



OCTOBER 2014  
VOLUME 7, ISSUE 10

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You can always read, download and sign up for our newsletter at [fwmnewsletter.com](http://fwmnewsletter.com)

## WELCOME TO THE FAMILY!



Indiana Podiatry

Group, welcome to the Foster Web Marketing family! We are thrilled to have you join our team, and we are excited to share your new website with the world! Check out their new website by visiting [www.InPodiatryGroup.com](http://www.InPodiatryGroup.com).

# The Top Marketing Must-Dos

by Tom Foster, Founder and CEO at Foster Web Marketing



*Do you have a plan for marketing? There are foundational elements that are critical to your success, and they are often overlooked when busy trying to run a medical practice. To help you out, here are the top marketing must-dos:*

### 1 Create a Brand Strategy

This is THE MOST IMPORTANT STEP! You need to determine exactly what services you plan to offer, what your competitive advantage is for each service, and how you plan to position yourself. At this time, you should also develop a way to track and measure each element of your marketing so you will know what is working and what isn't.

### 2 Website

Your website must represent your brand online, both in design and content. Not only do you need brand consistency, but you need a website that is actually USABLE! Pay attention to the conversion elements on your website (forms, phone number, chat, calls to action), and have your website tested for site speed and tested by users to make sure it isn't too hard to find critical information.

### 3 Local Search

Your Web searchers will be looking for information about you and your practice in places other than your website. You need to claim and optimize social, local, and business listings as well as listings on directories specific to the medical profession. Healthgrades.com, ratemds.com, Yahoo/Yelp, Google, doctordirectory.com, bestdoctors.com, and medicare.gov will all have profiles for you to create or claim, and they will reward you with legitimate leads (note that some are paid directories).

### 4 Review Strategy

Reviews are quickly becoming the most trusted referral method online, and you want to ensure that you are receiving plenty of positive feedback. Ask your patients to leave a review about their experience online, and provide them with a few options for where they can leave this feedback—with clear instructions. Never solicit or offer payment for reviews.



# Karen's Customer Service Corner

by Karen Hoff

**Many people—clients and non-clients—have experienced issues with putting images on their website. If you are having trouble with this, I am here to help! First of all, kudos for understanding the power of images! Now, let's solve that problem.**

Your website has a certain amount of space available for content and images. The size of your image will depend on where you want to put it, but let's use a bio picture for example. A typical bio picture should only be about 150 pixels wide in order to fit into the space allotted for the image. If you upload an image that is 3000 pixels wide, it will squeeze down to try and fit that area or will spread out and "break" the other elements on the page. It will also slow page load, which will affect your overall user experience and SEO, so it is important to prevent this issue.

To prevent this, you will need to resize the image before adding it to your site. You can use an image editor such as Microsoft Office Picture Manager. Picture Manager allows you to reduce the size and crop the image so it fits better into that bio image area of your site. Once you have resized, you can upload with success! 🌐



*Our Happiness Director can help you resize images before you upload them to your site to ensure they fit into the allotted space.*



If you need help, please contact our Customer Service Team. You can click on the question mark icon in DSS, email us via [tickets@fosterwebmarketing.com](mailto:tickets@fosterwebmarketing.com), or give us a call at (888) 883-9719. We can walk you through any process in DSS, and we can help you resize your images!



Having a professional, modern website design is essential for impressing potential clients when they compare you against your competition.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.



Our DSS Team: Chris, Yung, and Shannon

## WHAT'S NEW IN DSS?

**HIPAA compliance and secure email are here!**

To improve our product and service offerings to all clients seeking a more secure web experience, we have invested significant money, time, and energy in modifying our technical infrastructure, updating our administrative policies, and providing training to our staff to comply with all HIPAA (Health Insurance Portability and Accountability Act) and HITECH (Health Information Technology for Economic and Clinical Health Act) requirements.

**Wow! Ok, so what does this mean for YOU?** It means that all the data we host for you on our servers and in DSS—your website, your contact information, marketing data about your patients—is that much more secure. In addition, we are developing a HIPAA compliant email solution so you can have secure email communication within your office. Our webmail is already secure, and we have a few easy setting changes you can make to your email software programs and devices to make them secure as well.

These changes are part of what clients get just for being with Foster Web Marketing. We are constantly looking for ways to improve the quality of the products and services that we provide—at no additional cost to you! If you have questions about the new security features, how to get secure email or our move towards HIPAA compliance, please contact our Customer Service team at (888) 883-9719 or [tickets@fosterwebmarketing.com](mailto:tickets@fosterwebmarketing.com).



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



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



# The AdWords Move That Netted One Law Firm 50 Percent More Cases for One-Third the Cost

by Zach Stone

One of our star clients made the switch from AdWords to AdWords Express early this summer. Like many businesses, they were unsure that AdWords Express would deliver the kind of results that AdWords did. But once the numbers started rolling in, they found in the first month they had **increased their cases by 88%**.

The increase in cases is impressive, but what really struck me was how much money the switch saved the law firm. With AdWords the law firm was paying around \$25,000 a month on pay-per-click ads. After the switch to AdWords Express they were only paying \$7,000. Talk about an increased ROI! They were paying a third less for 83% more traffic. Truly fantastic results!

The success of this law firm is just one example of the many different business types that can benefit from using AdWords Express. Many doctors and medical practices have found success with AdWords Express!

## Is AdWords Express Right for You?

While other doctors and medical practices have benefited from the switch, it doesn't mean that you should run out and switch over your ad accounts; it just means it is worth looking in to. Express is especially effective for practices that aren't trying to win out against the big dogs with highly competitive keywords.

And if you're tired of the constant maintenance that AdWords requires, then Express may be for you. With AdWords Express many functions are automated. This means less work on your part and, hopefully a higher ROI.

## Something to Think About

Just because Express is doing a better job at automating bids and other features, it doesn't mean you can set up your ads and walk away. You'll still need to monitor your account; you just

don't have to mess with it as much as you do with AdWords. And of course the system isn't perfect, so monitor your ads to ensure they're getting in front of the right audience.

One of the downsides of Express is that you can only use preset categories, these categories coming directly from your Google My Business account. If your Google My Business categories

don't accurately describe the types of patients you want, you need to update those first. Also, many medical practices want to focus on specific types of patients that don't have a category in Google My Business. The final big downside is that you can only assign up to 10 negative keywords (keywords you don't want your ad to show up for), which you have to contact the Google Help desk to add.

## Are You Going to Try AdWords Express?

If so, I highly recommend that you gather data now, before you make the switch. Make a list of exactly how much you're currently paying for AdWords a month,

how long it takes you to maintain your account, how much traffic the ads get you and how many patients they bring you. Then, when you switch over to AdWords Express, you'll know within a month or two if Express is helping drive traffic and save you money.

*If you try it, please let us know! We love hearing from clients who have made trackable changes in their marketing. And who knows, maybe you will be the featured star client in our next newsletter!* 🌟



*Express is especially effective for businesses that aren't trying to win out against the big dogs with highly competitive keywords.*

## FAQ



Jamie Kelly

### Q: How do the recent Google updates affect my local listings?

**A: Like most Google updates, the recent “Pigeon” search algorithm update aims to improve the experience of the searcher.** In this

case the update zeroed in on local listings.

This makes it more important than ever for you to have good quality, robust listings all across the web, especially on industry specific directories and local listing sites. But with thousands of listing sites out there, it can be hard to know where to focus your efforts.

To help you decide where to begin, we teamed up with **Lori Hibma from Top Practices** to create lists of local listings sites. We have found that post Pigeon, these sites are coming up more frequently in searches; searches that your potential patients are performing.



*The recent “Pigeon” search algorithm update zeroed in on local listings.*

Local listing sites for doctors:

- |                       |   |
|-----------------------|---|
| 1 Healthgrades.com    | 6 bestdoctors.com   |
| 2 ratemds.com         | 7 medicare.gov  |
| 3 Yahoo/Yelp          | 8 Any insurance companies you work with; most of them have partner directories. |
| 4 Google              |   |
| 5 doctordirectory.com |   |

### How to Make the Most of Your Listings

With local listings taking center stage in Google search results, it’s crucial that each of your listings, especially those listed above, are complete and accurate. This means making sure you have an identical phone number, address and business name on each and every site you’re listed on. You also want to make sure you’ve CLAIMED your listings, added images, written an interesting description and selected the right categories (categories are CRUCIAL to many listing sites!) The more detailed your listing, the more likely searchers are to choose you over the other guy!



Visit [FWMNews.com](http://FWMNews.com) to learn more about quality local listings that can bring in the leads you’re looking for!

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## The Top Marketing Must-Dos

### 5 Create and Promote CONTENT

The search engines reward sites with excellent content—but it isn’t enough to just write content for your website. You need to actually PROMOTE it to get it out in front of your perfect patient. Use tools like social media, your print and email newsletter, your email campaigns, the newsletters of your relevant business associates, TV or print ads, paid advertising, and other avenues available to you to reach your target audience.

### 6 Community Involvement

Is there anything better than giving back? How about giving back and getting leads and quality backlinks because of it? Serve your community in a way that matters to you, and then post about it on your website, social media, and your newsletter.



*Do you have a plan for marketing your practice? There are foundational elements that are critical to your success, and they are often overlooked when you are busy trying to run your medical practice.*

### 7 Social Media

Treat social networking the way you would treat face-to-face networking, and put the SOCIAL in social media! Be entertaining, engage your clients and other local businesses in conversation, and experiment with creative photo, content, and stats to see what resonates with your audience.

### 8 Follow-Up Campaigns

Building your list is the key to your success. When people fill out forms on your website, use their information to send lively and engaging email and print newsletters as well as targeted follow-up campaigns designed to keep your practice front of mind. 🌐



Go to [FWM.tips](http://FWM.tips) and click on “August 2014 Webinar: The Top 10 Marketing Must-Dos” to watch our pre-recorded video and slides that go into much more depth!