The background is a solid light pink color. It is decorated with several hanging light bulbs of different colors (orange, green, red, purple) and a large, light blue pencil with a teal eraser and a sharpened lead tip. There are also some scribbled lines in purple, green, and red.

WEB DESIGN

How You Can Own The Internet

There is one, and only one reason you have a website. MONEY.

If you are not making money from your website, something is very wrong.

In order to make money you must do two things extremely well:

1. Attract Patients
2. Convert Patients

Darren Seigel of Advice Media

Generating traffic to your website is done through your on-line visibility and search engine optimization ("SEO"). SEO includes sound site architecture, robust content, proper local and procedural coding, powerful in-bound links and a good site-map. As little as five years ago, you could implement "good" SEO on your page and get great results. I hate to be the bearer of bad news, but those days are gone. Today, you need GREAT SEO strategies. Now you need to be the loudest kid in class, constantly raising your hand and screaming "Pick me! Pick me! Pick me!" to get Google's attention.

Google is looking for publishers of relevant content. That content includes: your blog, social media, reviews, videos, testimonials, photos... everything about you and your practice on the Internet. The more content you are creating and distributing in intelligent places, the more Google will love you.

The best place to start is with your website. Your content needs to be better than your competitors' content. Many doctors tell me they do not want to write content and would rather pay someone to do it for them. However, that would not be as effective as you writing it yourself, and it's easier than you think!

Start with the top 5-10 questions you get asked about every procedure or problem from patients when they call, email, or come to your office. Write the questions down along with your answers. Be sure to write them like you are talking to a patient, not another LVI dentist. This is the best kind of content you can create. Why? Because before potential patients ask you those questions, they ask Google those questions. And Google is looking for the best local resource. So, if you have that content on your website, Google is going to put your site in front of that Google user.

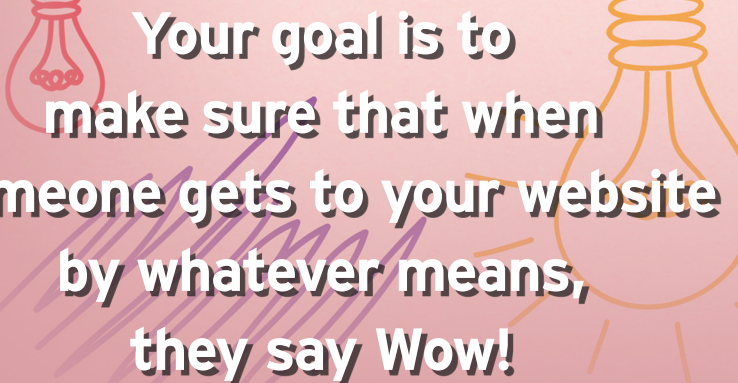
Continue to add content as much as possible by having everyone in your office write down every question they get from patients over the next month. Organize these questions by procedure or problem, type out your answers, and get them on your site.

Google likes robust websites. The former head of search at Google once said that Google's favorite site is Wikipedia because it is all original content, and changes constantly. If you want to own the Internet, you need to be the Wikipedia of dentistry in your area.

Google will look at your site more often, the more changes that it sees. If your site stays stagnant, Google will not think it has the latest and greatest

information. However, if Google sees new content whenever it looks at your site, it will think that you are a great content-provider and show your site for more searches. Again, that content can be Q&As on procedure pages, blog articles, videos, and testimonials. Keep your site ever-changing.

What you do off-site is also critical. Google gives a lot of weight in its algorithm to your reviews, in-bound links, social media and content dissemination.



**Your goal is to
make sure that when
someone gets to your website
by whatever means,
they say Wow!**

One of the first places to focus your off-site efforts is your Google+ page. Every business should have a Google+ page, because Google likes it when you use their other properties. Be sure to publish engaging photos and complete the profile with as much information and detail as possible. The more robust your business description is, the better.

Patient ratings on Google+ are also extremely important to your online visibility. The more good ratings you have on Google+, the greater chance you have of showing up in the local search results. If you do not have a solid review-generation system in place, you need to set one up now. Your competition is very likely already requesting reviews, or they will be soon. Don't let them beat you to the punch.

All of these strategies will encourage potential patients very early in the sales-cycle to see you, often when they are just doing research and not even looking for a doctor. This is where patient conversion is critical.

Your goal is to make sure that when someone gets to your website by whatever means, they say "Wow! This dentist looks awesome." Your site needs to change their body chemistry and it has to do it instantly! Patients will make a decision within two seconds of visiting your site. Do I stay or do I leave? You have to convince them to stay.

The first thing a potential patient sees has to be something that makes them love you. Your job is to figure out what a patient in your area needs to see to make them think of you as their dentist. What assets will make people call? For every dentist, those assets are different.

Perhaps it's a great picture of you or better yet, you and your staff, a beautiful office, your schooling, the street you are on, or the number of cases you have handled. Most importantly, the assets need to be presented in a beautiful way.

All photos on your site are important but the ones on the home page need to be great. Words get people to your page but the imagery and vibe of your site get them to call your office to make an appointment. The photos on your site should be high quality, professional images that will make patients think highly of you. No one wants to see you doing surgery, or your fancy new dental chair. They are not coming for surgery or a comfortable seat... they are coming to feel better. You need to sell the dream on your website.

Last, but certainly not least, your social media channels need to be engaging. Your posts need to get your fans to like, comment, click or share them. The key is treating your fans like friends and not like customers. When you treat them like friends they will be customers.

Owning the internet is easier than you think. Implementing a few of these digital strategies can help boost your online visibility, attract and convert more patients, and ultimately, make you more money!

**Please contact Darren Seigel for more information!
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"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

Tony Robbins

