



JUNE 2014
VOLUME 7, ISSUE 6

INSIDE THIS ISSUE

- Simple Formula to Make Landing Pages That Convert Visitors into Real Leads 1
- Meet Our Newest Happiness Specialist: Kyle Balinskas 2
- The SEO Strategy That Will Make a Big Impact on Your Community and Your Website 3
- Doctor Videos That Actually Get You Patients 4

You can always read, download and sign up for our newsletter at www.fosterwebmarketing.com/newsletter.cfm

WELCOME TO THE FAMILY!



We are so pleased to be

working with Country Foot Care! The New York-based podiatry practice has office locations in Mineola and Williston. Their site, which you can visit at www.CountryFootCare.com, features a very cool, customized foot map that allows users to identify the source of their foot pain.



California Foot and Ankle Institute,

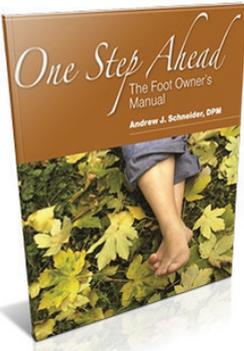
one of Foster Web Marketing's newest clients, just launched its site! The California podiatrist, Dr. Garey Lee Weber, has discovered the awesome power of content, and is no stranger to video content. We applaud his "ahead of the curve" approach to web marketing! Check out the site at www.Cafai.com.



We'd also like to welcome Sol Foot and Ankle center to the Foster Web

Marketing family! Our friends in Long Beach just launched their site, and are already savvy to the influence of online reviews. Check them out, and see what people are talking about: www.SolFoot.com.

Simple Formula to Make Landing Pages That Convert Visitors into Real Leads



Finally - The Answers To Stopping Foot Pain - Yours for FREE

In his new book "One Step Ahead: The Foot Owner's Manual" Dr. Andrew Schneider explains in simple, easy steps you can follow to reduce foot and ankle pain. There is simply **no good reason** to continue to worry about the pain in your feet.

Get solutions to these common foot problems:

- Do your feet hurt and you don't know why?
- Do the balls of your feet hurt when you stand all day?
- Are you experiencing heels that hurt or ache or throb?
- Are your feet sore when you get up in the morning

REQUEST FREE BOOK

First Name *

Last Name *

Email *

GET FREE BOOK NOW

Having a landing page with a free offer on your site is a great way to generate new leads, but just having an offer is not enough.

Your landing page has an important job to do, and that job is to convert visitors into leads. To that end, there are a number of critical ingredients you need to create a highly effective landing page. Here are some of them:

- 1 Clear, effective headline.** The visitors are on your landing page—make them “stick.” Make it clear why they are there and what you want them to do. For example, “Order Our FREE Healthy Feet Book Here!”
- 2 Highlight the benefits of the offer.** Tell the users what they’re getting, why they want it, and then tell them how to get it. Keep your content on this page short and sweet; use bullets and headings to highlight main points, and make sure you focus on features, benefits and pain points. If you have a video relevant to your offer, use it!

Tip: Relevant videos have been shown to increase conversion rates by 80 percent.

- 3 Emphasize with images and color.** Include a high-quality image of your offer, and make sure to use color to call visitors’ attention to the most pertinent information. They are more likely to scan through your content for information rather than read the whole page. Make sure your “Submit” button pops by using a different color than the rest of the page.

— continued on page 4



Meet Our Newest Happiness Specialist: Kyle Balinskas

Please welcome Kyle, the newest member of the Foster Web Marketing customer service team! Kyle studied Government and International Politics while at George Mason University, which has always interested him.

New Support for West-Coast Business Hours!

One of the reasons we hired Kyle was to expand our customer service hours. Once he is up to speed, he will be working from 9 to 5 west coast hours, to complement our existing 9 to 5 east coast hours. That's three extra hours of personal and awesome customer service for our clients!

Making people laugh and smile is incredibly important to Kyle, and his infectious attitude doesn't stop with family, friends, and co-workers.

He wants clients to feel the positivity, too!

What Makes Great Customer Service?

When asked what makes for a successful day at Foster Web Marketing, Kyle's response was excellent.

"When I can understand the ultimate goal of a client, not just a request, so that I can not only fulfill their request, but also take away a greater understanding of their predominant needs. I want to hold true to their vision while being able to maximize the benefits that our company can offer. Making a site look nice is great, but making a site effective and beautiful is what we can offer, and I want to help our clients get there."

Fun Facts About Kyle

A fanatical New York sports fan, Kyle has a vivacious attitude for life inside and outside of work. Making people laugh and smile is incredibly important to Kyle, and his infectious attitude doesn't stop with family, friends, and co-workers. He wants clients to feel the positivity, too!

"I want to come across as the most awesome person that any given doctor or lawyer has ever talked to. I want them to be blown away by the level of customer service and dedication they get when they talk to me."

Wow! As you can see, Kyle has high expectations for himself, so he'll fit right in around here. Welcome, Kyle; we couldn't be prouder to have you on board! 🌍



Learn more about Kyle here! bit.ly/1kyeAtY



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



[Facebook.com/DynamicSelfSyndication](https://www.facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

As always, the awesome DSS team has been working hard to improve our Customer Relationship Management (CRM) tool.

We're currently collecting data on emails that are sent, opened and clicked so that we can display this information to you right in DSS. There are a lot more CRM enhancements on the horizon, so stay tuned—and if you haven't signed up to use this part of DSS yet (which is FREE to you BTW!), what are you waiting for? Please email customer service at tickets@fosterwebmarketing.com or call us at (888) 430-8377 to sign up for the CRM today!

In addition, we've added the following to DSS:

- You can now control the button text visible on your offer overview page
- On ANY of your content overview pages (like FAQ, testimonial, blog, library, etc.) you can pick which of each item will show up at the top. This is great for showcasing your most popular blog posts, your best FAQs, or your most impressive testimonials.
- A number of changes per our SEO team's recommendations, such as changing the "Location Details" link for your offices to "Get Directions" and adding links to all of your Overview pages to your XML sitemap.

These are just a few of the recent changes and bug fixes. Please visit DSS and click on "Release Notes" from the "Control Panel" module on the left-hand menu to check out all the recent changes. You'll be surprised at how busy the coding team has been!

The SEO Strategy That Will Make a Big Impact on Your Community and Your Website



What if I told you that I had a simple and effective link-building strategy that could get you multiple, high-quality links in a matter of hours? This isn't some shortcut or cheap trick—this is a real-deal, white-hat SEO strategy that begins with acts of charity, and ends with a boost in search engine ranking and conversion.

Help Your Community...and Your Website

Do you often give your money or time to worthy charities? If so, kudos! Giving for the sake of giving should be the root of all charity work. However, there is no shame in reaping the benefits that come with the work you do in your community!

You see, when you give, the organization you support will often list you as a sponsor or supporter on its website. This gets your name public exposure by increasing the recognition of your practice. But it's just the first step.

The second step is one that our SEO guru, Zach Stone, began implementing: by performing a simple audit of the charity websites that the business is involved with, he found that the charity will often have a "sponsors" page. There will be a mention of the practice here, but no link to its website—a major missed backlink opportunity.

To remedy this, Zach carefully crafted an email with an intriguing subject line, an opening that included a compliment about the charity, and a tactful inquiry about the possibility of including a link back to the practice's website. This entire process only took him about two hours.

With over a 50 percent success rate, this strategy is as effective as it is speedy—a rarity in the world of ethical SEO! 🌐



To find out exactly how Zach achieved such success, use the following link to read our full article: bit.ly/1gANnBx



To find out *exactly* how Zach achieved such success, use the following link to read our full article: bit.ly/1gANnBx

FAQ



Laura Johnson

Q: What is Semalt and what does it want with my site?

A: If you have noticed traffic from Semalt.com in your Analytics data, you are not alone.

The Ukraine-based company Semalt is an aggressive web

crawler tool intended to provide analytics data for sites, much like Google Analytics. *The difference: Semalt's reputation is more than a little questionable.*

Web crawlers are scripts or robots that browse the web in order to generate ranking data. Web crawlers are not necessarily "bad." Most search engines use crawlers to keep their results up-to-date. However, in Semalt's case, the crawling is aggressive and excessive, and it can have an impact on site performance.

Additionally, it is misrepresenting your analytics numbers! A quick Google search for "Semalt" will bring up a hefty amount of negative reviews and feedback. So, if you're wondering whether or not you should trust Semalt, the answer is a firm "NO."

There is good news. Semalt can be blocked from your analytics through a filter. **You can easily set up a filter to block Semalt traffic:**

To add existing filters to or remove them from a view:

- 1 In the "View" column, select the relevant view.
- 2 Click "Filters."
- 3 Click "+ New Filter."
- 4 Select "Apply existing Filter."
- 5 Add or remove the filters as necessary.
- 6 Click "Save."

– support.google.com/analytics

It is important to note that Google's filters are not perfect. You may still see a few hits from Semalt, but for the most part, you will not see those heavy numbers.



If you're a client with questions about setting up this filter, please call our awesome customer support team at (888) 430-8377!

— continued from page 1

Simple Formula to Make Landing Pages That Convert Visitors into Real Leads

Tip: Use words like “Click here,” “Go,” “Get,” and “Submit.” They have proven to be the most effective overall for button text.

- 4 Brand the page.** Don't let anyone forget who is supplying this information! Make sure your logo, business name, and contact information are all clear. Please don't overdo it. This is not about you; it's about the benefits of your offer to the visitor.
- 5 Less is more.** Unless you are going to ship a tangible item to your user, request as few form fields as possible. Studies have shown that users are more likely to fill out a form if you're only requesting a name and email address.
- 6 Include “trust elements.”** Reviews and testimonials about you are quickly becoming the most trusted sources when considering a purchase. If you have testimonials or feedback from social media sites, or a case study reinforcing your expertise, use it! The more specific the better.

If you are unsure whether or not your landing pages are providing you with the most leads, make changes and test them. Change the color of a button, and see if it gets more clicks. Cut back on the landing page content and see if it leads to higher conversion rates. You should always be testing and improving your pages. 🌐



Designing effective landing pages is a delicate craft: part art, part science. Watch our most recent webinar, all about offers and landing pages that convert! bit.ly/1k7V1tI

Doctor Videos That Actually Get You Patients

Are you overlooking video as content? Considering 100 million people watch online videos every day, it is time to take advantage of this awesome tool. We have clients say, “I feel like already know you,” all from our videos!

In your field, it is critical that patients feel comfortable with you. As our client Kevin Mottley puts it, “Seeing is believing.” Video lays the groundwork for a good rapport, ensuring that you can provide a positive first impression to your audience.

So what kind of videos should you be producing?

Consider the videos that will get you engagement and conversion.

Bio videos are a great way for patients to get a feel for who you are as a person. This gives you the chance to earn their trust and build a successful relationship.



Video lays the groundwork for a positive first impression.

Answer a frequently asked question! This is a great way to give patients a taste of how you would actually interact with them, based on *their* questions.

Patient testimonial videos are **always** a good idea. While a powerful testimonial is great on paper, seeing and hearing how truly pleased a patient is with your services is the ultimate way to give a good impression.

What's more, video has been shown to increase conversion on landing pages by 80 percent! 🌐



Want to create your own videos but don't know where to start? Check out our article on how to create your own green screen studio, which includes a list of equipment to buy! bit.ly/1qPhor7

Don't want to go it alone? Come to our green screen studio or we'll come to you. Call us at (888) 430-8377 to discuss our video plans.

**WEBSITE MARKETING SYSTEM
FOR DOCTORS**

FOSTER WEB MARKETING | 10555 MAIN STREET | SUITE 470 | FAIRFAX, VIRGINIA 22030

TOLL FREE: (888) 430-8377 | DSS: (866) 448-8999 | FAX: (703) 997-1309 | WWW.FWMDOCTORS.COM

The *Killer Website Marketing System for Doctors* Newsletter is a monthly publication of Foster Web Marketing. To subscribe, visit www.FWMDoctorNewsletter.com

Design and publication by Zine Graphics & Print (www.zinegraphics.com). Copyright © 2014 by Foster Web Marketing.