

<p>Dental Marketing Universe provides you with a wide array of proven marketing solutions designed to help your practice grow. Whether your practice is looking for a simple website, referral marketing, team training or a direct to consumer marketing campaign, we have the right solutions for you.</p>	
ReferralZone™	<p>A comprehensive program for building your speciality practice referrals. The ReferralZone delivers patients to the general dentist directly from the speciality practice. What better way to build referrals! Sending patients to your referrals couldn't be easier! DMU manages the entire program so you and your referring practices can do what you do best, practice dentistry!</p> <p>Benefits – Builds loyalty with your referring practices and delivers patients directly to the general dentist.</p>
ProSites™	<p>The next generation website solution for dental professionals who want the ultimate Web presence for their practice. In addition to spectacular site styles, each website is powered by an exclusive Web Engine technology that provides the dentist with unique ability to control virtually every aspect of their website, without any knowledge of programming or web design skills. Stop paying web designers to make changes to your website. Search Engine Optimized (SEO), complete editing control. Get your website up and running in less than a day! Ask about our zero interest financing!</p> <p>Benefits – Helps inform, educate and deliver new patients.</p>
Mobile Websites	<p>You may have a great web presence but when potential patients visit your website on a mobile device they may find it difficult to navigate your site. AT&T research indicates that over 72% of these people leave your website never to return. Only 1% of businesses today have a website designed for mobile viewing. DMU can convert any (NON-FLASH) website into a mobile website. If you have a flash website we can build a custom site for you. Once your mobile site is built we provide you with our proprietary update code that resides on your website. Any changes you make to your main website will then automatically be updated to your mobile site.</p> <p>Benefits – Provides you with another avenue to get new patients.</p>
Microsite	<p>Call to action Microsites are specifically designed to draw patients in, build awareness and get them to schedule an appointment. We back each Microsite up with our own SEO campaigns to drive optimal results for your practice. So if you want to market veneers, invisalign, teeth whitening, dental implants, TMJ, cosmetic dentistry, sleep apnea, sedation dentistry, ect... We have a solution for you! Benefit – Delivers new patients for the procedures you specifically want to market.</p>
AppointNow™	<p>AppointNow™ delivers new patient appointments via your website, microsite, mobilesite, landing page, APP and Facebook. 67% of your new patients call after office hours to schedule an appointment, we deliver a live person for them to chat with or talk to. We also provide an online tool for patients to schedule an appointment with immediately. Best of all you pay only when they schedule an actual appointment. This is a must have for any dental practice. Benefits – Increases new patient flow with scheduled appointments from the web.</p>
LEAP™	<p>A comprehensive full service advertising/marketing program with no upfront cost to you or your practice. We provide you with all your marketing needs including: development of a strategy and marketing plan, HD television commercials, radio spots, creative advertisements, website, microsite, mobilesite, viral campaign management, creation of your sales materials, logo design, Power Points. We even purchase your media with no commissions attached. Our legal team keeps you compliant with your advertising and we only make money if we grow your business. Benefit – Lowers your risks to advertising. Allows you to spend more on your media buy to get better results. Pricing based solely on a percentage of your practice growth. There are no fees for our marketing services. Call to see if you qualify.</p>

SmileTracker™	<p>By Utilizing toll-free numbers or local tracking numbers practices can now track all their advertising spend. Helps doctors understand what advertising campaigns are successful and which ones are costing too much money. We record all incoming calls as well so doctors can help team members improve communication skills.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Test advertising results <input type="checkbox"/> Monitor calls for team training <input type="checkbox"/> Track where your calls are coming from <input type="checkbox"/> Helps optimize advertising dollars
Vantage™	<p>A Comprehensive in-bound marketing and search engine optimization program. Building contextual inbound links from our page ranked sites and relevant dental sites in our network. Developing, cleaning and maintaining your local presence, i.e. Google Places, Bing Local, Yahoo Local. Building citations and keyword content 24/7 to get your web presence optimized for the keywords that are most important to your business. Optimizes both your local presence and website at the same time.</p> <p>Benefits – For the very first time you can see what your return on investment is for all your advertising campaigns...</p>
Video Services	<p>Video has become an essential part of every great website. Research indicates patients want to hear from other patients and video is the best way to do this. We can deliver up to 10 patient testimonials in a one day shoot. We can also produce web-based 30-second montage commercials about your practice. Benefits – Increases case acceptance and new patients from the web.</p> <p>Up to 10 Patient Testimonials - Standard Definition A full day (8-10 hours) of field production at client's location with single man crew (Videographer). Post production including editing, text, premium graphics and royalty free music Two video reviews and revisions Encoding and delivery of Master DVD or flash file, as needed</p> <p>30 Second Dental Montage Video – Standard Definition</p> <p>Standard script, no reviews Stock Imagery and footage Professional voiceover narration Post production including editing, text, premium graphics and royalty free music One video reviews and revisions Encoding and delivery of Master DVD or flash file, as needed</p>
Dental Team Training	<p>There are several independent telephone training and sales training courses available for dental practices today. Most of them are surrounded by a one-day course with DVD's to follow. Team members forget 90% of what they learned within a few short days. How do you follow-up to see if they retained the information? Can you afford a part time consultant on a monthly basis? What does the ongoing training look like? Our web based communication and dental sales training provides a proven platform to drive results. We deliver ongoing video based training, testing, validation and reporting to the doctor. Cross train your entire team! Learn how to convert phone calls to appointments, how to improve case acceptance, etc. 24 video tutorials. Includes all content upgrades. Over 50 modules available.</p> <p>Benefits – Improves the patient communication skills of your team.</p>
Reputation Management	<p>DMU provides you with the tools to collect reviews and bolster your online reputation. We have software that connects with your practice management software to deliver an email after a patient visit asking for a review. We also provide you with three other ways to collect reviews. By website link, iPad and telephone. We even manually post your reviews to websites like Google, Yahoo, and so on. Patient review help differentiate you in the local listings and help get you click thru's to your website.</p> <p>Benefits – Helps you get new patients via the web.</p>



Search Engine Optimization and more...

Resources and definitions

Interesting links

www.wordtracker.com
www.ezinearticles.com
www.blogspot.com
www.google.com/localbusinesscenter
www.googleanalytics.com
www.contentcrooner.com
www.dentalmarketinguniverse.com
www.getlisted.org

What is Search Engine Optimization (SEO)?

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site or a web page (such as a blog) from search engines via "natural" or un-paid search results. As opposed to other forms of Search Engine Marketing (SEM) like Google AdWords, which is done with paid inclusion. The theory is that the higher a site appears in the search results list (Page One), the more visitors it will receive from the search engines like Google, Yahoo and Bing. SEO may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. This gives your website organic lift.

The acronym "SEO" can refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website "onsite content" primarily involves editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term "search engine friendly" may be used to describe web site designs, menus, content management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search engine exposure.

Another class of techniques, known as black hat SEO or spamdexing, use methods such as link farms, keyword stuffing and article spinning that degrade both the relevance of search results and the user-experience of search engines. Search engines look for sites that employ these techniques in order to remove them from their libraries.

Keywords, short tail and long tail

Keywords are the words used by consumers to search for products and services on the internet. Your website must have keywords placed within the content of your website. Your keywords should be the products or services that you want to promote and the words that people will search for when interested in your products or services. There are two different kinds of keywords: short tail (or broad) keywords and long tail (narrow) keywords. Short key words are usually very broad in scope and will cover many products or services, e.g., *dental*. Inexperienced consumers and early investigators utilize short keywords. The consumer that has a definite idea of what they want and are ready to purchase or schedule an appointment often uses long-tail keywords, e.g., *Invisalign dentists in Milwaukee, WI*. Both types of keywords should be on your website. Avoid dental terminology that may seem ordinary to you but foreign to consumers.

Short tail keyword examples:

dentist, dentists, dental, tooth, teeth, smile, toothpaste, toothbrush, dental implants

Long tail keyword examples (using a short tail keyword by narrowing the search with additional words):

dentist in Milwaukee, CA

dentists that do veneers in Milwaukee

dental procedures to replace teeth

*cause of **toothache** and gums bleeding*

***teeth** whitening procedures in Milwaukee*

*restore my **smile** with crowns, Milwaukee, WI*

*purchase best **toothpaste** brand for sensitive teeth*

*lowest price Oral-B **toothbrush***

*same day **dental implants** Milwaukee, WI*

Meta keywords, or meta tags

The best analogy to a *meta tag* is the movie *The Matrix*. If you haven't seen the movie go rent it—you will enjoy! In *The Matrix* there are parallel worlds: the world that you and I see everyday and the digital world where everything is manipulated and battles are fought that will change the outcome of our everyday existence.

Your website has written content and HTML content. The written content you see as part of your website. The HTML content is mirrored on the back side of your website, and it's what the search engines look at when they index your website and move you up or down in the organic/natural search rankings. The keywords you place on your website must also be written into the HTML code. Don't worry—your web developer does this for you

Meta title tag

Your Title Tag lives in both worlds and can be seen at the very top of your website. This is a very brief description of your website that search engines key in on during a search. Example: **Dental Implants, Wisdom Teeth Removal, Dr. Jim Smith, Milwaukee, WI**. Keep it under 60 characters.

Meta descriptor

The *meta descriptor* is a longer description of what you can do for the client, the services or products you offer. This is not as important for SEO but highly important for click-thru's. A *click-thru* is when someone goes to Google or other search engine, searches for a product or service and clicks on the most **relevant link** they see. Link relevancy is determined by how well you write your meta descriptor and what your title tag looks like.

Example: Our caring team at Dr. Jim Smith, DDS provides sedation dentistry and dental implants in a gentle and relaxing environment. We also offer veneers, teeth whitening, and laser dentistry.

Alt tags and geo encoding

An *alt tag* is used to describe pictures or videos on your website. Alt tags live in the HTML universe of your website and are viewed by the search engine, not consumers. When you select the photos or videos for your website, you need to change the file name of the photo or video. Usually you will save your pictures and name them by someone that was actually in the photo or video, e.g., *mary.jpeg*. On your website you want to

optimize your chances of being found through search by naming the same picture (Mary_dental_implants_Milwaukee_WI.jpeg) by including the location you have done what is called *geo-encoding* your alt tags. This picture would typically be placed on your dental implant page. If you were tagging a photo or video for teeth whitening, you would place that picture or video on the teeth whitening page of your website.

Domain life

Purchase your domain name for 10 years. This shows the search engines that you will be in business for the long term. Search engines like Google don't want to push a new site up in natural search if the ownership is limited to one or two years.

Readability

The average reading level in North America is 7th or 8th grade, but 80% of healthcare materials on websites are written at a graduate level. Well-designed materials provide information that is easy for audience members to understand and to relate to their own interests and needs. Research tells us that to communicate effectively with a general audience in the U.S., we need to write at a 6th-8th grade reading level. Video is the key to keeping them entertained on your website.

Having a dental website with words like Apicoectomy, Bruxism, Crepitation, Fistula, Gingivoplasty, Malocclusion, Prophylaxis can be confusing and frustrating for people visiting your website. Key it simple, use bullets to tell the story and benefits.

Flash

Although there are rare occurrences of good Flash design (it even adds value on occasion), the use of Flash typically lowers usability. In most cases, we would be better off if these multimedia objects were removed. Flash tends to degrade websites for three reasons: it encourages design abuse (let's make it move because we can); it breaks with the Web's fundamental interaction principles with search engines; and it distracts attention from what you want people to see on your website.

The fact that Flash is not standard HTML creates a host of nasty usability issues. Perhaps the worst problem with Flash is that its use consumes resources that would be better spent enhancing the website's core value by:

- ⇒ Frequently updating content (Flash content tends to be created once and then left alone).
- ⇒ Providing informative content that answers users' key questions at all depth levels (Flash content is typically superficial).
- ⇒ Identifying better ways to support customers by task analyzing their real problems (Flash is typically created by outside agents who don't understand the business).
- ⇒ Flash cannot be seen on iPads, iPhones and google cannot see it as well.

If Flash was cheap to produce and if all content creators could make a Flash object as easily as they write a standard Web page, then perhaps many of these problems would be alleviated. For now, they remain serious issues. I thus recommend that Web designers interested in enhancing usability and their site's overall business presence use Flash sparingly.

Keyword searchable domains

The majority of websites on the Internet do not have the financial resources to launch a million-dollar advertising campaign. And with hundreds or thousands of websites competing for any given set of keywords, these folks need to use every SEO tactic in the book if they want a decent amount of exposure. One of these tactics is to use keyword—or “descriptive”—domains. Example: www.teethwhiteningmilwaukee.com, www.dentalimplantsmilwaukee.com

When purchasing a domain, think how consumers search for your services. Whether you provide teeth whitening, dental implants, laser dentistry, or Invisalign, you should include these keywords in the domain name. You can also add (of, in, at) and it doesn't affect the domain in a negative manner. Example: www.teethwhiteninginmilwaukee.com or www.invisalign-milwaukee.com

Navigation

Check to see if the navigation of the website is simple enough for the average user. Most Internet users are accustomed to navigation bars or buttons being on the top of each page. Make sure that navigating the website doesn't take too long. The rule of thumb is that visitors should be able to get exactly where they want to go in eight seconds or less. If it takes longer than this, many visitors will simply (bounce) move on to another website.

Let visitors know where they are in the website. Make sure that the title of the page is clear. It's a good idea to provide what section of the website through which they are currently navigating. Provide contextual links for easy navigation. On your front page you may have procedural keywords like dental implants, wisdom teeth extraction or teeth whitening, these should be linked to the page where they get more information on each service.

Why video?

Video has become a very cost-effective form of communication that allows you to demonstrate your product and service benefits in ways that photos and text simply cannot.

It's visual. People tend to look for a visual experience when surfing the web, and video has an inherent appeal to audiences. Most of us would prefer to see something before we are forced to *read* something. While we tend to skim through any large blocks of written material, we will almost certainly take the time to watch a professionally produced video presentation.

It's "sticky." Video can help make your website "sticky." Not unlike when a prospective customer walks into your place of business, your goal should be to keep them on your website for as long as possible learning about your services in order to increase the chance of getting a call and appointment.

It's emotional. A video with customer testimonials would provide solid evidence that the service can indeed solve a particular problem. It sets off emotional triggers that static text cannot, ultimately influencing buying decisions.

It's on-demand. Unlike a traditional sales pitch, a video can be experienced "on-demand." Anyone interested can view it anytime he/she wants simply by visiting your website.

It's versatile. A video that has been produced for your website can be repurposed elsewhere. Distributing the video offline on DVD as a general sales tool can leverage the cost of video.

Website layout

1. **Keep it simple.** A simple website layout is user-friendly. Do not create complex navigational links using complex scripts or images that may not be viewable correctly in different browsers.
 2. **Use readable font size and face.** Use a standard font size of 11 or 12 pixels so that visitors can read the content easily. Select a professional looking font face (Verdana, Arial, Helvetica, sans-serif are very common). Avoid using fancy fonts like Comic Sans (unless it is a personal website). Use appropriate spacing between lines (12 or more pixels) to enhance readability.
 3. **Use web-safe, eye-pleasing colors.** The choice of colors may reflect one's personal taste. Every webmaster or designer wants the color combination that he/she likes best. However, it is a wise decision to get feedback from users or friends about what they feel about the color combination of the website.
 4. **Webpage dimensions.** One important aspect of layout is keeping track of dimensions of a web page. Most successful commercial websites limit the width and height of the webpage so that the important content of the webpage lies within the top 600x600-pixel viewable area without scrolling. Avoid vertical links as they limit the content that you place within your page.
 5. There is a trade-off between making your webpage look nicer with lots of graphics and making it faster to load. The rough target for page size should be below 35K for at least the cover page. As a general rule of thumb, a visitor will leave your site if the loading time is more than 8 seconds.
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Local listings

You have just two meaningful representations in the local search space: a website and a Local Business Listing or (LBL). The latter of the two local search presences is worth discussing in detail. Go to www.getlisted.org to see if you're listed on the most prominent local pages like Google.

Local Business Listing optimization and improving your "findability" in the local search space is the hot market right now. Local search is mainstream. And if you're not already convinced of this, all you have to do is measure the real estate Google allots to their local listings in the universal results. They are now putting local listings mixed with natural search listings. It was reported in October of 2011, that Google is averaging 3 Billion local searches per month.

But surprisingly only about 11% of small businesses have even claimed their business listings. And roughly 25% of the existing LBLs have incorrect name, address, and phone numbers. These local results are the product of online consumers looking to find qualified local businesses, by entering "top of mind" keywords, phrases and geographic modifiers on major search engines, IYPs (Internet Yellow Pages) and other online directories.

For any local search, the major search engines (e.g., Google Maps, Yahoo! Local, Bing Local) all use their own "black box" algorithms to deliver results they determine are most-to-least relevant. So it can be difficult to rank for local pages.

Ranking factors: What determines the ranking results in local search?

Ranking = Location + Information + Corroboration + Input + X (X being defined as the consistent unknown and ever-evolving factor contributing to the unpredictability we see in results). The definition of X might as well be stored in the same vault as the Coca-Cola or KFC recipe. The other criteria of the local search equation are better understood.

Location. Distance from "Centroid" (the geographic center of the area searched)—the closer your business is, the higher you rank...well, kind of. This factor has been reduced in weight recently as in many cases relevancy has been proven arbitrary to fixed geographic center points. At a minimum, claim your basic listing and make sure business name, address and telephone numbers are accurate and complete to take advantage of this location factor. Only a few days ago Google updated their Maps and Local Business Center to include expanded areas served and location settings - this being particularly important for dental practices targeting customers outside their established locale.

Information. Listings containing more robust information and links rank higher in results (a website link, keyword-rich content, media, etc.). Enhance your listing with keyword-rich content targeting the top keyword phrases prospective consumers may use to find you. Consider using variations of the most popular terms like *dentist* and *dental implants*. Listing "brands carried" is a good way to target popular keywords. Practices with product/service keywords in their LBL title get an extra boost (some practices actually change their name specifically for this reason). Be sure to add media to your listing; a company logo and multiple store/product photos go a long way—video is a bonus. Tag your pictures and video with keywords.

Corroboration. How many other local search engines or directories has your same listing published? Each time the information contained in your listing matches the Name, Address and Phone (NAP) and description on other "relevant" sites, your listing gets a "citation" (award)—the more citations you have, the higher your business ranks. This corroboration between relevant sites builds trust, and the trust factor is critical to high-ranking. Build out your LBL with enhanced content on at least one site, and use this as a template to manually distribute your information to as many relevant sites as possible.

"Objective" consumer input. How many consumer reviews/ratings or other sources of user input does your business have on "relevant" sites? How many are positive/negative? To maximize citations and achieve the highest possible ranking, you need to get as much positive feedback as possible. Encourage your happy customers to go online and give you a positive review on multiple sites. Signup for Dental Marketing Universe's "Automated Patient Reviews." You can ask for reviews via iPad, email, telephone or your website. You can review the testimonial and then we post it to Google, Yelp, Angies List and Checkbook.org. Be aware that Google rewards reviews, so it is important to get patient reviews. Consumers also like to see patient reviews.

To avoid getting bogged down with explaining the step-by-step process of claiming your business, I'll point you to a recent blog on that very topic: "How To Claim Your Google Maps Listing": <http://www.searchengineguide.com/miriam-ellis/how-to-claim-your-google-maps-listing.php>

You can start with your Google Maps listing and in a similar fashion work your way through the roughly 100 other search engines, IYP directories, maps, mobile sites and niche local/social sites. And yes, this is a laborious process, which requires time and some web expertise—prior SEO knowledge a plus.

Below is a list of the more notable sites to submit your business to.

Local maps:

Google Maps, Yahoo Local, Bing Local, AOL Local, Ask Local, Platia

Local listings sites:

Citysearch, InsiderPages, MerchantCircle, Yelp, Cityvoter, EZlocal, Yellowpages, YellowBot, Yellowbook, Manta, Best of the Web, Superpages, Hotfrog, DexKnows, CitySquares, Kudzu, Brownbook, OpenList, GetFave, Judy's Book, Angieslist, Switchboard, AnyWho, InfoSpace, ServiceMagic, TripAdvisor, UrbanSpoon, Zagat, VirtualTourist, Praized, Local, Tupalo, DiscoverOurTown, Tyloon, Mojopages, Genieknows, Wcities, Metrobot, Magic Yellow, Whitepages, 411, AssistGuide, Topix, Menu Network, Decidio, Go2, Yelp, Checkbook.org

Tip: Create a spreadsheet to keep track of usernames and passwords used with each respective site. Comes handy when the time comes to update your information.

Even after you have built out a robust business profile and painstakingly gone through the manual submission process, page one ranking is never a lock. Unlike more traditional local advertising methods (TV, radio, Yellow Pages), guaranteeing placement in local search is nearly impossible. Local search engines hold their proprietary search logic "close to the vest" so businesses cannot easily game the system. For the very same reason they also change the rules often. And just like us, their logic isn't perfect.

Sources:

comScore/Yellow Pages Association 2009
