

# THE DENTAL WEBSITE AUDIT

*DO YOU KNOW WHERE YOUR DENTAL WEBSITE IS FAILING?*



COLIN RECEVEUR

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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.

### ***On Colin’s Book “How To Stay In Front Of Your Patients Until They Are Ready To Buy”***

Patients have to have 7 positive interactions with you before they actually buy or do business. SO that means they see your billboard, they see your Twitter, they see your website, and so on...

### ***On Colin’s Book “The Dentists’ Strategy Guide to Video Marketing”***

Websites with video are 53 times more likely to have a first page ranking on Google. And Google bought YouTube for for 3 or 4 billion dollars? I interviewed the highest producing solo dentist in the country and one of the things he is doing is taking his TV commercials and putting them on YouTube, and of course that boosts his ranking, and those commercials are on his website as well.



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.

### ***More and more dental websites are accessed through mobile applications. Older dental websites don’t do that.***

The types of branding that your practice would have are reflected in the photographs, the pictures, the marketing, the things that you have in your website. But even more than that, your marketing ties really intimately into your website. You’re driving people there, there needs to be a consistency, a continuity with external marketing, internal marketing, and your dental website. Colin is able to put the whole package together, and that’s probably the biggest difference in this company and some of the companies that we’ve worked with before.

We never endorse anything. The only time we ever endorse anything is when we get feedback from our own clients and it's doing well. That or we try it ourselves, and Colin started working on our website maybe four or five months ago and it went from unrecognized in a Google search, if you searched 'dental consultant' it never came up, to now we're on the first page and working our way up on the first page.

That's another thing that doctors and dental practice need to recognize is it's really not enough just to have a dental website, because people won't search very long for your website. It's important to have it highly ranked so that it comes up on page one and is as close to rank number one on page number one as you can get. That's certainly something that Colin and SmartBox are able to accomplish for dental practices.

Your dental website must open quickly and address the things that patients are really concerned about. Colin's done so many with so many doctors. It's funny because it seems like every time you turn around there's somebody that will do dental websites. I don't care if it's your 12 year old or a college graduate but this is different, this is an investment.

And the other side of things, the search engine optimization, I know doctors are bombarded with that from all corners of the earth, and since they're confused and since there are so many options out there, what most of them end up doing is nothing which is a mistake.

***This is somebody you can trust to do that.***

Another important aspect of dental marketing, which is I think more and more crucial, is to be able to track where the new patients come from. Regardless of what advertising and marketing methodologies you use, it's important to track them so you know that the money you're spending is being well spent and what kind of return on investment you're getting. One of the great products that Colin has is a way to track those by assigning different phone numbers to each one of those and then providing analytical data on a very timely basis so you can decide if you want to continue with a certain marketing effort, is it paying off, is it doing well, or do you need to take that money and put it in another place.

***Automatically being able to drip on a dental patient through your website is just awesome.***

The metrics and analytics that they supply to find out where the patients came from, what they want, the types of offers that attract them. Being in a marketplace, it's not just in Texas where we are, but all over the United States makes a huge difference because it's different from area to area. When you start getting these cookie-cutter little deals that they charge you just a small fee upfront, you're getting what you pay for, which is absolutely nothing.

I have to say this and I'll point a finger at you Max, I actually had people say our website kind of sucked. It doesn't suck anymore. We're as guilty as the next person; it's easy to get comfortable.

I can tell you too that it's made a big difference just in the last four or five months. We've actually had people buying things through the website, we've actually had people calling and asking questions because they're able to find us now on the website and they weren't able to find us before.

I think there's one other area that they do really well. A lot of people come in, go to a website and they're gone. Well guess what? Problems arise, questions need to be answered, we need to know if we're not getting what we want out of a website what kind of changes we need to make. It doesn't take a huge investment, it can be added to, it can be incremental.

***Being able to pick up the phone and call somebody that you can say, "Colin, I need some help", and they pick up the phone is awesome.***

"Hold for line one for sales, hold for line two for support with software" it's just not like that. It's an individual who actually comes from a dental field, has a little genetics going in there from dad being a dentist, so it's a huge, huge difference. We highly recommend them. You've got nothing to lose, all you have to do is give them a call, all you have to do is look them up on the internet and let them show you what they can do for you.

***I guarantee you, you're going to like the product, you're going to like the cost, and you're going to like the service.***

We're kind of putting our reputations on stake here, I think they're filming this, so give them a call and try. The best way to do it is just to go online and look at it, it's SmartBoxWebMarketing.com.



**Dr. James McAnally**

CEO Big Case  
Marketing & President  
Master Dentists  
Academy

***"Before I could recommend Colin I had to put him to the test."***

Now before I could recommend Colin to any of our doctors I had to put him to the test personally, so I put him to work doing Pay-Per-Click marketing, as well as Search Engine Optimization for my personal private practice, as well as our consulting business. Needless to say the market in Seattle is very competitive, and needless to say the national market for consulting is highly competitive. The reality is he was put to the test, so what's the result?

Well, we dropped our spending by 50% in our Pay-Per-Click ads with better results and in both, my private practice as well as the consulting business, not one, not two, but ten top key phrases all first page in Google results. It really doesn't get any better than that.

Like it or not, 35% of large elective cases show up or don't show up via your practice website, and all the things you're doing online. For regular dentistry the majority of those searching for 'just a dentist are doing that research online. No matter how you dice it, while certainly not a cure all magic marketing bullet, every practice must have and incorporate the web as part of that marketing puzzle.

***"Does Colin know anything about selling a cash based service like dentistry?"***

There are several big questions still being raised when discussing websites and online marketing for dentists and other service professionals. Number one, does this expert know anything about selling a cash based service like dentistry? And number two, does this expert have something that really works? And are they going to turn around and

sell it to my competitors in my local market? This is a pretty big secret, it's not so much a secret amongst those of us who are in the know it's not a secret, but the reality is, especially with Google and how websites are ranked, there's a limitation to how many times that exact same ranking strategy can be deployed in a local market before it doesn't work anymore.

These are certainly two questions that came to the forefront of my mind over the last two years as we were searching for someone to be a web expert for our members. Our next speaker Colin Receveur has an intimate background of our profession courtesy of his very successful father, who happens to have a top performing practice and is also one of our lead program members. In fact he does develop and provide our turnkey sites for lead program members themselves, and also provides limited availability web services for advanced clinicians outside that program. Of course that means we don't sell it to every dentist on the block.

***“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.

***“If your market is available you'd be crazy not to grab it before another doctor does.”***

He has online technologies allowing us to leverage our time, effort, money and energy to be in more places at once than we've previously ever imagined in front of our patients, our prospective patients and to stay ahead of competitors. The reality is if your market is available, whether it be for a website that he could produce or for analyzing your local marketing situation for your online marketing, if the market is available you'd be crazy not to grab it before another doctor does because someone will take it. So again, get going with Colin. You'll be glad you did.



**Dr. Max Gotcher**

President &  
Founder Summit  
Practice Solutions

***“Colin has mastered Infusionsoft and is just easy to work with.”***

Hi my name is Max Gotcher. I have a consulting business consulting with dentists: Summit Practice Solutions. I got to know Colin Receveur quite a few years ago. His dad is actually a dentist and was a client of ours. Over the past several years I had called a couple of times and asked Colin questions about various things but toward the end of the last year I decided I needed to do something different with my website and web presence and search engine optimization and several other things, so I called him and we agreed on what we would do.

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

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.

Colin is also managing our monthly email newsletter that goes out. I honestly have struggled for years and years with our CRM software called Infusionsoft, and I just never could get past "Go" with it and Colin has taken that over and mastered it so we're doing some ongoing email campaigns now as well.

All in all I couldn't say enough positive things about him. I guess probably one of the best things is that he's just easy to work with. He's very responsive! I've called any number of times in the last few months for a little tweak here or a little tweak there or to change something or to change the wording and he's always very helpful.

***Oftentimes he makes the changes while we're on the telephone and just says "refresh your page and you'll see the changes."***

All in all it's been a very positive experience and I would encourage you to contact Colin if you have any needs for your practice, in terms of dental websites, search engine optimization, newsletters, or just anything related to marketing, especially in this electronic age.



**Dr. Yar Zuk**

Crazy Celebrity Tooth  
Collecting Marketing Expert

***"We hooked up with Colin to give my Killer Toothache 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.



Dr. John K. Argeros

Sedation Implant Dentist in  
Massachusetts

### *“The Value of Infusionsoft”*

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. Some older people maybe not, but remember now we're building this practice not only for my age and older but for my partner Dawn's age and younger to keep the practice going. Those people, they look at the internet, they look at things coming to them continually, being notified about this, they like that, they want to be kept abreast of things and they want it in the format they want it which is not really in the mail or anything anymore. It's all on the web.

### *“Our marketing needs, after our website”*

What I wanted is, the term I'm going to use is [Infusionsoft], I know that's a company but that's one thing I wanted to do. I wanted to have the ability to have the telephone number monitored which you offered.

### *“Our dental web marketing needs”*

I wanted to have that. 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 will say that the other one, it's not difficult and things like that, but there's a very structured format that we have to maintain and I wanted to start to get out of that a little bit and get into a little different format, albeit using some of those ideas but then work on stuff ourselves.

### *“The importance of custom video on our website”*

Well Colin, you know when we first spoke, we had a website going down and I'd been noticing the amount of video that's on different websites, not necessarily ours, and I wanted to get involved with that. How many YouTube things go out every day? 70,000 or some crazy number like that? That's what people want. I wanted to be able to do that on my own terms. I didn't want all stock videos. They're okay, I'm not against them, but if you have your own patients doing that it's a lot more believable. I remembered talking with you a few years ago when your father and I were in James' group and then you started to do some web work and things like that and James recommended you, so I thought that maybe I'd take a look at that. Also placement on Google and things like that and other search engines, that interested me and who can do that, who can handle that and watch over that? I thought you folks would be the people to do it.

### ***“What was our video shoot like?”***

I must say I try to stay out of the way and I did not go to the door or anything, but I couldn't see anything. Getting the ladies, I think we had what 12, we had a bunch come in through and we had the 10 patients on time and actually a little early at the end, that was impressive. I really thought we would have some difficulties either with getting all the staff videos in or maybe a late arriving patient or two which didn't prove to be it but it worked out fine. Very pleased with it.

### ***“Things went smoother than I thought”***

Well Colin I'll tell you, I think that overall things went very well. I appreciate all of you and the work that you've done and I must say that it went smoother than I thought it would. As you had mentioned to Nancy usually something goes wrong and of course I was up here with you fellas so you're going to be the judges but from my point of view it went well.

### ***“Why I chose SmartBox Web Marketing”***

I looked around, I checked out some of the references that we had been sent by our group and I liked what I saw. I knew you somewhat, I remember your first work with your father and James and I go back quite a while and if was touting what you were doing I was going to listen. So that's pretty much it.



Dr. Avi Weisfogel

Implant, Sedation & Cosmetic  
Dentist in New Jersey

### ***“I've done dental marketing in the past with the big dental website guys, and right now there's no one better than Colin.”***

When I was looking to do website marketing, it was something that I was a little nervous about doing because I had done it in the past with a couple of the big dental website guys and gotten nothing out of it. Traditionally I've gotten a lot out of print. I've tried everything else in marketing other than print with not much success. I tried radio, I tried television and I've tried web.

***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.

The one thing I like about Colin is he comes through with the stuff that he says; he's ready to back it up. He's going to work for you, get you the results that you need, he's going to talk to you and explain everything that's going on and he's going to help you with the different parts of internet marketing to really make your website work.

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 Matiasевич

Santa Cruz Implant &  
Cosmetic Dentist

*“Colin puts it all together in a way that gets results and saves me time.”*

When we originally built our website what had happened was we had built maybe two or three different websites on our own or through our Dentrrix software and some of the other marketing things at the dental vendors. They were good but they were all very generic and they just looked all the same; they weren't very personable. I have a good friend who works at Microsoft and he used to yell at me all the time about how crummy it was and that I

had to make it more personable.

One day one of my patients came in and he actually works over the hill in Silicon Valley and he was trying to get out of the rut of doing the same thing over there and he wanted to get into internet marketing and he wanted to know if I wanted to advertise with him. We got to talking and I said well if you could build me a nice site this is kind of what I want and the two of us spent about a year building the site and he did a really great job, it was fantastic. We got lots of reviews, lots of people loved the site, I still think it's fantastic. The problem going forward was he got busy with other things and we didn't really have anyone to run it or to take it to the next level where we're doing the tracking. Being able to update it on a regular basis because I found that we went almost immediately to number one on Google in our area but then we'd drop out and then we'd come back and then we'd drop out. Trying to figure this out with him and his busy schedule, and he was recently married and then had some kids.

*I had to find somebody that could do our website on a full time basis because I was finding that I was starting to have to post the videos or have staff do it, and I don't want to do that.*

Just like probably everybody else in our profession we want it done right away, but I knew also that it was coming towards the end of the year and I really didn't have all the numbers together of what we had done. I hadn't put together a marketing strategy ever; most of the stuff that I had done in the past was okay, it's time to renew the ad for phone book, okay let's fix it because it's terrible and let's do this or that. Or when you hire a dentist, well how much are they going to charge this year, or you want to run some paper ads, well what do they have. Last year was the first year where I kind of kept track of that but I needed to synthesize and put that all together and come up with a plan for the following year and budget for it.

I first met Colin personally in Dallas, Texas about a year and a half ago. He was giving a little information at a Big Case Marketing seminar about websites and everything and we had just finished building our website. We really liked our website and at the time I didn't think we really needed anyone to come in and do any more, but as our website sort of gained popularity in our location we kind of outgrew our market; we wanted to concentrate more on niche marketing. I had been reading Colin's newsletter and the Big Case once a month and following it so I decided that what we needed is a better way of tracking some of our patients that were calling from some of our newsprint ads, some of our website. And so we gave him a call looking forward to seeing what he could provide for us in order to follow a lot of our leads that we're getting.

***I think the benefit that we saw right away was the fact that now we had somebody that could take over.***

Now we had someone who could tell us what we needed to do specifically, whether it was to do this kind of video, what kind of marketing we could do so that we could give them the information so that they could put it together in a package for us and then run with that, whereas before we were kind of well, we'll try this or let's try that.

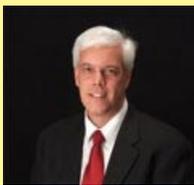
***When you start spending that kind of money and you start marketing or advertising you want to make sure that you're getting a return on that investment.***

Some of the stuff was sort of shoot and miss and okay did that work? Yeah I think it did. With the internet and having SmartBox come and help us do this stuff I think the goal was to be able to turn that part of the practice over to you and tell us okay what do you need? What would make our site better? Or what would get us up to the top of rankings and keep us there? What do we need to do? Rather than reading the latest article that comes out and then you panic, and wonder okay well I'm not doing that or I don't even know what SEO 7.2 is and having to do the research myself. That's not my profession.

Although some of it seems real easy to do it can become time consuming, and putting it all together whether it's taking video testimonials or getting the information out to the patients or following up with them is sort of a time consuming thing.

***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, because that's the way I had been doing it.***

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; I look forward to hearing what they had to say.



**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.

***“What skepticism did I have before choosing a marketing company?”***

I think there's always a little bit of skepticism to see if something's going to work for you, but once we'd seen some of the other websites that you've developed you can see how well done they are and I think they are an advantage to patients looking for a practice.

***“Patients want answers when they search”***

People when they're searching for a provider they usually have a lot of questions and we try to have a comprehensive website that will answer most of those questions for them.



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% !!! I don’t think I have ever seen an increase like that in 30 yrs. of practice... WOW”***

I have known Colin Receveur for years, and after talking with various dentists over the past few years and seeing his results, we contacted him at Orthodontic Affiliates.

We’ve been very impressed with his follow up, very impressed with his handling of patients, handling of the communication between my staff, my business manager, my partner and myself. Any and all questions we ask and send by email have immediate responses, not even a day. But yet in that day he’s handling our web serving, handling all the videotaping of our patients here in our office.

Last month my partner and I went down to Louisville where we did our green screen videos for our webpage and had a wonderful experience. All the prep work and time that has gone in for us to do our office work, as well as our doctor prep work, has been done by Colin and his team and we couldn’t be happier.

Colin has been doing local search marketing for us for the past 60 days, which we’ve gotten 141 phone calls from.

***“I have forwarded our website on to a number of my orthodontic friends asking them to give you a call.”***

A warm thank you for Colin Receveur for bringing our practice into the 21st Century with Google SEO which is proving to be very successful.

I thought I’d take this moment to thank you Colin for building our website and getting us to the point that we’re actively promoting our practices on the web and through Search Engine Optimization.

Our daily phone log and recorded calls into our internet phone number we’ve been very pleased with and our website is beautiful – you’ve done one heck of a great job.

I have forwarded our website on to a number of orthodontic friends of mine asking them to give you a call and to use any information on my website since they are not in my competitive area. 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!!

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.

***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.***

Thank you again Colin and your team at SmartBox Web Marketing for everything you’ve done for us.



Dr. David Dinsmore

Dentist in Colorado

*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.

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

With me, being in a new office, there were a number of steps I had to take. My current website is just a company. You know, just get me something. I knew that. But I have no web presence. I don't know anything about Facebook or LinkedIn. So I've been waiting for the right time and everything to do the whole web presence thing.

The lead-in from the time of scheduling this day was very helpful, all the emails, the little coaching points. The steps of what I needed to do was very well written and easy to follow. So, the scheduling in the 45 minute increments was very good. My only homework was just to call the people and get them in. But your little coaching as far as how to call them and what to say was right on the money.

And also, just connected education rather than just giving them ... 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

*If somebody looked up my name they could find the website, but it wasn't driving a lot of phone calls or patients in the door.*

I was just looking for somebody to help me. And, for sure, what I was doing was just a cookie-cutter website that wasn't directing much of any traffic. So I wasn't getting many calls off of it. If somebody looked up my name they could find the website, but it wasn't driving a lot of phone calls or patients in the door. So that's why we were looking to make a switch.

*Initially, I didn't know what to look for, I was just searching for a new website.*

I did a lot of research on Google. I also used Dental Town to see what people were talking about on there, what other dentists are saying. It's always nice to find somebody that has the expertise in the market that you are working with. Not only dental things are out there; there's a lot of companies out there.

When I found SmartBox I saw the testimonials and stuff on the web and saw what they were doing as far as not only the website, but the marketing, the SEO, all the stuff of getting patients to the website. I was happy to have the expertise where not only the website, but getting to patients to see the website and getting patients to make that call or come in the door.

Talking on the phone, it was nice to get Colin's passion for what he does. It was something that really interested me. When he said he could help and solve the problems we were having, there was a nice reassurance there.

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

You guys are nice guys, but at the end of the day it has to be successful, and it has been. So the best thing is it seems like monthly we're getting a couple big cases, implant driven, large implant cases a month from the website or the web stuff that we're doing with you guys.

***The ability to know where the calls are coming from, being able to see exactly which campaign is being successful so I know where the marketing dollars are going.***

So it's nice to have that report. And daily, when the call comes in, I get an email about it, and I can listen to it if I want. And we can monitor what is successful and what is not so we can fine-tune and tweak and be as successful as possible.

***Since we've been using SmartBox Marketing we've had great success. Last month we had 160 leads or something from just the website.***

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 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.***



**Dr. J.D. Murray**

Dentist in Atlanta with 2 locations

***"After meeting with Colin, I didn't know what to expect."***

I came across Colin Receveur & SmartBox Web Marketing by way of several sources; Dr. James McAnally with Big Case Marketing, Dr. Tom Orent, some of my mentors that I've been with for years.

After meeting Colin and being invited to come up to do this I didn't know what to expect, but one thing that I can say is that they're a great group of people, they held my hand and walked me through the whole thing. I didn't know what I was going to be getting into. I'm looking forward for this to turn out to be something different in my scheme of marketing, which I do a lot of.

***Colin diversified me, getting me exposure in all my different dental niches.***

I have been involved in the whole thing of SEO optimization for years. I've had quite a few companies to help me get listed on the first page and normally it was through the "emergency" type entryway. But when speaking with Colin he told me he could diversify me, to actually expose all of the different dentistry disciplines that I perform; he would bring it into a larger scope for me. I was once just focused on emergency but Colin has shown me a different way whereby I will be able to expose and show the public the different disciplines that I'm able to perform from my office.

Colin's approach, it was kind of novel for me and anything novel that can help promote my practice I was interested in. I would definitely refer anyone to try this out. It was great.



**Dr. Tom Gibbs**

Cosmetic & Implant Dentist  
in Chicagoland

*“I listened to Colin talk about niches and making me the “superhero” in my community and it sounded like ‘blah, blah, blah’.”*

Hi, I’m Dr. Thomas Gibbs, I’m a dentist in Glen Ellyn near Chicago. I’ve known Colin Receveur now for at least a good five years, we’ve met at some dental meetings of actually a very good group of dentists who are very advanced doing implants and sedation and some of the cosmetic procedures.

What I actually did today was I flew down to Louisville, Kentucky to film 50 videos, or actually probably more like 80 videos, that will be used in a web marketing campaign. One of Colin’s fortes is the use of internet to market the office. I’ve always relied on Colin for his overviews and expertise in internet and the technology of the office.

I’ve listened to Colin talk for years about niches and making me the “superstar” in my community. I thought it always sounded like “blah, blah, blah”, but now I’m getting people come in and say: “I know you’re the best at this in town” and they’ve never even met me.

Not only can he give a good overview of maximizing the internet, but also how to make things more effective and give the marketing a better ROI with phone call tracking. I would highly recommend using Colin for any of your dental marketing needs.



**Dr. Ron Receveur**

Dentist in Louisville area

*“If you put that much time and effort into your website you must really make a commitment to your profession.”*

Colin has made my websites produce. Even when I do display ads or radio campaigns, many of the patients that I see say, “Yeah I heard your ad or saw your ad in the paper and then I went to your website and that’s what really impressed me; how much effort you put into your website, and I figured that if you put that much time and effort into your website you must really make a commitment to your profession.”

I think that a website with tons and tons of information tells people that you’re serious about what you do.



**Dr. Tom Surber**

Orthodontist in Northwest  
Indiana with 7 locations

***“Our old website was worthless, and I wasn’t even sure we needed a new one.”***

I had never met Colin before my business partner started raving about him. I wasn’t even sure we needed a website, but I decided to hear him out. My initial feeling was “Wow that’s expensive” – but when I looked at the value of the package and everything we were getting, it really was an incredible deal.

After going through the entire process all I can say is **INCREDIBLE WORK!!!** Colin’s professionalism and expertise over the three video days was unparalleled. I really appreciated the way he coached and treated our patients / parents. The testimonials are absolutely “Knock-Out.”

And the results? We’ve been working with Colin now for about 60 days, and we’ve already gotten 141 phone calls. Colin’s philosophy of marketing while not the cheapest definitely delivers the results.



**Dr. Andoni Guisasola**

Dentist in Spain

***“I was skeptical about the cost and whether I’d get that back.”***

I was referred to Colin through Larry Brooks at SmileVision. Colin created my website and the results have been excellent. I’ll keep on working with them and highly recommend anyone to do the same. Thank you very much, Colin!

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## How to create your dental website to get you the best results possible for the least amount of money.

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One of the biggest myths in dental marketing was that by just building a website, new & qualified patients will flow into their office, like water out of the hose when you turn on the spicket. Some dentists bought template cookie-cutter websites while others built customized ones, but regardless the mindset of “if you build it they will come” could not be farther from reality.

## The first impression might be your last

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The reality is, you have less than three seconds to convince your potential patients that they should do business with you. What does your dental website say in those first few critical seconds?

To understand better, let's go back and start at the very beginning to see your website from your patient's eyes

1. First, for a prospective patient to even find your website, you have to be seen where they are searching, Remember, these prospective patients are searching for a dentist, they don't already know your website address. You have to be at the Top for the keywords THEY are searching for.
2. Once a prospect is on your website, they need to be pre-qualified, so they are a good fit for your services **(skipping this step will explode your schedule with unqualified leads that never move forward with case acceptance).**
3. ...and then your prospects must be compelled to call and schedule a consultation **(do you just want “hits and clicks” on your website, or do you want phone calls, new patients, and accepted cases?)**
4. You must follow-up and keep in touch with your prospects until they are ready to buy. **(otherwise you're missing 50% of your case acceptance).**
5. And THEN they turn into paying patients!



**This is the #1 cause of why many dental practices failed with their web marketing in the past.**

You can have the best office, staff, equipment and expertise... you might be “Dentist Of The Year” with all of the right credentials and certificates... but if you don’t have the right systems in place to not only ‘be seen’ but also to pre-qualify, follow-up, and close the cases, your prospective patients (that you’ve spend lots of time and energy to attract) are not going to buy your services. Once in place though, you can count on your systems to work for you for the rest of your professional career.



**Web is the core medium that patients use today (and tomorrow)**

We’ve had many doctors find success by making themselves appear as “The Expert” in a particular niche in which they had specialized training. Even dentists who offer a broad array of services can become “their hero” or the “Only doctor you should consider for sleep apnea” (for example). In your community, you can be the expert in several different niches if you approach things properly.

By being the expert in a particular niche, you can attract the types of patients you want... you know, the ones that are qualified and have money to spend...



**OK this sounds good - but how do you rate MY success?**

Here lies the rub. Many other marketing firms will tell you about how many clicks and hits your website got. Some others may even have the technology to show you how many phone calls you received. But are these phone calls pre-qualified, or are they wasting your (and your staff’s) time? Are they accepting treatment, or are they dead-ends?



**Dental marketing isn’t about “branding” or “impressions”**

It’s about putting qualified patients in your chair that accept treatment. “Hits and clicks” on your website and Facebook simply do not do that. Your dental marketing firm should be showing you exactly how many dollars you are spending monthly and how many dollars you are generating (True ROI). If you don’t know exactly what your True ROI is, how do you know how well your marketing plan is working?

We provide all our dentist clients with our industry leading phone tracking system, Zetetics™, which allows us to give our clients their True ROI for every piece of marketing they run.

So how do you market successfully on the web? It’s really very simple... and here’s how.

# 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.

The keywords you choose are a mirror reflection of the type of patient you will attract. If you want to attract the large cases and patients with money to spend, marketing for “free whitening and x-rays” isn’t going to do it.

When you want a new car you don’t Google “car”. You Google “2012 Torch Red Corvette”. And your patients are not searching for “dentist”, they are searching for the solutions to THEIR problems!

## Follow-Up



You might “get found” online, but 85-95% 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.

Why? Because it builds trust with your prospective patient and gives you permission to communicate with them in the future. And that is the reason for follow-up sequences (auto-responders) & drip marketing. The lion’s share (90%) of patients will only do business with you after they have been “touched” five to twelve times. So, a smart dental marketer will motivate his prospects to keep in touch with him.



## Pre-Qualification

Your prospects must be pre-qualified for the types of dentistry you want to perform. If not, you will waste your time fielding lots of phone calls and consults for patients that never move forward with case acceptance.

We have developed reports, packets of information, sequences of emails, printed books, webinars & dvd’s all to help you achieve “celebrity status”. We strongly believe in being “the hero” or the “only guy to see” in your niches of dentistry. When you need surgery, do you choose to go to a GP doctor, or a surgeon with a residency and lots of surgical experience under his belt? 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).

The “Warren Buffet” of large complex case dental marketing, Dr. James McAnally remarked “Colin understands ‘niche’ markets intricately and his firm is now our SEO guru and the guru we recommend to all of our consulting clients.”

## 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.

You’ll be able to clear see clear as crystal what advertising works (and what doesn’t) by tracking phone calls, consults scheduled, case presentations, case acceptance, and ultimately dollars generated. It can also record incoming calls, providing the ability to monitor recordings for quality control and staff training.

# The Dental Website Audit

To assist you in auditing your current dental website and marketing firm, we've put together this checklist of 102 critical questions you should be asking. Any reputable marketing firm will give you clear, concise answers to these questions. *Don't get bamboozled!*

We wish you all the best during your exploration process. Please contact me at **888.741.1413** if you feel you're a good match for our services and want to get started finding the new patients and cases YOU want.

Sincerely,



**Colin Receveur**, Founder & CEO  
*SmartBox Web Marketing*



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## Website Design

### Topic : Custom Designed Website

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**Explanation :** If your website looks like and carries the same message as your competitor, your prospects won't pick either of you. You must differentiate yourself by design and unique message.

**Questions to ask:**

- Will my website be custom designed?
- Is my new website a templated "cookie-cutter" that looks like everyone else's?
- Is it a unique design with compelling content that truly differentiates me?

### Topic : Google Friendly Website

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**Explanation :** Many "designers" can make your website look pretty, but if your website isn't built from the ground up with SEO in mind, you'll never be found.

**Questions to ask :**

- Is my website Google Friendly?
- Do you also offer in-house Search Engine Optimization services ?
- Are you confident in your optimization tactics? Do you offer a guarantee?
- Will my website be designed to "look pretty" or is it designed with Google in mind?
- Will you guarantee a top ranking on the search engines?

## Topic : SEO Capabilities

---

**Explanation :** Many marketing firms do not offer you access to the “code” of your site to optimize. Consequently, those websites never achieve great rankings on Google and Bing.

### Questions to ask:

- Will I have the 100% ability to organically optimize my website for the search engines?*
- Can I add new tags, code, and other critical SEO elements to my website?*

## Topic : Website Navigation

---

**Explanation :** Too often the navigation area on websites is identical in color to the background and/or text, practically camouflaging it. Use contrast to make it clear to your prospects where they need to be looking.

### Questions to ask:

- Will my navigation area and links stand out?*
- Please show me 5 websites you've done recently.*

## Topic : Mobile Website

---

**Explanation :** 65% of local searches will come from mobile devices in 2012, Google says. Because of the extremely small screen sizes compared to desktops and laptops, you need to offer a mobile optimized version so your prospects can get your information easily no matter how they find you.

### Questions to ask:

- Will my website have a “mobile friendly” version built for those searching on smart phones such as iPhones and Androids?*
- Will my website have a “tablet friendly” version built for those searching on iPad's and other intermediate-sized screen devices?*
- And will my mobile website be well optimized to show in the mobile search?*

## Topic : Rotating Images

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**Explanation :** Rotating “stock image” banners and even those with actual patient photos are notorious for running off your prospects. While they look pretty and I'm sure your patients compliment the nice photos you have, dozens of studies have proven that they actually drive prospects away.

### Questions to ask :

- What do you think about putting a rotating image banner on my new website?*



**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.

Watch an exclusive video interview with Colin Receveur & Dr. Woody Oakes at <http://bit.ly/swmdds>

## Topic : Adobe Flash

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**Explanation :** Google can't read flash, plain and simple. Anything you build with Flash won't be found in Google. Also, iPhones, iPads, and many other mobile devices are not flash compatible either. We recommend avoiding flash entirely for the best compatibility and search engine optimization.

### Questions to ask:

- Will my dental website have any Adobe Flash on it?*

## Topic : Updating Your Website

---

**Explanation :** Many marketing firms offer no way for you to update your own website. Some take weeks to make simple changes, and will charge you for it.

With our SNAP™ technology, if you can edit a Word document, now you can update your website too. And don't worry, if you don't want to update it yourself, we can do it for you.

### Questions to ask :

- Does my new website include a super easy-to-use way to update it myself?*

## Topic : Contact Information

---

**Explanation :** Believe it or not we see websites every day that you can't find the contact information of the office!

### Questions to ask :

- Does my phone number and contact info stand out on the front page?*
- Please show me 5 websites you've done recently.*

## Topic : "Clinical Photos"

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**Explanation :** Many dentists are excited to show off their clinical skills, but your prospects do not want to know "how you do it." They only want to know that you're "the man" for them and you'll do a great job. Before & after pictures are great, but skip the "during." Showing clinical photos will scare off many prospects!

### Questions to ask :

- Do you recommend showing step-by-step photos of reconstructions?*
- Do you want "clinical" photos to include?*



**Dr. Randy Schmidt**

Orthodontist in Chicago  
area

***"After talking with various dentists over the past few years we decided to call Colin."***

I have known Colin Receveur for years, and after talking with various dentists over the past few years and seeing his results, we contacted him at Orthodontic Affiliates. We've been very impressed with his follow up, very impressed with his handling of patients, handling of the communication between my staff, my business manager, my partner and myself

Hear what Dr. Schmidt had to say at: <http://bit.ly/swmdds>

# Website Content

## Topic : Text Within Images

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**Explanation :** Many web marketing firms take the easy way and embed text within images. Google can't read this and you won't get "indexed" properly in the search engines. All the text on your website should be actual text (use the highlight test) styled with proper CSS.

### Questions to ask:

- Will you use images to hold the text on my website?*
- All the text will be text, not images, right?*
- My phone number will be text, not an image, right?*

## Topic : Repetitive Call To Action

---

**Explanation :** If you want to emphasize something, you repeat it. If you want your prospects to take note of "the next step" - make sure you repeat it several times.

### Questions to ask:

- Is your Call-To-Action repetitive and relevant to my prospects (the patients I want to attract)?*

## Topic : Keywords

---

**Explanation :** Your keywords are not what you think! You want your website to appear for the keywords that the prospects you want to attract are searching for! If you're marketing for "free x-rays and exam" then "Chicago Dentist" is probably a good keyword. But if you're marketing to deep disability large reconstructive and cosmetic cases, those people will never find you on those keywords. Be sure you research and find out what your patients are searching for, then optimize your marketing for those terms.

### Questions to ask:

- How do you determine what keywords you'll optimize my website for?*
- What research do you do on those keywords?*
- How many other dental practices that want patients in <my niche> have you worked with?*
- How often are you re-evaluating my keyword list?*



**Dr. Brendan McLaughlin**  
Periodontist in Boston

*"I was skeptical about doing business with someone I had found online and had never met before."*

I found Colin while Googling... I was searching for a dental marketing firm to design my new site and I found one that Colin had designed. At first I was skeptical about doing business with someone I had found online and had never met before. I really wanted to find a dental marketing guy in the Boston area. But after talking with Colin, I was impressed and decided to give them a try.

What was Dr. McLaughlin's results? Read his story at: <http://bit.ly/swmdds>

## Topic : Call To Actions

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**Explanation :** Many dental websites only offer their phone number as a method of contact. While small cases and prophylaxis might immediately contact you, larger cases require contact with “less risk” so they can get to know you first.

### Questions to ask:

- Will my website have a CLEAR Call-To-Action other than “call me”?
- Will my website have additional information offers, newsletter signup, webinars, and other “risk-free” ways for my patients to learn more about me?

## Topic : Blog Updates

---

**Explanation :** If you’re going to get a blog, you need to update it regularly. Stagnant blogs lead prospects to believe you’ve abandoned your website. Keep things fresh and updates with new content added regularly.

### Questions to ask:

- How often are you updating my blog?
- Are you updating my blog for me, or do I have to?

## Topic : Do you address your prospects problems, or do you talk about yourself?

---

**Explanation :** Checkout the “Wewe” test on our website : <http://link.swm.tv/wewe>

### Questions to ask:

- How will you relay my expertise to my prospects?
- How will my new website answer the questions my prospects are searching for?

## Topic : Copyright Date

---

**Explanation :** If your website says “Copyright 2008” at the bottom, your visitors (and Google) know your website is stale and hasn’t been updated in a while.

### Questions to ask:

- How often will you update my website?
- Will the copyright date update automatically every year?

## Topic : Music

---

**Explanation :** Some website designers want to play some background music. This is proven to chase off your prospects!

### Questions to ask:

- Do you recommend playing music in the background?



**Dr. James McAnally**

CEO Big Case Marketing  
President Master Dentists  
Academy

***“Before I could recommend Colin I had to put him to the test.”***

Now before I could recommend Colin to any of our doctors I had to put him to the test personally, so I put him to work doing Pay-Per-Click marketing, as well as Search Engine Optimization for my personal private practice, as well as our consulting business. Needless to say the market in Seattle is very competitive, and needless to say the national market for consulting is highly competitive. The reality is he was put to the test, so what’s the result?

Get the results and see why Dr. McAnally considers Colin his “secret weapon” that he deploys to his top consulting clients all across the country at <http://bit.ly/swmdds>

## Topic : Vanity Phone Numbers

---

**Explanation :** While they appear pretty and easy to remember, this is just shooting yourself in the foot! With click-to-call technology and many searching on mobile phones, plus many calling from new phones that don't have letters on their keypads, vanity numbers are frustrating to type in and detract from your prospects' experience.

### Questions to ask:

- Will you be using vanity number on my website?
- Will you use toll-free (800/855/866/877/888) numbers on my website, or local (my area code) phone numbers?

## Topic : TV commercials on your website

---

**Explanation :** Your TV commercials are meant to grab a prospects attention in 30 seconds or less and compel them to call or visit your website. So why would you put a commercial on your website -- they've already found you! It detracts from the user experience. Use video that is extremely specific to WHY they are there, that speaks directly to THEIR problems.

### Questions to ask:

- Will my website have tons of video on it?

## Topic : "Click Here"

---

**Explanation :** Google looks at your "anchor text" that you use for links very closely when it's analyzing your site's SEO. Make sure you use relevant specific words for you links, not just "click here."

### Questions to ask:

- Will you build my website with BEST search engine optimization practices in mind?

## Topic : Broken Links

---

**Explanation :** Broken links can leave your visitors frustrated and Google de-ranking you. It's just a sign of a bad, mismanaged website.

### Questions to ask:

- Will you proof my website for broken links once it's finished?

## Topic : Video that Plays Automatically

---

**Explanation :** When done right, video that plays automatically is great for the user experience. But it must be relevant to what they want, and they must be able to pause it if they choose.

### Questions to ask:

- Can you setup my website to automatically play a video?
- Will my prospects be able to easily pause my video?



Dr. Andoni Guisasola  
Dentistin Spain

***"I was skeptical about the cost and whether I'd get that back."***

I was referred to Colin through Larry Brooks at SmileVision. Colin created my website and the results have been excellent. I'll keep on working with them and highly recommend anyone to do the same. Thank you very much, Colin!

Read on about what Dr. Guisasola has to say @ <http://bit.ly/swmdds>

# Web Marketing

## Topic : Spying on Your Competition

---

**Explanation :** There are many tools available that allow you to spy on your competition, stealing their keywords and advertising strategies. Why try to reinvent the wheel when you can swipe a successful marketing campaign from someone else?

### Questions to ask:

- Can you show me what my competitors are marketing for and what keywords they are optimizing for?*

## Topic : Domain Name

---

**Explanation :** Another critical piece of good SEO, the domain name you choose should reflect your target market. Using specific keywords in your domain name is a surefire way to boost your SEO.

### Questions to ask:

- What domain name are you using with my website?*
- Are you using keywords in my domain name?*

## Topic : Robots.txt

---

**Explanation :** A critical file to proper SEO, robots.txt tells all the search engines what pages to index and which not to. Without it, you have no control over which pages Google grabs (and which it doesn't).

### Questions to ask:

- Will you manage my robots.txt file on my website?*

## Topic : Link Building

---

**Explanation :** If you were to compare links to our bodies, links are the "blood" of the internet. They connect to everything, they carry your projects from one page or one site to another. They are also the #1 metric that Google examines when determining your rank in the search results.

### Questions to ask:

- Are you building links into my website and local search listing?*
- Where are you getting these links from?*
- Are they coming from highly relevant dental related websites?*



Dr.J.D.Murray

Dentist in Atlanta  
with 2 locations

### *"After meeting with Colin, I didn't know what to expect."*

I came across Colin Receveur & SmartBox Web Marketing by way of several sources; Dr.James McAnally with Big Case Marketing, Dr. Tom Orent, some of my mentors that I've been with for years.

After meeting Colin and being invited to come up to do this I didn't know what to expect, but one thing that I can say is that they're a great group of people, they held my hand and walked me through the whole thing. I didn't know what I was going to be getting into. I'm looking forward for this to turn out to be something different Dr.J.D. Murray in my scheme of marketing, which I do a lot of.

See what Dr. Murray said about Colin's video marketing @ <http://bit.ly/swmdds>

## Topic : SEO Capabilities

---

**Explanation :** Many marketing firms do not allow you access to edit the “code” of your website to optimize. Consequently, those websites never achieve great rankings on Google and Bing.

### Questions to ask:

- Will I have the 100% ability to organically optimize my website for the search engines?
- Can I add new tags, code, and other critical SEO elements to my website?

## Topic : Press Release

---

**Explanation :** Designed to jump-start your marketing campaign, will you get one with your web marketing firm?

### Questions to ask:

- Are you utilizing press releases with my marketing campaign?

## Topic : Video Optimization

---

**Explanation :** Google is now putting videos right at the top of the search results. You can claim another top ranking spot by optimizing your videos for the services and locations you serve.

### Questions to ask:

- Will my videos be optimized for the services I offer and for my local area?
- Will the title, description, category, tags, and location be all completed on every video?

## Topic : Google AdWords Express

---

**Explanation :** To be seen everywhere includes the pay-per-click (PPC) area on Google. This is a very high traffic area of Google that consistently produces solid results in many markets.

### Questions to ask:

- Does your marketing plan include an AdWords Express campaign targeted at local searches?
- What size geographic area are you targeting with my ads?



**Dr. Tom Phillips**  
D.C. Dentist

*“I have worked with many other marketing agencies and I had reservations about choosing the right one.”*

I first met Colin Receveur at a dental meeting I went to about three years ago and I was impressed with his presentation, with his knowledge and with his maturity. As time went by I realized that I could use his services so I contacted Colin and I must say that I have nothing but positive things to say. He is very knowledgeable, very accommodating, very helpful in doing the website and doing video, and he has guided me along the way.

Hear what Dr. Phillips has to say about Colin’s marketing tactics @ <http://bit.ly/swmdds>

# Local Search / Google Places

## Topic : Claim Your Listing

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**Explanation :** The #1 way that people find local services in their area.

**Questions to ask:**

- Will you claim my local listing and optimize it?*
- Will you continuously optimize my local listing?*

## Topic : Media Content

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**Explanation :** Multi-media on your local places listing is crucial to getting a top ranking.

**Questions to ask:**

- Will you have all 10 images and 5 videos filled up?*

## Topic : Completed Profile

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**Explanation :** Google will give preference to those listings that have the most content in their listing. Google even shows you what percentage complete your local listing is.

**Questions to ask:**

- Will my profile say "100% complete"?*

## Topic : Have you added attributes to your listing?

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**Explanation :** Attributes are a powerful way to add extra information to your local listing about specific services you offer and your uniqueness.

**Questions to ask:**

- Will you add attributes to my local listing?*

## Topic : Have you claimed all duplicates and properly merged them?

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**Explanation :** Duplicate listings are a real pain to manage! If you don't get every one of them (and I've seen a dozen duplicates for a single office) your patients might be finding the wrong profile which could have outdated information and/or be unimpressive.

**Questions to ask:**

- Will you claim and merge all my duplicate listings?*
- Will you monitor Google monthly for additional duplicate listings?*



Dr. Steven Neeley

Jeffersonville, Indiana

***"I've tried radio and TV - Nothing else gave me that 'right punch'."***

When someone asks me how I market, in fact I still get calls at my office advertising this phone book or this marketing medium or this newspaper, whatever it is, and we basically just politely tell the people that we've allotted our monies for marketing this year. We politely say no because we know in the back of our mind that we've had our best results with Colin Receveur and SmartBox and the internet that we're now marketing on with our webpage. It's been phenomenal. I would recommend it to anybody.

See what Dr. Neeley said about his website's effectiveness and results @ <http://bit.ly/swmdds>

# Pre-Qualification

## Topic : Patient Education

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**Explanation :** Patient education is paramount to case acceptance. Educated patients are better consumers of the dentistry you offer.

**Questions to ask:**

- Do your consults come in educated and prepared?*
- Will your prospects be thoroughly educated and informed about how you can help them?*
- Will they be given all this information in a way they can “consume and digest” or will it all just be “info-dumped” on them?*

## Topic: Your Human Side

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**Explanation:** Your patients want to see “your human side” before they call you and come into your office. This begins developing the relationship of trust, which is exponentially important as case size increases.

**Question:**

- Will you produce custom video for my website?*
- Will you produce video that elevates my expertise to attract the patients I want?*

## Topic : 12 Cups of Tea

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**Explanation :** Your prospects in need of large case reconstructive and cosmetic dentistry will want to absorb information from you multiple times before they decide to have you do their work.

**Questions to ask:**

- Will my website have free reports & books that have been ghost-written for me, webinars, teleseminars, whitepapers, podcasts, and other forms of information that my prospects can subscribe to to learn more about me (and set me up as “the expert)?*



**Dr. Tom Gibbs**

Cosmetic & Implant  
Dentist in Chicagoland

*“I listened to Colin talk about niches and making me the “supehero” in my community and it sounded like ‘blah, blah, blah’.”*

Hi, I’m Dr. Thomas Gibbs, I’m a dentist in Glen Ellyn near Chicago. I’ve known Colin Receveur now for at least a good five years, we’ve met at some dental meetings of actually a very good group of dentists who are very advanced doing implants and sedation and some of the cosmetic procedures.

Hear what Dr. Gibbs thinks of Colin at <http://bit.ly/swmdds>

# Social Media

## Topic : Facebook Business Page

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**Explanation :** Being seen everywhere is the key to dominating your area and your niches. It's critical to have a presence on the social networks to "build your tribe."

**Questions to ask:**

- Will you be building me a social media presence?*
- Will you setup a Facebook business page for my practice?*

## Topic : Twitter Business Page

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**Explanation :** Many business professionals frequent Twitter. While

**Questions to ask:**

- Will I have a Twitter business page setup and customized to my practice?*

## Topic : Social Media Call To Action

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**Explanation :** Are you just posting updates/offers to your wall, or have you setup your Facebook page to actually contain a funnel that drives leads?

**Questions to ask:**

- What will be my Call-To-Action on Facebook and Twitter?*

## Topic : Facebook Configuration

---

**Explanation :** If your default tab on Facebook is the wall, you're missing a ton of leads. Create a new page with a funnel and begin offering an incentive for people to follow and like you.

**Questions to ask:**

- What will my default tab be on Facebook?*
- Do you recommend an incentive for my prospects to "Like" and "Follow" me?*

## Topic : Video Syndication

---

**Explanation :** Having videos is just the first step. The second step is people actually watching them. By syndicating your videos to many different websites, more people will find and watch them.

**Questions to ask:**

- Will my videos be syndicated across the video and social networking websites?*
- Will you regularly optimize and syndicate my videos?*



**Dr. Jason Hecht**  
Staten Island  
Implant Dentist

***"We get 3 to 4 Big Cases per week from our website and marketing."***

I've been using Colin for my website for the past year now and the website is doing great! I love how it looks and patients tell me all the time that they found so much valuable information on the website that they just had to come in because of it.

Hear what Dr. Hecht has to say about Colin's dental websites @ <http://bit.ly/swmdds>

# Video

## Topic : “Reverse Testimonials”

---

**Explanation :** Patient testimonials are great, but using the Reverse Testimonial Technique you can make your patients words carry five times the power.

### Questions to ask:

- Will I get twenty+ powerful Reverse Video Testimonials and sixty+ custom educational videos for my website?*
- Will you come to my office to film the video, or is your video “boilerplate”?*

## Topic : Patient Filming Location

---

**Explanation :** Dental chairs often have very negative associations. We recommend filming your patients in a neutral place, such as consult room, waiting room, or somewhere with nothing “clinical.”

### Questions to ask:

- Will any of the patient testimonials be filmed while my patients are in the dental chair?*

## Topic : Video Optimization

---

**Explanation :** Google is now putting videos right at the top of the search results. You can claim another top spot by optimizing your videos for the services and locations you serve.

### Questions to ask:

- Will my videos be optimized for the services I offer and my area?*
- Is the title, description, category, tags, and location all completed on every video?*

## Topic : Educational Videos

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**Explanation :** Forrester Research found that websites with video are 53 times more likely to have a first page Google ranking.

### Questions to ask:

- Will my website have educational & patient “reverse testimonial” videos?*
- Will my videos be captivating or boring?*

## Topic: Education Based Marketing

---

**Explanation :** Educated prospects are better consumers of your dentistry and require less time and education during your consultation.

- When your patients arrive for a consult, what is their knowledge level?*
- Are you already “the expert” in their mind, or are you just “the free 2nd opinion”?*

## Topic : Video Syndication

---

**Explanation :** Having videos is just the first step. The second step is people actually watching them. By syndicating your videos to many different websites, more people will find and watch them.

### Questions to ask:

- Are my videos being syndicated across the video and social networking websites?*
- Will you regularly optimize and syndicate my videos?*

# Video SEO Cheatsheet Bonus

## How To Make Your Videos #1 On Google

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Getting your dental videos to show up #1 on Google might be the best kept secret on the web. Well, actually it isn't a secret at all. It just takes a little time, attention to detail, and of course great content that will engage your viewers! Here's how you do it:

### Step 1: Choosing Your Keywords

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The first step is to select the keywords that you want to optimize for, but choose carefully! You want to choose keywords that people are searching for but also have low competition.

Getting your video to the #1 spot on Google for a keyword like "dentist" just isn't going to happen. These "short-tail keywords" are a waste of time to try to rank for - your prospects aren't qualified and the competition is insane. The opposite of this, "long-tail keywords," are phrases like "dental implants new albany indiana" where the prospect searching has greatly narrowed the scope of what they are searching for. Focus on finding these to build your video around!

We suggest using Google's Sandbox Keyword Tool to help with this. If you don't know how to use it, just Google it and the first result will be it :)

You want to focus your search on long-tail keywords that have some search traffic, but also have low competition. Once you find your long-tail keyword, go to YouTube and search to see how many videos you are competing against. If the number there is low, then you have a winner!

### Step 2: Optimizing Your Video

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First, create the script for your video based around your selected long-tail keyword. Be sure to include lots of great information about your topic! You can have the best optimized video in the world, but if the video is garbage then no one is going to watch it. Be sure to use your long-tail keyword at the beginning, middle, and end of the video script.

Upload your video to YouTube and be sure to optimize your video before the upload completes. This will have you off to the races fast!

Here's our secret formula for video optimization on YouTube:

**Title:** *Long-tail keyword*

**Description:** *<http://www.yourwebsite.com> followed by your video script. Note: It is very important that the video and the video script have your long-tail keyword at the beginning, middle, and end!*

**Tags:** *Long-tail keyword, your name, your business, your industry, 2 related search terms*

**Category:** *Select one closest to you*

That's it! If you've selected your long-tail keyword well, just sit back and watch your video explode to the top of Google. You can repeat this process for each topic you want to rank highly for on Google and YouTube.

# Follow-Up

## Topic : Automated Follow-Up

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**Explanation :** Follow-up is paramount to case acceptance, especially as case size increases.

**Questions to ask:**

- Will I have an automatic way to keep in touch with my prospects?*
- Will I have a completely automated way to send emails, post cards, letters, gifts, and txt messages to my prospects for 2 years after they visit my website?*

## Topic: Automated Referral System

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**Explanation :** Once your prospects complete treatment or become patients, they are an invaluable and untapped resource. By automatically sending them goodies, reminders, and offers through email, postcards, letters and txt messages you can leverage them to refer you more new patients.

**Questions to ask:**

- Will my marketing system include an automatic referral system?*

## Topic : Multiple Medium Contact

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**Explanation :** Email, text messages, postcards, letters, voice broadcasts, newsletters (digital and print)... all ways to automatically and cheaply keep in touch with your prospects for up to 2 years after they see your website.

**Questions to ask:**

- How are you keeping in touch with my prospects down the road?*
- How much of my time do I have to spend doing it? Is it automated?*



**Dr. Ron Receveur**

Dentist in Louisville area

***“If you put that much time and effort into your website you must really make a commitment to your profession.”***

Colin has made my websites produce. Even when I do display ads or radio campaigns, many of the patients that I see say, “Yeah I heard your ad or saw your ad in the paper and then I went to your website and that’s what really impressed me; how much effort you put into your website, and I figured that if you put that much time and effort into your website you must really make a commitment to your profession.”

Listen to what Dr. Receveur has to say about Colin at <http://bit.ly/swmdds>

# Tracking

## Topic : Phone Call Tracking

---

**Explanation :** Intake form tracking is notoriously unreliable. Can you look in the mirror and tell yourself you know where 100% of your calls and dollars came from?

**Questions to ask:**

- Will I get an industry leading phone call tracking system that can tell you at the end of each month how many phone calls, consults, case acceptances and exact dollars you generated from all your marketing?*
- Will my new patient phone calls be recorded so I can monitor my staff's phone skills and training?*

## Topic: Website Heat & Click Mapping

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**Explanation :** Knowing exactly where you prospects are reading and looking on your website is extremely valuable because it allows you to position your best offers where people look the most.

**Questions to ask:**

- Do you have the technology to do eye-tracking and heat map analytics on my website?*

## Topic : Google Analytics

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**Explanation :** Google Analytics provides all the detailed statistics about your website that you need to know to keep producing results.

**Questions to ask:**

- Will you install Google Analytics to track my websites' traffic?*
- Can I track who is coming to your website and from where? Is it easy to do?*

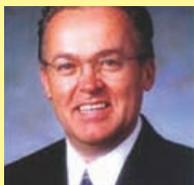
## Topic : Google Webmaster Tools

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**Explanation :** Google Webmaster Tools (GWT) offers critical data that Analytics does not about your website, such as errors, diagnostics, sitemaps, and search query data. To keep your website in top-top shape, you must have it installed.

**Questions to ask:**

- Will you install Google Webmaster Tools to see more detailed info about my website?*



**Dr. Tom Surber**

Orthodontist in Northwest  
Indiana with 7 locations

*“Our old website was worthless, and I wasn’t even sure we needed a new one.”*

I had never met Colin before my business partner started raving about him. I wasn’t even sure we needed a website, but I decided to hear him out. My initial feeling was “Wow that’s expensive” - but when I looked at the value of the package and everything we were getting, it really was an incredible deal.

See what Dr. Tom Surber has to say about Colin’s marketing systems at <http://bit.ly/swmdds>

# Monitoring

## Topic : Weekly/Monthly Strategy Calls

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**Explanation :** We include actual face-to-face & dedicated phone time with you, the doctor, to develop and maximize your marketing strategy.

### Questions to ask:

- Are you reviewing my stats & results weekly and monthly?*
- Will you include time to tailor my marketing to my uniqueness?*
- Will you check in on my success regularly?*
- Will you provide me with ROI tracking forms to show you exactly how my marketing is performing every month?*

## Topic : Communication, Simplified.

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**Explanation :** Have you worked with web marketing firms before that tried to talk to you in a foreign language? We understand the value of communication that you can relate to and understand. If you want the “nitty gritty” technical talk, we can give it to you, but if you just want to do dentistry, we can will explain it all to you with words and analogies you can easily understand.

### Questions to ask:

- Will you talk to me in a language I can clearly understand?*

## Topic : Results Guarantee

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**Explanation :** If you’re using a web marketing firm, are they guaranteeing their results?

### Questions to ask:

- What guarantee, if any, do you include with my website?*
- Does your guarantee wager a portion of your fees on my success?*



Dr. Avi Weisfogel

Implant, Sedation &  
Cosmetic Dentist in  
New Jersey

*“I’ve done dental marketing in the past with the big dental website guys, and right now there’s no one better than Colin.”*

When I was looking to do website marketing, it was something that I was a little nervous about doing because I had done it in the past with a couple of the big dental website guys and gotten nothing out of it. All of the internet guys are very similar, it was all very generic, kind of the same exact thing.

See what Dr. Weisfogel has to say about Colin’s marketing methods and results at <http://bit.ly/swmdds>

# Why Choose SmartBox To Find Your New Patients & Cases?

## Because we guarantee your success.

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An Unprecedented 180 Day Guarantee: We want to be partners in your success. We are so confident in our ability to make you money that we are willing to put part of our fee “on the line.” No one else in the industry is willing to risk part of their fee on your results.

After 6 months of your marketing campaign, if you aren't ecstatic about what we've done for you and you've kept the terms of our guarantee, simply give me a call. We'll send you a check and help you transfer your website and videos to a provider of your choosing, all with a smile. Ask us for details.

### ***In order to get you Super-Human results from your web marketing:***

- We have a scheduled monthly strategy phone call to review your marketing efforts. During your monthly strategy calls, we will review your stats, efforts, as well as other success factors, such as your staff's phone training, your sales funnel, any special offers you are running, among others.*
- We request your Return on Investment (ROI) stats monthly for both your online and offline marketing. This allows us to not only optimize your marketing by how many phone calls you received, but also by actual dollars generated. The synergism between your newspaper ads, radio or TV Advertising and your online presence is essential to your success. We can help you fit the puzzle together.*
- Use our Zetetics Phone Tracking in all your marketing to track and record all of your leads. By tracking your phone calls and \$\$\$ generated, we can show you with precision exactly what works (and what doesn't). You can use our phone recordings to train your staff. Many doctors are surprised to hear us say that most offices need weekly phone training to “stay on top” of the correct way to manage patients into your sales funnel.*
- We will make suggestions for improving your total marketing efforts. Whether on the web, in the postal mail, on the phone, or in your office, your success is our primary goal. We will be there to guide you every step of the way. Implementing our suggestions (and we'll help you) is critical to your success.*

AUDIT

ACTION PLAN

# What Web Marketing Does SmartBox Offer?



## A Custom Unique Website

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Is your new website a templated “cookie-cutter” that looks like everyone else’s? Or is it a unique design with compelling content that truly differentiates you?



## Mobile Friendly Website

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65% of local searches will come from mobile devices in 2012, Google predicts. Will your website have a “mobile friendly” version built for those searching on smart phones such as iPhones and Androids? And will your mobile website be well optimized to show in the mobile search?



## Email Auto-Responder Systems

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Follow-up is paramount to case acceptance. Will you have a completely automated way to send emails, post cards, letters, gifts, and txt messages to your prospects for 2 years after they visit your website?



## Zetetics™, Our Phone Call Tracking System

---

Will you get an industry leading phone call tracking system that can tell you at the end of each month how many phone calls, consults, case acceptances and exact dollars you generated from all your marketing?



## Pre-Qualification Of All Your Leads

---

Will your prospects be thoroughly educated and informed about how you can help them? Will they be given all this information in a way they can “consume and digest” or will it all just be “info-dumped” on them?



## 80 Custom Videos & “Reverse Testimonials”

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Forrester Research found that websites with video are 53 times more likely to have a first page Google ranking. Will you get twenty+ powerful Reverse Video Testimonials and sixty+ custom educational videos for your website?



## A Press Release

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Designed to jump-start your marketing campaign, will you get one with your web marketing firm?

# What Visibility & Optimization Does SmartBox Include?



## Natural & Organic Search Engine Optimization (SEO)

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Will you have the 100% ability to organically optimize your website for the search engines?



## Web Traffic Tools

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Can you track who is coming to your website and from where? Is it easy to do? Are Google Analytics and Google Webmaster Tools included?



## Google Friendly Websites

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Will your website be designed to “look pretty” or is it designed with Google in mind? Will your marketing firm guarantee you a top ranking on the search engines?



## Google Local Places

---

The #1 way that people find local services in their area. Will your marketing firm claim and continuously optimize your local listing?



## Google AdWords Express

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To be seen everywhere includes the pay-per-click (PPC) area on Google. Will your web marketing campaign contain a budget for PPC advertising?



## Video Optimization and Syndication

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Having videos is just the first step. The second step is people actually watching them. Will your marketing firm regularly optimize and syndicate your videos?



## Facebook & Twitter

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Being seen everywhere is the key to dominating your area in your niches. It's critical to have a presence on the social networks to “build your tribe.” Is your web marketing firm building you a social media presence?



## Regular Blog Updates

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If you're going to get a blog, you need to update it regularly.. We'll handle that for you. Will your marketing firm do that?

# What Personalized Service Does SmartBox Provide?



## Easy Website Updates

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With our SNAP™ technology, if you can edit a Word document, now you can update your website too. And don't worry, if you don't want to update it yourself, we can do it for you. Does your website include a super easy-to-use way to update it yourself?



## Communication Simplified

---

Have you worked with web marketing firms before that tried to talk to you in a foreign language? We understand the value of communication that you can relate to and understand. If you want the “nitty gritty” technical talk, we can give it to you, but if you just want to do dentistry, we can will explain it all to you with words and analogies you can easily understand.



## The Strategy Meetings

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We include actual face-to-face & dedicated phone time with you, the doctor, to develop and maximize your marketing in every package. Does your marketing firm include time to tailor your marketing to your uniqueness?



## Results Guaranteed

---

Does your web marketing firm include any kind of guarantee? Does their guarantee wager a portion of their fees on your success? Ours does.



## Monthly Strategy Calls

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Does your marketing firm check in on your success regularly? Do they provide you with ROI tracking forms to show you exactly how your marketing is performing every month?

# How to Engage Us

Here's the process for becoming our client:

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## 1 Initial Contact

Typically this is done with prospects that call in for the first time. We conduct a brief 20 minute phone call to evaluate your practice, goals, and proficiencies.

## 2 The Strategy Phone Call

We will develop a strategy and proposal for attracting the types of patients you want. We'll schedule a follow-up phone call to review and discuss your marketing options and strategies.

## 3 The Application

If we feel we're a good fit, we'll send you an Application. An Application is important because it verifies that:

1. You have completed appropriate clinical training and are on the right path with your non-clinical thinking (marketing & positioning, case acceptance, etc.)
2. You are committed to making the necessary changes in your practice
3. Your market area is open.

## 4 The Marketing Plan

Once we agree on an action plan for your dental practice, we'll spring launch your marketing plan into action and start finding you the new patients that you have advanced clinical training for.

## Our Origins.

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We never intended to work with dentists. Well, not exclusively anyway. Our first dentist client & father of SmartBox's founder Colin Receveur, Dr. Ron Receveur signed on with us to design his first website in 1997. After some trial and error we began to pick up speed and get moderate results, but we had no clue what was in store for us. Unfortunately much of the technology available nowadays wasn't even conceived in 1997, leaving us very limited on how to capitalize with this new advertising medium.

After incorporating in 2001, we brought on dozens of local small businesses needing web design and marketing help around the Louisville, Kentucky area. Looking around, we saw the YellowPages being very expensive, Radio & TV were just out of reach for most business owners... and we just had a gut feeling that this "Internet thing" had real potential.

As time went on we attracted more dentists in need of a marketing boost, we immediately took note of how little dentists were leveraging the available technology on the web. Most had nothing more than an "online brochure."

## Successful & Profitable Dentists Wanted.

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SmartBox Web Marketing is not a big box store with something for everyone and "one size fits all" solutions. We are a small, family owned company that has remained fast & nimble, pioneering the way dentists market themselves online. The personal relationships we have with our clients and one-on-one approach to every thing we do has helped our clients to enjoy top results and consistently high ROI.

Since we choose to remain small and personable, we don't work with every dentist who would like to partner with us. We work with only a limited number of dentists, and only one in any geographic location. So if we choose not to work with you, it does not mean we couldn't help you with your dental marketing, nor does it mean we don't value your inquiry. It simply means we have to be selective about who we work with.

## Our Market Exclusivity Promise.

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As much as we'd like to take 500 or 5000 doctors on as clients, we know that it can't be done. With SmartBox you will work with the same person every time you interact with us. That person will likely know every campaign and project that you have going, without "looking up your account." We are all about personal service and relationships.

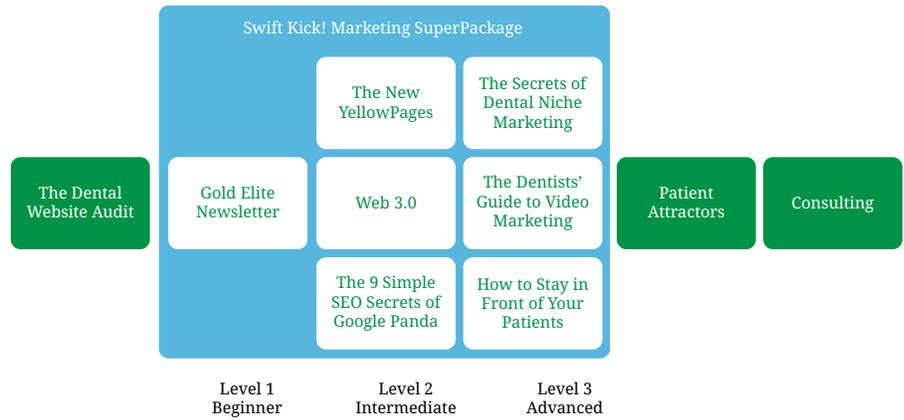
We've seen our best results from working with only one doctor per market area and working with them personally. We look for highly motivated dentists who are serious about growing their dental practice by ethically attracting more qualified patients. If that sounds like you, we'll cover the process a little later on how you can engage us.

And that's what is different about the SmartBox approach.

# Recommended SmartBox Sequence Of Products and Services

To see how we can help you look far ahead into your web marketing future, follow the flowchart on the right.

You'll see that the progression is not only logical, but enables you to absorb what you have learned before moving ahead. This absorption and implementation not only increases your confidence, but also your expertise factor.



To find out more about how we can help you, go here: <http://link.smartboxweb.com/nextstep>

