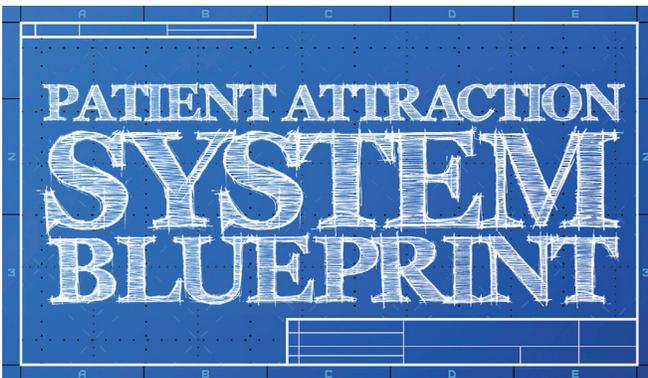


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What Is The Patient Attraction System Blueprint™?

Each week I make available a limited number of 25 minute slots in my calendar to speak with dentists from all over the country. The purpose is to walk them through what I call the Patient Attraction System Blueprint™ and give them a “behind the scenes look” at what it takes to attract patients online. During

this Session, I hold nothing back. In fact, it is entirely possible to walk away from this time together with the complete strategic blueprint you need to attract new patients online. I offer this as a service to the dental community, without cost.

As hard as you might find it to believe, there are some dentists who simply do not want to achieve “double your practice” kind of growth. While I respect their decision as the owner of their business, I do ask that anyone not interested in serious practice growth please refrain from scheduling a Session.

In order to make maximum progress during your Session, I ask that you prepare, in advance, some key information that will help me tailor the Blueprint Session to your needs. You'll receive preparation instructions once your Session is scheduled.

To Check Current Availability and Schedule Your Session Visit:

<http://swm.io/bluprnt>

The Patient Attraction Newsletter

You'll Be Shocked By These Facts

At SmartBox, we preach two things:

1. Content marketing brings you more and better patients.
2. Spending all day posting on Facebook and Twitter is a waste of your time.

Some research came out last year that validates both of those points. An SEO company called BrightEdge has this huge set of websites that it studies. The folks at BrightEdge released a report that showed the majority (51 percent) of traffic on the websites they review came from organic search.

This has caused a little bit of a stir among some online marketers – especially the ones who want you to pay them to set up pay per click and social media campaigns.

The idea that organic click still brings in more traffic than all other sources combined is a problem for those guys – but not us.

This validates another point: You want to dominate the first page of a Google search. The statistics behind this assertion are clear:

- 91 percent of consumers search to find info on the web, with 52 percent doing so daily
- 93 percent begin on a search engine and 75 percent never make it past the first page.

So the idea that organic searches deliver people to your website is nothing new if you regularly read this newsletter.

The study looked at three other methods of delivering people to your website:

- Other, which combined display, email and referred
- Paid Search
- Social

Other came in second at 34 percent. This also validates something we have preached: drip marketing. Keep your name in front of potential patients via email marketing, and eventually they will see what you are all about.

So organic and other combine for 85 percent of all web traffic.

Ten of the remaining 15 percent of traffic comes from paid search. This is actually a little surprising, given how low that number is, but that is not the most telling number from the report.

We recommend paid search to our clients not because of the number of click-throughs but because of the quality of the click. If someone clicks on a paid online search, they are a hotter prospect on average.

The report backs that up, showing that paid search drives a disproportionately high share of REVENUE compared to the number of leads.

Finally, bringing up the rear, is social media. Only 5 percent of website traffic originates from social media. We tell our clients not to waste their time dumping a bunch of time and money into social media.

In the current days of Internet marketing, we are swimming against the current on this one. There are plenty of companies that focus ONLY on social media marketing. Some of our big competitors are more than happy to take your money in exchange for “organic” social media marketing.

That's like stealing.

Patients are not looking for a dentist on Facebook, Twitter or LinkedIn. So the ROI for you or a member of your staff spend hours a day posting and following and liking and sharing just isn't high enough to be worth your time.

The Evolution of Google My Business

Google My Business simplifies how you present your practice across the various Google platforms. Most of you probably had a Google Places or Google+ account. That's where you could post your location, some keywords about your business, a description and, if you were doing it right, some images. Others could also post reviews about your practice.

But some people found Google Places for Business and Google+ Local difficult to manage. One was more about listing and being found. The other was more about competing with Facebook and being social.

Now Google has simplified things significantly. The new platform is called Google My Business.

Google says Google My Business allows you update business information across its multiple channels. That means Search, Maps and Google+ – all of which can help you attract more and better patients. And if you were using Google Places for Business or Google+ Pages Dashboard, your account has been upgraded to Google My Business.

That means now you can:

1. Update information about your business across Search, Maps and Google+ from one location.
2. Use apps on Android and Apple mobile devices.
3. See and respond to reviews of your business and track ratings over time from one location.
4. See the numbers of views and clicks you get and where customers are when they request directions.
5. Manage multiple office locations from one place.

Are Your Local Search Results Flying the Coop or Coming Home to Roost?

Very few of you are running a nationwide dental practice. That means any web search in which you come up is likely to fall into the category of a "local search." A change to Google's local search algorithm could help your business.

Local search means that a person is looking for a product or service in a specific geographical area. So going to Wikipedia to find the last time the Indiana University football team made a bowl game is not local search. But searching for a "Minneapolis cosmetic dentist" is, because you defined the geographic area and identified a medical provider.

So Google presents the results in a couple of different ways.

If you search something like "McDonald's on Broadway Louisville KY," then the result will pop up in one box at top of the organic results. If you were to search a term like "McDonald's Louisville KY," then the results will come back in a cluster at the top of the list, though sometimes farther down the list, with all the McDonald's and their relevant information. If you were to search "restaurants Louisville KY," you would get an even bigger list, often at the top but sometimes in the middle of the search results. Of course, if you were to just search "restaurants," then you may or may not get any specific restaurants show up in your results.



"When I bought my practice last year, the previous dentist was averaging 1-2 new patients per month. Two months after having my website built by Colin and his team, I had 19 new patients walk through my door. In the 5-6 months that have followed, I've averaged 15-20 new patients, with last month being my biggest month with 27 new patients. This is all without any other paid advertising efforts on my part."

- Dr. Stafford Conley
Bowie, MD

In the middle of last year, Google changed its local algorithm to return results more like organic search results. Search engine analysts have been studying the effects since then, and here are a couple of things they have found:

1. Directories like Yelp are now ranking higher than they have before.

That means when someone searches “Minneapolis cosmetic dentist,” any Yelp reviews talking about how great – or poor – a cosmetic dentist you are will likely rank higher than in the past. This is one of the reasons we help our clients get their patients to give great reviews online.

2. Medical providers (which would include dentists) received a small boost in their growth in Google Places results. That means when someone queries “Minneapolis cosmetic dentist,” the results are about 2 percent more likely to return the complete listing for a specific dentist or dentists.

As with most Google tweaks, this one may not be over yet.

To increase your chances of being found and ranked highly using local search, you should do these three things:

3 Make sure your Google My Business is up to date and includes photos and targeted keywords.

4. Get as many Yelp, Bing, Google+, etc., reviews as you can from happy patients.

5. Use local SEO terms. If you live in a small town, just using the name of the town may be enough. But if you live in a metropolitan area, using the big city name isn't local enough. You may have to go to area of town, smaller incorporated area, or even neighborhood to get good local SEO.

5 Techie Things You MUST Do to Boost Your SEO

There are five things that MUST be going on behind the scenes on your website if you want to maximize your search engine optimization:

1. You must be using consistent URLs.

The URL that your website visitor sees, the URLs that you use to link pages internally, and the links you use in your XML sitemap MUST be the same. If they aren't, update them, and when you change one, change them all.

2. Use short URLs without a lot of parameters.

You want to limit the parameters so the Google spiders can crawl your website faster. It also makes it easier for the spiders to understand what is on the page if you use words instead of numbers, hyphens instead of underlines, and avoid subdomains if you can.



“Since we’ve been using SmartBox Marketing, we’ve had great success. Recently, with the expansion into surgical things such as implants and things of that nature, the majority of our larger cases are coming from the web-based stuff that we’re doing with SmartBox. So, I’ve been very happy with the success. Before, I’d have to look back at the numbers, I don’t even know how well it was tracked, but it was maybe 10 or 20 a month. And now, we’re up to averaging 80-100 phone calls a month. Last month was 160 leads, which is a great response. The amount of traffic, the bigger cases, the implant cases that we’re getting, are 90 percent driven from the website.”

- Dr. Robert K. Klein
Kansas City, MO

3. Post important copy at the top of your page.

That doesn't sound too technical, right? Well, that means not sticking it behind a div command or burying it under linked content or images. Google spiders index from top to bottom, and they consider those things at the top to be of higher value than those things at the bottom.

4. Change your title tags to be more than just keywords.

Your title tag shows up under the link in a keyword search. Use this space as an opportunity to draw in the clients you want. A best practice is to use a call to action in your title tag. So that Minneapolis cosmetic dentist might use a title tag of "Come and see how beautiful your smile can be when you visit Minneapolis cosmetic dentist Dr. Smith."

5. Decrease your website's load time.

Slow load times hurt you in two ways:

1. It takes spiders longer to index your page and that hurts your ranking.
2. Real people, you know, the one's you are trying to attract, won't wait around all day.

Data shows that 47 percent of people expect a web page to load in 2 seconds or faster. So this means you have to get in there and delete everything you don't need. Whatever it takes, speed up that page.

If this has been confusing, don't feel bad. It is confusing. That's why you hire somebody to manage your website.

The Iceman Cometh

Last year, periodontitis made news of historical proportions. In case you didn't see it, here's the story:

Back in 1991, two tourists found a frozen body in a glacier in the Eastern Alps. Turns out it was the

mummified remains of a 5,300-year-old man who had been shot with an arrow and finished off with a blow to the head.

Scientists call this guy Oetzi, or the Tyrolean Iceman. They sequenced the guy's DNA, and they found some non-human DNA. Turns out it was bacteria that cause periodontitis. What's interesting is that this DNA was found in a piece of hipbone, meaning the bacteria had spread from his mouth.

So, how can this 5,300-year-old dude help you attract patients today?

There are probably a lot of ideas, but here is one that you could have done the second you saw the story: You could have written a blog and/or press release or produced a video about how gum disease has been a problem as far back as we can check for it!

Gum disease is a big problem. Some people say it is even an epidemic. This would have been a good way to insert your comments about periodontal disease into a current news story. That would have potentially paid big dividends for your SEO. So keep your eyes open for ways to comment on current news.



"The level of competition we have is astronomical. The odds are against us so I just need you to put everything in my favor. I wanted to cover it all, I wanted to cover all my bases and so that's why I picked the Elite package. I didn't want to leave anything on the table, I wanted to go for it and I had faith from what I'd seen from the other websites, I was confident that I was doing the right thing and was excited about doing it."

- Dr. Raleigh Pioch
Salem, Oregon

Climb the Marketing Pyramid to Success

Inbound marketing is how you earn prospects' attention, make your practice easy to find, and draw patients to your website. That is in contrast to, say, having a room full of people cold calling people in your community.

So why inbound marketing?

Because research shows that inbound leads cost 61 percent less than outbound leads. That means increased return on investment.

SEO is one type of inbound lead.

Historically, SEO leads have a 14.6 percent close rate across all business, whereas outbound leads like direct mail or print advertising have a 1.7 percent close rate.

Close rate is really what matters.

So let's look at your "marketing pyramid."

At the broad base is all of your outbound marketing. TV, radio and print ads, billboards, etc. This is where you are putting your name out there for everyone to see and hoping that some small percentage of all those people schedule and appointment.

At the next tier is your web marketing. That's where a company like SmartBox comes in. This is where you are maximizing search engine optimization, making sure your website has interesting content and writing blogs. Blogs and great content are key to Google search engine result rankings. This is also where you capture email addresses, physical street addresses and phone numbers.

You do this through ebooks and gated content. Ebooks are great for building a mailing list. Offer a free report and build your tribe.

From there you go to the next tier, where you are tailoring messages to specific types of people based on which ebooks and gated content they chose. This can be done through email marketing (SmartBox is

an Infusionsoft house). It can also be done through targeted direct mail or text messaging. Follow up is key, especially as case size increases.

At the top of the pyramid are things like podcasts and webinars. These are very targeted to a specific segment of your potential patients.

The funny thing is: the top guys in inbound marketing give away all of their best info. When you pay for it, it's because it's done for you or you're buying the shortcut guide.

A Look at the Future of Inbound Marketing

So where are we headed with inbound marketing?

The first thing is dental marketing will move more online. Traditional marketing includes ads on TV spots and in the newspaper and telephone directory. You know what those three things have in common?

They're all being replaced by the Internet.

People DVR their shows and skip the ads – and that's if they watch TV at all instead of Netflix or Hulu! Newspapers are losing readership like it's a disease. And the Yellow Pages are as unnecessary as a horse and buggy.

That's because whatever you can get from those three media can be found ON DEMAND, exactly what you're looking for, online. So if your patients are looking online, where do you need to be?

Exactly.

Second, this move online will cause a bump in inbound marketing. If prospects are looking online for targeted information, there is no need to take a shotgun approach to finding them.

Third, geo-fencing and geo-targeted marketing.

Geo-fencing is a feature in a software program that uses GPS or radio frequency identification to define geographical boundaries. When a device enters or leaves the geo-fenced boundaries, they get a text message or email.

So when someone in your database gets within a few blocks of your practice, they might get a text message that says, "Stop in and see Dr. Smith to say hello. We want to see that beautiful smile."

Geo-targeting is when you deliver content to a website visitor based on his or her location. So someone sitting within a few blocks of your practice might see content that emphasizes your great location, whereas someone on the other side of town might emphasize your convenient hours.

Or someone from a part of town with an older demographic might get content that emphasizes dentures or implants and someone in a younger part of town might see more content on cosmetic dentistry.

Finally, remarketing and retargeting will become even bigger. With remarketing, someone buys a product or service from you online, and they receive an email or get directed to a landing page that shows them other similar products or what other people who have bought that product have bought.

With retargeting, someone who visits your website and then leaves will see targeted ads from your practice on other websites. This continues a trend that is already big, and that is making sure you keep your name in front of potential patients.

It's a phenomenal time for dentists to make more money, have more free time, and attract more patients without making more effort. Technology finally allows docs to work less and make more.

6 Ways Dentists Can Meet Patients' Customer Service Expectations

Let's say you hire us at SmartBox or are excellent at implementing these tips from the Patient Attraction

Newsletter. So you have 100 new people per month wanting appointments. What then?

The marketing side of the business is done. Patients are in your chair. From there, it is up to you.

A big part of getting those people from one-time patients to regular patients who stay, pay and refer is customer service. With fear of stepping on the toes of our friends at Summit Practice Solutions, who are really excellent at helping practices develop this side of the house, here is some customer service information.

Forrester Research came out with some interesting data not long ago about what customers expect from businesses.

Here are six customer expectations and how you can meet them:

1. Treat me as an individual.

This means know my name, my situation, and my concerns, wants, etc. If you look at Mary Smith as only your 2 p.m. appointment, and your receptionist treats her only as the 2 p.m. appointment, and the hygienist regards her only as the 2 p.m. appointment, chances are Mary Smith will not make many more 2 p.m. appointments!



I'm super pleased to say our website and SEO has worked very well just as you said it would and we look forward to our mobile apps and some other subsequent marketing tools and ideas that you have.

You guys really 'have it together' from getting my website going to all the videos you filmed both in your studio and here in our office. They are very well professionally done!

- Dr. Randy Schmidt
Valparaiso, IN

2. Make it fun.

Wow, this is a doozy. Given that most people have at least some fear of the dentist, this is a challenge. But you can have a fun environment. Make sure you and your staff are upbeat and positive. Your practice should be bright and cheerful. While a PROCEDURE may not be fun, coming to see you can be.

3. Make it easy to do what I need to do.

The most obvious answer here is to allow patients to research information on your website about THEIR dental problems and allow them to set up an appointment from your website. This also plays into the next two customer service expectations.

4. "Let me help myself!"

5. "Be open 24/7!"

So if patients can schedule an appointment from your website, you are doing both. If patients can research Invisalign, sedation dentistry or porcelain veneers on your website, you are doing both.

6. Be consistent across channels.

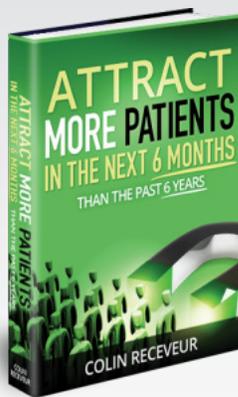
That means they want to be able to call with a problem one day and email about it a week later and not have to explain the situation all over again. They want to ask a question on the website and get a text message reply if that is what they ask for.

Is this a lot to ask of you?

Sure it is. But unless you want to continually churn through patients and have to keep pouring in money to attract new ones, you need to do what you can to retain your existing patients.

Colin Receveur's mantra for the last 14 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.

To see the results Colin can get for you, contact him at **888-741-1413** or visit our website at **www.SmartBoxwebmarketing.com**.



Attract More Patients in the Next 6 Months Than in the Past 6 Years

The biggest challenge to attracting the patients **YOU** want has far less to do with your marketing expertise and everything to do with the size of your thinking.

My brand new book walks you through the process for making an enormous leap in your thinking about attracting patients online.

In the book, you'll find:

- Why you're absolutely, positively wasting your time with Facebook – if you're using it like everyone else.
- Why trying to attract patients like a "teenage boy in love" is going to torpedo your chances for big cases and premium fees.
- How to resist the siren call of what I call the "hits, clicks and eyeballs brigade." While focusing on hits, clicks and eyeballs might be a way to sound impressive, the only thing that matters is how much money are you feeding into your patient-attraction system and how much is it generating?
- How to create your attraction system so that YOU are the only obvious choice for your prospects. There's one item you need to do this. This trumps specialized training, location and even your competitor's low fees.

This newsletter is your key to getting a free copy. "Attract More Patients in the Next 6 Months Than in the Past Six Years" currently retails on Amazon for \$32.59, but you can obtain your copy by just covering the \$4.97 cost of shipping.

To get your copy, go to www.SmartBoxWebMarketing.com

