

Patients and Referring Physicians Search With Different Intent

One ASC. Two audiences.
Different search journeys.



Different Audiences. Different Intent.



Patients search to make decisions for themselves.



Referring physicians search to make decisions for their patients.

Your ASC content should reflect that difference.

What Patients Want to Find



UNDERSTAND
Procedure information



REASSURE
Patient experience



PREPARE
What to expect



ACT
Next steps

Patient Journey:

Search → Learn → Trust → Enquire

What Referring Physicians Want to Find



EVALUATE
ASC capabilities



ASSESS
Clinical fit



VERIFY
Referral information



REFER
Next steps

Physician Journey:

Search → Evaluate → Trust → Refer

Different Intent. Different Content.

PATIENTS



Educate



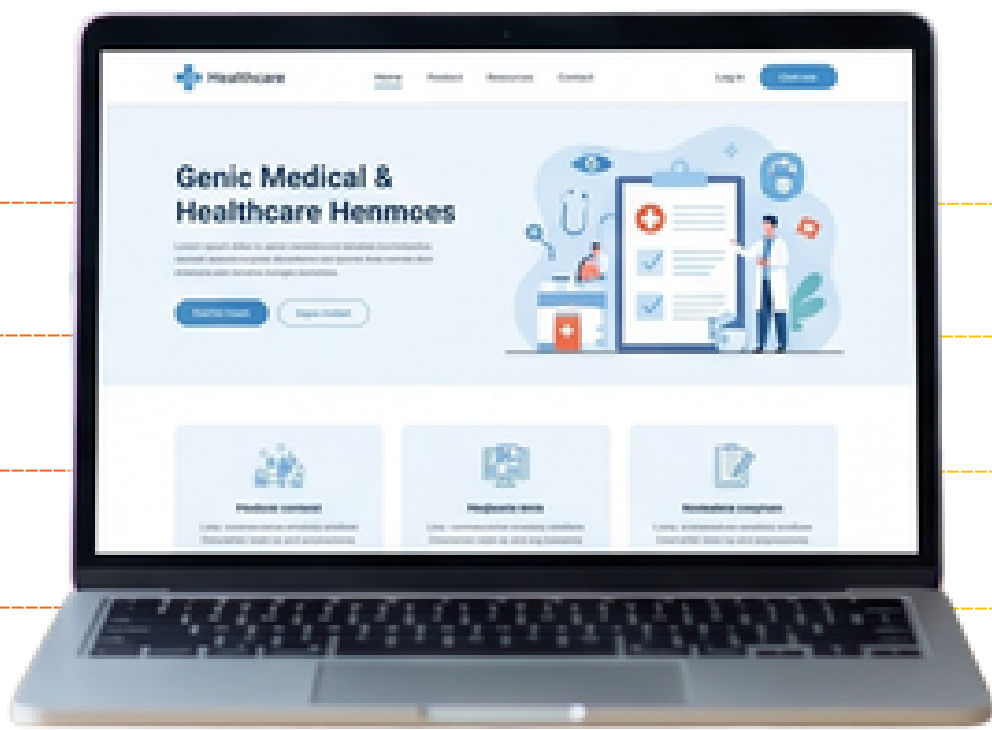
Reassure



Guide



Convert



REFERRING PHYSICIANS



Inform



Establish Credibility



Build Confidence



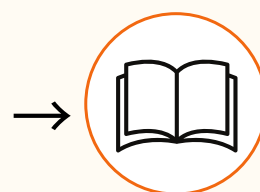
Generate Referrals

Different intent requires different content.

One Website. Two Content Journeys.



Search



Learn



Trust



Enquire



Search



Evaluate



Trust



Refer

The destination may be the same. The journey is not.

Build Content Around Intent, Not Just Keywords.



Audience



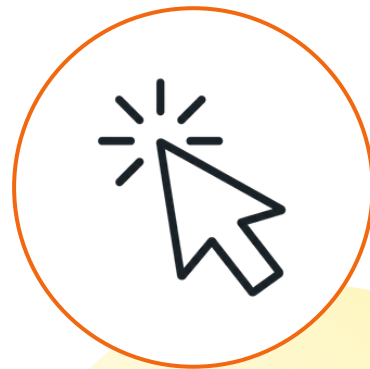
Intent



Questions



Content



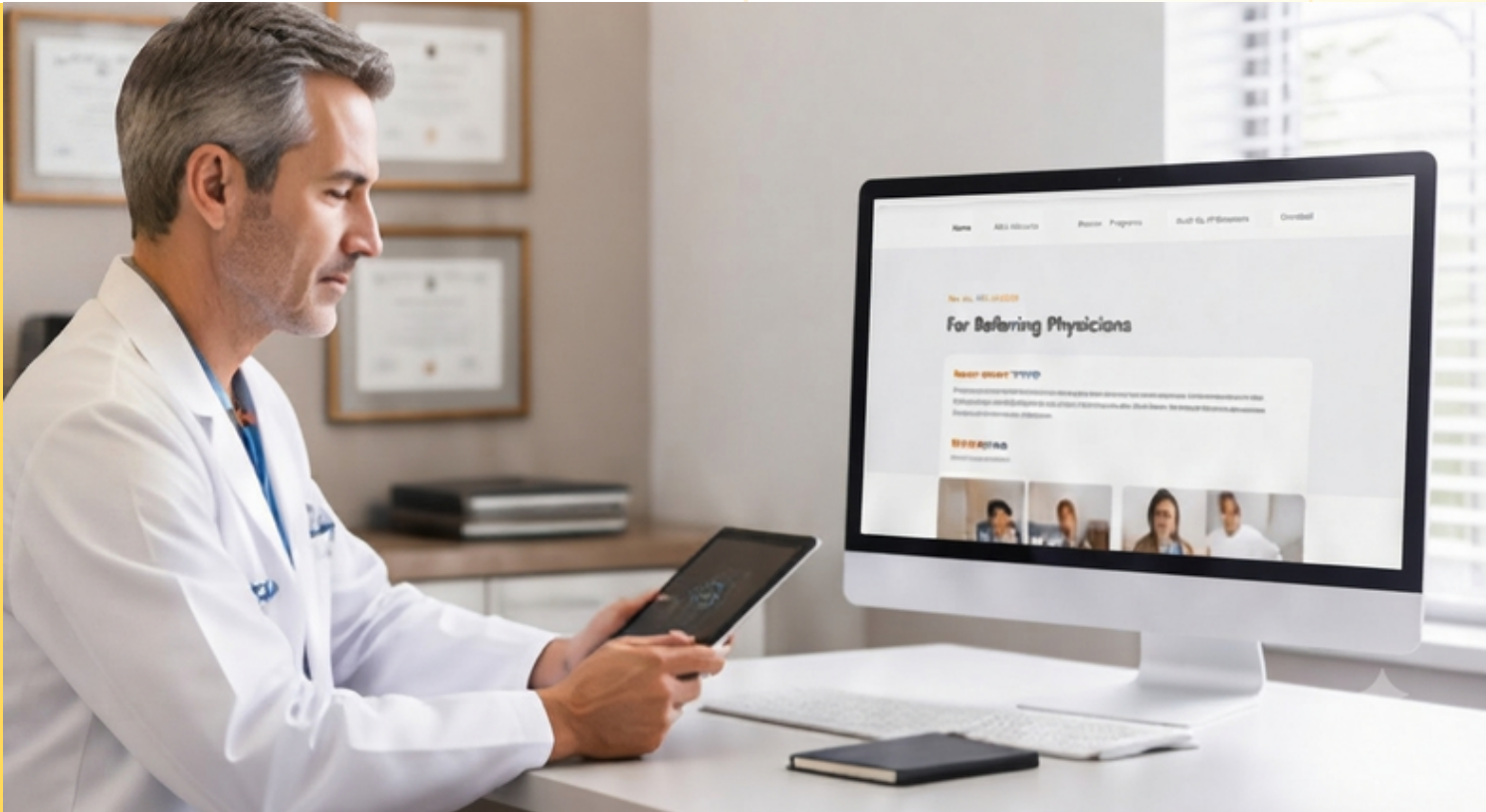
Action

SVB builds audience-specific content strategies for ASC providers.

Different Intent. Different Content. Better Journeys.

Patients need confidence.
Referring physicians need clarity.

Your ASC website should speak to both.



SVB Digital Marketing Services

Build content around the audiences you want to reach.



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