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## WEB SITE DESIGN ASPECTS

A web page must be appealing, easy to use and it has to be found. If your site fails at any one of these aspects your web site is not likely to succeed. You need a web page that will set you apart from your competition in your dental community.

## BEST RETURN ON INVESTMENT

You need to think about your web site as a 24 hour-a-day, 7 day-a-week colored brochure that is easy to change and reaches a huge vertical (dental) market. A good web page can cost effectively increase your new patient flow. According to the Wall Street Journal, USA Today, and a variety of dental publications the Internet is now the number one marketing channel to reach a vertical market. It produces a better return on investment than print or broad cast media.

## CHANNELING PATIENTS TO YOUR WEB SITE

List your site with every Internet re-direct outlet as possible; e.g. yellow pages on-line, Chamber of Commerce on-line, your insurance provides, etc. Example: If you are a Delta Dental provider ask them to list your web site along with your name. Chances are if a person moves into your area they will call their insurance provider and ask who is close to them.

If you have a web site you are more likely o attract that person over a practice without a web site.

You need to direct people to your site. Any advertising; e.g., yellow page, coupon, mailing, should feature an invitation to visit your site.

## SEARCH ENGINE OPTIMIZATION

It is important to have your site found; however, it is not an easy task to have your site ranked on page one much less ranked first on page one. Someone is already ranked there and for a reason. Everyone wants to be number one on page one. It's not impossible, but it takes time. There are hundreds of variables that affect a web page ranking. Certain less common words may trigger you to appear higher than common competitive words. The problem is that your prospective patient will probably search the common word search first. Each search may place your ranking in a different position. There is no certainly unless you invest heavily in Pay-Per-Click (PPC). Where you appear in a search will also depend up on your market size and existing competition in that market.



So, if the first few (several) pages within a search are already taken and supported by some professional organization such as ours, something different has to happen in order for your web site to climb over those existing sites. Today, key word searches are only part of the equation. InfoStar provides extended tools such as a Reciprocal Link Network, popular site bookmarks, video links, a Google Analytics reporting account, and a listing on the Dentist Network Online to help your site begin to climb over those entrenched sites. Don't fall for a flash in-the-pan quick-fix for SEO promised. The Internet is closely regulated and web pages are constantly scrutinized by the web crawlers. Don't risk your site being turned-off!

## IN-HOUSE MARKETING

One of the more successful methods of attracting new people to your site is through you own patient bade. You apply a sticker to the appointment card in front of the patient (it's all in the presentation). It's the act of applying the sticker as you invite them to visit your site that achieves the results. Preprinted info on your appointment card does not work as well.



You should use an icon or character with your sticker to draw attention.

Rather than advertise in some costly media that you offer a "Tooth Whitening Special" which generally attracts one-time shoppers, offer the same special to your own patients via email (no advertising costs). Your own patients are more likely to react positively. The benefit is once they are in the chair and experience step-one in a smile enhancement process you have to opportunity to discuss other alternatives; e.g., veneers, composites, etc.