 Q | ACL Surgeon Boise
- 📈 Q | Knee Surgeon Boise

+ 68 More 1-3 Rankings

2024 Metrics

2.98M
Organic
Google Impressions

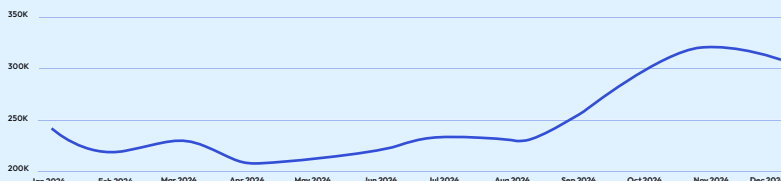
★ **16.18%**
Google Ads
Conversion Rate
(3.36% Industry Average)⁽¹⁾

3.1K
Google Business
Profile Calls

63K
Website Sessions

SEO Impressions

2.98 Million Total Organic Impressions on Google



“WebMarkets does a great job in marketing our practice and keeping us relevant in today's market.”

— Cindy, Practice Manager



(1) <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>



Dr. Slade

UROLOGY

Dr. Slade

Leading Urology Specialist

📍 BOISE, ID | CLIENT SINCE: 2023

Dr. Slade was making the transition from a hospital-employed physician to an **independent urology practice owner**. Like many specialists going independent, he **faced zero brand awareness, no online presence, and no patient acquisition system** outside of hospital referrals.

To succeed, he needed to establish his practice online, attract new patients, and compete with established urology groups.

THE RESULTS

#1 Google Ranking For

- 📈 Q | Prostatitis Treatment Boise
 - 📈 Q | BPH Surgeon Boise
 - 📈 Q | Male Urinary Symptoms Boise
- + 33 More 1-3 Rankings

2024 Metrics

264K

Organic Google Impressions

569

Website Conversions

★ **10.43%**

Google Ads Conversion Rate
(3.36% Industry Average)²

15.6K

Website Sessions

SEO Impressions

264K Total Organic Impressions on Google



"I've enjoyed the expertise and professionalism of the WebMarkets team, they have been a critical component of launching my business."

— Dr. Slade

Dr. Slade
UROLOGY

Hear From Our Clients

We have consistently delivered results across the healthcare industry - don't take our word for it, hear from some of our clients:



"WebMarkets has brought our digital telehealth platform all the way from concept through launch and commercialization. They have built us a website with an adaptive logic clinical intake capable of assisting physicians with diagnosis; collaborated with our medical director on dozens of DTC and B2B blogs to maximize our SEO; built out an e-commerce platform that captures our monetization; and customized our CRM. Our account manager, Derrick, has become an invaluable member of our team, and we confer almost daily."

Dr. Douglas Krohn, Founder
Konk Sleep

"Kris, Stephanie and Amber are awesome to work with. They've done an excellent job with our SEO management, cleaning up old sites and helping to customize our providers' sites the way they envision them. They're a great company and even better people to work with."

Lisa Jack - Practice Administrator
Capital Surgical Associates

"Working with Tanner and WebMarkets Digital Marketing has been the best experience. Talent, enthusiasm, quality, rapid responses to questions, and follow through. Totally recommended!!"

Dr. Joel Kahn, Healthy Heart Doc

"We have been working together for 3.5 years and my trust in this company has expanded yearly. My return on investment has been much more clear. What I thought was a risky investment, turned out to be the easiest, highest return of interest than any other investment I have."

Dr. Timothy Johans, Neurosurgeon

"We have tried several smaller scale operations. We are so impressed with WebMarkets Medical! Just as when we called another provider to find out about their experience with WMM, we have consistently had great communication, organization, follow-through and expertise. They are definitely helping our practice with what they do best and are head and shoulders above their peers."

Dr. Emmet Kenney
St. Sophie's Psychiatric Center



150+ Google Reviews



5.0 average rating

“We have had the opportunity of working with Joe and Kris at WebMarkets as they have helped us navigate the maze of getting our website up and understand web marketing for our new healthcare provider network. They have been so informative, understanding, and mainly patient as they have taken us through this process.”

Dr. Jeffrey Hessing, Founder
Independent Doctors of Idaho

“The WebMarkets team made the process of getting the right content on the web in a format that resonates with our customers. They are accessible, responsive, professional, transparent and provide quality services.”

Suturegard Medical



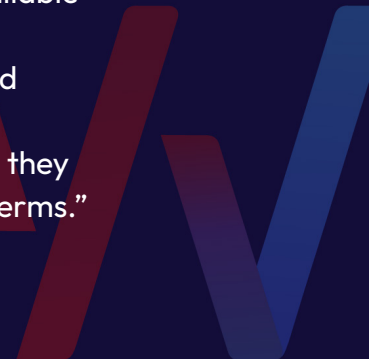
“I have worked successfully with WebMarkets on several medical focused digital and marketing initiatives. They offer a variety of services, essentially a one stop shop, with great project management support and flexibility to work with our internal teams. I would highly recommend them.”

Dr. Azam Anwar
CLn Skincare



“WebMarkets has been fantastic for my practice! It is so helpful to have so many hard working, very talented staff members available to help my practice grow through website building, marketing and SEO (because God knows I usually have no idea what they’re talking about). I really appreciate the time they take to discuss ideas with me in layman’s terms.”

Dr. Patrick Cole
Boise Plastic Surgery



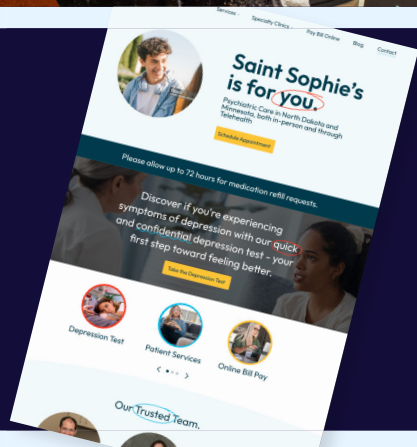


WebMarkets Services



Marketing Strategy – A Data-Driven Plan for Growth

Marketing without a strategy is just guessing. We work with you to develop a custom, data-backed marketing plan that aligns with your goals, market, and patient population. From brand positioning and messaging to budget allocation and campaign execution, we ensure every dollar spent moves your practice forward and attract patients.



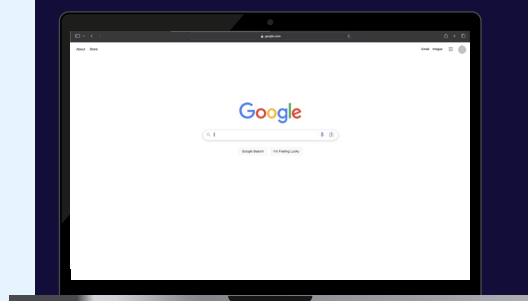
Medical Website Design

Your website is your practice's first impression—it needs to look great, load fast, and convert visitors into patients. We build custom, mobile-friendly, and SEO-optimized websites that make it easy for patients to find you, learn about your services, and book an appointment in just a few clicks.



Digital and Social Media Advertising

Stop wasting money on ads that don't work. We create highly targeted digital ad campaigns on Google, Facebook, and Instagram to bring in qualified patients who are actively searching for care. Every ad is optimized for maximum ROI, ensuring you get more leads at a lower cost.



Search Engine Optimization (SEO)

When patients search for an orthopedic surgeon, your practice should be the first they see. Our SEO strategies help you rank higher on Google, making it easier for patients to find you online. We optimize your website, create valuable content, and manage your Google Business Profile to improve your local and national search rankings.



Social Media Management

Your potential patients are already on social media—we help you engage with them and build trust. Our team creates and manages professional, branded content across platforms like Facebook, Instagram, and LinkedIn, ensuring your practice stays top of mind for new and existing patients.



Analytics and Forecasting

We track everything so you don't have to. From website visits to booked appointments, we provide real-time insights into what's working and what needs improvement. Our custom dashboards and AI-driven forecasting help you make data-backed decisions that lower marketing costs and increase revenue.



AI-Powered Applications

Artificial intelligence isn't the future—it's happening now. We build custom AI solutions that help automate patient engagement, improve lead follow-up, and optimize marketing performance. Our AI solutions range from helping streamline your new patient insights, to building forecasting tools that enhance clarity.



Short-Form & Production Video

Patients trust what they can see. We produce high-quality, professional videos that showcase your expertise and build credibility. Whether it's short-form social media content, patient testimonials, or full-scale production videos, we help you create engaging content that drives patient conversions.



Marketing Flyers & Print Materials

Digital marketing is powerful, but print materials still play a critical role in patient engagement. We design high-quality brochures, flyers, referral cards, and direct mail campaigns that educate, build trust, and drive appointments. Whether you need materials for your office, physician referrals, or community outreach, we create print collateral that converts.



Managed AI

For Orthopedic Practices

AI empowers orthopedic clinics by automating administrative tasks, streamlining patient communications, and personalizing digital marketing. From smarter scheduling and intake to targeted campaigns that attract the right patients, AI helps your practice run efficiently, scale at your preferred rate, and deliver an enhanced patient experience.

AI SEO Content Creation

Detail Article Creation
90% Accuracy Score
10x Production Speed
Speed to Market on
Generative AI Overview +
ChatGPT Index
Cost Savings + ROI Expansion

Results

Reduced average content
production time from up to
5 hours to 50 minutes per
article (10x faster)

Client content featured in
Google's AI Overview **25+**
times in 3 months, boosting
website clicks.

AI Media Image Generation

AI Visual Content
Management
Create hundreds of images in
minutes
100x Production Efficiency
Brand Differentiation
Cost Savings & ROI Expansion

Results

Generated up to **50 ad
variations per campaign**
(versus 2), improving **click-
through rates by 36%**

Up to 20+ hours saved per
campaign videography and
photography sessions.

Managed AI AI Operations

Precise Prompt Training
Eliminate Redundant
Administrative Tasks
Streamline Admin Operations
Alleviate Staff & Physician
Burnout
Decrease Admin Labor Costs

Results

Resolve customer support
issues **up to 15% faster** on
average

Increased **lead generation
systems by up to 50%** with
digital automation

Higher Efficiency, Lower Burnout

Benefits for clinics include:

- Up to 30–70% reduction in time spent on low-value tasks.
- Fewer staffing requirements for repetitive workflows.
- Improved patient satisfaction due to faster response times and fewer delays.
- More time for patient care, reducing clinician burnout.

Smarter Systems. Stronger Practice.

webmarkets.ai solutions to
streamline your clinic and grow
your preferred patient base.

AI Strategy & Consulting for Healthcare Systems



**Schedule
Your Session**

**Integrate Local LLM Systems
That Allow You to Leverage
Generative AI While Protecting
Your Sensitive Data.**

Is Your Healthcare System Leveraging AI to Its Full Potential?

AI is revolutionizing healthcare, yet most organizations struggle to implement it effectively. Without a clear strategy, AI adoption can lead to wasted resources, inefficiencies, and security risks.

We help healthcare systems integrate AI the right way— with a clear, scalable roadmap that reduces costs, automates workflows, and improves patient outcomes.

- ✓ **AI Strategy & Implementation**
Custom AI roadmap tailored to your healthcare system.
- ✓ **Workflow Automation**
Reduce admin burden & improve efficiency with AI-driven automation.
- ✓ **Predictive Analytics**
Use AI to forecast what comes next & optimize resource allocation.
- ✓ **AI Training & Leadership Workshops**
Empower your team with AI education & best practices.
- ✓ **Security & Compliance**
Ensure AI implementation meets HIPAA & regulatory standards.

Why Work With Us?

Kris Lloyd is the founder of WebMarkets, a healthcare focused marketing agency, and WebMarkets AI, an AI consulting and software development company. Kris specializes in delivering results for clients and bridging the gap between business and AI for the future of healthcare.

 Meet
Kris Lloyd

AI is about transforming healthcare for better efficiency, profitability, and patient care.



Leader in
AI-Driven
Healthcare
Innovation



**Bring AI into your healthcare system.
Let's talk AI strategy.**

Your Trusted Partner in Healthcare Marketing.



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