

**Inside This Issue**

- InfusionCon, Bill Glazer and False Internet Prophets 1
- SmartBox Services 2
- The Continued Evolution of Personalized Search 3
- Is Video the Future of the Web? 3
- Who Doesn't love a good book? 4

**InfusionCon, Bill Glazer and False Internet Prophets**

I just got back from an action-packed week in Phoenix, hanging out with the guys at Infusionsoft at their yearly InfusionCon Super Conference. It was pretty incredible. If you've never been before, the best way I can describe it this: Imagine 1000+ marketing genius's packed into a room that are dead set on figuring out how to completely automate their marketing.

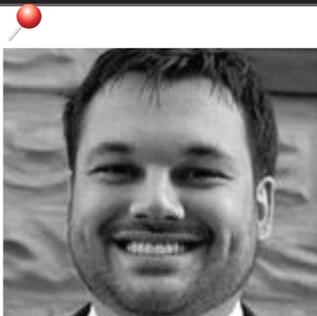


**Bill Glazer** (GKIC, Glazer-Kennedy Insiders Circle) was one of the keynote speakers. Quick story before I get into the good stuff... Shortly before he took stage, one of the previous speakers remarked that **“directmail was a dead advertising medium and he had never made any money with it.”** Well, if you are a GKIC member, or know anything about Bill Glazer or Dan Kennedy, then you know how HUGE they are into directmail. They have literally made hundreds of millions of dollars with it for them and their clients. So Bill hops on stage and begins to ridicule the poor fellow for not knowing what he was doing with directmail. Of course any advertising not done correctly, will yield garbage for results.

..... continued on page 4

“WOW! #1 ranking for 10 different keywords...cut my Pay per Click advertising costs by over 50%... increased the phone call leads by 50%...yeah, I'd say Colin did what he said he could do!”

**Dr. James McAnally**  
Dentist in Seattle  
CEO, Big Case Marketing



Colin Receveur

Colin Receveur's mantra for the last ten years has been, "The results speak for themselves." Since incorporating in 2001, Colin has established a rock solid track record with his clients, and turned SmartBox into a stalwart of proven results for hundreds of dental practices.

## Our Kind of News

- Wikipedia is a real Bible of the modern society
- Google to Retire Tags
- Up To Date and On the Fly – We've Made You Mobile!
- The Continued Evolution of Personalized Search
- InfusionCon, Bill Glazer and False Internet Prophets

Here's a few articles we've published over the past month that we just didn't have room to stuff into our newsletter. Click on them to be warped to our website where you can read them.



## SmartBox Services

There are lots of euphemisms for selling out there: customer acquisition, direct customer contact, targeted marketing. Face it, the only reason to have a website is to get paying customers in the door. All of our marketing efforts are for that reason and that reason only. Our clients are business people who expect results, not excuses, and that's what we deliver. There is no doubt that selling on the internet entails new techniques, but the principles of sound marketing still apply. At SmartBox you can expect:

- Search engine optimization techniques that will drive motivated buyers to your site and to your door.
- Copy that is search engine friendly yet still interesting to read for your clients
- Web design that is psychologically compelling to your clients
- The best traffic analysis tools available so that you can make sound decisions
- A friendly staff of professional web designers, copywriters, SEO experts, and marketers at your disposal
- Stunning videos with high production values
- The benefit of experience, a rare commodity on the web

At SmartBox, we know how to achieve your goals.

Ready to crush your local market?

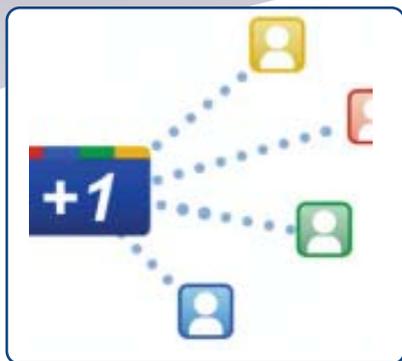
Give us a call @ 888-741-1413 or Click here to contact us online.

Check out our



## The Continued Evolution of Personalized Search

The number one job of search engines such as Google is to provide you with relevant information in response to your query. While the way they do this is



complicated and always changing their number one job never changes. Search engines feel they have succeeded when you respond to their top ranking offers on the search return pages by clicking through. They feel they have failed when you have to keep searching. To their way of thinking, the more personable their returns the higher the probability you'll be satisfied.

This has led to a lot of changes in search engine algorithms over just the last year. Google, for example, came out with their personalized suggestions that are now displayed in a drop down menu every time you enter a search query. These are based on your past searches and the most popular search terms. It's all in an effort to give you personalized and relevant data.

Google has gone one step further by rolling out a new program called the "+ 1 Button". This is basically a bookmark hooked to your Google profile. Every time you find a site you want to remember, share and recommend to others you will now have the option of hitting the + 1 button. Your bookmark will be shared with others in your contact list and even show up in searches. (You do have the option of keeping this private and for your own use.) Now you'll be able to give and receive recommendations from the people you trust the most. If you have a site you like, a product you want to show to others or a service – such as a dentist – you want to recommend you can do it with the click of your mouse. Likewise you'll be able to see what is recommended by your friends, coworkers and family.

The fact that personal recommendations will show up in search engines has major implications for SEO. User friendly websites and good, useful content on your site will add to your website's productivity by helping to determine who gets recommended and who doesn't. Appropriate keyword usage will also deliver relevant content to anyone who conducts those searches and so this element of your website will become increasingly important as well. After all, if the public doesn't find what it is searching for on your site it's not likely that you'll get "recommended".

## Is Video the Future of the Web?

There is no doubt that it has already had a huge impact, particularly in marketing. Video brings warmth to our medium, and is here to stay. Video adds a more personal experience for the visitor and puts a face to your business.

With the advent of video sites like YouTube.com, Google Video, Yahoo Video, etc. the potential for worldwide distribution via the web is very real whether used as an introduction, a unique product demonstration, or a traditional sales presentation, video adds depth and flair to your site.

Our Video SEO service assures your site visitors a new dimension of involvement with your site, and an effective call to action for direct sales. It is really easy to create a video, load it on your website and then blast it out to hundreds of social networks, and optimize it on YouTube, Google and Bing. We do all of this for you or we can help you do it yourself. Don't miss out on this opportunity to smash your competition!

We can come right to your location to video you, your patient testimonials, your staff and anything else you want the public to know – and we provide the professional approach using green screens.

***[Click Here to checkout our awesome video services](#)***

.....continued from page 1

Video views doubled from 14.8 billion to 33.2 billion between January 2009 and December 2009. 86.5% of all US Internet users watched online video during the month. (Comscore)

Over 90% of shoppers surveyed found video useful in making purchase decisions (Internet Retailer)

Video increases conversion rates averaging 30%, with a range from 12% to 115%. (Practical Ecommerce, November 2008)

Forbes Insight found that 59% of senior executives prefer to watch video instead of reading text, if both are available on the same page. 80% of executives are watching more online video today than they were a year ago.

While watching this, I couldn't help but be reminded of the "false prophets" I see blogging about how "SEO is dead" and "Google is making your websites useless." Having been in the web marketing industry for over 10 years, there's always someone from time to time who tries to grab some publicity and make a name for themselves by making insane statements like this. The reality is, we track thousands of phone calls from new patients to doctor's offices every month... calls that are generated by SEO and other online marketing tactics that we utilize. We're able to say this with confidence because we've developed Zetetics™, our phone call tracking system that gives our clients a way to measure their ROI with any advertising they are doing.

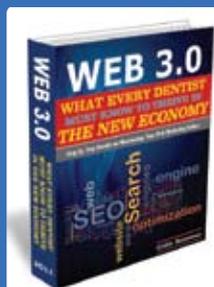
Before you make the decision to hire a marketing agency, make sure you do your homework. Find out the principals of the business, and Google their names. Do your diligence, because there's a lot of questionable material that gets published out there in cyberspace. Checkout our free report, "5 Questions You MUST Answer Before Hiring a Marketing Agency." I hope it helps you gain some insight and clarity on the decision you're making, because it is a very important one.

*Check out our blog at [www.SmartBoxWeb.com](http://www.SmartBoxWeb.com)*

## WHO DOESN'T LOVE A GOOD BOOK?

*Web 3.0: What Every Dentist Must Know to Thrive in the New Economy*

SEO, Search Engine Optimization, Google AdWords, Pay per Click, Web Design, Advertisement ROI Tracking, Social Networking, Mobile Marketing & Google Boost – All Geeky Internet Slang, but Which Ones Do You REALLY Need? 116 pages.



**Reserve your copy now**

## READY TO CRUSH YOUR LOCAL MARKET?

Give us a call @ 888-741-1413 or  
Click here to contact us online.

Check out our

