



"Being Everywhere On The Internet" with Colin Receveur & Dr. James McAnally

James: OK. Up next we're going to have Colin Receveur being everywhere on the internet. 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 are 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.

There are several big questions seldom 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: If this expert has something that really works, 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. But the reality is especially with Google and how websites are ranked, there's a limitation to how many of 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 Elite program members. In fact, he does develop and provide our turnkey sites for Elite program members themselves, and also provides limited availability web services for advanced clinicians outside of that program. Of course that means we don't sell it to every dentist on the block.

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Colin started his own IT company eight 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 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 the pieces together on the web. The fact that he gets it is why he has rapidly become known as a Google God for service professionals.

Yes, online technology is allowing us to leverage our time, effort, money, and energy to be in more places at once that we previously ever imagined in front of our patients, our prospective patients, and to stay ahead of competitors. That's exactly why I asked Colin to put together his presentation to discuss just that—being everywhere on the internet. Colin, take it away.

[applause]

Colin: Thanks James. I'd just like to start off and see how many people, by a show of hands, actually have a website for their practice already? And how many of you are using video or auto-responders or some of the more advanced tactics that we've seen James talk about? Very good, very good.

Thanks for having me, James. Who uses the web? The web is constantly evolving. 82%, Neilson reports, go to the web to find local services in their area these days. That's over the Yellow Pages, over the newspaper, and other traditional advertising mediums that have been used in the past.

Of that 82%, Neilson also reports that 84% of people go to Google, more so than Bing, Yahoo, other search engines that are available on the internet.

Web marketing is simply the practice of enhancing your visibility on the internet. Putting a website out there is kind of like putting a billboard up in the middle of nowhere. You want to make sure that your website is found and found by the people that are going to convert into patients for you.

[4:00]

This is an example of a search engine result page from Google. The red highlighted is going to be your pay-per-click rankings, your Google AdWords. The green is the local listings and the blue is the organic results. The organic, when you hear people speak of getting to the top of Google, the organic is where they are trying to up-rank themselves into.

A typical search engine result page, when done properly, could look like this. This is actually Dr. Receveur's for a search for "New Albany dentures", which is our hometown. You can see sponsored listings, local listing, and then using many sites, taking advantage of the top three organic results here.

You'll also notice an example of a bad AdWords campaign right here. This guy is in Ohio and he is paying to show an ad for Louisville, Kentucky. That's wasting money online advertising. For instance, if we were to click on this advertisement here, that dentist would be charged a dollar, \$2, \$5 for that click for somebody that's potentially 500 miles away and has no possibility to convert into a patient.

Internet real estate—your domain names, your WWW.com's. In 2004 there were 35 million domains registered with about 24,500 being newly registered per day. In 2008

there's 177 million total registered, with about 73,000 new domains registered every day. 2009 is believed to be the peak, if you will, of new registrations. It doesn't mean the pool is decreasing. Kind of like the oil fields—you can only extract so much. Still one per second is being newly registered. Kind of like the old saying of the West gold rush: They aren't making any more land. There's only so many variations of your name out there on the internet, so many .com's to buy. And once they're all taken, they're all gone.

Web marketing has become the new Gold Rush, if you will. The Yellow Pages has been in a steady decline. Last year the Yellow Pages printed 540 million books; the user friendly's, all their physical books that they printed.

[6:00]

In comparison, Google registered 1.1 trillion searches for local businesses last year. 2009, 1.57 trillion searches; a huge increase, 50% increase between '08 and '09 for local business searches. That accounts for people going online searching for dentists, plumbers, everything across the board.

A lot of people here might not realize or understand how web marketing works. It's no different, really, than any other advertising medium. It's a matter of getting your traffic. This is achieved through search engine optimization, through your Google AdWords. You have to get people to your site, just the same as you have to get people to see your billboard, put your advertisement in a newspaper and get people to see that. You have to have people looking at it in order to convert them into patients. And when you do that that puts money in your pocket. As we surveyed here earlier, everybody would like to make more money.

An example of the traffic, as I said, is search engine optimization—the natural organic listings. When people talk about getting to the top rankings of Google, that's what they're talking about doing.

You can also do it through the paid listings, search engine marketing through your AdWords, where it's a bidding war to get up to the top.

I'm going to show you nine free tools and three AdWords tools that you can use to accomplish this. There will be a handout in the packet, so I'm going to go through these free tools very quickly and we can discuss them more later.

How SEO works. Somebody goes on the internet. They chipped a tooth or they had a crown fall off and they realize, "Hey, I need to find somebody that does dentistry." So they go online, which Nielson says 82% of people go online to find that service.

They go to Google.com. They type in "your local town dentist" or "your local town dentures"; maybe their denture doesn't fit anymore.

Search engine optimization is simply the method to connect their search term to your website. It's a way to make your website appear above your competition so that that person finds your website, finds your phone number and calls you when they need that dental work done.

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One of the tactics is through keyword research—finding out what keywords they are searching for when they are ready to make that purchase. One of the big complaints I hear is people with AdWords campaigns, and they say, “Well, I tried it, but I was paying \$15, \$20, or \$30 a click and it's not being profitable.” There's many different factors that go into that huge sum you are paying for every click. There is a thing called quality score and finding out which keywords people actually buy on.

You don't want to advertise for every keyword out there on the internet. Somebody searching for dentist in Google, they might want to know who is Elmer Fudd's dentist? They might want to know how to get into dentistry school. Those are all phrases that if you just bid on the word “dentist” your advertisement is going to show up for and you are paying for clicks on those if somebody were to click on them.

So you want to limit the scope of the keywords that your advertising on. Spiders go to your website, they browse your website, and they report back to Google and index what keywords are found on your website so that when somebody searches, Google knows how to display you.

Any search engine's job is to take their visitor, their customer, and deliver them a website and not have them come back. If I go to search on Google and I search for plumber and I come back to Google and search again, Google looks at that as they did a bad job the first time. I wasn't satisfied, so they probably need to tweak that result, find out what I looked at the second time and make it better optimized, their process, to deliver local, relevant results to people.

[9:52]

The keyword packing in the past, if you ever went to a website and it was all gibberish, it said dentures 10,000 times on it and it had just a bunch of gibberish and it seemed like they were trying to say dentures 100 times over, and over, and over. It's called keyword packing.

Back in the early 2000's that was one tactic that a lot of websites used to kind of cheat their way up the scales. Google has done away with that algorithm.

On your pages, you want to make sure you have a 500 word minimum. Google likes to reward unique and quality content. If you have a very cookie-cutter site with the same content as 500 other people on the internet, Google is not going to give you the same kind of ranking advantage that they would give you if you wrote all the content yourself.

One great example is for a heating and air company that I manage their pay-per-click campaign. When we sat down and analyzed during the initial meeting, we found two phrases: “AC blows hot” versus “AC blowing hot”. Two phrases that random people go in and search for on Google. Wouldn’t seem that different to most people.

Who thinks that “AC blows hot” might be a more profitable keyword to search on? “AC blowing hot”? The only difference is one word. But something in the sight of people searching leads people that, when they say blowing, maybe that’s your AC is blowing hot air on you versus your buddy calls you and says, “Hey, my AC blows hot air. What should I do?” That just goes to show you that people that type in “blowing hot air” are more likely to buy your services.

Search engine faux pas; things not to do; things that can get you blacklisted/removed from the search engine rankings. Not all these will get you removed. Flash and Shockwave, Google has trouble reading Flash and Shockwave. A lot of websites I see are very animated. Their whole site is a big whiz-bang whirl. Those are very cool. Don’t get me wrong. They are very neat to look at. But Google can’t read them. They can’t index them and see what you are saying on there.

[11:59]

And oftentimes, when you have a site like that, your visitor gets so caught up in the animation and the graphics they’re not doing what you want them to do, which is to call you, to give you their email address so you can market to them down the road, or contact you in some other manner.

Image only pages where you just have one big image for the whole page. Some more technical things—image maps, frames, password protected pages. Adobe PDF documents Google has recently released a lot more support for. So those are becoming more accepted nowadays. And dynamic pages and dropdown menus. That’s more of a technical aspect, but things that Google doesn’t index quite as well versus using other methods.

The #1 free tool, and these aren’t in order of significance, just the first one I’m going to show you is Google’s Wonder Wheel. To find it, after you do a search on Google, click on the “show options” button right here, and then you’ll find the Wonder Wheel link down here in the bottom corner. This will give you a good idea of relevant keywords to what you’ve searched for; other terms that other people are searching for that you might want to look into. And if you are looking into it to advertise, other keywords that you might want to look into to advertising under.

Rank Checker. SEO Book’s Rank Checker is a great tool to see where you rank in the search engines.

XML Site maps is a site...Google likes to know where all your pages are. A site map is like a roadmap to your site. You submit it to Google and it tells Google what every page on your site is so that it can find those pages and index them.

Google's Webmaster Tools is a great way to look at query searches that are coming across your site and see other traffic and statistics that are coming in. They'll also show you any errors they find on your site.

Keyworddensity.com will show you...I spoke before about keyword packing and trying to pack all those keywords into your site to be found better, which is a bad tactic because they will penalize you. However, you do want to use a normal conversational tone of keywords in your text.

[14:02]

If you would normally talk to somebody and talk about dentures, implants, or whatever niche you are talking about, that's the same tone you want to use in your website. Don't try to use the words too much or Google will catch onto that. They use automated algorithms, as well as they do do personal, manual checking of certain websites just randomly.

Yahoo Site Explorer is a great tool for looking at inbound links—other pages that link to your site. Other pages that link to your site are an important component of search engine optimization. There's two parts—your on page, which is your actual website; things you can change about your website that will help your ranking. Other people and how they relate to your site is also an important component. A great example of this is George Bush.

In the 2008 presidential election, some of the democrats thought it would be funny and they launched an internet campaign, and they put a link to George Bush's profile on the Whitehouse.com website. And the little link text said "miserable failure". And they launched this, millions and millions of sites.

If anybody went to Google and typed in "miserable failure", the #1 result was George W. Bush. And it actually carried over into Obama's profile which replaced his when he won the election.

So other sites and how they link to yours are a very important component of where you rank when people search for you.

Search engine marketing—the paid aspects of your advertising campaign; the ads on the side. Remember when we had the green that was here and on the top—paid advertising listings.

What is search engine marketing? It's the art of serving ads, very directed, targeted ads, to people that are searching for you in your area.

[15:58]

Search engine optimization, the organic, is very different, what I just covered, from what I'm about to show you here. Google AdWords, Google provides one of the many pay-per-click options. Yahoo has a pay-per-click service. Bing has a pay-per-click service. Overture, which was in the early 2000 days, was kind of the originator of all this.

It's a way to reach your customers at the precise moment they are looking for your products and services on the internet. You are not paying just to put your ad up. You are only paying when a user clicks on your advertisement. So you can display it a million times. And if one user clicks on it, you are only paying for that one click.

Kipling, in 2008, reported that online advertising generates three times as much revenue as printed advertising. As I said before, your ads advertising on Google, 82% go online to find local services, and 84% of those people use Google. So advertising on Google you are taking the majority share of all the people that are searching for a local service. And Google's catchy phrase is "it ads up" for Google AdWords.

Keyword bidding. AdWords is basically a bidding war. In the early days it was strictly a bidding war. Somebody could make a chainsaw advertisement appear for somebody looking to buy a set of dentures. Google realized that that's not in their best interest because they are delivering non-relevant results to that person searching.

So they've introduced other things, namely one called Quality Score. If you have a Google AdWords account now you might notice that one of your columns on that page is Quality Score. The Quality Score times your bid factors where you are placed on that page.

So I've been in situations where a new customer might have a very bad Quality Score and Google will not allow them to overbid their next placement. They can't bid enough to get into the higher position on Google. So Quality Score is a very important component of your AdWords campaign. And Google will slap you with a tax; the Google Slap, as it's called. If you have a bad Quality Score they charge you more per click, and that's your penalty for what Google deems not being relevant.

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An example of this, there's three different ways you can bid on keywords. A broad match, such as if you bid on the term "best dentist", you will show up for these three search terms here. Your advertisement will show up for all three of those search terms. Only one of those three you would really want to be bidding on. The other two are completely irrelevant. You don't want to pay for an advertisement for somebody that's looking on how to become a dentist. We're all here looking to expand dental practice and provide services. You are not looking to be a dental school.

A phrase match is narrowing it down. And you put that inside quotes. What that means is that phrase has to appear somewhere in the query. So, this is a great way to narrow it down, but it's still not foolproof, because somebody could AdWords before or after that search term that make your website irrelevant.

And the most exact way is an exact match. What you bid on is exactly the only results that your ad will show for. So if you put it in brackets and you say, “I only want to bid on ‘best dentist’. I want to pay \$3 a click maximum for [best dentist].” Your advertisement is only going to show when somebody searches for that, nothing before, nothing after.

And then there’s also negative keywords. For instance, I know in Ron’s case there is a New Albany, Ohio as well as a New Albany, Indiana. So, Ohio is one of our negative keywords because don’t want our ads showing for somebody that’s searching for Ohio. That’s completely irrelevant.

[20:03]

How to tweak your AdWords—relevance, relevance, relevance. You have to be relevant. Google will penalize you. You’ll pay a whole lot of money if you aren’t.

Researching your competitors and growing your list. You’d be surprised how many misspellings produce and are profitable.

In your ad groups, somebody searching for “dentures”. This is another big common faux pas I see with AdWords. When somebody is searching for “dentures”, you don’t want to deliver them an advertisement about sedation. If somebody is searching for “fear”, you don’t want to show them implants. You want to give them very tight, relevant results. And you do this through creating tight groups of advertisements.

A lot of AdWords campaigns simply have a big list of keywords and a bunch of advertisements, and they all just get jumbled together and spit out every which way.

Split testing your advertisements. In traditional advertising terms, let’s say you had a 10,000 person mailing list. You split that 10,000 down the middle, create two 5,000 person mailing lists. You send da different direct mail card to each one and see the results.

Same thing online. We can split test advertisements and see which one produces better. It’s done in real-time, randomly, one and one, one and one. Eventually you find out. Same with the “AC blows” versus “AC blowing”. One word changes in your advertisements can produce the same results. You’ll see a one word change in your headline or your text will create another half percent, possibly, conversion rate.

And common metrics, you look at these, are impressions—how many times somebody sees it, which you are not being charged on. You are only charged when they click.

How many times somebody clicks. The rate in which people clicks, which is division of impressions and clicks.

[22:03]

Your cost per click and then your conversion rates. And you can also do geographical targeting, which is a major component. You don't want to be advertising all across the country for your dental services. You want to be marketing in a 50 or 100 mile radius.

The next free tool is Google's own Keyword tool. This will find relevant keywords for your campaign. It will even scour your website and partially do the work for you, analyze your website and generate a keyword list. This is the area where you can actually plug in your website and generate that keyword list. Just put your website in there. It will analyze it and spit out a list of keywords that it recommends.

Keyword Spy is a fantastic tool if you have other people in your area that are AdWords advertising. Keyword Spy allows you to see what they are bidding on, how much they are bidding, and all of their advertisements in one central area. It's basically kind of stealing their information. Actually, we pay for it when they've already spent the money to research it.

Google's Local Business Center; the Local listings. On the right you had the paid. On the bottom you had the organic. The local listings where a little green cloud came out, that's what this is right here. It will actually show your name and address. And this backend provides you will all the statistics on that—how many people looked at it.

We've talked about how you get people to your website through your search engine optimization and through your AdWords. Now we're going to talk about how you convert those people into patients, because just sending people to your website and finding out how many hits you got on your website doesn't really put any dollars in your pocket. If you are not converting them into calls you are just another advertisement, another website out there on the internet.

Conversion is done through drip marketing, auto-responders, social networking, video. I'll show you a free tool that we use to do this. We provide the auto-responder or drip marketing with every website we do. It's a critical part.

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Once you pay for that click, you pay that \$3, \$4, or whatever dollars you pay to get that person to your website, you want to keep them. If it's a big case, if they are spending 20, or 30, or \$50,000, chances are they are not going to find your website and decide you are the one right there on the spot. It's going to be a one, two, or six month process of looking around and shopping.

So when that person comes to your website you want to grab their information. And you want to send them an email every couple weeks for the next year about random stuff, not a sales pitch. If they are interested in dentures, send them some simple denture tips, simple health related tips. Anything just to put your name back in front of them. Show them you're still there. Send them patient testimonials, video emails in your drip marketing, like Ron was talking about earlier.

We can coordinate this with offline marketing as well. In this preconfigured automatic sequence, when that patient puts their email into your website, they get a preconfigured sequence of a year, completely hands-off.

In that sequence you can also configure to send them a postcard in the mail to just kind of sum up...Maybe they are not an email person. Maybe they are more a postal mail/snail mail kinda guy. You can coordinate with offline marketing.

And you want to do multiple sequencing—one for dentures, one for implants. Again, you want to be very relevant. If they are looking for denture help, don't send them stuff about being scared of the dentist and you can calm their fears. They might not be.

This new digital age, and especially the younger generations, in the future, as they grow up and become more into the big case arena, are very instant gratification. They want what they want right now and they don't want to see anything irrelevant.

Automating offline fulfillment, mailers and DVDs, all things you can do through our system. Sending the shock and awe packages and all that is completely automated through the InfusionSoft that Larry operates.

[25:59]

Social networking is kind of the same concept as drip marketing. Somebody goes to your website, you want to make them your friend or they want to make you their friend. Same concept. You want to stay in touch with them down the road. Send them a Facebook message. Send out a broadcast. Get them to join your Facebook page.

It's not likely to give you much ranking in search engines, to give you a higher rank, but you will retain those people that go to your website.

Facebook actually bounces between #2 and #3 with YouTube. Google is the #1 site, Facebook #2, YouTube is #3, Blogger is the #7 website on the internet, so on and so forth. But those are some popular social media sites that you definitely want to make sure your name is on.

This is a free tool that I use: Hello Text. There are many of them out there. This is my favorite. It allows you to update all your social networks in one click. So instead of going to 10 different websites here that are listed, you set up an account with Hello Text and you go to Hello Text only, and you type something in to this status box here and it propagates it to all your sites at once. Very simple administration. It's a free service. All these are free tools so far.

Video on the web. I can't talk enough about how important video on the web is. YouTube gets 200,000 new videos posted daily. And in the past 10 week, more new video has been added to YouTube than all major news networks have produced since 1948. That accounts for about 20 hours of new video every minute. 1.2 billion videos

watched per day. And it's the #3; like I said, it bounces around with Facebook for the #2, #3 position.

Now, tracking your results. I've shown you how to get the traffic to your site, how to convert that traffic into patients. Now what you want to do is make sure you know what's going on. If you are not tracking what's going on, you don't really know if it's working, if it's not working, or really what you are getting.

[28:02]

I'll show you two great tools to do that with. Phone conversion tracking. You want to track the search results. Not only do you want to track hits and clicks, you want to track phone calls. Chris will talk a ton about this tomorrow. But recording the phone calls for quality assurance, as Dr. Acha [sp] was talking about, is a great way to make sure that your staff is doing what you want it to do. Just because you get those hits and clicks and you get the phone calls, if you are not continuing that sales process you are not going to see the results from all your hard work.

With the phone tracking that Big Case uses, you can hear a whisper in your ear when that lead calls. So if you put a special trackable phone number in a Yellow Pages advertisement or in a newspaper advertisement, somebody sees that advertisement and they call one of the doctors here that used it, when your front office staff answers the phone, they hear, "Yellow Pages" or "newspaper" whispered in their ear before the call is connected. So if you want to cue up a special script to that advertisement, some kind of special you are running, it gives them a little bit of advanced notice what they're getting into.

Call recordings; you can use these anywhere. You can do local or toll-free numbers depending on what kind of image you want to relay.

Google reports that 63% of consumers complete a sale offline. Keep in mind, that statistic takes into account the Amazon.com's, the TigerDirect.com's, all of the very product oriented sales as well. They don't have a statistic for only service oriented sales online. That number would probably be close to 100%. But even people that are ordering little widgets off the internet like to complete the sale by phone.

This is an example of the call tracking, kind of what you can see from the results. You can see the different campaigns over here. You can see how many of your calls were answered, how many went to voicemail, how many were hang-ups. A hang-up is before the call is actually connected to your staff. And then by day of the week here.

[30:07]

Call status per day and by hour. You can see that 4 PM and the morning are hot hours for phone calls from these advertisements.

And then you can also see who is calling you; see the name, their number, the phone number that it forwarded to, your office line, time, duration, and answer.

And this leads us to our next free tool: Google Analytics. Google Analytics will tell you everything you need to know and everything you never wanted to know about your website. They'll tell you more than you'll ever be able to comprehend. They provide too much information in a lot of cases. But it's great because you can see exactly what's happening on your website and tweak the parts that aren't performing.

One of the...I don't want to say a drawback, but one of the missing links in the past has been that you had your web marketing and everybody can see exactly what's happening on the web. And then you have your phone tracking over here, and you can tell that a phone call came from a specific advertisements, but you can't interlink the two.

For instance, somebody searches, they go to your website, they see your trackable 800 number, and they pick up the phone and call you. You can see somebody searched and you can see somebody called you from that advertisement, but you can't see what the person that called you searched for.

I've developed a system that can link the two. So when somebody calls your office, you can see what that person searched for, where they came from online before they called your office; kind of the missing link between the two worlds.

And to review just all the topics we covered, and I'll open up the floor to questions at this time.

Man: I didn't get where you got the whisper and the telephone call.

[31:56]

Colin: What it does, it's a seamless transition. You are provided with a special number that forwards through the Big Case systems. It forwards to your office line, so there's no extra hardware that you need.

Man: I got that part. So that's coming from Big Case Marketing.

Colin: Correct. Yeah, the whisper is simply something before the call is connected. Just a little tone in your ear so you know where the call is coming from, what advertisement.

Man: One of the things that I have difficulty in my practice doing, and we do record all phone calls coming in, and we have a different number for all the TV, and all the radio, and the print ads that we do, and a different number for the internet.

Our #1 number called is the internet, so much so that we're thinking of removing the internet from the recorded because so many calls come from there that aren't necessarily related to the marketing. The question is, do you have a system of being able to figure out how the person who heard the TV commercial but didn't call from the TV

commercial, then went to the website, as we're trying to do with the TV commercial, do you have a way of tying those two together? If so, how?

Colin: Absolutely. What you can do is, for instance, I use Ron as my example all the time because he's the dummy. Let's say your website is BestOhioDentist.com. You can also purchase BestOhioDentist.net, put that website in your advertisement and set up a special tracking code on it so that only people that go to that .net address, the only place that web address is seen is in your advertisement. So anybody that goes to that address you know is directly from your advertisement. Does that make sense?

It's more of a technical thing, but it's very easy to set up.

[34:00]

Man: Ron, could you discuss the totality of web marketing, how the fact that a good keyword, for example, may not mean very much if you don't have video on it; how the video and the website and all of it all works together to give you the best economy.

Colin: Sure. I get a lot of questions for people that just want to do AdWords or they just want to do search engine optimization. My answer is sure, you can do piecemeal. But what happens then is you send a lot of traffic to your website, but people get to your website and they go, "Well, this guy is the same as everybody else," or, "He's OK." Or guys that do the video and they don't do the search engine marketing and the search engine optimization, they don't get any traffic to convert.

You could have the greatest website in the world, but if people aren't seeing it you can't get any patients from it. By the same token, you can send all the traffic in the world to your website. But if it doesn't convince people that they need to call you and make that next step, tell people what they need to do, you're not going to convert any patients.

So it's the whole pie approach to things. You have to get the people and send them to the site, and you also have to have the videos to convert them. The video is a huge growing sector, as I showed you with the statistics, on getting people to call you after they get to your website.

Man: In regards to Facebook, Twitter, Blogger, and whatnot, have you ever found any success with specifically advertising on Facebook on the right-hand side? Secondly, how do you get Twitter, Blogger, and whatnot to really help build up your organic searches?

[36:00]

Colin: That's a great question. In the past, I haven't seen a whole lot of success from Facebook advertising. With that said, the fastest growing segment of Facebook right now is the 55-65 year old female. I know my mom just got an account on there. I think as time progresses you are going to see the older generation get onto the Facebook's, the social networks, and that's going to become a more powerful medium, where, in the past, it was mostly the 20's guys, 30's. But it's progressing into the next age groups.

Man: How important is the integration of things into your website construction in relation to search engine optimization? For instance, I'm sitting here, I have a website that I've had for some years. If I wanted to use these strategies, so to speak, do I have to rewrite the website and reconstruct this thing from the ground up in order to, let's say, tag it properly? Or can you work with existing websites that have already been written or do they just float in general because they haven't been constructed properly?

Colin: There's different answers to that. There's the coding, the part you don't see on the website, that's very important to how you get ranked. And that part can be changed, really, without any change to the look. Think of just putting a different engine in the car. You are changing the engine, it might go faster, but it all looks the same.

The look of your website, it really depends. Some websites that I see are just not designed well. They are confusing. They don't have clearly defined navigation areas, good content organization. So, a lot of times you have to redo the website. Otherwise, the person is going to go to the page and go, "Wow. I'm confused. Where do I click? What do I do?" You know, you've got 100 things that are bolded and there's not a clear indication of what to do.

[38:13]

Man: Which ties into the relevance issue that you were talking about.

Colin: Exactly. There was a study done. I think it was Comscore that did this study. A user, when they go to your website, you have 20 milliseconds. They make their decision on your website within 20 milliseconds. That seems crazy. They did a study where they flashed web pages in front of people for different amounts of time. They found that the user's decision at 20 milliseconds and the user's decision at two seconds was nearly identical. So that first impression really counts with your website.

Man: Colin, is it true that if you constantly update your website, add more content, more news, then Google will pick you up faster or sooner than anybody else?

Colin: I don't know that they'll pick you up faster or sooner, but they will give you more ranking. Changing your content, adding unique content all the time, turning it over, having a blog; a blog is a great simple way to do it. And don't be scared by the word. I see a lot of people that hear that four letter word and they get weak in the knees.

But it's nothing more than typing a Word document and hitting submit, and there's your article on the internet. So yeah, a blog is a great way to do that.

Man: Second question is to add whisper to your phone call, do we have to call our local phone company to set it up? How does whisper happen?

Colin: It's set up through Larry, and he can do all the details and all that for you on how that works. But it's separate from your local phone company.

[40:00]

Woman: I noticed that there's a lot of practices that have more than one website. Do you recommend that? Is it better to get a whole lot of websites out there? Will you produce more?

Colin: You want quality first. But, quantity with quality is better than having one quality website. Mini sites are a great way to dominate your rankings. If you go back to your hotel room tonight—we don't have the internet here, or I'd love to show you—maybe you can cue back to the slide where it had the search engine rankings with the red boxes around it. I think it was 7 or 8.

Using mini sites are a great way to take the first half page of your listings. If you go back to your hotel room, try searching for "New Albany dentures implants". You'll find that Dr. Receveur's websites, he has seven of them, three of which we just recently launched in a new geographical area. But four of those sites that have been existing for several years take up the first half page of the results when you search for that.

Woman: So if you basically do implants, or cosmetic dentistry, or just a general dentist, should you put them on different websites?

Colin: Yes. Using niche sites is something that I strongly recommend. This site here, New Albany Implants, it's his implant site. This is Indiana Smiles, his main site. There's a Columbus, Ohio guy here which is irrelevant. But if you go down below, I couldn't include it because of space constraints, but there's also New Albany Dentures and New Albany Sedation that appear down here below. Depending on what you search for they come up in different rankings.

[41:56]

But yes, quantity with quality is a fantastic way to basically dominate the search engine result page; SERP for short.

Man: What kind of page rank can we expect? I've been doing all this work on my website and I never got past three.

Colin: Are you talking about up in the little Google toolbar where it says three out of 10?

Man: Yeah.

Colin: That was great back in the early 2000's. PageRank paid a very important part in the actual ranking on this search engine result page. Nowadays they don't give so much weight to it. So I would look more at, if you remember the free tool I gave you, the Rank Checker, take a look at that and focus more on your rank there, because that's going to give you a better idea of where you appear for different search queries, because your actual PageRank that Google provides just doesn't hold a lot of weight anymore. That

PageRank is based on inbound links. And as I told you with the White House, George Bush's thing, they have taken weight off of that so people can't abuse it.

Man: Another question. In the analytics I've been watching the average time someone spends on the website. I notice it's climbing and I'm happy for that. But I don't know whether my numbers are any good. In 2009 we went from about a minute, 37, we're up to a minute, 51. So that's improving, but are these people having five minutes and my site is underperforming, or are they all at 16 seconds and mine is great? I don't have any idea.

Colin: Are you doing any kind of phone tracking?

Man: We do some phone tracking, but I don't have that whisper. I heard that and went, "Wow. That's fantastic." We do so many different things to get people to our website. We know they've come from the website, but we don't know whether it was organic, whether it was SEO, or AdWords. Or sometimes people just type your name in and it comes up and they say website, even though they heard somebody say it.

[44:00]

So we've had a tough time tracking. I think that whisper is going to help a lot. But I can't answer that exactly.

Colin: There's many answers to it. Once those people get to your website, obviously the time they spend on the site isn't as important as what they do. You could have 15 second average times, but if they come to your site and give you their email address, or they come to your site and call you immediately, that's a whole lot better than having even a 10 minute visit time on your site.

So I would look at making sure you capture their email address. With Dr. Receveur's sites, I have several different locations as you scroll down the page continually asking and asking for their email address. "I'll give you a free report. I'll tell you the nine biggest secrets of dentures. What's your biggest fear? We can solve it." And ask for their email address, because they get thrown into that sequence. You hit them automatically for a year down the road and convert them. So I would make sure that you are looking into the follow-up metrics.

Man: You mentioned the first impression look of the website; that first 20 milliseconds. Do you have examples of a certain type of look to the website, ones that work and ones that don't work so well?

Colin: I don't have any here on my presentation with me. I'd be glad to show you some examples afterwards. We can go find an internet PC. They've got a lobby with wireless. But yes, there are some standardized looks. I use, I don't want to say a template, but I do use the same kind of look and feel on most websites I do for dentists, because I've tested it over the years. I did Dr. Receveur's first website in '97. By today's standards it

would be a blooper. But yeah, there are some standardized looks, feels, and colors that I use.

Man: Colin, is there a difference between websites that want to garner patients versus websites that want to educate patients that may have already come to see you?

Colin: You get the Wikipedia, the overflowing amounts of information from it?

[46:00]

Man: Well, in other words, my goal in a website, rather than just to get people that pick implant dentistry, would be a person I've seen and I say, "I want him or her to go onto the website to learn more or to see more about what we do."

Colin: Definitely you want to educate your patients. But I've found that putting, for instance, some before and after pictures and telling them too much about the clinical side of the procedure, how you do an implant, turns off a lot of patients.

So, yes you want to educate them, but don't overeducate them to where you tell them that you're going to be drilling in their jaw. Maybe they are scared to death of drills, something to that effect.

But yeah, you definitely want to educate them, but keep it in a sales sense, moving down the end of the funnel.

I just did a new educational type seminar with Dr. Ron. We filmed him. It's a 19 minute deal. It's going to be used in office to where he gets that patient in from the website as a lead, they go into the consult room, he plays this presentation, and then he goes in and talks to them. So they get their complete education about everything after they've already responded. They're in the office. So you make sure you don't scare them away too soon.

Man: I had one other question that I need to ask. In my area, when you type in "implant", the first one that comes up is the \$825 dental implant. That's #1 no matter what you put in. I don't know how they got there, but they got there.

My question is, is that an approach? In other words, whatever else you are going to read that's already there, but that's what got them there is the \$825 implant.

[47:56]

Colin: I'd put some prices in on the advertisements for consultations, to kind of qualify them, if they are coming in for a big case and you put down that you charge \$147 for a one hour consult or whatever you do. I don't know that I would put up prices of actual procedures. But sometimes a qualifier for a consultation price can kind of scare away some of the deadbeats that are looking just for a freebie or a handout.

I know James does the research study. Putting a price qualifier on that is a great way to scare away people that might just be coming in because they think it's free.

Woman: On your homepage, that's what Google immediately sees when they go and they spider, right?

Colin: Correct.

Woman: Say you have the animation at the top, the first quarter of your homepage. You don't have any content. When you were talking about the word packing, is it not useful to have the hidden text behind it? Even though the patient doesn't see it physically on the website, it's still behind there.

Colin: The hidden text stuff is kind of the same thing....It's different from word packing. I don't want to say Google doesn't give any weight to it, but that's a tactic that's been used for 10 years. People that do hidden text to make the words rank them up, Google knows the trick and they have it into their algorithms to avoid it.

There are ways to make your content...Google is not looking at your page. They are looking at the code in the page. There's ways to make, in the code, your text appear before the video, but on the display your video before the text. So instead of using hidden text that would be how I recommend. It's a completely technical thing that the user doesn't see at all. But that's how I would look at doing that.

Woman: And do you recommend any website developers?

[laughter]

[50:09]

Colin: That's why I'm here.

[laughter]

Colin: There's a lot of guys. There's other competitors that do what we do. The one thing that I would tell you is ask them for their results. A lot of companies will tell you what they do, but they won't show you what they did. Any of you are welcome to pull up Ron's, or in a private consultation I'd be glad to show you some other clients that I've worked with and what kind of rankings and results I've shown for them.

Woman: You do recommend a more individualized...I know I've researched other dentists, obviously, and looked at their websites online. I've come across several that are almost exactly the same except for the colors; even the content. It's just kind of a generic...a lot of verbiage, a lot of words. There's a lot of content, but it's the same exact content. So how much does that hurt?

Colin: Google doesn't release their exact algorithm. They don't tell you if you do this they are going to de-rank you five positions. So it's kind of a guess and check. But they do tell you generalities. They will tell you that non-unique content is bad. They will de-rank you for that. So you want to be unique. You want to update the content. But as far as exact numbers, unfortunately that's one of their proprietary things. None of the search engines say exactly what figures where.

Man: You had mentioned different sites—one for implants, one for sedation, one for dentures. I understand the importance of it. Now, what if you are in more than one geographic area? Is it better to put different addresses on those websites? Or how do you go from one location and optimizing into another geographic area?

[51:55]

Colin: You can certainly put multiple addresses on one website if you want. I recommend that you split them up and make one address per website. The niche sites, like here, New Albany Implants, that's location specific, New Albany, and procedure specific, implants. The other three sites that I mentioned for Dr. Receveur that we launched were Louisville, Kentucky. New Albany is simply a suburb of Louisville.

So the other sites are www.LouisvilleKentuckyDentalImplants.com, www.LouisvilleKentuckydentures.com, etc. So yeah, location and procedure specific is a great way to take over these rankings down here.

With the AdWords you can specify different geographic areas. And by putting different keywords in your domain names, different keywords on the pages, you can go after different geographic areas in the organic rankings as well.

[applause]