Internet Marketing
Your Dental Practice

Turning Prospects into Patients

Mark Abrams – Internet Marketing Specialist

Email: Mark@AdvancedMediaWebs.com
Web: http://www.AdvancedMediaWebs.com
Today’s Presentation

1. Internet Marketing
2. Effective Web Design
3. Search Engine Marketing
4. Web Analytics – Measuring Success
5. Buyer Beware
Part I - Internet Marketing

Internet Marketing is:

- The Present and Future in Practice Marketing
- The Public Face of Your Practice
- About Converting Prospects into Leads
- About Maximizing ROI – Time & Money

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Know your Internet Audience

Web Searchers are Hunters:

- They Know What They Seek and Filter Out
- The Search Ends – When Their Information Request is Satisfied.
- Rarely does a Search go Beyond the 3\textsuperscript{rd} Search Engine Results Page (SERP)
The USA Internet Audience Profile

81% of U.S. Adults are Online

- Average 14 Hours per Week
- Internet is Their Primary Health Info Resource
- 90% use Search Engines – Google, Yahoo, AOL
- 84% Never Make it Beyond Page 2 SERP
- 65% Never Click on Paid or Sponsored Advertisements

Sources: Harris Poll 2008
Demographics of Internet Users

<table>
<thead>
<tr>
<th></th>
<th>Male v. Female</th>
<th>50/50</th>
</tr>
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</table>

### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 29</td>
<td>87%</td>
<td>83%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>83%</td>
<td>64%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>$30,000 - $49,999</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>More than $75,000</td>
<td>93%</td>
<td>93%</td>
</tr>
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</table>

### Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Some College</td>
<td>61%</td>
<td>61%</td>
</tr>
<tr>
<td>College+</td>
<td>91%</td>
<td>91%</td>
</tr>
</tbody>
</table>


- Age
- Income
- Education

Your prospects are here!
# Top 10 U.S. Search Engines

<table>
<thead>
<tr>
<th>Provider</th>
<th>September 2007</th>
<th></th>
<th></th>
<th>July 2008</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Searches (000)</td>
<td>%</td>
<td></td>
<td>Searches (000)</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Google</td>
<td>3,994,158</td>
<td>54.0</td>
<td></td>
<td>4,812,974</td>
<td>60.2</td>
<td></td>
</tr>
<tr>
<td>Yahoo</td>
<td>1,443,244</td>
<td>19.5</td>
<td></td>
<td>1,393,723</td>
<td>17.4</td>
<td></td>
</tr>
<tr>
<td>MSN</td>
<td>890,685</td>
<td>12.0</td>
<td></td>
<td>951,882</td>
<td>11.9</td>
<td></td>
</tr>
<tr>
<td>AOL</td>
<td>444,493</td>
<td>6.0</td>
<td></td>
<td>369,611</td>
<td>4.6</td>
<td></td>
</tr>
<tr>
<td>Ask.com</td>
<td>158,969</td>
<td>2.2</td>
<td></td>
<td>162,337</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>My Web Search</td>
<td>61,911</td>
<td>0.8</td>
<td></td>
<td>43,085</td>
<td>0.6</td>
<td></td>
</tr>
<tr>
<td>Comcast</td>
<td>38,926</td>
<td>0.5</td>
<td></td>
<td>45,511</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>BellSouth</td>
<td>35,740</td>
<td>0.5</td>
<td></td>
<td>insignificant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SBC Yellow Pages</td>
<td>29,424</td>
<td>0.4</td>
<td></td>
<td>insignificant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MyWay</td>
<td>26,750</td>
<td>0.4</td>
<td></td>
<td>insignificant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>268,779</td>
<td>3.6</td>
<td></td>
<td>217,833</td>
<td>2.8</td>
<td></td>
</tr>
<tr>
<td><strong>All searches</strong></td>
<td><strong>7,393,079</strong></td>
<td><strong>100.0</strong></td>
<td></td>
<td><strong>7,996,956</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Nielsen Ratings 2007 & 2008

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Advertisement Channels

The Changing Face of Marketing

Broadcast Advertisement – Chance Driven
  • TV, Radio, Newspaper, Direct Marketing
  • Relies on Impulse Buyers or Timing
  • Information Bites - One-time Messages

Search Engine Advertisement - Goal Driven
  • Website, Blogs, Social Networks
  • Relies on Being Found – SEO is Key
  • Information Access is 7 / 24 / 365
    • – Full Multi-media

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The Secrets to Internet Success
Visibility, Branding & Usability

◦ Be Found

◦ Be Accepted

◦ Be Easy to Use

◦ Be Information Rich
Search Engines – SERP Anatomy

Search Sting

Stats

Paid Advertisements

Organic, Free, Trusted
How Do We Know What People Look For?

Google Keywords provides 100+ top Keyword Search Terms
Search Trends

Drill Down by State

Top 10 Cities by Search Volume

<table>
<thead>
<tr>
<th>Subregions</th>
<th>Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Arizona, United States</td>
<td>1. Phoenix, AZ, USA</td>
</tr>
<tr>
<td>2. Minnesota, United States</td>
<td>2. Minneapolis, MN, USA</td>
</tr>
<tr>
<td>3. Washington, United States</td>
<td>3. Boston, MA, USA</td>
</tr>
<tr>
<td>4. North Carolina, United States</td>
<td>4. Seattle, WA, USA</td>
</tr>
<tr>
<td>5. Massachusetts, United States</td>
<td>5. Denver, CO, USA</td>
</tr>
<tr>
<td>6. Wisconsin, United States</td>
<td>6. Dallas, TX, USA</td>
</tr>
<tr>
<td>7. Colorado, United States</td>
<td>7. Philadelphia, PA, USA</td>
</tr>
<tr>
<td>8. District of Columbia, United States</td>
<td>8. Washington, DC, USA</td>
</tr>
<tr>
<td>9. Maryland, United States</td>
<td>9. Houston, TX, USA</td>
</tr>
<tr>
<td>10. Utah, United States</td>
<td>10. Austin, TX, USA</td>
</tr>
</tbody>
</table>
The Process Funnel

**SERP to Patient Conversion**

1. Searcher Seeks Provider or Procedure Info
2. Keyword Search - Using Search Engine
3. SERP is Reviewed
4. Click Links to Websites or Generate another SERP

A. Website is Accepted or Rejected in Seconds

B. Information is Explored

C. Prospect $\rightarrow$ Lead, if Contact is Made

D. Lead $\rightarrow$ Patient, if They Come into Office

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Sounds good but does it Work?

We tried everything after opening our new practice, including a half page in the Yellow Pages, TV, and newspaper ads, as well as a professionally built Website. These methods were no longer working.

Our Website was rebuilt and optimized. The results are that the phone is ringing and patients are booking appointments. Our new Website and Internet marketing has produced more new patients for our practice than all other advertising methods combined and at a fraction of the cost.

– Dr. David Brother, DMD, Smiles by Design
Internet Visitors

Success Secret #1 - Be Found
You Must be Located within the Top Two SERPs

- Page 1 Listings average 48% of the Clicks
- Page 2 Listings average 36% of the Clicks
- The #1, Listing averages 25% of the Clicks on the Page

- Having a position in the top 10 results is like being on Main Street.

Source: David Viney – The SEO Expert
Search: 

**dentist lexington ma**  
Competitor Links: **79,600**
Smiles by Design  

Search: **dentist lexington ma**  
Competitor Links: 278,000

In 1 Year Competition Surges 250%

Google Search Results:

**Local Results**
- Smiles by Design
- Michael R. Coppe DMD
- Concord & Lexington Associates
- Freedman Jeffrey DMD
- Lexington Dental Associates
- Lexington Prosthodontics
- Hadar Dental
- Hanlon-Rogers Mary Jane DDS
- Boston Family Dental
- Rosenberg Fawn DDS

**Organic Results**
- Dentists in Lexington, MA
- Cosmetic Veneers, Crowns & Implants

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Be Found for Multiple Keywords

Search: **sedation dentist lexington ma**
Search: smile makeover lexington ma

Double Indented Listing

200% increase in clicks
New Sites can Rank Well

Search: greenwich ct dental implants

- New Practice online
  - Less than 1 month

Double indented
- 200% increase in clicks
Part 2 - Effective Web Design

Website Fundamentals

- Branding - 2 Seconds
- Ease of Use - Keep it Simple (Navigation, Format)
- Educate your Prospect with the Info They Seek
  – or They will Look Elsewhere
- Distinguish your Practice
- Provide a Reason to Contact your Practice
Web Sites to Review

Dental Practices

- Dr. Brother of Lexington, MA
- Dr. Cohen of Greenwich, CT

Focus

- Not Just for New Patients
- Consistent Answers to FAQs
- Frees up Doctor and Staff
Simplicity

Navigation

Distinguish

Reasons to Contact

20 sec video:
- state of the art facility
- smile makeover procedure

Office pictures:
- demystify the environment and reduce fear.
Information Rich

• Easy to find
• Easy to read
• Patient focused
• Easy to understand
• Organized by subject
• Presented with supporting visuals

Porcelain Veneers Information

Porcelain Veneers

First developed as recently as 1983, small wafers of porcelain ceramic, smaller than a nail on a pinkie finger, are bonded to the front surfaces of teeth. The teeth have been minimally reduced to receive them so as to ensure that the final result will look natural in color without bulkiness. "Porcelain (laminate) veneers are potentially the most attractive, most highly compatible with gum health, restoration dentistry has produced," says Dr. Brother. Teeth that have been shortened through wearing and chipping, turned, uneven, have spaces between them, and/or are discolored, are all potential candidates for porcelain veneers. Moreover, the nature of porcelain is such that year after year porcelain retains its lustrous glaze making them possibly the longest lasting and most conservative restoration dentistry has to offer. Most often treatment is accomplished in two visits over a two to three week period.

When Are Porcelain Veneers the Best Choice for You

When your teeth need improvement in alignment (straightening) especially if there are issues of color (not bright or white enough). If your teeth are not heavily filled, especially if the existing fillings are small and most of the tooth's enamel is still present on the teeth. When you feel orthodontic correction of tooth alignment does not fit your life style.
Not All Professional Sites Work

Professional Built – Missed the Mark on Marketing
Online 1 Year / SEO Services = No Patients

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Success Requires Effective Presentation

Information Rich
- Patient focused
- Easy to find
- Easy to read
- Easy to understand
- Organized by subject
- Supporting visuals

Online 3 weeks – New patients are booking appointments.

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How Effective is a Website?

They Didn’t Want Me to Tell You

- New Patients are Coming in from Other States
- Traveling up to 140 Miles
- It Costs a Fraction of Traditional Marketing
- Works even Better in a Down Economy
Part 3 - Search Engine Marketing

Search Engine Optimization (SEO)

- Understanding how search engines work, what people search for, and optimizing a Website to position it as close to the top of the SERPs as possible.
- Free Clicks, Natural or Organic Listing, Trusted

Pay Per Click – Advertisement (PPC)

- Promoting Websites by increasing their visibility in SERPs via bidding for page position.
- You Pay for Every Click to Your Site
SERPs – Organic & Paid Listings

Pay Per Click

SEO for Top Organic Positions
SEO – Getting to the Top

Search Engine Optimization (SEO)

- Methods
  - On Page – Content
  - Inbound Links to Page

- Search Engine Ranking Formulas
  - Change Frequently – Even Daily
  - Cause Page Position to Change

SEO Maintenance Requires Constant Attention
SEO Methods (Google, Yahoo, MSN)

White Hat SEO

- Approved Methods
- Make Sure You Do IT Right

Black Hat SEO

- Unaccepted Methods
- Will Get you Delisted
Pay Per Click – Advertisement

- Mini Advertisements with Link to Website
- 3 Lines of Text on the SERPs
- 10 – 15 words – Very Limited
- 35% of Web Searchers Click Ads
- Cost 20¢ to over $20 per Click
- Display Ads Regionally or Nationally
- Test Keywords before SEO
Pay Per Click - Ad Preview Tool

Specify Geographic Location and Test Ad without Incurring a Cost

- Paid Advertisements
- Geographically Displayed

Page Fold – Above this Line is Visible Before Scrolling
Pay Per Click – Landing Page

Matched Pay Per Click Ad Promise

Reasons to Contact
- Benefits Summary
- Distinguish Services - Lab
- Pictures of Work

Strong Call To Action
- Call for a Free Consultation

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Part 4: Analytics – Measuring Success

Powerful - Easy to Understand – Free

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Most Viewed Content – by Page
Traffic Sources by Search Engine

Traffic Sources Overview

- 7.24% Direct Traffic
- 14.14% Referring Sites
- 78.62% Search Engines

All traffic sources sent a total of 304 visits

Top Traffic Sources

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>google (org)</td>
<td>150</td>
<td>49.34%</td>
</tr>
<tr>
<td>prnews (org)</td>
<td>40</td>
<td>13.02%</td>
</tr>
<tr>
<td>yahoo (org)</td>
<td>28</td>
<td>9.21%</td>
</tr>
<tr>
<td>(direct) (no ref)</td>
<td>22</td>
<td>7.24%</td>
</tr>
<tr>
<td>nsn (org)</td>
<td>5</td>
<td>1.64%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Visits</th>
<th>% visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>smiles by design</td>
<td>13</td>
<td>4.44%</td>
</tr>
<tr>
<td>drunk</td>
<td>48</td>
<td>1.58%</td>
</tr>
<tr>
<td>sided1</td>
<td>10</td>
<td>4.18%</td>
</tr>
<tr>
<td>periodontal treatment</td>
<td>8</td>
<td>3.35%</td>
</tr>
<tr>
<td>dentures</td>
<td>4</td>
<td>1.67%</td>
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</table>

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Visitor Geography
Part 5 - Buyer Beware

Many Service Providers

◦ Not all Providers Can Deliver a High ROI
◦ Do Not Buy a Template – Unique Content is Key
◦ Focus on New Patients – Not Clicks
◦ Get References

Amateur Sites More Prone to Low ROI

◦ Lack Business & SEO Marketing Fundamentals
◦ An Unprofessional Website Can Hurt Your Image and Turn Away New Patients
Be Cautious

SEO Solicitors and Claims

◦ “We can put your site at the top of a search engines listings. If this is something you might be interested in, send me a reply with the web addresses you want to promote and the best way to contact you with some options.” - email

◦ They Can & Do – For a While
◦ Many Sub-contract to Offshore Firms
◦ Black Hat Methods are Rampant to Achieve Results
◦ Damage is Difficult to Clean Up & May be Permanent
◦ Get References from Trusted Sources
Be Skeptical

Web Directories Typically Produce Poor Results

- 70 – 80% Exit to Google, Yahoo, MSN
- Web Directories Require Scroll-down Searching
- Paid Listing (from Other Areas) get Top Billing
- Some Require Searchers to Register
- Listings are Information Poor
- Too many Competing Directories

Google Local provides Free Directory Listing
Internet Marketing - Recap

Successful Internet Marketing Requires You To:

- Be Found on Page 1 or 2 of Google
- Have Acceptable Web Branding
- Have a Site that is Easy to Use
- Provide the Information People Seek
- Convert Prospects into Patients

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