



Internet Marketing Your Dental Practice



Turning Prospects into Patients

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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



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 3rd
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

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Demographics of Internet Users

Male v. Female	50/50
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Age

18 – 29	87%
30 – 39	83%
50 – 64	64%

Household Income

Less than \$30,000	34%
\$30,000 - \$49,999	69%
\$50,000 - \$74,999	82%
More than \$75,000	93%

Education

Less than High School	40%
Some College	61%
College+	91%

Sources: 1) Pew Internet & American Life Project 3/2007, 2) Nielsen Ratings 2007 & 2008

- Age
- Income
- Education

Your prospects are here!



Top 10 U.S. Search Engines

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

Source: Nielsen Ratings 2007 & 2008

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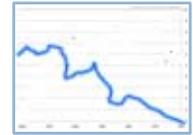


Advertisement Channels

The Changing Face of Marketing

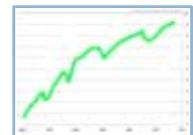
Broadcast Advertisement – Chance Driven

- 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





Internet Marketing Works

The Secrets to Internet Success

Visibility, Branding & Usability

- Be Found
- Be Accepted
- Be Easy to Use
- Be Information Rich

Search Engines – SERP Anatomy

The image shows a Google search results page for the query "dentist". The search bar contains "dentist" and the search button is visible. The page is annotated with several callouts:

- Search Sting:** A red oval highlights the search bar containing the text "dentist".
- Stats:** A yellow speech bubble points to the text "Results 1 - 10 of about 6,820,000 for dentist [definition]. (0.18 seconds)".
- Paid Advertisements:** A blue speech bubble points to the sponsored links section, which includes advertisements for "Lynnfield Dental", "Watertown Dentist", "Dentist Boston", "Dental Arts of Boston", "Local Family Dentist", "Moody Street Dental", and "Find A Dentist".
- Organic, Free, Trusted:** A blue speech bubble points to the organic search results section, which includes links for "Dentists", "Dentistry - Wikipedia, the free encyclopedia", "Dentist Directory", "How to Choose a Dentist - Consumer Guide to Dentistry", "Find a Dentist Near You", "Find a Pre-Screened Dentist Near You - 1-800-DENTIST®", "Dental Care | Dental Health | Dentistry products at Dentist.net", and "Going to the Dentist".



How Do We Know What People Look For?

Google AdWords It's All About Results™

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to generate ideas based on descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

How would you like to generate keyword ideas?

- Descriptive words or phrases (e.g. green tea)
- Website content (e.g. www.example.com/products/93)

Enter one keyword or phrase per line:

dentist

Use synonyms

[Filter my results](#)

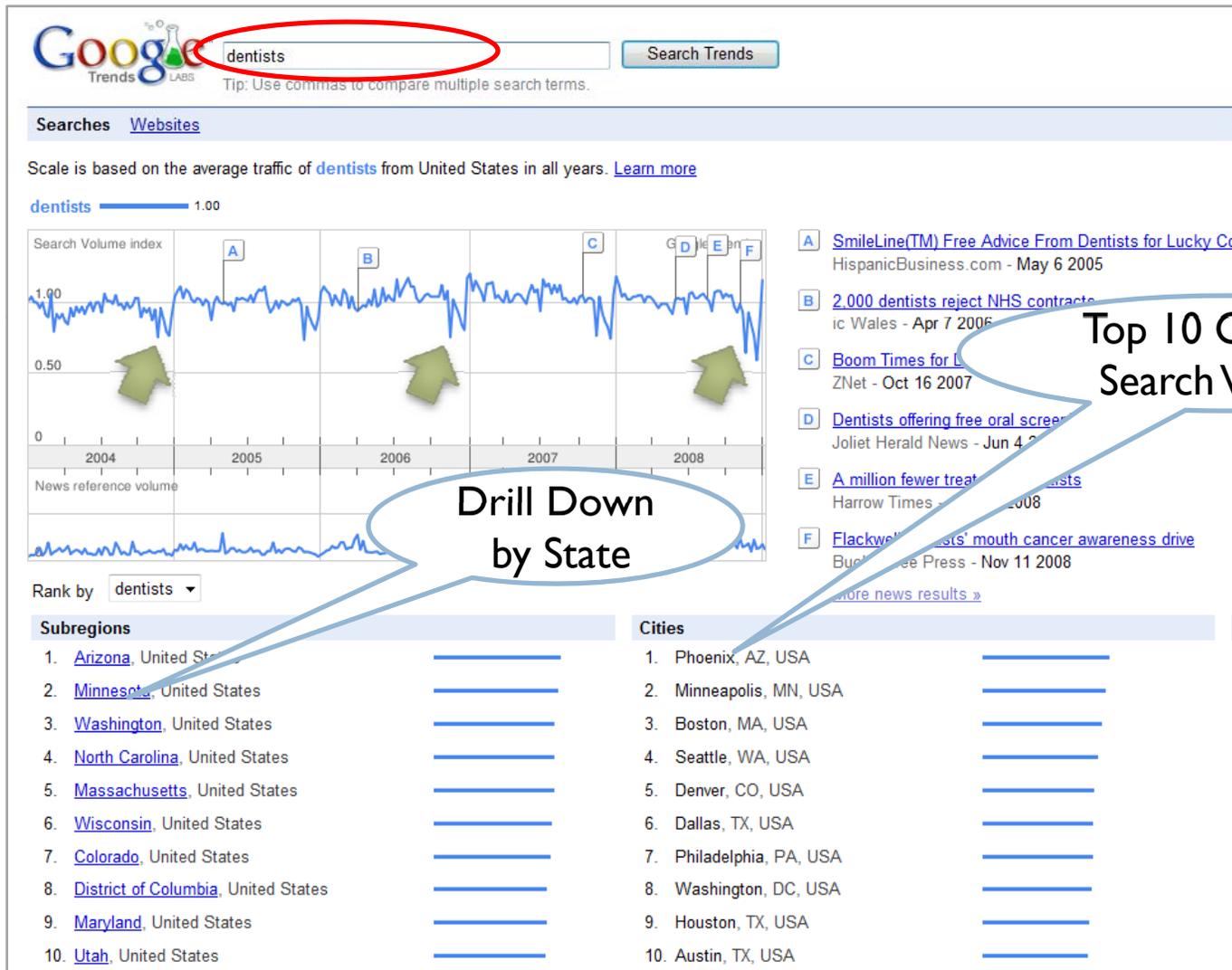
[Get keyword ideas](#)

Match Type: [?](#) Broad

Keywords	Advertiser Competition ?	Approx Search Volume: December ?	Approx Avg Search Volume ?	
Keywords related to term(s) entered - sorted by relevance ?				
dentists	<div style="width: 100%;"></div>	1,830,000	1,830,000	Add v
dentistry	<div style="width: 100%;"></div>	1,000,000	1,000,000	Add v
dentist	<div style="width: 100%;"></div>	3,350,000	3,350,000	Add v
cosmetic dentist	<div style="width: 100%;"></div>	110,000	110,000	Add v
emergency dentist	<div style="width: 100%;"></div>	22,200	18,100	Add v
dentist directory	<div style="width: 100%;"></div>	4,400	5,400	Add v
find dentist	<div style="width: 100%;"></div>	33,100	49,500	Add v
dentist search	<div style="width: 100%;"></div>	6,600	6,600	Add v
implant dentist	<div style="width: 100%;"></div>	33,100	18,100	Add v
cosmetic dentistry	<div style="width: 100%;"></div>	110,000	135,000	Add v

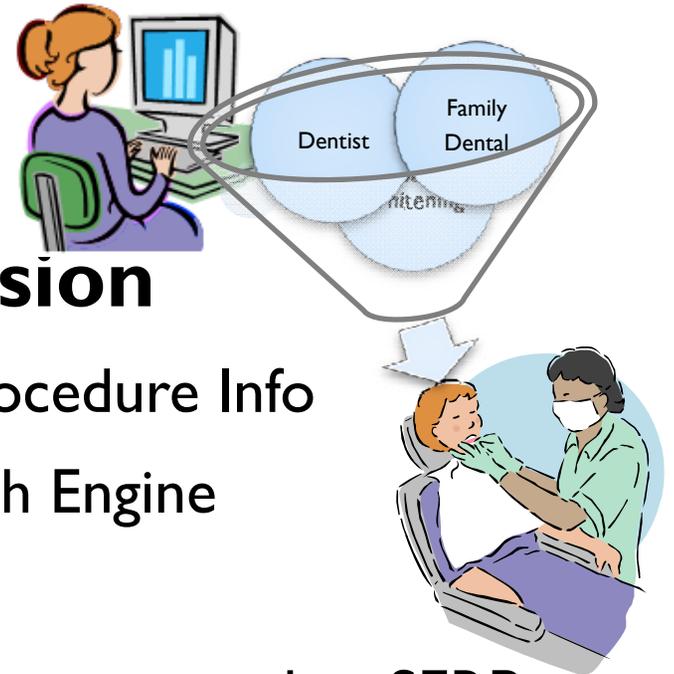
Google Keywords provides 100+ top Keyword Search Terms

Search Trends



The Process Funnel

SERP to Patient Conversion



Easy, Fast & Anonymous

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 → Lead, if Contact is Made
 - D. Lead → Patient, if They Come into Office

Trust & Judgment Values

Credibility Established



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



Smiles by Design

12/11/2007

Search: **dentist lexington ma** Competitor Links: **79,600**

Web [Images](#) [Maps](#) [News](#) [Products](#) [Gmail](#) [more](#) ▼

Google [Advanced Search](#)
[Preferences](#)

Web [Maps](#) Results 1 - 10 of about 79,600 for [dentist lexington ma](#). (0.21 seconds)

[Dental Partners of Boston](#)
www.dentalpartnersofboston.com Locations in Boston and Brookline. Voted America's Top Dentists.

[Lexington Family Dentist](#)
DrLopp.com Emergency, Cosmetic & Sedation Dentistry. Make an Appointment Now!

Tip: Save time by hitting the return key instead of clicking on "search"

Local business results for **dentist near Lexington, MA**



A [Hilzenrath & Levine Orthodontics, LLC](#) - maps.google.com
21A Muzzey St., Lexington - [\(781\) 860-9473](#) [Directions and more](#) »

B [Cail Caldwell & Morgan Associates: Caldwell Gregory T DDS](#) - maps.google.com
35 Bedford St # 19, Lexington - [\(781\) 861-8855](#) [Directions and more](#) »

C [Lexington Prosthodontics: Manickas A Peter DDS](#) - www.lexingtonprosthodontics.com
803 Massachusetts Ave, Lexington - [\(781\) 862-8220](#) [Directions and more](#) »

[More results near Lexington, MA](#) »

Local Results

Organic Results

[Dentist, Lexington MA - Cosmetic and family dentistry](#)
Dentist Lexington, MA 02420 - Dr. David Brother, DMD, FAGD specialties include dental implants, cosmetic dentist, reconstructive dentistry, ...
www.smilesbydesign.info/ - 8k - [Cached](#) - [Similar pages](#) - [Note this](#)

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Smiles by Design

01/13/2009

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

In 1 Year Competition Surges 250%

Google Search [Advanced Search](#) [Preferences](#)

Web [Maps](#) Results 1 - 10 of about 278,000 for [dentist](#)

Local business results for **dentist** near **Lexington, MA**

A. **Smiles by Design** ★ - www.smilesbydesign.info - (781) 674-9995 - [4 reviews](#)

B. [Michael R. Coppe DMD](#) ★ - www.drcope.com - (781) 861-6120 - [1 review](#)

C. [Concord & Lexington Associates](#) ★ - www.forthethepeople.com - (781) 861-8855 - [More](#)

D. [Freedman Jeffrey DMD](#) ★ - www.jeffreyfreedman.com - (781) 863-5158 - [More](#)

E. [Lexington Dental Associates](#) ★ - lexingtondentalassociates.com - (781) 862-0350 - [More](#)

F. [Lexington Prosthodontics](#) ★ - www.lexingtonprosthodontics.com - (781) 862-8220 - [More](#)

G. [Hadar Dental](#) ★ - www.hadardental.com - (781) 860-7700 - [More](#)

H. [Hanlon-Rogers Mary Jane DDS](#) ★ - www.smilelexington.com - (781) 862-8220 - [More](#)

I. [Boston Family Dental](#) ★ - www.bostonfamilydental.com - (781) 862-8220 - [More](#)

J. [Rosenberg Fawn DDS](#) ★ - www.lexingtoncosmeticdentist.com - (781) 862-8220 - [More](#)

[More results near Lexington, MA »](#)

Dentists > Lexington MA > Cosmetic Veneers, Crowns & Implants ★ [↑](#) [×](#)

Dentists in Lexington, MA - Call 781-674-9995 - Cosmetic and Implant dental specialist: porcelain veneers, dental implants, ceramic crowns, ...

www.smilesbydesign.info/ - 12k - [Cached](#) - [Similar pages](#) - [⊞](#)

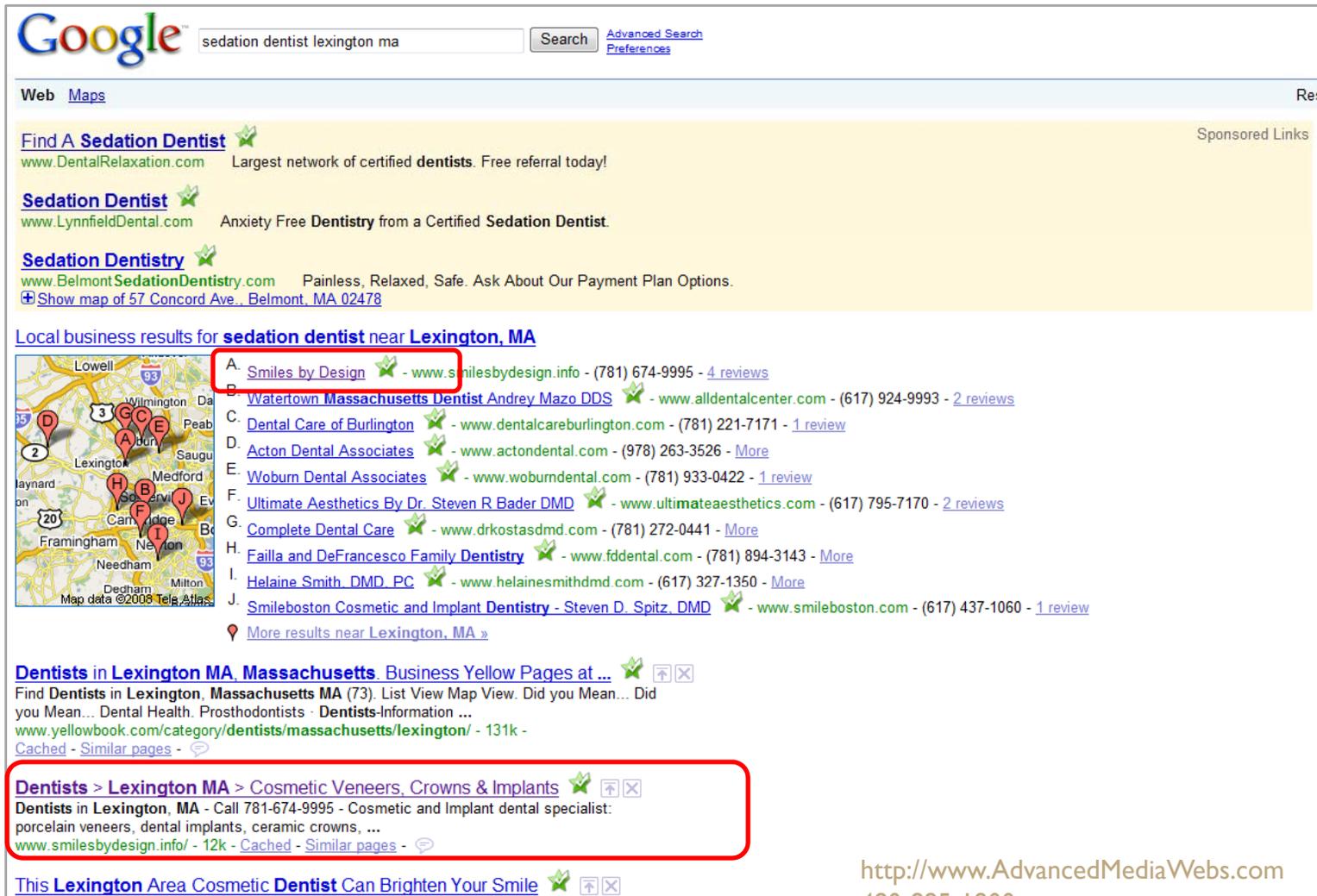
Local Results

198,400 new competitor links

Organic Results

Be Found for Multiple Keywords

Search: **sedation** dentist lexington ma



The screenshot shows a Google search interface with the query "sedation dentist lexington ma". The search results are divided into several sections:

- Sponsored Links:** Three results are shown, each with a star icon. The first is "Find A Sedation Dentist" from DentalRelaxation.com, described as the "Largest network of certified dentists. Free referral today!". The second is "Sedation Dentist" from LynnfieldDental.com, offering "Anxiety Free Dentistry from a Certified Sedation Dentist.". The third is "Sedation Dentistry" from BelmontSedationDentistry.com, described as "Painless, Relaxed, Safe. Ask About Our Payment Plan Options." and includes a map link for 57 Concord Ave., Belmont, MA 02478.
- Local business results for sedation dentist near Lexington, MA:** A map on the left shows the area around Lexington, MA, with several red location pins. To the right of the map is a list of 10 results, each with a lettered label (A-J), a star icon, a website URL, phone number, and review count. Result A, "Smiles by Design" (www.smilesbydesign.info), is highlighted with a red box. Other results include "Watertown Massachusetts Dentist Andrey Mazo DDS", "Dental Care of Burlington", "Acton Dental Associates", "Woburn Dental Associates", "Ultimate Aesthetics By Dr. Steven R Bader DMD", "Complete Dental Care", "Failla and DeFrancesco Family Dentistry", "Helaine Smith DMD PC", and "Smileboston Cosmetic and Implant Dentistry".
- Dentists in Lexington MA, Massachusetts Business Yellow Pages at ...:** A result from yellowbook.com with 131k pages, including a "Cached" link and "Similar pages" link.
- Dentists > Lexington MA > Cosmetic Veneers, Crowns & Implants:** A result from smilesbydesign.info with 12k pages, including a "Cached" link and "Similar pages" link. This result is also highlighted with a red box.
- This Lexington Area Cosmetic Dentist Can Brighten Your Smile:** A result with a star icon and "Cached" link.

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Double Indented Listing

Search: smile makeover lexington ma

Google smile makeover lexington ma Search Advanced Search Preferences

Web Maps Results 1 - 10 of about 5,980 for smile ma

Northshore Smile Makeover Sponsored Link Sponso
www.LynnfieldDental.com Call Lynnfield Dental Associates Voted America's Top Dentist

Dentists > Lexington MA > Cosmetic Veneers, Crowns & Implants
Smile by Design, your Lexington, MA Cosmetic Dentist is the smile makeover specialist.
Today teeth that have too much damage to be corrected with fillings ...
www.smilesbydesign.info/ - 12k - Cached - Similar pages -

Dentists > Lexington MA > Smiles by Design - Smile Makeover Test
Dentists in Lexington, MA - Call 781-674-9995 - Smiles by Design - Smile Makeover Test - Information and Services.
www.smilesbydesign.info/smile_makeover_test.htm - 10k - Cached - Similar pages -
More results from www.smilesbydesign.info »

Giunta family picked for "Extreme Makeover: Home Edition ..."
Feb 22, 2008 ... Beginning today and for the next week, the "Extreme Makeover: Home ...
Giunta was hospitalized at Massachusetts General Hospital and ...
www.wickedlocal.com/maynard/archive/x288020460 - 45k - Cached - Similar pages -

'Extreme' house in on schedule; Giunta family due home Friday ...
Feb 24, 2008 ... SLIDESHOW: See the action at the Extreme Makeover site 150 Baker
Avenue Ext., Suite 101, P.O. Box 9191, Concord, Massachusetts 01742 ...
www.wickedlocal.com/maynard/archive/x1637131616 - 60k - Cached - Similar pages -
More results from www.wickedlocal.com »

Local business results for smile makeover near Lexington, MA

A. Smiles by Design - www.smilesbydesign.info - (781) 674-9995 - 4 reviews

B. Hadar Dental - www.hadardental.com - (781) 860-7700 - More

C. Seitz Charles DDS - www.dentistcharlesseitz.com - (617) 489-1808 - 1 review

D. Ultimate Aesthetics-Dr Steve - www.ultimateaesthetics.com - (617) 795-7170 - 2 reviews

E. Elite Dental Care - www.franklinelidental.com - (508) 520-7270 - More

F. Center for Adult Dental Care - www.myadultdentalcare.com - (781) 272-3663 - 3 reviews

G. Damian D Meola & Associates: Meola Damian D DDS - www.damianmeolaandassociates.com - (781) 893-7500 - 6 reviews

H. Healthbase Online Inc - www.healthbase.com - (888) 691-4584 - More

I. Frederick Solomon DMD - mysite.verizon.net - (781) 662-9119 - More

J. Dr Charles R Krikorian DMD PC - www.bostonbestsmile.com - (617) 536-9057 - 3 reviews

More results near Lexington, MA »

Smile Makeover Massachusetts | Smile Makeover Boston
Smile Makeover Massachusetts | Smile Makeover Boston ... serving Massachusetts,
Boston, Waltham, Watertown, Newton, Wellesley, Lexington, Weston, Concord, ...
www.restoreteeth.com/testimonials.htm - 20k - Cached - Similar pages -

Belmont Cosmetic Dentist
Teeth in an Hour. Hi-Tech Equip.,
Call Now for Your Free Consult!
www.BelmontProsthodontic.com
Lexington, MA

Smile Makeover
World Class Dental Care In Belmont.
Saturday & Evening Hours. Call Us.
www.BelmontDental.com

Boston Cosmetic Dentist
Superior Cosmetic Dentistry in
Cambridge. Call Now! 617-440-3652
DanaDental.net/Cosmetic

Smile Makeover Boston
Creating Stunning & Healthy Smiles
Serving Boston and Braintree area
www.PinnacleSmiles.com

Smile Makeover
Free Consultation & Extended Hours
Insurance Welcome. Back Bay Bostor
www.BackBayDentalCare.com

Need a Smile Makeover?
Change Your Smile, Change Your Life
Get Started Today: 1-888-209-2549!
www.1800Dentist.com

[More Spon:](#)

Double indented
200% increase in clicks



New Sites can Rank Well

Search: **greenwich ct dental implants**

Google greenwich ct dental implants Search

Web Maps

Stein Dental Group ★
www.TheSteinDentalGroup.com Keeping Stamford smiles beautiful for over 30 years!
Show map of 1081 Hope St. Stamford, CT 06907

Enhance Your Smile ★
www.theharmonydentalgroup.com Lumineers, Invisalign, Whitening, etc Fairfield County 84-3193

Dental Care Of Stamford ★
www.DentalCareStamford.com For A More Beautiful Smile Call Us. Full Range Cosmetic Dental Care
Show map of Stamford, CT 06905

Local business results for **dental implants near Greenwich, Connecticut**

A. **Greenwich Cosmetic Dentistry** ★ - www.greenwichctdentist.com - (203) 869-2659 - More

B. **Traynor EJ MS DMD** ★ - maps.google.com - (203) 661-5885 - More

C. **Shuster Harvey L DDS** ★ - maps.google.com - (914) 935-9116 - More

D. **Robert Chung, DDS, MA** ★ - www.ctperio.com - (203) 869-2659 - More

E. **Implant - Dental - Dentistry - George I** ★ - www.implantdentistry.com - (203) 869-2659 - More

F. **Yudell Robert M DDS MD** ★ - maps.google.com - (203) 869-2659 - More

G. **Dr. Paul Grandsire, DMD** ★ - www.drgrandsire.com - (203) 869-2659 - More

H. **Periodontic & Implant Dentistry** ★ - www.periodonticimplant.com - (203) 869-2659 - More

I. **Norwalk Dental Care** ★ - www.norwalkdental.com - (914) 935-9116 - More

J. **New Rochelle Oral Surgeon Shuster Harvey L DDS** ★ - www.oralssurge.com - (914) 793-1300 - More

More results near Greenwich, Connecticut »

Dentists > Greenwich CT > Dental Tooth Implants ★ [Share] [Close]
Dentists in Greenwich, CT - Call 203.869.2659 - Dental information about Dental Tooth Implants.
www.greenwichctdentist.com/dental_tooth_implants.htm - 12k - Cached - Similar pages - [Feedback]

Dentists > Greenwich CT > Cosmetic, Implant, Sedation Dentistry ★ [Share] [Close]
Dentist in Greenwich, CT - Call 203.869.2659 - Cosmetic and Implant dental specialist.
Services include: sedation dentistry, pediatric, ...
www.greenwichctdentist.com/ - 11k - Cached - Similar pages - [Feedback]

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

Webs That Work – Smiles by Design

David Brother, DMD, FAGD

57 Bedford Street, Lexington, MA 02420
Phone 781-674-9995

Cosmetic and Implant Dentistry
General Dentistry for the Family

Smiles by design

- Home
- About our Practice
- Meet Dr. Brother
- Meet our Staff
- Services Offered
- Dental Implants
- Sleep Dentistry
- Health & Safety
- Free Whitening
- Smile Makeover Test
- Testimonials
- Maps & Directions
- Contact Us
- Patient Forms
- Financial Policy
- Privacy Policy

About Smiles by Design

Welcome to **Smiles by Design**. Whether you just need to have your teeth cleaned or a total smile makeover, you have come to the right dental practice. While our primary goal is to create and maintain the dental health of our patients, we do not overlook the patient's desire to create the perfect smile. The smile transformations that Dr. Brother has created, have changed the lives of many of his patients.



"Cosmetic reconstructive dentistry is an artistic endeavor, which is reflected in our office decor and ambiance. I want my patients to feel relaxed in my office and confident in my ability to change their smile." - Dr. Brother

Before **After**

Smile Makeover by Dr. Brother

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

Lexington, MA Dentist

57 Bedford Street, Lexington, MA 02420
Phone: 781-674-9995

Cosmetic and Implant Dentistry
General Dentistry for the Family

Smiles by design

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 insure that the final result will look natural in color without bulkiness. "Porcelain (lamine) 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.

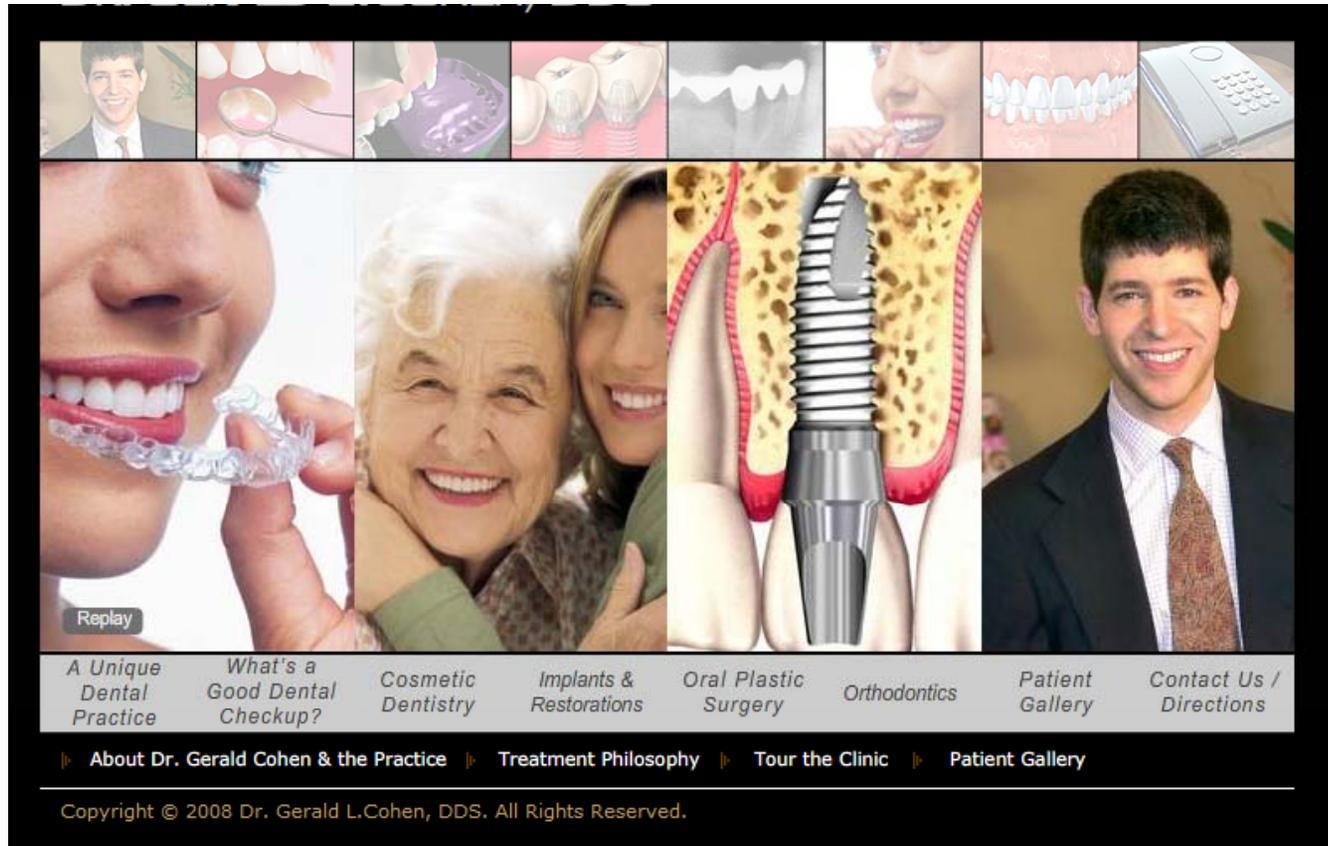
Home
About our Practice
Meet Dr. Brother
Meet our Staff
Services Offered
Dental Implants
Sleep Dentistry
Health & Safety
Free Whitening
Smile Makeover Test
Testimonials
Maps & Directions
Contact Us
Patient Forms
Financial Policy
Privacy Policy

Information

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



Not All Professional Sites Work



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

<http://www.AdvancedMediaWebs.com>
480-895-1900

Success Requires Effective Presentation

Dr. Gerald Cohen, DDS
Greenwich Cosmetic Dentistry
56 Lafayette Place, Greenwich, CT 06830
Phone: 203.869.2659

Greenwich Cosmetic Dentistry

Cosmetic and implant dental specialist, Dr. Gerald Cohen, D.D.S. is your Greenwich, CT dentist providing [implants](#), [pediatric](#) and [general dental services](#) for the whole family. [Sedation dentistry](#) is also offered as an option for patients who may be a little anxious or would just rather sleep through a procedure.

Beautiful Smiles - Health and Happiness - Confidence and Charisma

What does your smile say?

Dr. Cohen's office hosts some of the finest [dentists](#) in the region, each a caring specialist in their field. We offer the most modern techniques in [dental implants](#), [ceramic crowns](#) and [bridges](#) and [porcelain laminate veneers](#). Ceramic crowns are a gorgeous choice for patients who want the ultimate in esthetics. Patients can be assured of the results that comes from our on-site [dental laboratory](#). Dr. Cohen's lab works with all of the modern technologies including: [Empress crowns](#), [Procera crowns](#), and [Lava crowns](#), as well as other computer aided crown systems.

Dr. Cohen is a graduate of Columbia University's School of Dental Medicine, and is a former director of dental implantology at Lutheran Medical Center in Brooklyn, NY, and former faculty member at NYU's continuing dental education program in dental implantology.

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.



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

The screenshot shows a Google search for "dentist". The search bar is at the top left, with "dentist" entered. Below the search bar are navigation links for "Web", "Maps", "News", "Books", "Video", and "Images". The search results are divided into two main sections: "Sponsored Links" and "Organic Results".

Sponsored Links (Pay Per Click): A yellow box highlights the top three sponsored results. A blue callout bubble labeled "Pay Per Click" points to this section. The results include:

- Looking for a Dentist?** from www.HerzogDental.com. Description: "Cosmetic and Family Dentist, Local Teeth Cleaning and Whitening in MA".
- Find a Local Dentist** from www.1800Dentist.com. Description: "Search for a Dentist Near You. Local Dentists in your neighborhood".
- Boston Dentist Listings** from Local.Yodle.com/Boston-MA/Dentist. Description: "Browse Hand-Picked Local Dentists. Find Your New Dentist Today".

Organic Results (SEO for Top Organic Positions): A red box highlights the top five organic results. A blue callout bubble labeled "SEO for Top Organic Positions" points to this section. The results include:

- Dentists** - Average employment growth will generate some job openings, but most openings will result from the need to replace the large number of dentists expected to ... www.bls.gov/oco/ocos072.htm - 52k - Cached - Similar pages
- Dentistry - Wikipedia, the free encyclopedia** - Dentistry is the "evaluation, diagnosis, prevention and/or treatment (nonsurgical, surgical, related procedures) of diseases, disorders and/or conditions ... en.wikipedia.org/wiki/Dentistry - 102k - Cached - Similar pages
- Dentist Directory** - DentistDirectory.com is the ultimate tool to help find a dentist in your city. Whether you are looking for a general dentist, cosmetic dentist, ... www.dentistdirectory.com/ - 15k - Cached - Similar pages
- How to Choose a Dentist - Consumer Guide to Dentistry** - A comprehensive guide to choosing a dentist, including information on what to look for, what to expect and how best to find the right dentist for you. www.yourdentistryguide.com/dentists/ - 22k - Cached - Similar pages
- Find a Dentist Near You** - EveryDentist.com is a dentist directory that allows you to search by specialty and location. Find a dentist near you by using one of the search boxes below. ... www.everydentist.com/ - 32k - Cached - Similar pages

Sponsored Links (Continued): Below the organic results, there are more sponsored links:

- Lynnfield Dental** - Northshore Dentist near Rt. 1 & I-95 ... www.LynnfieldDental.com - 50 Salem St # A, Lynnfield, MA
- Watertown Dentist** - Convenient before/after work hrs. Comfortable, Affordable Dental Care www.PremierDMD.com - Burlington, MA
- Dentist Boston** - Free Consultation & Extended Hours Insurance Welcome. Back Bay Boston. www.BackBayDentalCare.com
- Dental Arts of Boston** - Cosmetic Dentist specializing in porcelain veneers & dental implants www.BostonCosmeticDentist.com - 26 Marlborough Street, Boston, MA
- Local Family Dentist** - Trust Your Smile To The Gentler Side Of Personalized, Artistic Care www.BurlingtonDentalCare.com - Burlington, MA
- Moody Street Dental** - Healthy Teeth and Gums! Shape up your Smile ... www.moodystreetdental.com - 509 Moody street, Waltham, MA
- Find A Dentist** - Sedation Dentist With Over 15 Years Of Experience In Billerica, MA. www.BillericaSedationDentist.com - Boston, MA-Manchester, NH
- Kool Smiles Kid's Dentist** - MassHealth, CMSP, DeltaPremier Located in Chelsea, MA www.koolsmilespc.com

At the bottom of the page, there is a footer with the phone number "480-895-1900" and the page number "29".



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

[Greenwich CosmeticDentist](http://www.GreenwichCosmeticDentist.com)
Cosmetic & Restoration Specialists
Veneers, Crowns, Orthodontics
www.greenwichctdentist.com
Greenwich, CT

Pay Per Click - Ad Preview Tool

Specify Geographic Location and Test Ad without Incurring a Cost

Web Images Maps News Shopping Mail more ▼ mark@advancedmediawebs.com | My Account | Sign out

Google cosmetic veneers Search Advanced Search Preferences

Warning: This page contains content that may be harmful to minors. If you are under 18, you may want to choose a different page. full Google

Web results: 10 of about 2,130,000 for **cosmetic veneers**. (0.17 seconds)

Paid Advertisements

Enhance Your Smile
www.theharmonydentalgroup.com Lumineers, Invisalign, Whitening, etc Fairfield County, 203-354-3193

Cosmetic Dentist - CT
www.DistinctiveDentalService.net Limited - \$99 New Patient Special! Implants, Whitening, Veneers & More

David Buck DDS
www.sdavidbuck.com LVI Regional Director Seattle's best dentist.

Sponsored Links

Cosmetic Dental Services
Individualized Care & Extensive Range of Advanced Dental Services
www.BaysideSmile.com

UConn Health Center
Premier choice - cosmetic dentistry
Life-changing results
www.dentalimplants.uhc.edu
Connecticut

Veneer Smile from \$199/mo
The Veneers Expert in Mt. Kisco NY.
Free Consult. Call 914-205-4931.
MountKiscoDentist.com/Veneers
39 Smith Ave, Mt Kisco

Lumineers-Special Offer
\$999 (regular price- \$1450)
24 Month Interest FREE Financing!
www.lumineersNY.com
New York, NY

Greenwich Cosmetic Dentist
Cosmetic & Restoration Specialists
Veneers, Crowns, Orthodontics
www.greenwichdentist.com
Greenwich, CT

Did you mean: [cosmetic veneers](#)

Veneer (dentistry) - Wikipedia, the free encyclopedia
Veneers are an important tool for the cosmetic dentist. A dentist may use one veneer to restore a single tooth that may have been fractured ...
en.wikipedia.org/wiki/Veneer_(dentistry)

Cheriton Dental Practice - Cosmetic Veneers
Cosmetic Veneers are thin slices of Porcelain. These are precisely made to fit over the visible surface of front teeth, like a false fingernail fits over a ...
www.cheriton-dental.co.uk/veneers.html

Cosmetic Veneers
Having porcelain veneers enhanced my smile and confidence in a couple ...
a wide range of cosmetic dental enhancements available that ...
www.ccrd.co.uk/Text/1115486747072-3375/pC/1115488357854-3427

Cosmetic Dentist | Lumineers, Veneers, Whitening, Tooth Implants
Need to find a Cosmetic Dentist in Los Angeles and San Fernando Valley? Dent ...
offers Lumineers, porcelain laminates, tooth whitening, TMJ, ...
www.encinosmiledr.com/

Page Fold – Above this Line is Visible Before Scrolling

Pay Per Click – Landing Page

Dr. Gerald Cohen, DDS
Greenwich Cosmetic Dentistry
56 Lafayette Place, Greenwich, CT 06830
Phone: 203.869.2659



Welcome
Our Practice
Meet our Doctors
Meet our Staff
Cosmetic Services
Restorative Services
Dentistry for Children
Family Dentistry
Sedation Dentistry
Preventative Dentistry
Dental Health & Safety
Questions & Answers
Testimonials
Dental Laboratory
Maps & Directions
Contact Us
Privacy Policy

Perfect Match Veneers & Crowns

What you need to know about Veneers & Crowns

Cosmetic porcelain veneers and crowns can provide you with a perfect smile. A flawless smile can make you look years younger, change your attitude with new self-confidence, and change the way others perceive you.



Before Restoration



After Restoration

Unfortunately, the truth is that there are many porcelain veneer systems are of various quality. Often they do not perfectly match crowns or veneers from other systems. Most dentists cannot control the production of crowns and veneers to provide a perfect match. Many times, veneers alone are not the answer. You may require crowns and some cosmetic bonding as part of your treatment.

You should ask if your cosmetic work will perfectly match your natural teeth and or previous dental work.

Our onsite Dental Lab Provides a Perfect Match

We understand these limitations and create a perfect match for you in our own dental lab. Color, shape, and alignment make the difference.

Dr. Cohen will explain your options and the procedure.

Call 203.869.2659 now for your free Perfect Match Veneers & Crowns dental consultation!

Welcome | Meet our Doctors | Meet our Staff | Dentistry Services
Patient Health & Safety | Testimonials | Maps & Directions | Contact Us | Privacy Policy
Dr. Gerald L. Cohen DSS, 56 Lafayette Place, Greenwich, CT 06830-5452 Tel: 203.869.2659
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Matched Pay Per Click Ad Promise

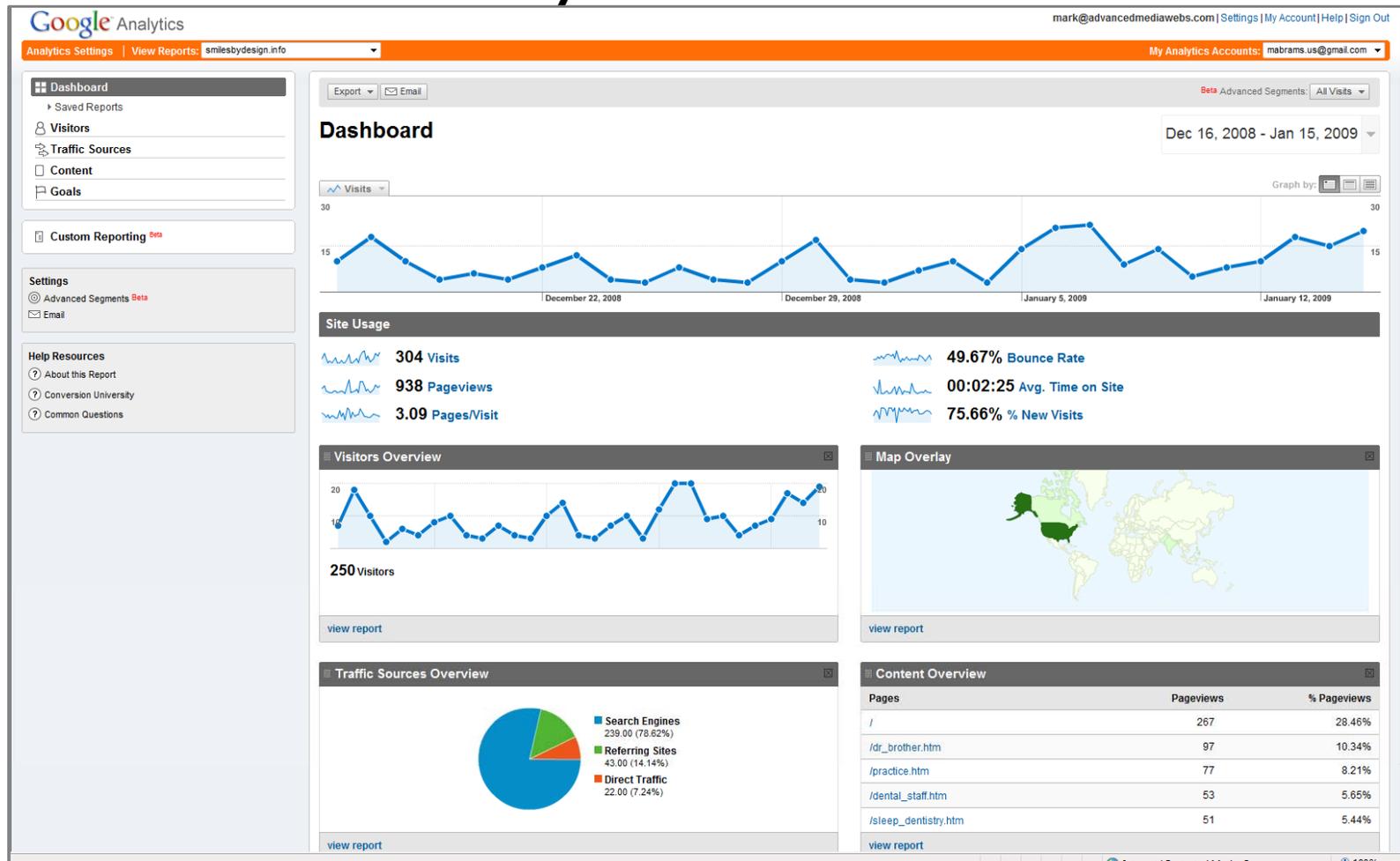
Reasons to Contact

- Benefits Summary
 - Distinguish Services - Lab
 - Pictures of Work
- Strong Call To Action
- Call for a Free Consultation



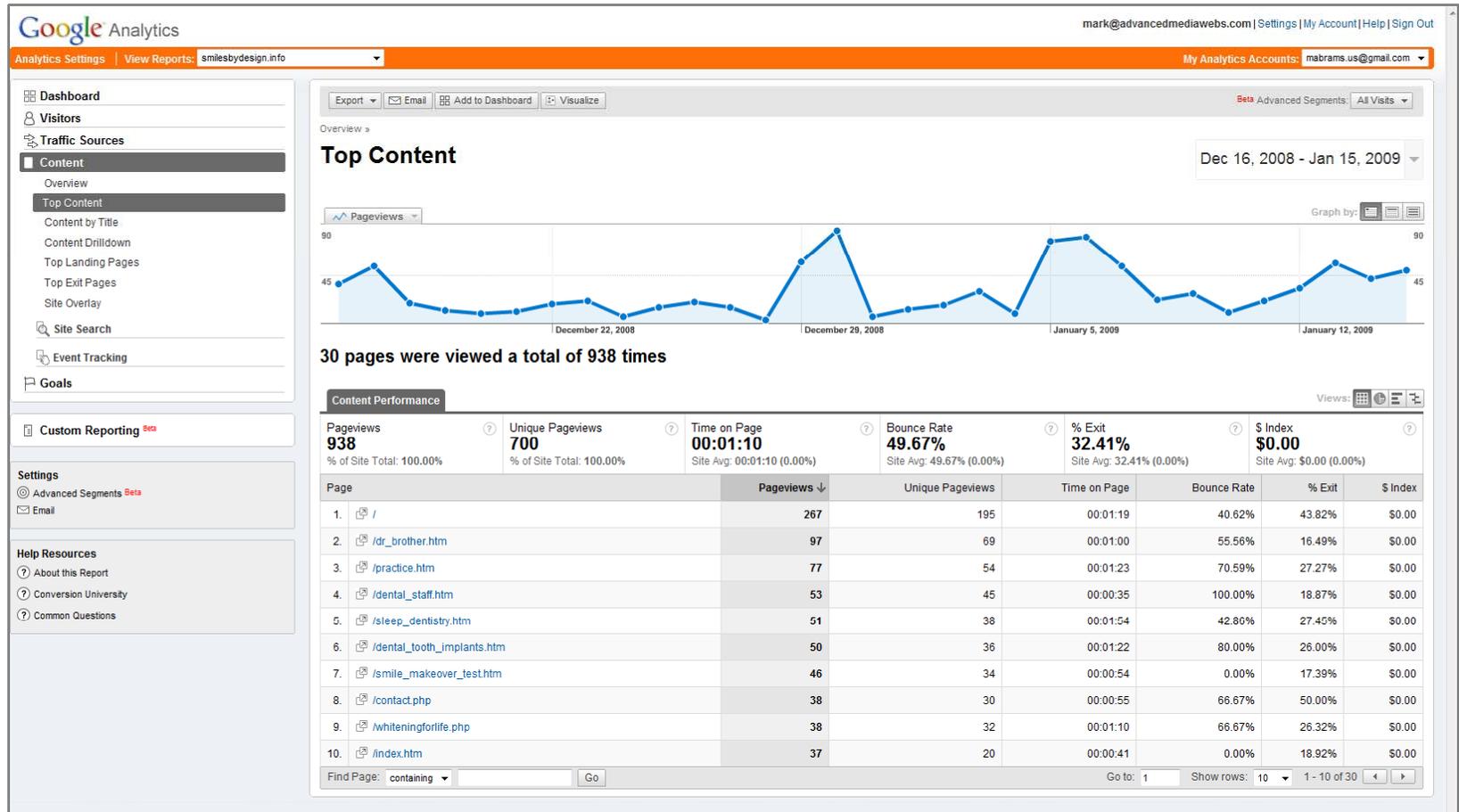
Part 4: Analytics – Measuring Success

Powerful - Easy to Understand – Free





Most Viewed Content – by Page



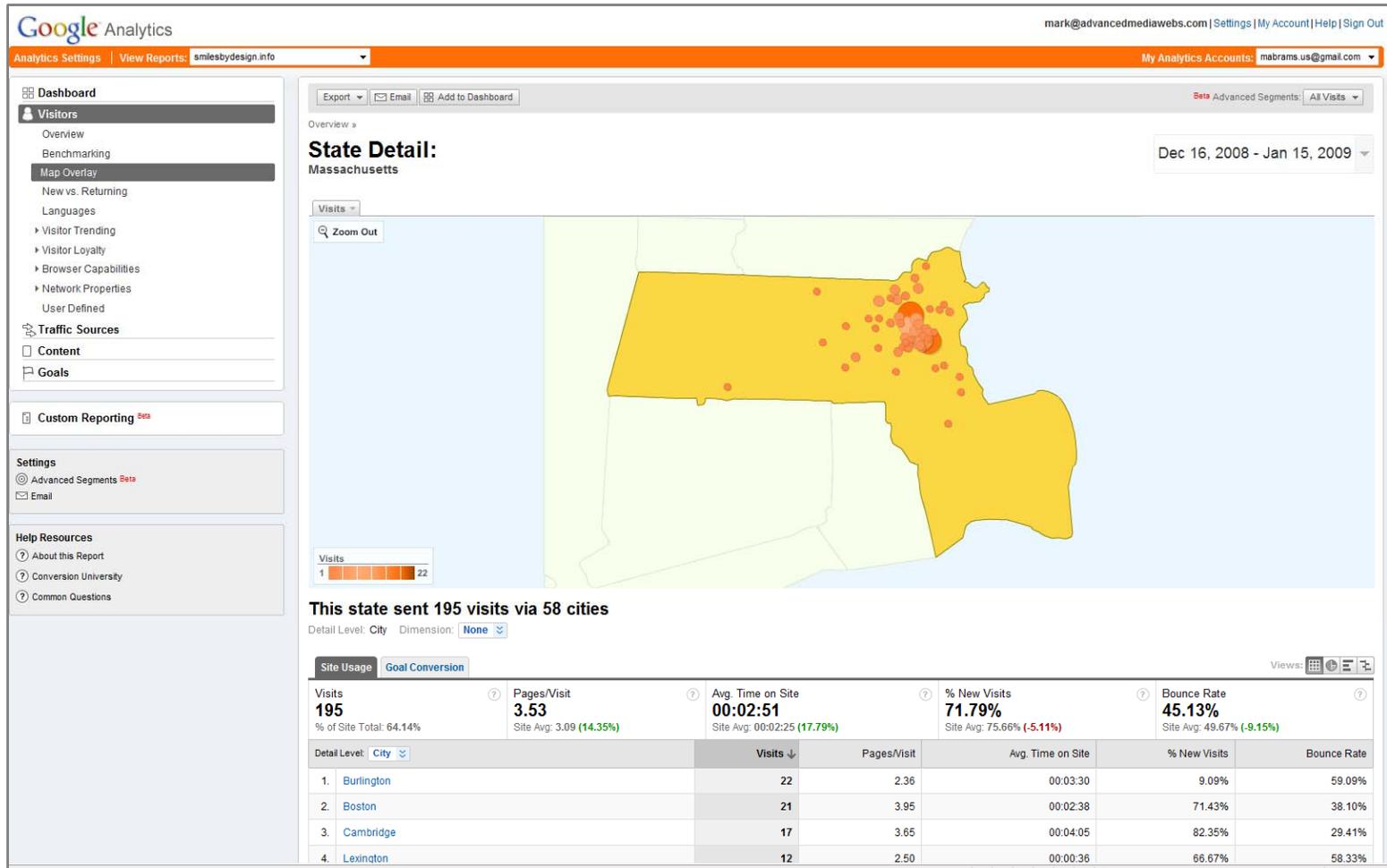


Traffic Sources by Search Engine





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