

Online Lead Generation: Holding Your Web Team Accountable

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- “It’s a shame that an entire profession should be maligned because of two or three hundred thousand bad apples.”
– Forbes Magazine



Background

- Former Practice Managers/Business School folks
- Unhappy With the Imperfect Market – Current Team Bad, No Idea If Next Would Be Better
 - Used to spend \$30,000/month – many sites, nearly a million visitors a year
 - Brought SEO in-house, got results
- Decided to Create the Industry’s Only Transparent Company:
 - We are a Free Matchmaking Service – the eHarmony of Business
 - Offer some more comprehensives services
 - So you can trust the information we provide and we provide much more than typical web teams keeping you in the dark



The Truth About Online Marketing in Ophthalmology

- Your Lunch is Getting Eaten by the Competition
- Marketing Taboo is Gone or you are a Dinosaur
- LASIK/refractive/lens & laser upgrades are paid in cash. So are Gucci bags, Audemars Piguets, and Bentleys.
- Complacency no longer works (ratings/reviews)
- Why you can believe us...



The Truth About Your Web Team

- Do You Love Your Web Team? Like Them? No Idea?
- How Much Do You Spend? 1k? 3k? 10k? 30k+?
- Myths:
 - Most are good
 - You need an “in-industry expert”
 - You are being charged fairly
 - SEOs know Design, Designers know SEO
 - You can manage this on your own





So What Are the Options?

- Hire an in-house Marketing Manager (\$40,000-\$100,000/year)
- Utilize this message plus invest 2-3 hours/week or 100-150/year learning
- Pray
- Hire an out-of-house “matchmaker” or “turn-key marketing manager” (\$0-\$40,000/year)
- If you want to manage your own team, how can you do so:





1. URLs - Metadata

- Google Reads Your URL – What is Google Reading:
 - LASIKLarry.com/180=.xy-wi73
 - LASIKLarry.com/LASIK-Eye-Surgery.htm





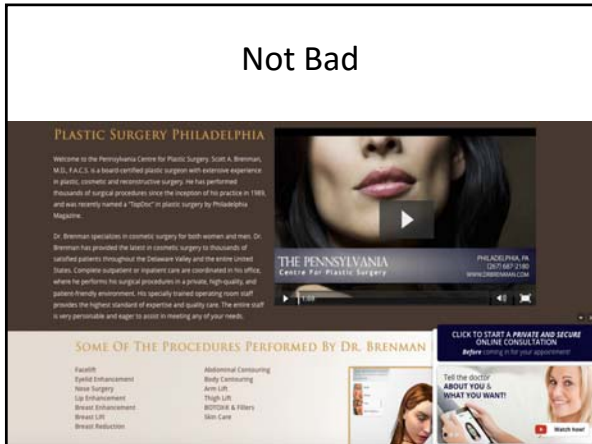
2. H1-H6 Headers

- Concept of a paragraph header in a book
- Think about LOCATION and PROCEDURE
- Google reads H1, then H2, and so on – what does it see?
 - Welcome!
 - LASIK Specialist
 - Ophthalmology in Scottsdale
 - **Seattle's Most Experience LASIK Surgeons**

Good





3. Images Vs. Indexable Content

- Concept of PDF vs. Word Documents
- Can you highlight the content or does it drag as a full photo?
- Does this make any sense? If not, consider getting help from professionals.
- Examples:

The image shows two logos. On the left is 'YellowTelescope MEDICAL TECHNOLOGY STAFFING' with a yellow telescope icon. On the right is 'SEOversite' with a blue and white logo featuring a hand holding a magnifying glass over the letter 'O'.

Highlightable = Indexable = Google Likes = Good

The screenshot shows a search engine result for 'Plastic Surgeon Miami, Florida'. The snippet of text reads: 'you look and feel you're best otolaryngologist and rare w Plastic Surgeons in Miami that this focus allows him to provide result.' Below the snippet is a form titled 'Book a FREE Consultation!' with fields for 'Select A Procedure', 'Full Name', 'Email', and 'Phone (optional)'. There is also a list of services: Scar Revision, Laser Resurfacing, Botox and Dysport, and Dermal Fillers.

Image-Based = Google Can't Read = Bad

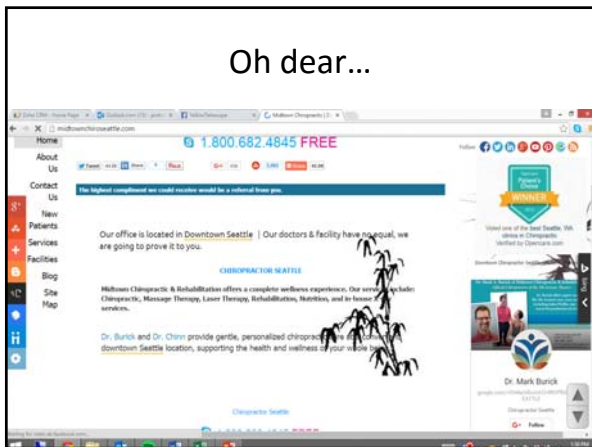


4. Proper Calls to Action

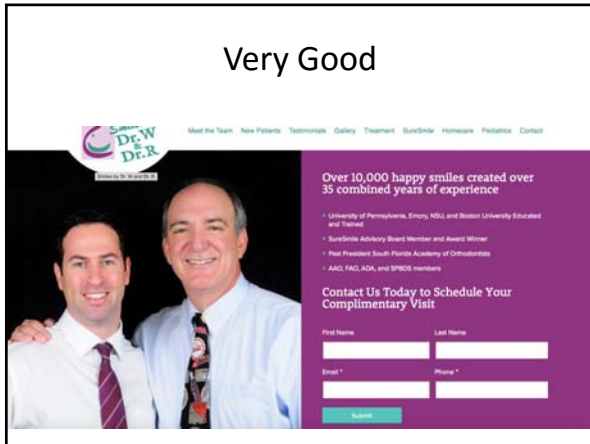
- Submitting a patient inquiry is a quick decision
- Is it quick for the patient once they make the decision?
- Does it take more than one click?
- Is there a call to action – “Contact us today for a complimentary consultation”
- Is there one on most pages?



Oh dear...



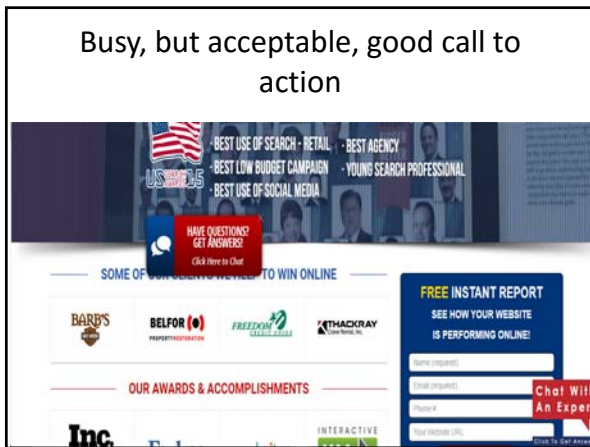
Very Good



Good, Simple



Busy, but acceptable, good call to action



5. Blog Big

- Longer – 500-1000+ Words
- Include photos/video (dynamic content)
- Don't worry as much about quality – you are already a perfectionist
- 1-2 per month
- If you don't have time, hire content writers or find professionals to hire content writers
- Keywords, location, and focus on LASIK and Cataract



6. Word Press

- Ensure your site is built in Word Press and/or HTML5
- Google likes it and it is easy to update (recent announcement to change to HTTPS)
- This may change tomorrow, but don't let that stop you



7. Responsive Design

- Fancy word = looks nice on all tablets, phones, laptops, and desktops
- The days of mobile sites are over – April 15th, 2015
- Ensure you have superb developers or hire professionals to find them.
- One Site Fits All
- Sites need to be tweaked or overhauled every 2-4 years depending on Google



8. Are They Actually Doing Off-Site SEO???

- Directory Submissions?
- Link Building (White Hat)? – have them show you the links
- Monthly Press Release?
- Improving Google Local? *outranks organic
- Can they provide a real work report?
- Have you done the math? (Hours Spent)



Common Pitfalls to Avoid as a Layperson

1. Hiring the Owner (they don't do the work)
2. Hiring an "Ophthalmology Web Firm"
3. Trusting Their Reports
4. Not Double Checking Daily Lead Reports
5. Signing Long-Term Web Deals
6. Branding Your Procedures and Losing Key Word Ranking
7. Not Adding Content (Photos, Videos, Testimonials, Blog)
8. Letting Your Plate Spin
9. Avoiding Social Media (Facebook, Google+, LinkedIn, Twitter, Pinterest, etc.)
10. Paying Too Much or Too Little



Key Takeaways

- Focus on location and procedures – key words matter
- Have TONS of content & be willing to change with the times
- If you build it (right), they will come
- There is a "right" way, and there are great web teams out there.
- We haven't even touched on offsite SEO – that is why considering a "matchmaker" makes sense as short of taking courses for years you will never be able to track their results fully



Free Stuff

- Complimentary Information:
 - SEOverSite.com and YellowTelescope.com – monthly newsletter – join thousands of other doctors
 - iTunes store/podcast app – free monthly podcast – search all one word “SEOverSite” or “yellowtelescope” – follow us on all social media
 - Speeches, published articles, and more on our site
 - Questions – jon@seoversite.com - go to our booth



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