WEOMEDIA

Online Marketing – What Every Dentist Needs to Know

Websites

- Composed of graphics, content and code. People see graphics and content, and search engines see code. Code and content are highly important for overall website effectiveness.
- Should be easy to navigate, look professional, educate about people and practice, demonstrate expertise, provide contact info, and encourage people to take the next step (conversion).
- Website service model focuses on ongoing updates / support / optimization. This is a much more effective model for search engines and customer support.
- About 50% of website traffic is now on mobile devices so mobile websites are becoming more important.

Notes:

Website Conversions

- Online marketing is primarily about 2 things: 1) drive traffic to website, and 2) convert traffic to take actions we want (call the office, email the office, request an appointment).
- Traffic is affected by SEO, PPC, social media, directories, online reviews, referral sites, etc.
- Conversions are affected by many items: nice modern design, appointment request button and phone number easy to find on all pages, sensible layout, use and placement of videos, content well written, easy to navigate, etc.
- The most important conversion items should be located 'above the fold' (visible on the screen without having to scroll down).

Notes:

SEO (Search Engine Optimization)

- SEO is one of the main drivers of traffic to the website.
- SEO involves numerous ongoing monthly activities to help a website rank high organically.
- Google and other search engines change their algorithm frequently so strategies change over time.
- Google+ becoming much more important for organic and local block SEO results.
- Approx. 94% of traffic is organic search (which is primarily driven by SEO).
- SEO is primarily driven by 3 main areas: 1) code, 2) content, and 3) incoming links.
- Important key performance indicators (KPI's): traffic, organic traffic, referral traffic, phone calls, appointment requests, # landing pages, # key word phrases, incoming links, etc.
- Important to track data and progress so ROI can be determined (or approximated).
- Contact Ian for a Free SEO analysis of your website. Email: ian@weomedia.com

Notes:

PPC (Pay-Per-Click, or Paid Search)

- PPC can be a significant driver of traffic to the website.
- Select key words, set daily budget, write ads, and create landing pages.
- Ads run until daily budget is used. Then ads disappear until the following day.
- Good for generating immediate traffic.
- Useful for terms and/or geographies that website ranks poorly for with organic SEO.
- Costs for PPC traffic can be more than SEO traffic, but still can be a good strategy.
- Implement A / B testing to optimize performance and decrease CPC (cost per click) over time.
- Important key performance indicators (KPI's): quality score, # key word phrases, cost per click, bounce rate, click thru rate, etc.
- Important to track data and progress so ROI can be determined (or approximated).

Notes:

Online Reputation Management

- Google+ is the main review site for Google which makes it very important.
- Testimonials (video and text) on website are also important.
- Yelp, Bing and Yahoo review sites are highly recommended for getting reviews.
- Directories such as Health Grades and Manta are helpful (fill out profile in detail).
- Important to verify information is correct on directories and listings.
- Best strategy for negative reviews is generating lots of positive reviews on that site.

Notes:

Social Media

- Approximately 25% of all internet traffic is for social media sites.
- Studies show majority of people will trust friend's online endorsements ("Likes") of products and services.
- Facebook is the dominant player with over 1 Billion active users.
- Consider testing Facebook ads (proper strategy is important or ROI can be poor).
- You Tube is also very important (second largest search engine behind Google, and as much traffic as Facebook).
- Videos are very impactful for helping people to "connect" with your practice.
- Linked In can be beneficial for building a network, and does not require ongoing activities to benefit from the network you build.
- Order of priorities: 1) Facebook, 2) You Tube, 3) Google+, 4) Linked In, 5) Twitter, 6) others…

Notes:

Selecting an SEO / PPC Provider – Questions to Ask

- No long-term contracts – month to month.
- Send you a monthly report with **activities** & **data**.
- What data do they track and report?
    - Website traffic, pageviews, phone calls, appointment requests, landing pages, key words, PPC results, etc).
- Ask questions about how they optimize the website:
    - Do they use a software analysis tool?
    - What do they actually do each month? (Most SEO firms don't do much beyond the first few months which is why their reports show data but no activities or link building)
    - How will they build backlinks? (Most SEO firms don't do this)
- Ask them how they will know if it is working? (What do they think is important)
    - And how will you know if it is working? (Review important KPI's)
- Do they charge by the amount of key words optimized? (Much better if not charged by number of key words)
- Ask for examples of other clients (see sample reports).

Website Checklist

Content
- Home page should have main keywords, but not too many (key word stuffing is bad).
- Services should have individual pages with unique content.
- Check for duplicate content, and for missing content and broken pages.
- Use practice overview video on Home page, educational videos are helpful on Service pages.

Code
- Check for presence and optimization (title tag, meta tags, image tags, site map, etc).

Design & Layout
- Modern design, home page not cluttered, contact info easy to find, easy to navigate, etc.
- Important conversion items above the fold (phone #, appointment request button, etc).

Social Media Integration
- Links to Facebook (consistent posting activity), use of videos / You Tube, plugins are nice.

Misc Topics
- Links to review sites (Google+ is 'required', Yelp and others are also helpful).
- Include patient testimonials on the website (video and written).
- Build incoming links to your website for improved SEO performance (higher rankings).