
INTERNET
&
SOCIAL MEDIA
MARKETING

Fast and Easy Tips
to Get New Patients
In Your Practice

By Dr.Chandler George
America's Internet Marketing Coach

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For God

*If It weren't for Jesus who saved my sins,
I would not have been able to succeed in life!*

For Sherry

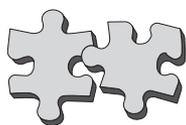
my love & inspiration

For Mom & Dad

My biggest fans

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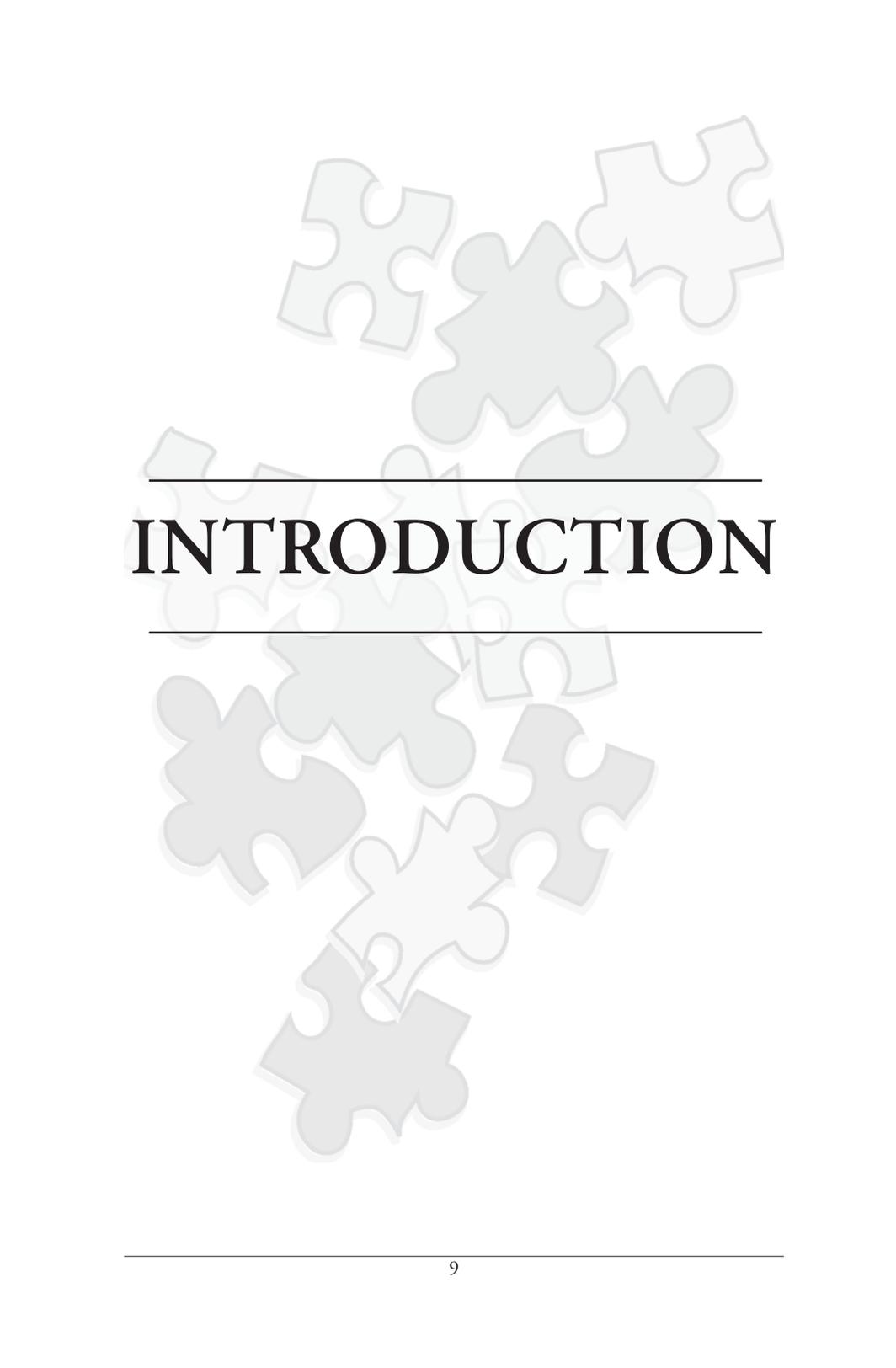
About Chandler George

Dr. Chandler George has been helping doctors and those in the health and beauty industry for the last 15 years teaching internet marketing for their business. Dr. George has researched holistic biological medicine for the last 16 years and has been a chiropractic doctor for over 22 years. Dr. George offers highly effective consulting services to successful doctors, practitioners, and the health and beauty industry business owners.

Dr. George has built and sold a number of chiropractic and medical spa businesses, all of which were highly profitable. During the past 15 years, Dr. George has used his successful business management and healthcare strategies with literally hundreds of professional business owners, including chiropractors, med-spa owners, and medical doctors. He has authored several popular health and wellness publications, including *Ageless Energy: How to Feel 22 at Any Age*, *Corporate Stress* and *How to Email Your Stress to Another Planet*, which is a best-selling audio tape program. He also authored the top-

selling book, Productivity Path. More recently he completed How to Explode Your Practice with Cold Lasers, a two-CD set live seminar.

Dr. Chandler George is a powerful speaker who illuminates excitement in every keynote speaking engagement. He is a plethora of information on internet marketing and social media strategies for business owners in the health and beauty industry. Dr. George has owned many chiropractic clinics and medical spa and has used his dynamic internet marketing strategies to explode his practices. Now he is ready to help the next generation of doctors and health and beauty industry business owners do the same.



INTRODUCTION



Many people believe that once you've become a doctor, you're guaranteed to make a lot of money. This is only partially true. In order to become really successful, you will need a steady stream of patients. But how do you go about finding them when you're starting out on a limited budget? After you pay rent for your clinic, you may not have much left over for expensive advertising campaigns, which can cost thousands more.

Well, fortunately, thanks to the Internet, you can advertise your services without paying much money. In fact, depending on how you optimize your website, it is possible to get completely free online advertising. You'll learn the secrets to both approaches throughout the course of this e-book.

So, with that being said, get yourself a cup of coffee and enjoy the read!

Most of you are probably marketing in the dark. People on the internet, your potential clients, cannot find you. If someone does find you, it could have been by accident.

Let's say you might pay for an insert in the local newspaper. You may also do a webinar once a month. You need to decide what your marketing plan is going to be? You might say to yourself, "I do marketing stuff every week." That is not a plan. Saying you market every week is performing actions consecutively. What about your budget? Do you have a budget? Specifically, do you have a marketing budget?

When was the last time you marketed your business? Ten Years ago? Five years ago? Last week? If your reply is anything except the last one, you are taking a "scatter shot" method to marketing. You have no plan in the works. You are instead performing actions with the hope of hitting something. You may be busy doing stuff but is it productive?

If you do not have a solid plan you may be confusing your potential patients. How is this possible? For one, you are marketing in the dark and they have a hard time finding you. These times have unfortunately changed in the market place. Today you may be spending a lot of money on marketing, but without the proper methods you are using a shotgun approach. This is not how to market.

To be effective in the marketing field you have to be niched and be specific. You can only dedicate so much money to marketing. In Dallas, to control 25 percent of the market share you can expect to drop \$325,000 a month. Do you have that kind of extra cash floating around?

Every course has a disclaimer and here is ours. Do use the phonebook and grassroots marketing. These two types of marketing are tried and true methods. However, for those on a budget there are a lot of tools out there waiting to be used. Every situation is different, learning how and when to use the tools can make all the difference.

Most of your patients are going to be 45 years and older. If they are 45 and older, especially after 50, they probably still use the phone book. I had my mother-in-law move in, it was quite the experience. The day after she arrived 25 phonebooks followed.

The problem with the phonebook crowd, those above 45, is that they are not quite sure about the internet. The phonebook has all the answers, and the television tells them all they need to know. While being a lovely crowd, they are statistically more likely to be looking for a doctor who takes their insurance. If that is your game, you are catering to a whole different crowd.

In the 80's you had to be on the phonebook. No matter how you practiced, that was where you got a lot of patients. Things have slowly flip-flopped. Your practice may have spent \$2,000 a month for one new patient out of the phonebook. At that time, you could spend \$500 a month on the internet and get 50 new patients.

With control and proper marketing the internet is a very lucrative avenue. The internet crowd expects a lot more. Again, you have to be specific on how you want to market. The internet crowd is going to be 45 and under for the most part. They are the early adapters. These customers are more likely to carry smart phones, such as the Blackberry, iPhone or a Droid. We will talk more about those later.

The internet crowd is on Facebook, Twitter and Flutter. This particular crowd is 72 percent more likely to buy, and has more potential to buy than the phonebook crowd. The internet crowd is in their prime earning years, most of them making 6 figures a year.

If they are on twitter with you, it is 66 percent more likely they will purchase from you in the next year. Do you have a twitter account for your practice? What about Facebook? Another question is do you have Facebook account for yourself? If so, you know the power of social media, and that is the key.

Another untapped mine is blogging. Do you have a blog for your practice? How about a website? That one is more common these days. Do you keep statistics on how many new patients come from the internet? Websites should also be accompanied by niche landing pages to pull even more patients into your practise.

This book is all about doctors in practice and about consulting. However, it goes beyond consulting. It is really more about marketing and building the cash side of a practice without insurance. That is to say, you can take insurance, however make sure you have a higher cash ratio.

There is still money to be made by taking insurance. The current predominant model is generally around 80 percent insurance. This model should gradually be reduced to no more than 50 percent. Flip-flopping the cash versus insurance, leaving 80 percent cash would be ideal.

A cash practice means fewer headaches, less stress and more money for your practice. This book is not just about making more money, but about having fun and taking the stress out of business. After the 1977-1985 era, insurance was less fun. There are a lot stronger words you could use there, but it boils down to being less fun.

What can you do in your practice to generate more cash with fewer headaches and less stress? There are several tools available in the market to do this. One of these tools is a press release. These should be done once a week. They should be custom and cover specific areas. In fact, this book was a press release. It went out to everyone in Houston.

A press release is a tool for everyone, not just in the chiropractic field. It can be used by dental, optometrists, med spas, or medical doctor practices. Most medical doctors reach their potential patients through hospital referrals. Chiropractic use to be the same way, the referrals came from insurance. How pure are these referrals? You would like to say it came to Dr. Foster through referrals, but really it is because you knew insurance was going to pay. If you had to pay for the whole thing, you would not go just because your friend went.

You may get more referrals, but they are not true referrals. For Example, you told your daughter to go see doctor so and so. However, you are her parent, how pure of a referral is that? It is good for our egos, but are you reaching the goals with your practice?

You can practice on one patient and make several thousand. You do not have to see 22 patients an hour like the old fashion system. That is one way to practice chiropractic. If it does not involve drugs or surgery, then it is fair game. It is more like saying I am in the transportation business, not in the railroad business.

Whatever it takes to get from point A to point B to get a client, that is what you do. My practice included regulatory thermography and an ozone oxygen chamber. It is not all about the adjustments anymore. It is merely a piece of it.

Every doctor tends to associate with other doctors. You know people who would come to the practice, yet you don't know a lot of people necessarily who are outside of that group that you regularly work on.

What are you willing to do to bring in new patients? The mentality of this book is to show that you must do whatever it takes to get new clients that is tasteful and as well as legal. Internet Marketing is just one of the ways that can really bring you business.

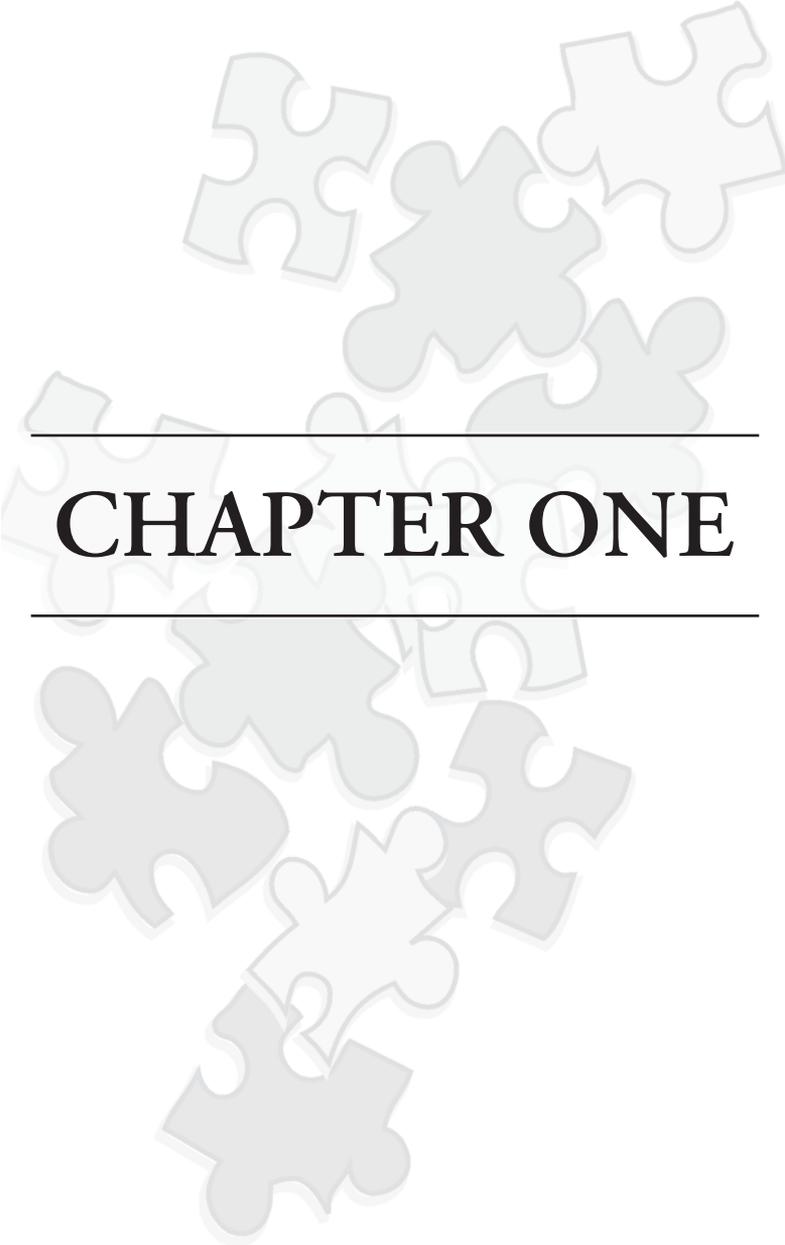
People love to be treated with superior customer service. It is uncommon these days to experience superior customer service and when you do experience it, it is unforgettable. Unforgettable is how you want your customers to feel when they come to your clinic. Superior customer service is like having a velvet rope and a red carpet to walk in on. It may come across as weird, but if you actually say you are having a VIP membership or club or an exclusive membership event that only current patients or new patients can do once a month, certain people will come. They will come just because they are not part of the membership group.

Take a look at your local country clubs for example. There are many country clubs around your area and people will pay for memberships all day, every day just to be part of the club. It is important to them. People will pay extra for the red velvet ropes and the red carpet. They want to be part of a group.

What it boils down to is people want to be accepted. In your practice, do you have segmented list where you have different groups of patients? For example, you have your phonebook crowd and your Medicare crowd. Those are two groups that need to be treated in one specific way, but are certainly different. You have one group as the

early adapters, not necessarily young, but early adapters in mindset. They should be marketed to differently.

This book helps you use specific techniques on the internet for website design, niche marketing, social media, email marketing, video marketing, search engine optimization, and client notification. These techniques really focus on how to reach these different types of groups for your practice. Find a component (i.e. a cash service) that you can put into your practice to bring in cash-paying patients. Then you can niche that service on the internet using the techniques I am going to teach you in this book. The methods below will help you get started on finding a specific niche for the practice. You don't need to think, create, or work hard to do all of this. I have done the hard work for you. All you have to do is follow the steps.



CHAPTER ONE



The Importance of a Niche Market and Keywords?

What do you think is the most important element of a website? If you're like a lot of people, your answer might be how it looks. But in reality, looks don't matter in the Internet world, since there are plenty of „ugly“ sites that get tons of traffic. What is more important is the type of content you have. Through your content, you will be able to rank high in search engine listings, which will subsequently attract potential clients to your site. Of course, this is not to say that proper website design shouldn't be focused on. But before you get to that, you need to have your content in place first. And to do this, you need to do a little bit of researching to determine what type of keywords you're going to use.

What are keywords? Keywords are words or phrases that people enter into search engines to find more specific information. Websites containing these keywords will be listed in the results, depending on

how relevant the search engine thinks the site is. To determine this relevance, search engines use algorithms that analyze the following:

- ◆ Keyword Density – how many times a keyword appears throughout the content
- ◆ Inbound Links – how many times a site’s URL appears on other websites
- ◆ Outbound Links – how many outside links a site advertises

For now though, the focus is going to be keyword density, since this is the main starting point for search engines. So, how do you attain a proper keyword density? Basically, you will want to include your keyword 2 to 6 percent of the time. For example, if you have content that contains 500 words, you will want to make sure your keyword appears at least 10 times throughout your text. This gives it a keyword density of two percent. If you want it to be higher, you can include it around 30 times, but don’t go any higher than that. If you do, you risk search engines indexing your site as spam, which could cause you to get blacklisted. And when this happens, you won’t be able to get your site indexed at all, at least not in legitimate listings.

Sound simple enough? Good...now you just need to learn how to find the best keywords to use. In order to do this, you will need a little bit of marketing wit and a keyword analyzer. To get a keyword analyzer, you can either use a free service such as the one found at <http://inventory.overture.com/d/searchinventory/suggestion/> or you could use a paid one.

Of these options, paid analyzers are much better, since free ones don’t even work half the time. And even when they do, you won’t get as much research as you would from a paid analyzer. Of course, with so

many paid keyword analyzers on the market, you might find yourself in a conundrum trying to determine which one you should buy. Well, such difficulties can be assuaged by using a keyword analyzer that is recommended by almost all of the Internet gurus: Word Tracker.

There are two subscriptions available for Word Tracker. The first is an annual subscription that costs \$450 per year. The other is a monthly subscription that costs \$70. If you want the most value and you plan on doing Internet marketing for a long time, you should stick with the annual subscription. If you didn't, you would end up paying \$840 every year, since the monthly subscription is significantly more expensive.

Either way, you will find that the investment is quite minimal, especially considering what you will be getting in the long run. And what is this exactly? Well, firstly, you'll have access all of the keywords currently being used on search engines. All you have to do is type in a term you would like to promote. For example, if you're a doctor, you would enter in any terms relating to your practice. If you're unsure of the specific terms you should focus on, simply enter in doctor. From there, Word Tracker will return any keyword relating to that term. In fact, don't be surprised if you get hundreds of different keywords to choose from. But things don't end there. What makes Word Tracker special is how you can analyze a particular keyword. Specifically, this means Word Tracker will be able to determine:

- ◆ How many searches are conducted on a keyword each month?
- ◆ How many other websites currently use the keyword in their content?

- ◆ KEI (or Keyword Effectiveness Index), which is a figure that predicts your ranking capability based on the number of websites using the term

Through these factors, you should be able to get a better idea of which keywords you need to focus on.

However, don't rely on just one positive characteristic when choosing your keywords. You have to look at the big picture. For instance, what if a keyword has a good KEI but gets less than 30 visitors each month? You'll have to think about whether or not you want to take advantage of it.

Now, sometimes keywords attracting small amounts of visitors are worth your time, because they convert extremely well. Why? It's basic psychology...the more detailed the keyword, the more likely a person is looking to take action. So, if you can hone in on an action keyword, even with 30 visitors, you should get a conversion. And in this case, a conversion means a person that is interested in your services.

Yet, you need to use a bit of common sense to determine whether or not a term is an action keyword. For example, consider the keywords "chiropractic for lower back pain" and "are chiropractor real doctors". Both have a good KEI, as very few websites are using the keywords in their entirety. However, "are chiropractor real doctors," gets around 210 visitors per month. The other keyword, "chiropractic for lower back pain" gets less than 30. Now, on the surface it would seem you should go for the more popular keyword. But when you think about it, are the people using that term *really* interested in using a chiropractor? They seem to have remote interest, but are so distrustful of the field that they are turning to the Internet to verify if

chiropractors are even legitimate. So, if do decide to use that keyword, you will have to: 1) convince them that chiropractors ARE real doctors and 2) you are the best chiropractor to use.

Yet, the other keyword is more actionable. Those entering it in don't need to be convinced chiropractors are real doctors. In fact, what they want are chiropractors who can handle their lower back pain. So, they are much more likely to raise an eyebrow at any listings advertising chiropractic services in their area.

Keep in mind, though, that if you have the time, you need to market as many keywords as possible...even those that aren't as actionable. Granted, keywords that are more negative will require a bit more marketing psychology in terms of how you write your content, but they still give your site exposure.

But if you don't have much time and/or you can't afford to have a ghost writer to write up your content, then you will need to choose keywords that are more likely to give you the results you need. If you find that you have more time later, you can always go back and include the more negative keywords.

Anyway, when you are finished choosing your keywords, you need to incorporate them into some type of content. The best option for doing this involves writing it yourself. True, it may seem annoying, but you already have the knowledge necessary to attract visitors. Plus, as a doctor, you also have access to medical libraries, journals, etc. that the general public wouldn't have. This is not to say you can't scan the info and send it to a ghost writer, but if you write the content yourself you get everything done free-of-charge. Additionally, there are no worries over whether or not you're using copied content.

Of course, if you find that you just can't schedule in writing time, then you will either have to use a ghost writer or private label content. Now, if you have the money, ghost writers are a much better option. Just make sure that you run their work through Copyscape.com or similar services to ensure they're not using plagiarized material.

On the other hand, if you don't have much money, you will need to buy private label content, (also known as plr). This is prewritten content that you own rights to. You can post it on your website, sell it or give it away...it doesn't matter. Since you own it, you can do whatever you want.

But if you decide to use plr articles on your website, you need to be careful. Why? Well, often times plr articles are so popular, hundreds of other webmasters are already using them. This is a problem if you're concerned about search engine ranking, since Google doesn't look too fondly on duplicate content. You won't get blacklisted, since duplicate content isn't spam, but you won't get ranked high either, since you aren't offering any new information for visitors. To get around this problem, you will need to consider rewriting plr articles, or you will need to buy content that you KNOW you own EXCLUSIVE rights to. One of the best places to do this is Constant Content. This is an online article directory that sells hundreds of articles written by its members. Through it, you can get an article ranging from \$7 to over \$200, though don't think you need to pay more for better content. If you look hard enough, you should find dozens if not hundreds of articles that are less than \$10.

There is also the option of requesting custom content if you can't find anything immediately available that suits your taste. What you would

do is post your request on a special board. From there over 8,000 writers get to see your request. You'll have to choose which one you want to use to write your article. Once this is done, the writer will get to work creating your content. And if you like what they've written, you will have to complete the purchase through Paypal.

The only downside to Constant Content is that you can't always assume you have full private label rights, even if you pay more for an article. That's why it's very important to pay attention to an article's rights. For instance, if a writer is offering usage rights, don't get it because that means other people may have bought the content before. Conversely, if they are only offering unique or full rights, you can pretty much assume that no one other than Constant Content has had access to the article. Additionally, once you buy the article, Constant Content will remove it from their database so no one else will have access. Yet, be aware that your best option is getting articles with full rights. With this option you can do whatever you want with the article. You also don't have to worry about what the author does, because Constant Content would require them to give up all rights.

Pay-per-click marketing occurs when search engine companies offer keywords for sale. And usually, these sales are commenced in the form of a bidding system. The webmaster who bids the highest gets top placement among the ads, which usually occur next to search engine listings or on individual websites.

Many Internet marketers love using pay-per-clicks because they can still get a lot of traffic without worrying too much about SEO. Yet, there is a downside to the equation...the cost of the ads. Highly-trafficked keywords tend to cost several cents per click. Sometimes

they can cost a few dollars. This is especially the case in the medical industry, where keywords are extremely competitive. It's not impossible to find keywords that cost \$60 or more per click. This means that for 1,000 clicks, you would have to pay \$60,000!

Of course, don't think that just because keywords are expensive that people aren't using them. In fact, that's why the top keywords are so pricey, because there's so much demand. That's why if you don't have a big budget to start with, you're going to have to find keywords that are not as competitive.

So, how can you go about finding less competitive keywords? It will ultimately depend on which network you're using. The most popular is Google Adwords. They tend to have the most expensive keywords. That's why they have provided a handy keyword estimation tool to help webmasters determine if a keyword is available.

In the first field of this tool, you enter in the keywords you want to check. On the right side you get information about various Booleans you can include. These Booleans help narrow down your match.

Sections 2 and 3 require a bit of financial info, as you have to provide the currency you intend to pay in as well as your daily budget. Keep in mind both are optional, but if you don't enter in these fields, you may not get an accurate picture of what you would be expected to pay.

In the last section, you select the country you would like to target. Many Internet marketers specialize in targeting other countries, because those keywords are cheaper to use. If your practice can allow this, you may want to consider doing the same thing. If not, you will need to select your country of residence.

If you have more money to spend, you can get between 2-3 clicks a day. But instead of spending \$60 a month, you would have to spend at least \$120. However, you will get greater exposure as your ad will be displayed at the number one position for a longer period of time.

Of course, in both scenarios, you are still dealing with a very small number of clicks...between 30 and 90 a month. However, the keyword is highly targeted, so if you can get one or two patients, the expense would be well worth it. Yet, you want to see how powerful a click is before you end up spending too much money. So, for any given keyword, wait for around 20 or so clicks. If you do not get a conversion, you will want to consider evaluating the strength of your content or using another keyword.

You can also use a batch of keywords at one time on Google Adwords. Just enter them all in the traffic estimator, and if they seem affordable, you can go on and use them in your campaign.

Speaking of which, you need to visit <https://adwords.google.com/> to sign up for an Adwords account. If you used Godaddy for hosting and you have never signed up for Adwords before, you can enter in your credit to get free advertising. Now, we come to the fun part...actually using Google Adwords. To get started, log on to your account and go to the section Create New Campaign. You have the option of selecting a keyword-targeted campaign versus placement-targeted. As a beginner, you will want to stick with keyword-targeted because your ad will get shown across all of Google's networks...you won't have to pick and choose anything.

Yet, once you get a feel for the Adwords system, you may want to use placement-targeted ads. Through this option you can select which websites you want your ads to show on. And, if you do things properly, you could end up getting greater conversions. But again, this is an advanced feature, so don't worry about it in the beginning.

Now, you will be prompted to enter in your ad. This process is self-explanatory, and has elements similar to Google's Traffic Estimator. Basically, you enter in the name of your campaign and its ad group. This is a keyword that indicates what type of audience you will be targeting. After that, you select the languages and the countries of your intended market.

1. Image

Image ads display your advertisement through a banner. This banner can come in several sizes including:

- ◆ 468 x 60 – Standard Banner
- ◆ 728 x 90 – Leaderboard
- ◆ 250 x 250 – Square Button
- ◆ 200 x 200 – Small Square Button
- ◆ 336 x 280 – Large Rectangle
- ◆ 300 x 250 – Inline Rectangle
- ◆ 120 x 600 Skyscraper
- ◆ 160 x 600 Wide Skyscraper

To get a visual of what these sizes look like, you can visit:

<https://adwords.google.com/select/imagesamples.html>.

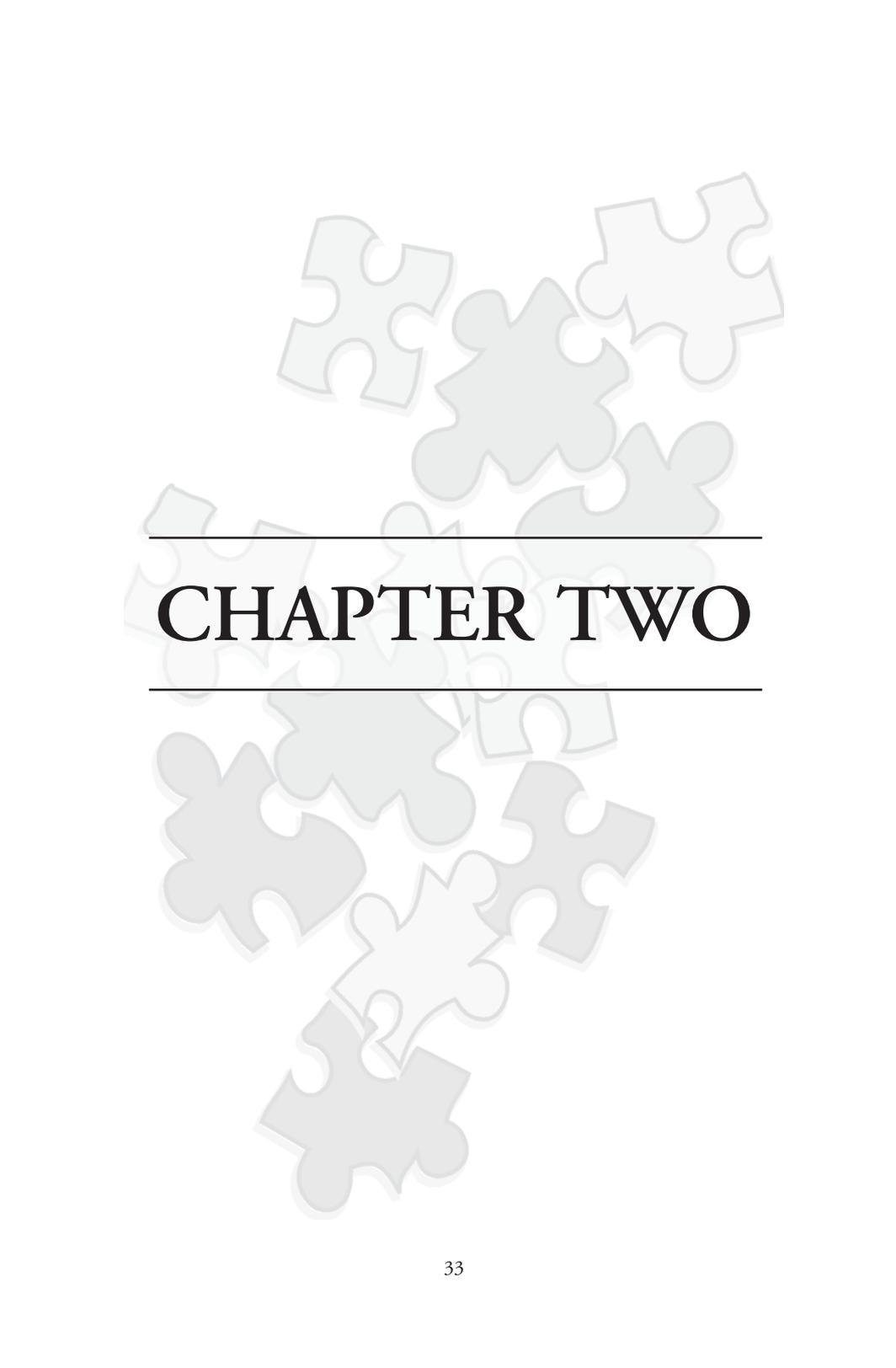
2. Local Business Ads

Local business ads are advertisements that get shown on Google Maps. This is a new Google innovation that helps people find businesses and other important locations through keyword-based map searches.

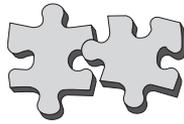
See how it works? You select the location of interest, enter in your desired keyword and you will be shown specific businesses on the map. It's a very nifty way to advertise yourself.

3. Mobile Ad

Mobile ads only appear on the cell phone version of the Google search engine. They also appear on any AdSense sites that are mobile-based.



CHAPTER TWO



Got Website or Landing Page?

As you already know, content creation is just the beginning of online marketing. In order for content to be effective, you must have a venue to advertise it on. And the best venue for doing this is your own website, where visitors get a chance to directly learn about your products and services. This is not to say that there aren't other venues you can use, venues that you'll learn about a little later. But if you want your online marketing to be the most effective, you will still want a basic website that you can control.

With that being said, how does one go about creating the perfect medical-based website? Well, if you know nothing about website design, you need to get a template. This is a site that already contains a series of designs. As a result, all you have to do is enter in your content and upload the site onto the Internet.

There are several places you can find templates. If you are very low on money, you can look for free templates, though be careful. Sometimes

webmasters may require you to advertise their link in return for their templates. If you don't do this, you risk getting into possible legal trouble, at least if they found out.

Another problem with free templates is that they are overused. The very template that may seem perfect for your business probably has been downloaded by hundreds if not thousands of other webmasters. This could be a problem if you are trying to establish your business as a brand. Customers may get confused if they see another site that looks similar to yours.

To get around this problem, you will need to consider buying templates. Granted, someone else may decide to buy your template as well, but the numbers will still be a lot better than if you relied on free ones. This is particularly the case if you purchase more expensive templates. Remember, a large majority of webmasters are going to prefer to get their templates as cheap as possible... if they are even considering buying. With so many Internet marketers relying on the convenience of free templates, you shouldn't have too many worries over excessive duplication.

Now, once you start investigating paid templates, you might become overwhelmed at the number of online stores selling them. However, not all online stores are the same, especially in the world of virtual products. There are many that look legitimate, but once you make your order, you never receive what you expected. True, you can make complaints about such companies, but it's better to avoid getting in that situation in the first place. And to do this, you need to go to a template store that has a reputation for doing good business.

An example of such a template store is Monster Templates. Through them you can get an array of sophisticated templates at prices ranging from \$20 to over \$2,000. And, to make things even better, you have the option of buying exclusive rights. This means Monster Templates will remove the template from their database, preventing other webmasters from buying it. Granted, they can't do anything for people that may have bought it before, (through non-exclusive licenses), but you will get some assurance that you don't have to worry about others in the future also using your design.

Anyway, when you are choosing your template, you will want a design that is simple yet professional. Most importantly, you want to make sure you get a template that can load on any type of computer, whether they are connecting through a broadband or dialup connection. So, with that in mind, consider getting templates with more basic graphics because it will be faster to load.

There are examples of one of Monster Template's numerous medical-based designs at www.monstertemplates.com. They are attractive and they contain the right amount of graphics and are not overloaded with content in inappropriate area. Yet, be aware that even with this design, it is possible to distribute it in Flash. This is a format that showcases brilliant animations. It creates quite an effect when incorporated into a website, but at a cost. Usually, users will need to have a Flash plugin and a faster connection to be able to view the animations. If they don't, they might be shown an incomplete site. To prevent this from happening, try to avoid using Flash altogether. Yes, it's impressive but beauty doesn't always equal a conversion... content and simplicity do. Thus, stick with the most basic format available: HTML. Since it is the main programming language of the Web, it is readable by all

browsers. Additionally, HTML-based websites require no plugins and can be loaded relatively quickly on all connections.

Once you get your template, you will need an HTML editor to allow you to enter in your content. Some of the more popular ones include FrontPage and Dreamweaver. Both are excellent editors, though they might be overwhelming for new webmasters. In addition, they are extremely expensive. So, if you want a cheaper alternative that is easier to use, consider word processors. That's right... most word processors will allow you to create or edit websites. You just have to make sure you save your document as a web page. If your word processor doesn't say this explicitly, then make sure you save your document using .htm or .html as the extension. This is important, because these are the extensions that browsers recognize as being web pages.

Now the process of completing your website gets even easier, since all you have to do at this point is enter in your content. However, since some templates are written in a foreign language, you will need to know what type of content you should include. A list of such elements has been provided in the section below.

The Basic Parts of a Doctor's Website

1. About Us

The About Us section gives you an opportunity to tell the story of your business to your potential patients. So, don't take it lightly. Make sure you give a biography that not only showcases your accomplishments, but is also emotionally engaging. Indeed, don't be afraid to connect with your clients on a human level. For example, if you became a doctor despite coming from an impoverished

background, talk about your experiences. People will appreciate your success, especially if it reminds them of struggles they have also gone through. Remember, many people will do business with the “little man” if they feel that person can relate to them.

2. Services

In the Services section, you let your patients know the type of medical treatment you can offer. Let your keyword research shine here. You can do this even if you work with one specialty.

For example, let’s say a chiropractor only specializes in treating lower back pain. Even though they are offering just one type of treatment, there are still a ton of keywords they can use when describing their services. Here are just a few:

Lower left side back pain

Relieving lower back pain

Lower right side back pain

Cure for lower back pain

Diagnose lower back pain

Are you starting to see how even one specialty can generate tons of keyword combinations? Indeed, you don’t have to be multifaceted to dominate many of Google’s top keyword phrases.

3. Health Plans

You need to let your potential patients know what type of insurances you’ll accept. Be very specific here, both for their benefit and for search engine optimization. Why would that help for the latter? Well, as you

might have guessed, being more specific allows your site to be laden with even more keywords. Granted, it won't be much of a search engine boost, because health insurance keywords are extremely competitive. But it's still better than nothing.

4. Contact Us

Through the Contact Us section, you will give patients all of your contact info. So, make sure you provide your clinic's address and phone number. You may also want to provide a personal number in the event a patient has an emergency and needs to contact you during off-hours.

5. Careers

If you have any job openings at your clinic, use your website to advertise them. Also, try to incorporate keywords if you can. If you can't then don't worry about it, since that's not as critical for this section.

6. Articles

The last section of your site needs to feature keyword-enriched articles that provide general information about your specialty. You can follow the tips provided in Chapter 1 when deciding on the type of articles you want to feature.

When you are finished working on each of the sections mentioned above, you will need to upload your site onto the Internet. To do this, you will need web hosting.

Now, if you're completely new to Internet marketing, you may not have any idea as to what web hosting is. Well, don't worry... it's not that hard to understand. Basically, web hosting is the server space you use for housing your website. If you are technically-inclined, you can

even use your own computer as a web host. However, this is not recommended since your personal information could become exposed to hackers. Additionally, a personal computer may not have the capacity to handle the thousands of visitors your site may attract.

That's why you will want to seek a professional alternative for your site's web hosting. Godaddy is an example. Through them, you get an opportunity to select through hosting packages: Economy, Deluxe and Premium. Let's discuss each of these differences so you can get a better understanding of the type of package you should purchase.

1. Price

Don't be misled by Godaddy's pricing structure. For each option, you will have to pay the complete amount upfront; you don't pay monthly subscription fees. For example, say you wanted to buy the Economy Plan for two months. You would have to pay \$8.58 upfront to have access to the plan. If you decide you want to extend your service after your two months, you can renew your contract by paying another \$8.58.

Of course, that's still phenomenal, especially since most hosting companies charge at least \$10 a month for their basic packages. Plus, Godaddy is an established brand. You don't have to worry about losing your hosting because they went out of business.

2. Linux/Windows

The Linux/Windows option is available for all of Godaddy's hosting plans. Make sure you choose Windows, as this is the easiest to work with. Besides, most of your patients are going to be browsing in a Windows environment anyway.

3. GB (Gigabyte) Space

GB space represents the amount of space your web hosting account will hold. The higher the number, the more files you will be able to upload. Now, when you're starting out, the amount of GB space provided by the Economy Plan should be more than enough. But if you decide that you want to do something else with your business, you may want to consider upgrading to the Deluxe or Premium Plans, which allow you to have access to more space.

4. GB (Gigabyte) Transfer

GB transfer refers to the amount of bandwidth your hosting package can accommodate. What is bandwidth? Bandwidth is the amount of traffic your site can handle. If you happen to exceed your site's allotted bandwidth, your site will either get shut down by your provider or you will get charged a fee. That's why it's very important to make sure you start off with a plan that has a decent amount of GB Transfer space.

Of course, if your site is very simplistic, you can probably get away with the bandwidth provided by the Economy Plan. Why? Well, according to Chris Azzari, author of *Determining Your Bandwidth Needs*, if a website is 50 kilobytes, and it gets 20,000 views a month, the amount of bandwidth that gets used is just 1 gigabyte. However, if a website is bigger, you will need a higher amount of bandwidth.

So, this is another reason why when it comes to website design, simplicity is always better. Use a limited number of graphics and rely more on your content to draw in visitors. Also make sure you target worthwhile keywords, so you won't get junk traffic.

5. Email Accounts / Email Forwards

Sometimes it's nice having a variety of emails you can use for contacting your patients. However, if you are promoting just one specialty, you probably won't need as many.

6. Unlimited Web Sites

If you would like to host more than one site, you will need to get the Deluxe or Premium plan.

7. Forums, Blogging, Photos

This feature should be pretty obvious, as it allows you to incorporate forums, blogs or photos into your website. Fortunately, this option is available with all of Godaddy's hosting plans.

8. Google Adwords Credit

Google Adwords are ads that appear to the right side of Google's search engine results. They can also appear on designated websites. Either way, you can get a free credit in your Adwords account if you get any of Godaddy's plans. Economy offers a \$20 credit while Deluxe and Premium offer \$25.

Now, \$5 may not sound like that much of a difference, but depending on how you setup your campaign, it could mean a difference of 500 visitors. So, while the \$5 difference shouldn't be a breaking point in your decision, it definitely can't be ignored.

9. Microsoft AdCenter Credit

Microsoft AdCenter works just like Google Adwords except for one major difference. Instead of appearing next to Google listings, Microsoft AdCenter's ads appear next to any search engine or site

within the Microsoft network. So, you won't get as much exposure as you would with Google Adwords, but you will get some traffic. And, just like Adwords, the more credit you can get the better. Remember, through these credits, you are essentially getting hundreds of visitors free of charge.

10. SSL Certificate

An SSL certificate is a protocol used to encrypt any data being sent to your website. It is a critical feature if you plan on collecting sensitive information from your patients.

Got all that? If you don't, that's okay. You can always start off with the Economy package and upgrade to a better one if you find you need more bandwidth or hosting space. So, don't worry too much about making a wrong decision, as Buyurlsfast will always allow you the opportunity for switching plans.

Now, once you select a plan, you will be given the option of also buying a domain name. This is the word or phrase people use to access your site. Most will end in .com, though there are several other extensions you can use too, such as .biz, .net or .info. There are even more choices available, but these are the ones that tend to be the most recognizable by Internet users.

Anyway, it is best to go on and purchase your domain name through www.BuyURLSFast.com. If you don't, you will have to transfer it to their servers, a process that can be annoying for a new webmaster. But with Buyurlsfast, your domain name is automatically integrated into your hosting account. You won't have to do a thing other than deciding what your domain name should be.

So, how do you go about doing that, especially if you lack creativity? Well, honestly the more creative you are with domain names, the worse off you are with search engines. Why? Well, as you already know, search engines index sites according to the keywords contained within them. It doesn't matter if search engines are evaluating content or domain names... if they can't find popular keywords, your site won't get indexed as high.

That's why a domain name like "The People's Chiropractor" wouldn't rank as well as "Boston Chiropractor." Yes, the second one is more basic, but it represents a keyword that dozens of people are searching. Remember, they wouldn't search a more creative keyword unless they were already knowledgeable of a particular doctor or clinic to begin with.

Yet, don't think that it will be easy acquiring a keyword-based domain name. This is because quite a few of them will already be taken by other webmasters. So, you will need to consider different combinations. For example, you could include hyphens, numbers or a combination... just make sure your domain name is still memorable. You can also consider using a different extension.

Another option that is available involves buying an expired domain name. This is a domain name that, for one reason or another, has become abandoned by its original owner. However, don't let such fact make you think expired domain names aren't valuable. In fact, they are so worthwhile, many webmasters prefer them over traditional domain names. Why? Simple... they already come with their own stream of traffic. Any promotion the previous owner did benefits new owners. This includes search engine optimization.

The only downside to expired domain names is that they can be very pricey. Even ones that produce minimal amounts of traffic can cost hundreds of dollars. And if they bring in more, you may have to pay thousands. But, if you want a quick traffic boost you will definitely want to consider paying the extra money. Remember, if you can get your hands on a highly-trafficked expired domain name, you may not need to do anything further with your online marketing.

To determine whether or not an expired domain name is worth your time, you will need to check its Alexa rating. You can do this by visiting www.Alexa.com. Once there, you will be able to see how much traffic a site is receiving. And, to make things even clearer, Alexa displays this information in a graph. The only exception is if a domain name isn't receiving enough traffic to allow a proper Alexa ranking. In this situation, Alexa won't be able to provide a graph because it doesn't have the data it needs.

Of course, this doesn't necessarily mean a domain name isn't worth your time. Even if an expired domain name is only bringing in 100 visitors a month, it's still better than what a new one would bring in, which is zero. Yet, if it's not bringing in enough traffic to register on Alexa, you may have difficulty determining how much traffic it is getting.

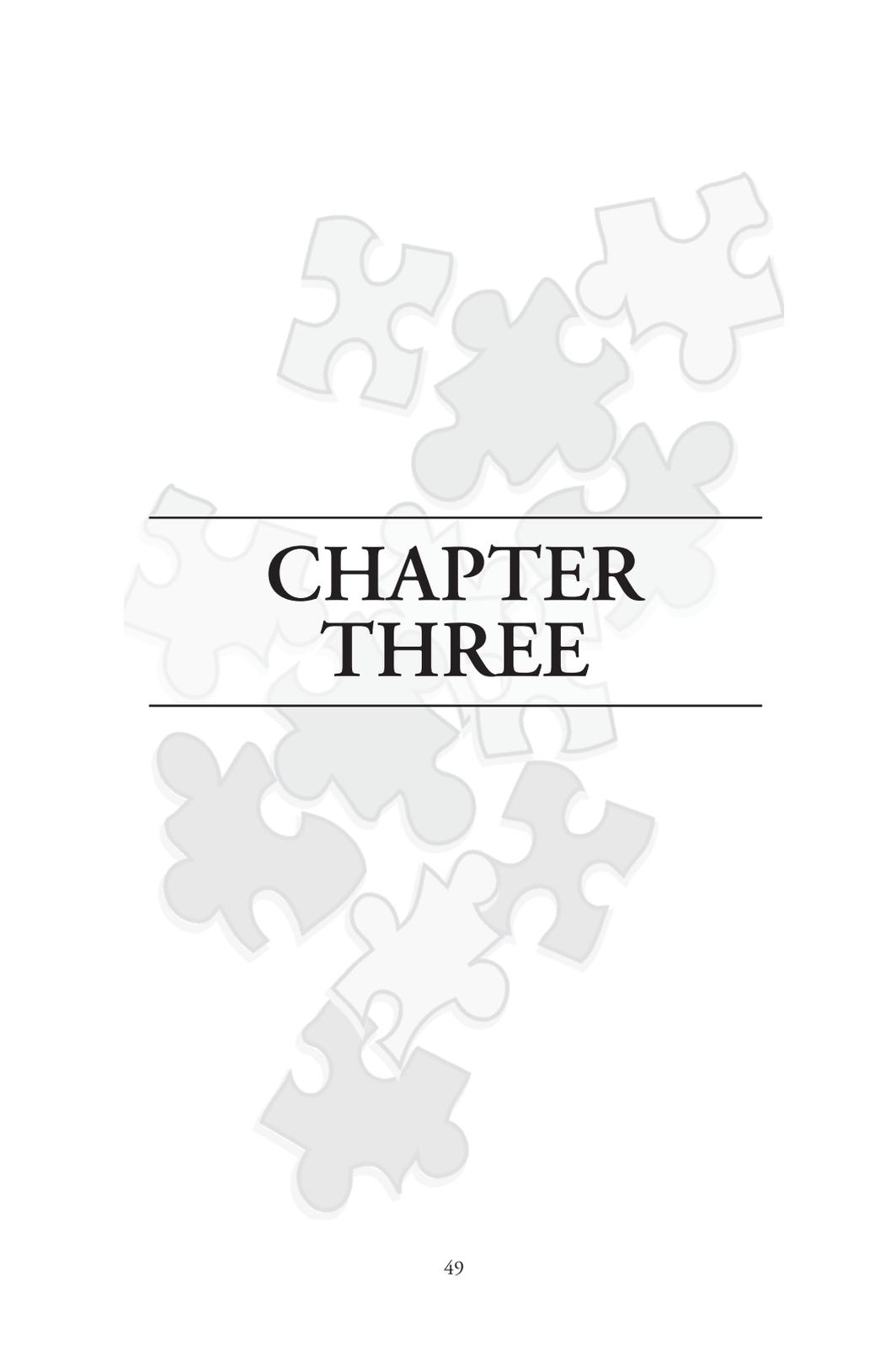
The only way to get around this problem is by figuring out a site's Google page rank. This is a complex algorithm that determines how well a site is indexed in Google and other search engines. So, generally, the higher your page rank, the more traffic it will be getting. However, even a page rank of 1 indicates that an expired domain name is getting some traffic. So really, the only expired domain names you should avoid are those that have a page rank of 0 or those that are not registering anything.

To check the page rank of an expired domain name, you can either download the Google toolbar or you can visit: http://www.prchecker.info/check_page_rank.php. Both are very useful, though sometimes PRchecker can be a bit slow. However, unlike the Google toolbar, you don't have to worry about downloading anything, as everything can be checked right from the site itself.

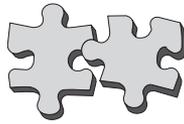
Once your domain name has been bought, whether it's new or expired, you will have everything you need to get your site uploaded onto the Internet. To do this you will have to use an FTP client. This is a program that allows your computer to communicate with a server, which is a more elaborate computer used by most web hosts.

Godaddy provides its own FTP client through its Hosting Control Center. If you need help learning how to use the Hosting Control Center, take a look at the following link: <http://help.godaddy.com/article/372>. It is one of the numerous help files Godaddy provides its customers.

Alternatively, you can consider using a separate FTP client for uploading your files. Examples of popular FTP programs include FileZilla, SmartFTP and CoreFTP. To use them, you will have to provide your user name, password, domain name and any server information associated with your web host. All of this information is usually provided after you sign up for your hosting account.



CHAPTER THREE



Search Engine Optimization

If you have followed all of the advice given in Chapters 1 and 2, you should have a simple yet professional-looking website that explains your business through keyword-enriched content. And, assuming that you've uploaded your site, you may have even gotten indexed already. But if you want to get more organic traffic, you will need to follow the principles behind SEO.

What is SEO? Standing for Search Engine Optimization, SEO represents the guidelines search engine bots supposedly follow when trying to determine how to rank websites. One of these guidelines you have already learned about... keyword optimization. But things don't end there, as search engines also look at your site's linking relationships. Specifically, this means evaluating how many inbound and outbound links you have.

Now, getting outbound links is easy, since all you have to do is advertise relevant sites on one of your own Web pages. Just make sure that: 1) the sites have a page rank of 6 or higher and 2) they are not a direct competitor. If they are a competitor, you risk losing potential business, which negates any benefit you may have acquired from SEO.

So, if getting outbound links are so easy, why can't it be the same story for inbound links? Simple. See, inbound links are websites that advertise your site without you advertising theirs. Outbound links are simply websites that you advertise. Outbound links are easy to set up, because all you have to do is pick a site you like and advertise it. But inbound links rely on someone else advertising your site. And, unless you are paying them, it can be difficult trying to get linkage.

However, there are some exceptions. For example, you could try initiating a link exchange. What is that? Simply defined, a link exchange is when two webmasters agree to advertise each other sites. In return, both receive a SEO boost and traffic.

To initiate a link exchange, you have two options. First, you can look for high-ranking sites on your own and email the webmaster. Let them know you would like to do a link exchange with them. Further, show them you are serious by starting the process by simply advertising their link. However, make it clear that if you don't get reciprocal advertising in 30 days, you will have to take the link down. Hopefully, you will get a response, especially if the other webmaster is concerned about their own SEO benefits.

Yet, keep in mind that emailing webmasters directly could put you at risk of spam complaints. You can reduce this risk if you email webmasters who explicitly say they are interested in link exchanging. Or, you can utilize an even better option: finding link partners on link exchange networks.

One of the best link exchange networks is www.linkmarket.com. They are completely free-of-charge and they have hundreds of members. Best of all, you do not have to send any personal emails to initiate a link exchange. Instead, Link Market sends emails once you choose a site through their network. From there, you will have to advertise the other person's link. You then must show them proof that you did such things. After that, the other webmaster is required to return the favor.

Sound interesting? Well, keep in mind there is a slight downside. Since link exchanging involves a webmaster giving away free advertising space, usually they want to make sure the person they are doing business with has a site that is already ranked well. And for many webmasters, such a requirement presents a Catch-22, since they probably wouldn't be interested in link exchanging if their site was already ranked well.

For that reason, it's best to try to have a little bit of traffic before initiating a link exchange. To do this you will need to post your link on as many websites you can get your hands on. And fortunately, there are a variety of networks you can use to accomplish this task. More details are provided in the section below.

High-Ranking Websites Offering Reciprocal Linking

1. Online Classified Ads

Online classified ads work just like their printed counterparts, except most offer completely free services. Payment is only required if you want to give your ad more presence. This could include adding a photo, placing the ad at the top of the list or bolding the ad's headline.

Of course, even if you decide not to add anything extra, you should still get a lot of traffic for your ad, since online classifieds tend to have very high page ranks. In fact, some networks have page ranks so high, you might get an instant ranking just by posting one ad. US Free Ads is an example.

With thousands of visitors each day, US Free Ads has become the secret weapon for many webmasters looking for quick indexing. It doesn't even matter if you decide not to upgrade to a premium account, as it is possible to work magic with just a single ad. Yet, if you want the ability to post an unlimited number of ads, you might want to consider going on and upgrading. Premium accounts only cost \$9.99 a month, which isn't much for what you would be getting... which is unlimited posting, photo inclusion and additional exposure.

Can you see how powerful such an ad is? It lays out point blank your services in a format that is quick and easy to read. Best of all, if you hone in on the right keywords, your ad could be among Google's top 10.

However, please note that US Free Ads takes a very strong stance against spamming. This means that if your ad isn't placed in the right category, you risk not only getting it deleted but also losing your account. So, don't risk it. Only advertise in the appropriate sections.

2. Article Directories

Article directories allow you to get reciprocal links in two ways. First, there's the obvious... you get linkage from posting an article on the site itself. Second, there's possible linkage from other webmasters who may decide to use your article.

That's right... most article directories give your content away to other webmasters. In return, the webmasters are expected to advertise your links, which are usually provided in your resource box. What is a resource box? It is a section located at the end of your article that gives a mini-biography about yourself, your website and your business.

In this instance the resource box is deeply integrated into the content... you can barely tell where it is. That's the best way to do it, because if you blatantly advertise yourself, you may turn off potential patients. So, go on and use this resource box as an example for formatting your own.

With that being said, you can begin your journey into article marketing with dozens if not hundreds of directories. Ezine Articles, Go Articles and Article City are three of the most popular. You can find more by doing a simple Internet search.

As far as the content, you can write your articles using the techniques you learned in Chapter 1. Just make sure you put forth content that is of high-quality. If you don't, you risk having your article rejected.

3. Adsense Revenue-Sharing Sites

Adsense revenue-sharing sites work just like article directories except for one major difference. With article directories, you are expected to contribute articles without pay. Your only compensation comes from

the possible traffic you receive from search engine ranking and other webmasters using your content. But with AdSense revenue-sharing sites, you get paid for a percentage of AdSense clicks you send to the network.

What is AdSense? AdSense is a program allowing webmasters to receive revenue from Google's Adwords. Every time a visitor clicks on one of the ads, they receive a few cents for their effort. Sometimes they may even get a few dollars... it all depends on the popularity of the keywords associated with the ads.

Anyway, AdSense revenue-sharing sites rely strictly on AdSense for their business model. But instead of creating articles themselves, the webmasters of these networks recruit others to do the work for them. In the process, as long as you aren't spamming, you are given an opportunity to also advertise your website.

Some examples of AdSense revenue-sharing sites include Hubpages, Squidoo and Xoomba.

4. Social Networking Sites

Social networking sites are a part of a new phenomenon called Web 2.0. What is Web 2.0? It is a concept which emphasizes the importance of interactivity between the surfer and the website(s) they visit. Social networking sites capitalize on this concept by allowing interactivity through members profiles.

What happens is simple. You visit a profile, where you can see photos, biographies and even videos relating to a person's life, interests or business. You can make comments on each thing you see. Further, you can add the member to your buddy list. From there you can communicate with them one-on-one if you want.

Now, on paper, social networking sites may not sound spectacular, but in practice they are wildly popular. Myspace alone has over 100 million accounts. Of this number, 41 percent are between ages 35 and 54. So, don't believe the hype that social networking sites only attract teenagers, because it's just not true.

5. Video-Sharing Sites

Video-sharing sites are another recent Internet innovation. And, like social networking sites, millions of people enjoy using them. Some are more passive users, meaning they just watch videos. Then there are others that are uploaders. You will want to become a part of this group if you want to market your website.

Creating a video doesn't have to be a difficult process. In fact, you don't even need to use a video camera if you don't want to. This is because Windows Movie Maker, (a program that is standard with most computers), allows you to make videos through audio files and images stored on your computer.

Take a look at the screenshot below to see an example of a video created by Windows Movie Maker. You can also visit the following link to see the video in its entirety:

<http://www.youtube.com/watch?v=ceuV3y6Qplg&feature=related>.

This is one of the most basic videos you can make. It has images so simple that they can be made in Windows Paint and it has no audio. Yet, it still looks professional enough to get the member's main message across.

However, be aware that the more complex your video is, the more likely it will get picked up by webmasters who need content for their sites. This increases your exposure twofold.

6. Message Boards

Message boards have been around ever since the Internet sprang into existence. In fact, they were the only way early Internet users could communicate en masse, since chat rooms and Web 2.0 sites hadn't been thought of yet.

Well, message boards have not lost their popularity, even as other innovations come about. You can take advantage of this popularity by simply becoming a member of message boards relating to your audience. For example, if you are a chiropractor, you will probably want to become a member of message boards relating to back pain.

Of course, you don't want to start advertising until you establish a rapport for yourself. To do this, simply participate in discussion. Then, you can write an article where you can point people to your website. But even then be careful, since most message boards have strict rules against spamming. That's why many webmasters will offer a special section just for advertising. Through this action, they give people an opportunity to advertise without negatively affecting other discussions.

There is also another way you can advertise on message boards. It's through your forum signature.

If you were creating a forum signature, you would provide a link to your website. You can also include a photo of yourself or your business if you wish.

Indeed, never forego the opportunity to advertise your link through your forum signature. Through them, your link gets advertised with each post you create. Best of all, you'll never get any complaints of spam, because you're following all of the rules.

7. Directories

Directories organize websites by both subject and keyword. Additionally, they tend to be controlled by human beings. This means surfers get access to sites that better relate to what they're looking for. And for you, it can mean a massive SEO boost, especially if the directory is popular.

Now, keep in mind that you don't want to limit yourself to just general directories. True, they get a lot of traffic, but if you want better conversions, consider also taking advantage of more specialized directories. An example is www.chiropractor-pages.com. This is a directory that only displays chiropractor-related information. You can find other directories of this nature by performing a detailed search engine query. All you have to do is enter in your specialty followed by the keyword directory. You should be able to find hundreds if not thousands of directories relating to your services.

Of course, you may have to sift through a number of directories to weed out the free ones from the paid ones... at least if money is a concern. If it isn't, consider paying for inclusion if the directory has a high page rank.

8. Press Releases

Press releases are short news reports that present information about events, businesses or anything else that might be of interest to the media. Consisting of 400 words or less, press releases are meant to serve as a preview for a bigger story... at least if it seems interesting enough to journalists, producers or editors. This means that if a press release gets into the right hands, it's possible your website could get featured on the radio, in a newspaper or even on television.

But even if that doesn't happen, press releases are still invaluable for SEO. Why? Well, if you decide to distribute your press release on news wire networks, your website will be blasted on a ton of news-related sites. This is especially so if you use paid services, such as PR Newswire or PR Leap.

So, how does a person go about writing a good press release? Well, firstly, don't write a press release as you would a regular Internet article. Including a keyword or two is okay, but you don't have to overdo it since keywords aren't as important. Instead, concentrate on writing a solid story.

You will want to place particular emphasis on the headline, since that's going to be the first thing that determines whether or not your press release even gets viewed by readers. You will also want to make sure that you include at least one quote relating to your services. Make sure your quote is engaging yet conversational. In other words, include something that you would *normally* say about yourself or your business. Don't use a company logo.

Below is an example of a well-written press release. Use it as a guide

when you are ready to write your own.

Sample Press Release from <http://www.pr.com/press-release/80938>

Castle Rock Doctor Participating in Humanitarian Mission to Zimbabwe, Africa Castle Rock, CO, April 17, 2008 — (PR.com)— Dr. Joel Kinch, D.C., D.PhC.S., director of Well Within Chiropractic, pc in Castle Rock, Colorado, is lending a helping hand to those in need. Dr. Kinch, along with other Official Maximized Living Doctors, will be travelling to Zimbabwe, Africa April 30th, 2008 to provide chiropractic care and meet with local Pastor's and governmental officials regarding public health issues. "It is an honor to be invited by Pastor Tom and Bonnie Deuschle of Celebration Ministries to Zimbabwe. Under their guidance the Doctors will be providing care to thousands of people in desperate need of chiropractic care. Additionally, healthcare leadership including surgeons, nurses, physical therapists and medical doctors have asked that we join discussions regarding their health care system. They are questioning the effectiveness of their current system, based on western medicine, and looking at the Maximized Living Principles we teach in our office everyday as the foundation for reforming their system. It is exciting to be involved in this historic mission," said Dr. Kinch.

This is the second trip to Zimbabwe for Maximized Living Doctors to Zimbabwe. Last year Dr. David Erb from Dallas, Texas, along with his wife, Dr. Kimberly Erb journeyed to Zimbabwe providing care and health leadership to thousands of people. "Our hearts were touched by the thousands of

people we were blessed to take care of last year. When we were invited back, we jumped at the chance to do so. Dr. Kinch immediately came to mind as his years of chiropractic experience and ability to communicate the Maximized Living Principles would be a valuable asset to our team. We came back touched by the people of Zimbabwe. I am sure Dr. Kinch will be equally touched and the Castle Rock Community will be the beneficiaries of his experience.” “The goal of the team is to, one, provide the very best chiropractic care possible and two, bring the powerful message of Maximized Living to a country in desperate need of hope and healing,” commented Dr. Kinch. For more information about this Humanitarian Mission to Zimbabwe, Africa or to schedule a radio, TV or print interview with Dr. Kinch please call 303.814.3980.

9. Paid Ads on Third-Party Websites

The networks described above will provide you with a limited number of traffic, but if you want a better conversion rate, you will want to advertise on third-party sites targeting your intended audience. True, you can accomplish this a little bit through forums and directories, but the traffic will still be minimal. That’s why you can’t overlook any opportunity where you can advertise on individual websites.

There’s just one problem... how do you go about finding websites offering advertising? Your best bet is to visit www.AdBrite.com. This is a network that connects both buyers and sellers of online advertising space. Through them, you can buy text ads, banners and even video-based ads. Additionally, you get a chance to see how much

traffic a particular website is bringing. This can help you determine which sites you should do business with. However, be aware that highly-trafficked sites tend to offer more expensive advertising.

10. Buying Traffic

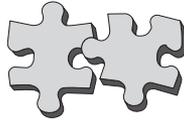
Finally, you can get a SEO boost by buying traffic, a very controversial practice. Why is it so controversial? It's mainly because you don't know if webmasters are sending you legitimate traffic or traffic generated from bots. That's why many Internet marketers tend to avoid buying traffic altogether.

Yet, occasionally you will find a legitimate traffic provider. An example is Traffic Bridge. They generate traffic through expired domain names, a technique you learned about earlier in this e-book. The only difference is that they use dozens of expired domain names at a time. Yet, you only get charged a fraction of the cost.

With that being said, don't necessarily ignore paid traffic companies. However, do your research. Don't do business with companies that can't verify their traffic-building methods.



CHAPTER FOUR



Social Media Marketing

Congratulations, at this point you can now build a sustainable website. You know how to research the niche, you know how to build the website and now you know how to get found on the internet.

Those are the most important and basic steps you can take to create an internet presence. Remember, this is all about helping people. In order to help as many people get well, you have to get out there. You have to be known. The search engine optimization will help you get noticed, and bring traffic to your site.

A web presence will get your practice more traffic which means more patients for you. However, creating a website is not the only means to marketing on the internet. In the last few years several new internet services have been created. These services are bulked together and called social media. The tools available in social media are very powerful.

Social media marketing is a recent component of organizations' integrated marketing communications plans. Integrated marketing communications is a principle organizations follow to connect with

their targeted markets. Integrated marketing communications coordinates the elements of the promotional mix—advertising, personal selling, public relations, publicity, direct marketing, and sales promotion—to produce a customer focused message.

In the traditional marketing communications model, the content, frequency, timing, and medium of communications by the organization is in collaboration with an external agent, i.e. advertising agencies, marketing research firms, and public relations firms.

However, the growth of social media has impacted the way organizations communicate with their customers. In the emergence of Web 2.0, the internet provides a set of tools that allow people to build social and business connections, share information and collaborate on projects online.

Social media marketing programs usually center on efforts to create content that attracts attention, generates online conversations, and encourages readers to share it with their social networks. The message spreads from user to user and presumably resonates because it is coming from a trusted source, as opposed to the brand or company itself.

Social media has become a platform that is easily accessible to anyone with internet access, opening doors for organizations to increase their brand awareness and facilitate conversations with the customer. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Organizations can receive direct feedback from their customers and targeted markets.

Social media is now increasingly used to not only project marketing influence, but also to collect important demographic and consumer data based on interactions that occur across the various platforms. As

this social internet continues to evolve, social media interactions are more easily collected into systems of metrics than can parse, store and interpret this interaction data into actionable market intelligence. Coupled with Business Intelligence, this makes for increasingly powerful, actionable and immediate access to consumer sentiment.

The most popular platforms include:

- ♦ Facebook
- ♦ YouTube
- ♦ LinkedIn
- ♦ Twitter
- ♦ MySpace is slowing down

Are you on Facebook or Twitter? If so, then you know how addictive and powerful they can be. If you are a new practitioner starting out the first thing I want to tell you is to blog. Word Press or Blogger are two very large sites that are easy to use.

The second thing is going to be Twitter, and Facebook. These tools can help you grow even quicker, faster, and cheaper. Why? It took 10 years for Google to get 50 million users. It has taken Twitter 18 months to get 50 million users. If you want to grow your practice, shouldn't you use the thing that is blowing the world up quick and fast?

They expect social media companies like Twitter to be the next 50 billion-dollar company. It is the hottest thing going for this generation and it is the quickest way to get know on the internet. We know everything about you on Facebook and that is a valuable list for your age and segmentation.

Another type of tweeting is called Ning which is a double-viral system. It is even faster and better than Facebook. Twing.com was a search engine specializing in internet forum content, located in Jersey City, New Jersey, with data centers around the world. Twing used vertical searching as a forum search service that seeks out communities based on common forum formats. The product disappeared from the Web in late November, 2008, when the product division's parent company Accoona ceased business operations.

Twing did not use the typical web crawler method but recognizes the footprint and structure of forum content and indexes such content according to its context, and then allows for word sense disambiguation of concepts through use of topical category and other filters.

These types of social media systems continue to develop in the internet world and they have a lot of marketing potential. Take advantage of the free online marketing that is available. Even if you live in a small town statistics show that almost 75 percent of all America has a computer and using the internet. Most of your patients already have Facebook and Twitter accounts. Start collecting you patient's email addresses and let them know they can start following you on Facebook and Twitter to keep up with what is new in your office. This is a great way to advertise specials going on or a new service or product you may be selling. You become the expert online when you do this.

You can also tie Twitter, Facebook and Wordpress blogs together so that when you update one of these medias it will update the other two automatically. It makes things much easier to work with. There are also other web medias that can schedule tweets so make it easier on you as well. We offer this service.



CHAPTER FIVE

Email Marketing

Do you use your email to market to your patients? Have you ever gotten new patients from it in referrals?

Email marketing is another tool used on the internet. It is not as far reaching as some of the other social media marketing; however, it is still effective none the less. In your practice you may have a large email list that is sent to everyone. These emails can include specials, newsletters or a variety of updates.

Using emails properly is one of the most important aspects of online marketing. One tool that you should put on any email going out of the office is a signature file. Having a good signature line is the first part of email marketing. Your signature file should have several parts to it. Aside from your name, and the practice address and contact information, the signature should have a link to your website. You can also have a link to your YouTube videos, website, or your blog. The important part is to give them abilities to network into your website. Any videos that you create must have a link and you should put the link in your signature file. It is another way for them to quickly get hits and get you ranked with YouTube. Getting a rank on YouTube gets you ranked on Google and the search engine marketing.

The first email marketing subject to cover is auto responders. Do you use auto responders for your email marketing? An autoresponder is an automatic email that is setup and will be sent automatically to a person when an action is done. An example would be if you have a subscriber form on your website and someone signs up on your subscriber list. You would want to have an automatic email sent to that person to welcome them to the member list. Auto responders can be used for many different things such as birthday reminders, email campaigns, etc. Constant Contact is an email system that can send out bulk email without being shut down by spam and a person can opt in by recipient of an email.

Don't just use your free email account and expect it to work. Most all free email accounts have a limit on how many email addresses you can send an email out to at a time or it will consider you a spammer. You can also set an email campaign on auto pilot so that you can setup emails in advance to go out at a specific date and time. IContact is another example of a company that provides this service.

IContact costs around \$10.00 a month for up to 500 email addresses. Anything over that is an additional cost per month. It is a good investment at low cost to continue to communicate with your client base each month.

These email tools I am mentioning are really cool because it allowed us to send out specials we are having with sequential auto responders of information every five days or once a month automatically. Once we setup the emails with the information and scheduled them to go out from IContact, it would just send out.

The IContact software will give cool reports every time something is sent out. These reports would say 50 percent opened the email. IContact lets you see which emails were opened. It knew how long they looked at it, and it knew what they were interested in.

IContact tells you everything you need to know about how the email was distributed, opened, or deleted. It is almost like being inside their brains. Knowing this data helped us understand when we needed to change our service in the office.

When I send out a new message, sometimes I will tweak that message a little different in the autoresponder. This will generate new responses from last time. Statistically, \$50 a month will allow you to email 5,000 email addresses. How cheap is that? All we have to do is create offers from our office and we can generate cash in our office. You can also do a one-off (one off is a trial offer, usually a buck or 2 only and trial for 30 days) to do a test market email to see how it works.

You will need to start collecting email addresses from your current patients. Next you will need to start working on the website to build your email list of potential patients.

The question is how do you build an email list just like that? It is called fusion online and offline marketing. We are building our email list (or herd as some call it) using the internet. One way to build a list is through the good old-fashioned way of by being out in the public collecting information for potential customers. You do not have to speak in the public necessarily; however, it is very profitable if you are participating in trade shows or other public events. You can use a gambling wheel with prizes to get people to participate in giving their

information. The wheel is fun for everyone and gets their attention. There are many ways you can use a wheel to some type of game like that to get people's attention at a booth.

Do you collect emails consistently? Is it the number one thing you do for your clinic? Getting emails is marketing.

A lot of people do not like giving out emails. It is like a breach of privacy. One of the tricks of email marketing is how to get people to part with this information. If someone says they do not have email, get their work email.

It is not hard to collect email addresses. You just need to have a database to keep them in and market to them each month. Infusionsoft is a company that we use to monetize our email lists. It is more expensive than IContact, but it also does much more with email campaigns. There are many companies out there. You just need to see what best fits your budget.

It is a good practice to email at least 2-3 times a month. Too many emails sent out will be thought of as spam. It is best practice to use emails that have opted into your subscriber list. It is never good practice to buy email lists unless they are very specific and they have double opted in otherwise you will be considered as a spammer. The internet regulations are becoming very strict on this so be careful. Our clients we show how to do all of this, or do all for them. You can hear from them on our website at www.CatchFireCoaching.com



CHAPTER SIX



Video Marketing

Video is an upcoming form of marketing. With the rise of YouTube and other similar sites, it was only a matter of time before video marketing huge on the internet. Video can be fun, easy, and well worth your time. However, like all tools your videos need to be done right.

Videos will ultimately help your website get found more by the search engines. Video marketing can provide many leads into your funnel, not just in terms of patients, but in branding, notoriety, and other opportunities such as speaking. That is because YouTube is a national appeal. It can go wherever you want it to go. You become the expert in your area.

Portable video cameras have become more inexpensive over the last few years. First, you need to have the video tools. You can use a flip video camera which is easy to use and affordable. This little video camera is great. The Kodak zi8 is another awesome video camera that is small, affordable and easy to use.

The flip or the Kodak zi8 will quickly plug into the computer through a USB port. These cameras are quite frankly idiot proof. It is just point and shoot, and then upload to YouTube. You can edit the videos to make it look nice and upload it to the web.

We use a Flip video camera and we paid around \$140 at Sam's or Costco. These devices make it easy to do blogs and podcasting. You tag the keywords and then it can be uploaded to your website. It can also be uploaded to your landing pages or website. Videos have become huge in the last few years.

You can film a series of videos on different subjects/services you do and upload these to a variety of video sites. You can also take your video and have it transcribed and submit the transcription to article sites. The search engine loves video and article sites. It might be hard to get in the top 5 on Google with your website, but with video, you can be #1 very quickly.

Here are just some of the many video sites:

- ◆ Blip.tv
- ◆ Bofunk.com
- ◆ Dailymotion.com
- ◆ Livevideo.com
- ◆ Megavideo.com
- ◆ Youtube.com
- ◆ [Myspace videos](http://Myspace.com)
- ◆ Revver.com

- ◆ Photobucket.com
- ◆ Esnips.com
- ◆ Iviewtube.com

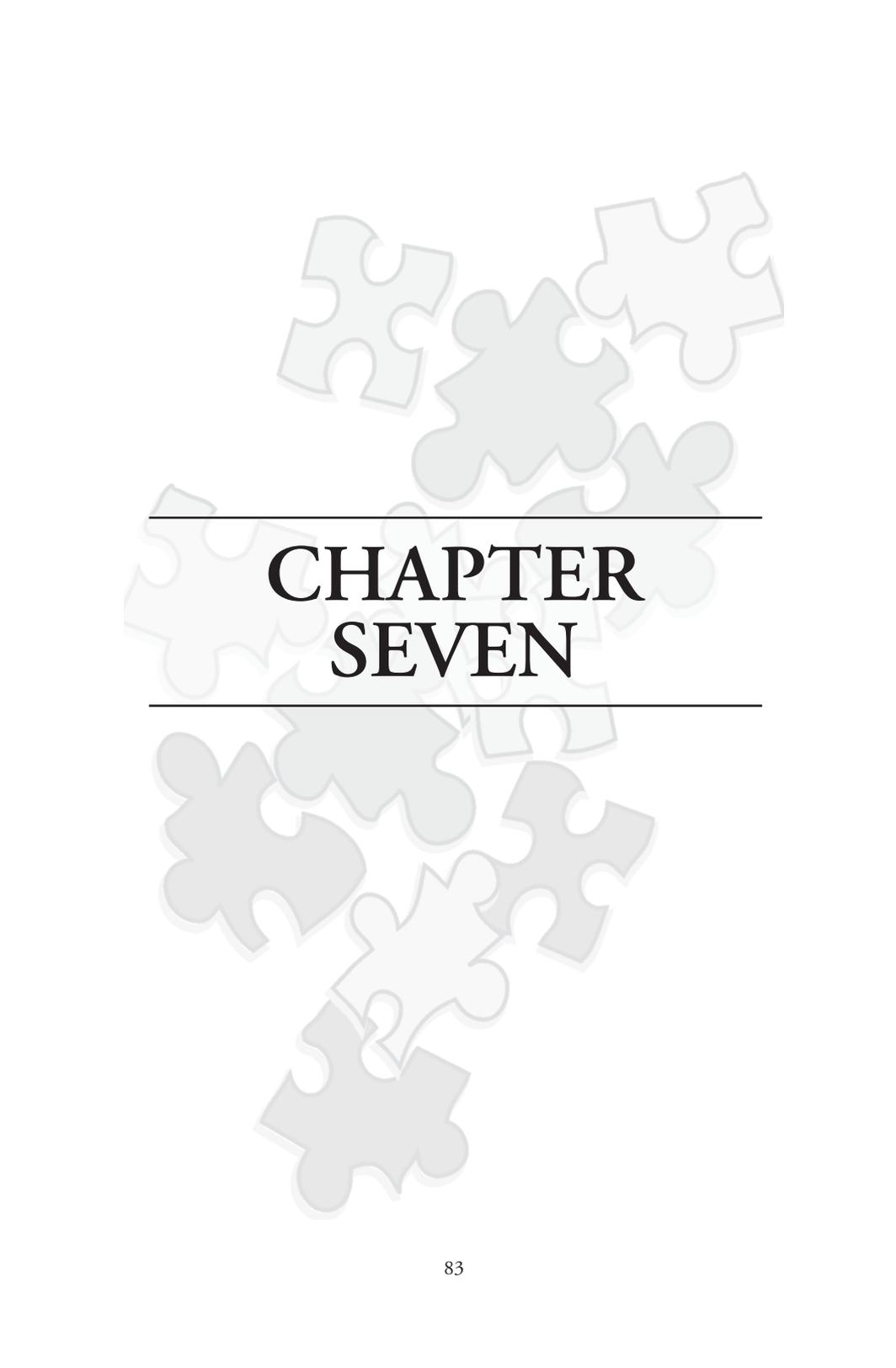
You can use your patients/clients as video testimonials in the office. These are great video clips to add to a squeeze page or landing page to build your community. People like to hear how great the doctor is online.

Procedures and processes are great to video and upload to the video sites. If you are unsure how to upload your videos you can always hire someone who knows how to do this stuff. Here are a few places you can look for help:

- ◆ Elance.com
- ◆ Fiverr.com
- ◆ Rentacoder.com
- ◆ CatchFireInternetMarketing.com

We too can not only upload but distribute all over the web to over 80 sites, to dominate the market for you fast.

Other things that can help enhance your video experience is using a canned light you can purchase at Home Depot or Lowe's. This helps with the lighting. You can also get an inexpensive lapel mic to use when taping your video which enhances the sound volume. Get on www.Amazon.com



CHAPTER SEVEN



Client Notification

You now have all of the tools you need to build a successful website platform for your business. You also have the ability to market it, and bring in people around the world. Our clients and our patients are the goal here. It is all about making them well or beautiful or feel beautiful. Now you have these emails, tweets, Facebook comments and you don't know what to do with them. Here is what you have to do...follow-up, follow-up, follow-up!!! It is imperative that you immediately contact the person back as soon as possible if they subscribe to your newsletter, service being offered, etc. Most staff do not want to do this on the weekend. However, that is what smart phones are for and you can easily contact someone back fast and get them booked for the next week.

Once you book, or don't book, it is important you continue on a regular basis to add these people to your email campaigns so that they continue to stay in contact with your office. Eventually they will come in.

You must send good information when using email campaigns and when someone un-subscribes, you must take them off your email list. Most good email campaign websites will automatically handle this for you.



SUMMARY



Summary

Ok, now we have been thru all the steps to add to your internet marketing plan. Here are the summary steps again:

- ◆ Research Your Keywords, Phrases to Find Your Niche Market
- ◆ Build Your Website/Landing Page Based on Niche Market Keywords/Phrases
- ◆ Optimize Your Website For Search Engines
- ◆ Add Social Media to Your Marketing Plan
- ◆ Add Email Marketing to Your Marketing Plan
- ◆ Add Video Marketing to Your Marketing Plan
- ◆ Follow Up, Follow Up, Follow Up with Your Contacts, Emails, Subscribers and Keep Marketing To Them Until They Become A Client

Once you've tried all of this, you will see that it works. It takes all of these seven components to make the internet work in a huge way. The beauty is it costs less than most traditional marketing and it is a lot more fun.

If you think this is too much to do or you do not have time, we do offer these services to you. We have trained staff to handle all aspects of these components. Our focus is to drive patients into your office or clinic. It does work and we know how to make it profitable for you.



Testimonials

“I have hired other consultants in the past 18 years and none ever worked out. I brought in Dr. George and in the first 30 days we shot up \$35,000 in services and \$20,000 in collections, and by the end of three months we were up over \$45,000 in services and over \$30,000 in collections. That is per month. Easily a four-to-one return. This experience has been fun, less stress, and I even have more time off while making more money. What can be better than that?”

Dr. Scott Woffard, D.C.

President of the Texas Chiropractic Association, 2007-2008

“Dr. George has helped restructure not only my practice, but my whole life, from how I save to how I think about retirement. He has kept me thinking on the cutting edge of alternative medicine and med-spas. He has focused me so that I hire better people and train them better. I fully believe we all need a coach, and if you are smart you will do what you can to get Dr. George and the Catchfire system.”

Dr. Corrine Morgan, D.C.

President of the American Black Chiropractic Association, 2006-2007

During this difficult economic time my medical spa, which I owed for 3 years went through some very rough times. My husband and I decided to sell and we were not sure how we would do based on how the economy was. We took a gamble and put it on the market. We found a broker and had an awful experience. After taking a step back we decided to call Chandler. We knew he had previously owned a medical spa and we had always had a positive experience with him.

Chandler was very supportive and made me feel like hope was not lost. He was honest and encouraging. It took no time at all for him to find an interested buyer.

The transaction was very smooth and he took the time and care I needed to make sure I sold at the best price I could.

I cannot express how much I appreciate Chandler and all the work he put into helping us sell our business.

He even went as far as helping us find a fabulous real-estate agent to help us find a renter for our rental house.

Thank you Chandler and we wish you all the best and be sure that we will be doing business in the future.

I recommend Chandler to all my business associates for selling, networking and honest advice.

Sincerely,
Patty Buie, Owner of:
Avanti Skin and Laser Center Inc.
PB & J Investments Inc.
214-801-0888



“Dr. George’s CatchFire Methods work. He has more amazing ideas, and energy today to grow your business than anyone out there.”
Owner and coach to the martial arts industry.

Tommy Lee: Maryland

Dr. George’s CatchFire coaching helped us more than triple our business, build our dream 6,000 sq. Ft. Building, open up a med-spa, weight loss center, add cash and not be dependent on insurance all the time. Everything from staffing, to marketing he has been there for us and with us. He is your coach if you want true service and not lip service.

Tessa Reid: Texas

CatchFire Internet Marketing Program

1. Research Marketing: How to research and know you've chosen the right name for practice and websites that actually pull in business.
2. Client notification: High level text marketing campaigns combined with emails and follow up to insure new leads convert to paying patients.
3. Video Marketing Campaign: Imagine if you had a budget to run infomercials 24/7 weekly. You would dominate the local market. We can do this for you, your show you how.
4. SEO, Search engine Optimization: Done right, Backlinks don't scratch the surface. With you working with us most clients end up on page one of Google, Yahoo, or Bing, with in 6 months! That's is where you must be to make any money in practice. Organically – not pay per click.
5. Social Media Marketing: Facebook, LinkedIn, Twitter and a blog are all required to build relationships that grow your practice in the practice to potential patient world and to marketing to corporations as well. Having an account is not enough, we are the Leading Authorities and can show or do for you.
6. Web Site: Make over or completely new if needed to be sure works for new marketing. Your template sites won't do as well. We make it happen for you.

7. Email Marketing: Did you know on the internet you must touch your patients or prospects weekly to work? That's a lot to do, we have a complete system to do for you.
8. Live one day coaching and implementation for you and one key employee or spouse in very small group settings.

Are you ready to put
the puzzle together?

Ignite your Practice and
explode your Profits?

Let Dr George's
www.CatchfireCoaching.com

America's Internet Marketing
coach too doctors show you how
to market your practice. Call or
email for application.

817-939-8435 phone,
Fax 817-490-1131,

Email:
info@CatchFireCoaching.co