



“Crying The Blues” About Your Practice?

Are You Tired of ...

1. Your phones not ringing?
2. Spending thousands on your website that leads to nothing (no new patients)?
3. “If my insurance pays for that...”
4. Wasting your marketing dollars by not attracting the patients *YOU* want?
5. Being found on Google’s Page 7 or (even worse) not at all?
6. Spending money on marketing & having no idea of your ROI?
7. Competing with the big corporate dentistry chains?

Attract the Patients YOU Want.

SMARTBOX
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Critical "Must Knows" for Online Dental Marketing

Dear Doctor,

I know this message is a bit lengthy. It should be. In the near future you will likely make a significant investment in your online marketing to protect your future financial success, and I do not want you to make a mistake. The information laid out here will get you on track for both where things currently stand and for where they are heading for dentists. Those that read and act on this message will prosper. Those that do not will be greatly overshadowed by the elite that do.

Most dentists on the web will see their internet results worsen in the next twelve months due to the changes already underway unless they choose to take some very specific actions related to how the web is evolving.

If you want far better results than you are getting now or wish to maintain your current successful results for as long as you practice, you will be very interested in what I have to say.

The Good News

The internet continues to be a battleground that is still wide open for those that choose savvy strategies and who play to dominate their local market.

Right now 90% of new patients are directly attributable to the internet efforts of those playing this game correctly, with good websites, good pay-per-click advertising and good search engine optimization. Even if you personally are not using the internet, a growing proportion of your ideal patient is.

A Major Change is Underway with Dental Internet Marketing

The next twelve months will be a critical time on the internet as internet advertising and searches become far more competitive. 90% of patients seeking dentistry choose practices based on that practice's effective online marketing. Dentists who understand that the rules are changing and act will be the winners of Web 3.0

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Cookie Cutters Are Not Cutting It Anymore...

Doctors affiliated with SmartBox Web Marketing know very well that bargain bin, cookie cutter websites and “me-too” strategies sold by the mass market dental internet companies and being used by the majority of “the dentist herd” provide the exact same thing to everyone—

meaning no one gets ahead. It is the same as back when all Yellow Page ads looked alike, and only a few astute observers asked why, with even fewer deciding to act differently to achieve superior results. This is a reason that our top level Web Marketing Plans automatically come with a deeply content-enriched website.

What You Don't Know About Dental Web Competition...

Mass market dental website companies provide the exact same websites and advertising strategies to anyone who wants them. That means your competition! Some internet savvy doctors even wind up having their results used against them, with their web company selling their improvements to the competition!

Here is another big white lie coming from the “herd companies” selling to the majority of dentists who finally decide to get a website. The companies gush about how the doctor’s practice will get listed on all kinds of website directory services, where patients go to look for dentists. However, the online yellow pages industry reports in their traffic numbers (those visiting the directory) that the “listing model”—attempting to be the one stop, one source business directory (like in those good ole cash cow days of printed yellow pages)—does not work AT ALL on the internet. And the finger of “why” is being pointed at G-O-O-G-L-E!

If directory listings are not working for the massive yellow page website, the method certainly is not working for any dental website builder promising results by getting your site on a bunch of dentist listing sites. Try it yourself: enter “dentistry (your town)” in to Google and see how high in the rankings the local yellow

pages listing (or other dental listing) service comes up. It probably does not even appear! Thus, all the website companies spouting about internet directory listings and their value is a bunch of hog-wash. Patients do not go there; They go straight to Google. You probably do the same when it comes to your searches!

Instead of going to a directory listing, customers are going to the search bar where all they have to do is type in something they’re interested in at Google, and, Voila! Google almost always finds it for them. When Google can do the work for the patient (or you and I), they do no fart around going to some dental directory. The statistics bear it out... They do not.

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More Reasons Why Search is Going to Be Even More Important

If that was not enough, there is another danger ahead. Each evolution of the web brings with it a new level of challenge and sophistication for getting the business in front of the intended customer. In dentistry, it is even more competitive than with "regular business—just look at the number of dentists in your area. The next version of the web (Web 3.0) will be upon us within the next 18-24 months, and in this next phase search will become even more specific. This means patients/searchers will be herded to increasingly more exact search results based on what the search engine "sees" on your website. For this reason, it will be ever more critical for dentists to be positioned to win under the new rules to match their exact service (implants, sedation, cosmetics, invisalign, bread & butter, etc.) with the search rules so their website gets in front of the exact desired patient.

And More Reasons to Be Concerned

If a practice does not have a website up by the time Web 3.0 is in full swing, the "first mover effect" will be working against that practice in a big way. It will likely cost three to five times current rates just to get noticed and overcome the powerful business rule of whoever is early in the markets gets a lead.

Why? The internet is like the old land-rush days. Those who established themselves early own more of the space forever than those that come later. Plus, it becomes more difficult to occupy space that others are sitting on first. In search this means being listed above (higher) than those were there first. This gets increasingly harder with each new level of web sophistication. The best news is that enough time still remains in Web 2.0 to allow you to more easily establish a dominate position in your local market place before the rules of 3.0 start closing the door. It also means you can establish a bigger lead over the competition.

Reasons to Stake Your Piece of the Internet Now.

Right now, with the right strategies, it is much easier to rise in the search rankings and to ultimately dominate the web in most markets. If you wait until Web 3.0 is too far along, you will likely pay three to five times what is needed right now for less results. For practices that wait too long, it is even doubtful they will ever catch up or be effective with getting new patients from their online marketing!

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The Bottom Line Right Now

1. You have to have an effective website—One that is not a cookie cutter template provided in mass to hundreds or thousands of dentists.
2. Do not bother with anyone claiming that listing services are going to get you desired patients.
3. Google is all that matters.
4. As Web 2.0 winds down and Web 3.0 becomes a reality, the internet will be an even more dangerous place due to higher level of competition related to search. Those ignoring this new reality, even those with a great website, may soon be buried under all the other listings....Which is the same as having no site at all.
5. **Success for Web 3.0 = Highly Informative Content-Rich Website + Optimum Configuration of the Site for Google Searches (SEO) + Tested Dental Based Internet Google Ads (PPC).** If any one of the 3 is missing, you are toast.

For the rest of the discussion, I will assume you have a very good website. If that is not the case, the packages and services section will discuss options on what to do.

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Google, Search and Online Advertising

The Wall Street Journal recently reported that Google is the gorilla, now controlling 71% of internet searches.

Last month there were over 76 million dentist related searches in the US alone. For the past 12 months that number is over 821 million! In contrast, the entire Yellow Pages industry printed only 490 million books last year. Web 3.0 will be in our faces (like it or not) in less than 18 months.

When you type something into Google search you see something similar to the graphic below. This particular search was "New Albany Indiana implant dentist", an important search phrase for one of our clients. You will notice their website shows up in the Google local business listing (the map) and comes up #1 in the naturals. Getting listed in those first few "natural listings" spots is a highly competitive game. Having that spot creates great amounts of jealousy among your competition as you are the one getting more patients!

First Page Ranking

To be on page 1 requires more than simply putting up a website. The pages inside the website have to be optimized for the phrases patients are using to search as these are ultimately the phrases and words that Google uses to match searches.

Places for implant dentistry near New Albany, IN

[Ronald L. Receveur, DDS](#) ★
www.newalbanyimplants.com
5 Google reviews

You rated it *excellent*. 1 other also rated this place.

[Advanced Dentistry & Implants: Dr. Ronald Leo Receveur](#) ★
www.newalbanyimplants.com
[Google+ page](#)

A 819 Mount Tabor Road
New Albany
(888) 469-3982

B 819 Mount Tabor Road #10
New Albany
(888) 712-6178

[Dr. Ron Receveur takes Latest Training in Dental Implant Procedures](#) ★
www.prweb.com/.../dental-implants/new-albany-dentist/prweb...

Sep 20, 2011 – Dr. Receveur has had a successful practice in **New Albany, Indiana**, for 30 ... He offers patients one-stop service for IV sedation, **dental implants** ...

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Google Search & the Natural Listings

While no one has to pay Google directly to be on the first page of the natural listings, it is not as simple as just having a dental website to get there. You could choose to forego worrying about the natural listing and strictly buy pay-per-click ads (more on that in a moment), BUT at least half of those searching never click on ANY ad. Thus, if you limit yourself to just online ads, some ideal patients will never see your site.

To get on the first page, or close as possible, it is critical to have an expert (with web AND dental knowledge) to optimize the website's computer code on the "back end" (the part of your website that the public does not see, but the search engines do) so that it gets ranked higher on search results. In internet terminology, this is called Search Engine Optimization (SEO).

[Dentist in Salem Oregon | New Patient Offers | Dental West Associates](#)
[salemdentist.com/](#)

In need of a Dentist in **Salem Oregon**? **Dental West Associates** is passionate about providing patients with the best dental experience and care possible.

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[Dental Implants Salem Oregon | Quality Care | Dental West Associates](#)
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Need to have **dental** implants done in **Salem, Oregon**? Learn more about the process here and schedule a consultation with **Dental West Associates** anytime.

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Teeth Whitening **Salem, Oregon** - Open Saturday - We provide the kind of teeth whitening **Salem, Oregon** patients can count on for excellent results. For at-home ...

[Leading Salem, Oregon Dentists | Salem Dentists | Oral Health Care](#)
[salemdentist.com/Preventive-Dental-Care-Salem-Oregon.html](#)

Salem, Oregon Dentists - Our Salem dentists provide quality preventive care for healthy teeth and gums. For exceptional dental health care, only trust the experts ...

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Google AdWords—Pay-Per-Click Online Advertising

Internet Search is Really About Two Things

Half of patients searching for dentistry will not click on an ad (because of the fact it is an advertisement), the remaining patients click on ads as they seem more appealing. If you ignore either type of searcher, you lose.

After the naturals are tackled, there is another 50% of the search problem to deal with. That is those searchers (prospective patients) who search and then pick who they will do business via the online ads. Below is just such a search result. Google localizes to the location of the searchers—what appears to you will be different than the guy across town or across the country. In fact, some of the same companies claiming to be experts do not even understand the localization rules and wind up buying ads that show up all over the country, wasting your marketing dollars as patients who will never see you click on the ad! The paid ads run down the right side of the computer screen when the Google results arrive.

[Mountain View Dentist](http://www.aestheticsmountainviewdentist.com/)

www.aestheticsmountainviewdentist.com/

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www.westerndental.com/SantaCruz

Top **Dentists** at Western Dental
Clinics. Book an Appointment Today!

3-5 years ago you could throw up almost any kind of online ad and get good results. Those days are over. Because of the changing nature of Web 2.0 and the number of dentists on the web attempting online advertising, there are more critical components with online ads than ever before, including what your ad says, what search terms patients are actually typing into Google, the time of day when the ads are displayed and where clicking on the ad actually takes the prospective patient (i.e. what specific page at your website).

If you or your marketing expert is not addressing these factors, you are flushing your marketing dollars down the toilet.

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Many Claim to Be “Dental Online Marketing Experts”

There are typically two obvious problems with all of the “experts” that approach you in this area:

1. What do they know about dentistry? Regardless of their technical command of computer gizmos, if they have not been around dentistry intimately, there is a limit to how well they can adapt their skills to your problems as a dentist. In other words, somehow they need to be connected to dentistry to know what patients want.
2. It is technically impossible to give 10 doctors in 1 market area a high level of excellent results using the same PPC and SEO strategies. The companies banging on the door never talk about this!

If the strategies that really work to get listed on page one or two of the naturals and that work the best for pay-per-click ads are used beyond two to four doctors in one market area, the effect is rapid dilution.

It is like thinking that you can take a pint of jet fuel, dilute it with a tanker truck of water and still expect combustion in the jet to get off the ground. When strategies that normally work very well on the internet get diluted by having too many dentists in one market using them, the result is so weak that competing, less complex strategies win the day. It is for that very reason that any expert you rely on cannot be working with more than a couple of dentists in your market.

Exclusivity for results is a very BIG deal. Otherwise, your efforts will be a waste of time and money as your competitors will be doing the same things and watering down your results.

The Problem with Most Web Marketing for Dentists

Most of those claiming expert status in the three critical areas of internet advertising (websites, SEO and PPC), do not know jack about what dentists do on a daily basis, what works with dental case acceptance, the problems patients seeking fee-for-service dentistry have or what motivates those patients. Technical expertise is not enough without the dental side to the equation.

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Online Solutions



Herd like behavior and leaving it up to “the experts” that do not know anything about dentistry are sure fire ways to quickly waste money and time and ultimately still lose the daily internet battle. That may be okay for many. But if you have gotten this far, it is very likely that you are not one to “moo” along with those willingly choosing to stay average. If you would rather choose a different path and get far better results, then continue reading...

Adding Jet Fuel to Your Website, Search, and Pay-Per-Click Results

One of the newest strategies we have also developed is incorporating professional grade video patient testimonials into your website AND getting patients to more frequently “raise their hand” to let you know they are interested in your practice—a tool that works both online AND offline. One of the most advanced video strategies we use creates even higher rankings in the searches by incorporating something called “Sizzler Videos” into your online and offline efforts. You can get a preview of this powerful strategy at <http://link.smartboxweb.com/videos>.

This is just one more important piece of the puzzle for unlocking the fee-for-service cases (outside insurance) and ultimately causing more patients searching to choose you over everyone else. It is also another key component of obtaining fees commensurate with your skill level—meaning at the fee level you choose!

Finally, adding the video strategy component with “Sizzler Videos” extends your practice’s reach well beyond the driving distance that usually limits most patients. In other words, our strategies will extend your expert status well beyond the typical geography that limits dentists.

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Market Exclusivity and Waiting Lists

The only way the results are predictable is to limit doctors in any given market area. It is the best way you can be assured that your site is ranked highly in the naturals and that your ads are more effective than your competitors.

If there is still a spot available in your market, you would be wise to grab one now. Once other doctors in your market area sign-up for our services, our services and strategies will no longer be available to you.

If your market is already taken, you can be put on the waiting list in case your market opens up for a small retaining fee. Additionally, because of the intensity of the work involved, only one doctor per month can activate certain packages.

Remember, Web 3.0 is a game changer. You can be elite with us or look forward to seeing your practice squeezed out by others who act first.

Best,



Colin Receveur,

Founder & CEO

SmartBox Web Marketing



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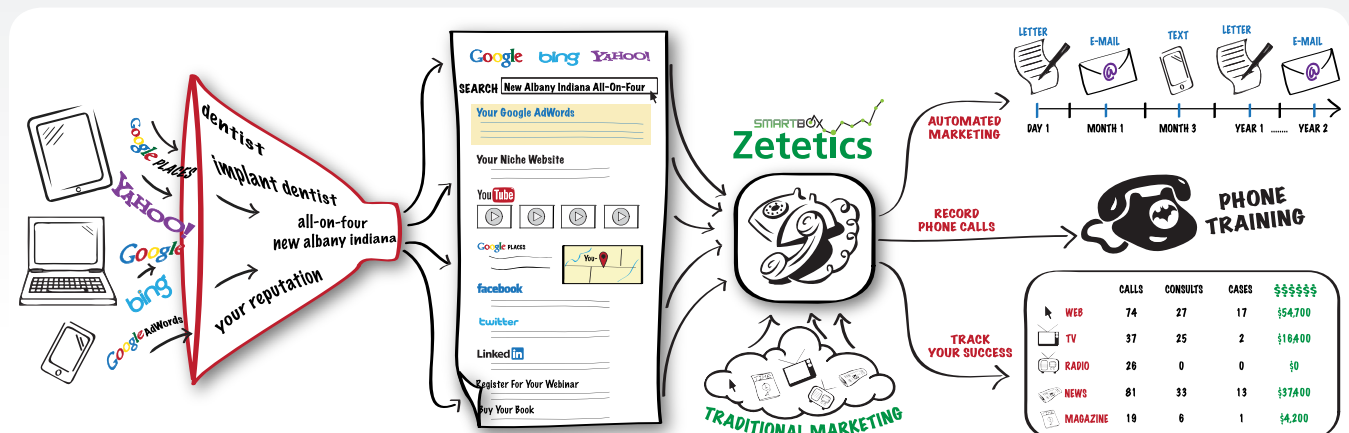
The Four Elements of Successful Web Marketing

"THE FIRST DATE" - Your prospects must be able to find you on the web, no matter if they search on Google, Facebook, Local Search, or on their Mobile phone! The alphabet soup of "buzz words" you've heard (SEO, SEM, PPC, SMO, etc) are simply the tools used to achieve a top ranking visibility. Being found at the top of the search engines is just the first step of any successful web marketing strategy...

PRE-QUALIFICATION - Your prospects must understand the types of dentistry you offer. And not the procedures you can perform, but the problems that you can fix. Remember, patients are searching for answers to their problems. We have developed reports, packets of information, templates, written books...all to help you achieve "celebrity status." We strongly believe in being the "only guy to see" in your niches of dentistry (emergencies, cosmetics, Invisalign, implants, dentures, etc). You may offer a wide array of services, but you can build your marketing and web presence to look like you are "the only guy" doing sleep apnea in your region (for example).

FOLLOW-UP - You might "get found" online, but 85-90% of your website visitors are NOT ready to immediately call you. By offering to send them valuable information in exchange for their contact info, you can answer all of their questions and become their "hero", all the while keeping your name in front of them until they are ready to buy.

PHONE TRACKING - All your time and effort is wasted if you can't figure out exactly what works and what doesn't. With our Zetetics™ Phone Tracking system, we can tell you down to the penny which marketing works and which doesn't, so you don't waste your marketing dollars.



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We Make Success Easy.

Our goal is to make it super-easy for you to succeed, whether we're able to work with you or not.

Since every dentist we partner with is given a market exclusive area, this means that not everyone that contacts us can be on-board. For those dentists that are not ready to join, or their market area is already taken, we have published a dozen books and DVD's that are an invaluable resource to the success of your web marketing campaigns.

In them we've distilled down the essence of all the marketing magic that we've learned from working with our most successful dentist clients, and made them available through our website (quantities limited).



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Dr. John K. Argeros
Sedation Implant Dentist
in Massachusetts

Many marketing firms offer piecemeal services. Colin puts the pieces together.

Right now everyone wants to be contacted or stay in contact and it's not the way that we used to do it before. Everything now is either text or digital, you know, internet, that's what people want. What I wanted is Infusionsoft. I wanted to have the ability to get better placement on search engines, I wanted to have video capabilities of our own staff and do that on our own, and I wanted to be able to communicate quickly as far as changes in the website. I didn't want all stock videos. If you have your own patients doing that it's a lot more believable. I wanted to have the ability to have the telephone number monitored which you offered.



Dr. Avi Weisfogel
Implant, Sedation & Cosmetic
Dentist in New Jersey

The one thing that I got out of most of the internet guys is they were all very similar, it was all very generic, kind of the same exact thing.

I could go to one website and it would look the same as the other website which looked as same as the other one. They would all promise the same things; we'll get you on the front page of Google, we'll do this. Most of them haven't come through on any of their promises. If you're looking to do something with the internet I highly recommend you do it with Colin, because right now in the business there's nobody better.



**Dr. Robert
Matiashevich**
Santa Cruz Implant &
Cosmetic Dentist

Colin really seemed to be able to put that together in a way that made sense in an orderly fashion so it wasn't something that was going to take up time every week for me to do.

I didn't really want to do a whole lot of that type of marketing; I wanted to do the dentistry. That's what we were looking for. I'm really pleased so far, it looks really good, it's very professional and the coaching's great, makes us feel relaxed, the patients that came in today seemed really relaxed. I know how it is to come and sit in front of a camera, that's kind of tough to do, if you're a patient and you've never done it I mean I would be freaked out. The fact that I got them to come in I was surprised that they actually wanted to do it. They all left with huge smiles on their face so you must have made them feel great.



Dr. Yar Zuk
Crazy Celebrity Tooth
Collecting Marketing Expert

"We hooked up with Colin to give my KillerToothache members Awesome Websites"

Some cool news for you, we have just hooked up with SmartBox Web Marketing which is kind of a weird name, I like Killer Toothache better. Colin and I hooked up after the last Profitable Dentist meeting and thought we could put our brains together and give dentists something cool to play with. He's got a neat package of a website and he can hook you up with a membership program.

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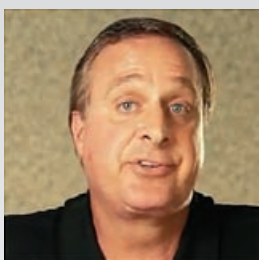
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Dr. Donald Plourde
Cosmetic Dentist in Boston

Our biggest referral source is the internet

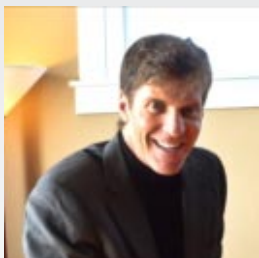
I think that currently one of the biggest referrals for us, for dentists now is becoming internet related. People are searching the internet for their healthcare providers to find out more about them and that's why we contacted you to make sure that we had a website that answered a lot of people's questions and hopefully helped them make a decision to make an appointment here.



Dr. Randy Schmidt
Orthodontist in Chicago area

The first month we went operational, Colin's webpage work and Google SEO increased our April Contracts and Collections by 25.7%

Colin has been doing local search marketing for us for the past 60 days, which we've gotten 141 phone calls from. Our staff has been very impressed with all you and your team has done, and our patients now go to our website much more often, about two to three times as often as they used to, which has been incredible for our retention and internal referrals.



Dr. David Dinsmore
Dentist in Colorado

First and foremost, you seemed to grasp what was needed, and that's staying in touch with the prospect.

The first thing I was most interested in was your ability to do the auto-responders. Other companies couldn't do that. I knew that because I've been in business and marketing I really wanted to be able to track the patient when they click. I wanted to be able to stay in touch with them. And no one else, to my knowledge, did that. The internet is full of information. I think that's what most dentists are doing and most of our services are becoming so much of a commodity. There needs to be a relationship with each person best we can.



Dr. Robert Klein
Implant Dentist in Missouri

The thing I like most about it is the results that it's getting.

Since we've been using SmartBox Marketing we've had great success. We're up to averaging 80-100 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% driven from the website.

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Dr. Woody Oakes

President, The Profitable
Dentist & Excellence In
Dentistry

"Colin is a genius on all types of marketing and he has several books and dvd's that dentists across the country are using."

Colin basically is a genius on all types of marketing, is the CEO of SmartBox Web Marketing, and he has various products and dvd's that dentists across the country are using. He has some really great products. His father is a dentist and is one of the three dentists in town I would trust to do my own dentistry. The unique thing about Colin is since his father is a dentist, he has this ideal playground to test new ideas and marketing on before rolling it out to the rest of his clients.



Dr. Michael Abernathy

Founder Summit Practice
Solutions

"Very few dental websites actually generate new patients."

You know we see this a lot when we talk to dentists all around the country: they put their dental website together ten or twelve years ago, whatever it was, and then time gets by and you don't update it. They begin to look dated and people notice that when they go to your dental website and look at it. I guess there's good news and bad news in that. If they're still going to your dental website and you haven't done anything to it in a lot of years that's a problem. Very few dental websites actually generate business for the dentist, and that's the kind of thing that Colin and SmartBox are able to accomplish for your dental practice.



Dr. James McAnally

CEO Big Case Marketing &
President Master Dentists
Academy

Colin is our secret weapon that we deploy for our best members practices all over the country.

Colin started his own company twelve years ago which is 72 years in internet time, so don't let his youthful looks fool you. He owns a slew of certifications with Google, Microsoft, Cisco; they all come with lots of little important letters after them. More important than those letters is his intimate knowledge of what we're up to as dentists and his ability to tie all of the pieces together on the web. The fact that he gets it is why he's rapidly become known as a 'Google god' for dental professionals.

Within 4 months we went from being non-existent on Google to being on the first page.



Dr. Max Gotcher

President & Founder
Summit Practice Solutions

Starting in November last year we started revamping our website and doing some other things and getting involved in Google. Within three to four months we went from being non-existent if you searched Google for dental consultant to being on the first page. We're still making progress and still moving up and still working on it so it's been very exciting. We went from selling nothing on the internet to actually selling products now online. I very, very seldom got any contact from my website and now routinely we get calls and emails as a result of people doing web searches and finding us under the category of dental consultant.

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