



# WEBSITE MARKETING SYSTEM FOR DOCTORS

PHONE (888) 430-8377 WWW.FWMDOCTORS.COM



APRIL 2014  
VOLUME 7, ISSUE 4

## INSIDE THIS ISSUE

Stop Chasing Your Competitors and “Think Different”	1
What’s New in DSS?	2
Are You Losing Traffic Because of These Three Local Search Optimization Mistakes?	3
The Slight Edge	4

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

## WHAT DOCTORS ARE SAYING ABOUT FWM

“Foster Web Marketing has made all the difference in increasing our online traffic, which translates to more patients and more revenue! They have been very helpful in taking our practice from busy to booming!”



**Dr. Marybeth Crane**  
Managing Partner  
of Foot and Ankle  
Associates of North Texas  
FWM client since 2009

Check out [FWMDoctorSuccess.com](http://FWMDoctorSuccess.com) to hear what our doctors have to say about us!

# Stop Chasing Your Competitors and “THINK DIFFERENT”

**One of the most frequent questions we get from doctors is, “Why is that practice doing so much better than me?” Implied in this question is, “How can I be more like my competitor?”**

Is this really what you want to do with the business you’ve built—be a follower? I doubt it; more like, “I want to beat this guy!”

## Revisit Your Core Competencies and Be Different (...Be Yourself!)

While there are lessons to be gleaned from studying a competitor’s methods, you will only frustrate yourself if you attempt to follow their path step-by-step. How do I know? I have been helping professionals market themselves for over 16 years and I have seen it all.

So, instead of chasing the guy or gal in front of you, spend your time strategizing on how to differentiate yourself by returning to your core competencies—especially if you’re in a more competitive or saturated market.

Ok, great...so how do you do this? **How do you focus on your strengths and create a sustainable marketing strategy for your firm?**

## Seven Core Questions to Uncover Your Strengths

- 1 What is unique about YOU?
- 2 Which of your practice areas are the most distinctive in your market?
- 3 Which of your practice areas do you enjoy the most?
- 4 Which of your practice areas are the most profitable?
- 5 What are the most common traits of your happiest patients?
- 6 What are the common traits of your most profitable patients?
- 7 Which practice areas have you added to your practice that are not mature offerings, can’t be differentiated in your market, or are not profitable? This question is obvious; you need to step back and consider if you really need to offer these services. Weed the garden and better fruit will grow.

— continued on page 3



Most of you know that my great friend and mindset coach mastermind, Rem Jackson, has been teaching doctors how to think about operating their practices differently. Guess what! You don’t need to figure all of this out yourself; Rem already has and we will be teaching hundreds of doctors at the **2014 Top Practices Summit** on September 12–14. Please go to [TopPracticesConference.com](http://TopPracticesConference.com) for more information!



## 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://Facebook.com/DynamicSelfSyndication)



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



*Our DSS team has been working around the clock to implement new features, enhancements, and fixes. Don't miss the latest updates!*



Our DSS Team: Chris and Yung

# WHAT'S NEW IN DSS?

*Please Keep Your Bits And Bytes In The Vehicle At All Times*

### Features:

- New module to control page indexing by search engines, labeled "Indexing Option". Finally making this feature available after having been missing for a long time. [DSS/Site]
- Search filtering option for 3 site core sections: members, service areas and offers. Only available when more than 10 items are in that section. Search filtering 4 members would be super awkward, right? [DSS]
- "Meta description" input field on edit single "video" pages. Last section to get this love. [DSS/Site]
- Content editor to control "thank you" page content for newsletter sign up form submissions. [DSS/Site]

### Enhancements:

- Totally overhauled our "no index" policy and implementation. This was done in cahoots with the new mod mentioned above. [Site]
- Polished up "Select A Campaign" mod on edit single "offer" page of CRM enabled sites. [DSS]
- Introduced many feature enhancements, usability improvements, layout and bug fixes to the CRM since it was first launched. We're really loving this thing. [CRM]
- Updated the heading, label and tooltip of what is now the "Display Option" module to be clear and correct. Despite all the other usability improvements and clarity that came with the DSS 7 release, this mod went the other direction and was confusing and misleading. [DSS/Site]
- Ability to have a default or generic member bio image on v3 sites. This is handled by the site's template files and not a DSS option. [Site]

### Fixes:

- Restored ability to preview a draft item for v3 sites. [DSS]
- Restored the templates feature in the content editor after we accidentally killed them with the previous style update. [DSS]
- Removed the "Publish Status" module that handles the draft and live state from the "results" section. [DSS]
- Fixed single video page using the "video menu label" instead of the "headline" for v3 sites. [Site]
- Fixed sidebar module assignment on edit single "video" pages not saving and as a result not displaying on v3 sites. [DSS/Site]
- Fixed the "meta description" value not printing out to single "results" pages after we provided that as a new input with the DSS 7 project. [Site]
- Standard issue pixel pushing and polish. [DSS]

# Are You Losing Traffic Because of These Three Local Search Optimization Mistakes?



**Why is local search optimization important? Because Google, Bing and Yahoo display search results for visitors in your local market based on data available to them across the web. Read that sentence again: search engines get information about your business from a huge number of other websites—websites you probably don't know about.**

To ensure that you're effectively competing locally, you need to pay attention to what's being said about your business online. This is especially important if you have ever changed your business name, moved your location, or changed your phone number.

Here are three local SEO mistakes you don't want to make:

**1 Incorrect NAP information:** NAP stands for Name, Address and Phone Number. Do a search for your business name and every business name you've ever used, and the same with your address and phone number. See if you can find websites that list incorrect information, and fix it. This

can be really time consuming, but it is important. There are tools that can help like Moz Local ([moz.com/local/search](http://moz.com/local/search)) and Yext ([yext.com](http://yext.com)). Both tools allow you to search for free, but you will be contacted by a Yext salesperson if you use their tool.

**2 Inaccurate categorization:** As you find and fix these listings, look to see if you are listed in the right category on each website. Most have pre-determined categories that you can select from that will dictate how you show up in search. Be sure to pick a specific category for your business. You're not just a doctor; you're a podiatrist. If you are allowed to select multiple categories, do so, but don't

be spammy. Pick categories that actually apply to you, with the most important ones first.

**3 Lame or absent reviews:** As you are searching for your business online, make a note of sites that publish reviews. You may be surprised at how many sites accept user feedback. Encourage happy patients to leave you feedback on sites that already rank well for your business name, respond to existing reviews politely and professionally, and come back regularly to check which sites still rank for your business name and if there are reviews you need to respond to. 🌐



Remember, this is the data that gets you found, so invest the time in making sure your information is accurate. Need help? Go to [FWMAAnalysis.com](http://FWMAAnalysis.com) and our in-house SEO team will complete a complementary analysis of your website, including potential local search issues, and provide you with recommendations for moving forward.

— continued from page 1

## Stop Chasing Your Competitors and “Think Different”

### Give Up to Get More

Once you have answered these questions, now what? It's time to make some changes and trim down your offerings to focus on what you do best that makes you money for the patients you like to work with.

Will there be tradeoffs? Yes, of course.

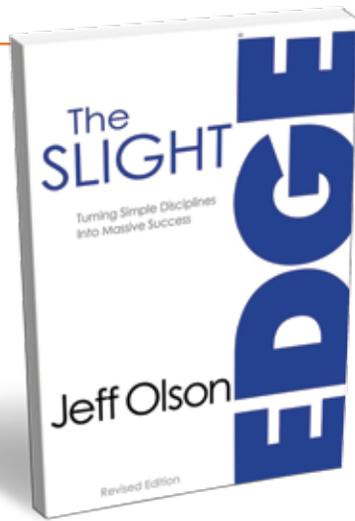
Will you have to turn away business? Yes, but only the stuff you don't really want.

Remember, you are doing this to play to your strengths in a

way that is profitable. Your goal with the above exercise is to achieve a *sustained competitive advantage* by recovering and preserving what is unique about you and your practice. You want to either provide completely different services than your competitors, or provide similar services but in different ways.

I'm challenging you to “Think Different,” as Steve Jobs did with Apple. Stop following, and make the hard decisions necessary to be a leader in your market. 🌐

All the Best,



# The Slight Edge

**Every once in a while somebody has something of real value to say. Jeff Olson has done just that in his book, "The Slight Edge." If you don't own it, minimize this screen or put this paper newsletter down and order it right now so you don't forget to get it and read it as soon as possible.**

## You already know what to do

Olson makes the point that

we all know what to do already in most cases. For instance we KNOW how to exercise. But only 2 % of us actually do the things we need to do to accomplish anything.

Think about that. You ALREADY KNOW everything you need to know to accomplish everything you wish to accomplish in your life. So, what's the problem? What's the answer?

The answer is...wait for it...you don't do it.

Yup. You just don't do it. On top of that, what you need to do is EASY to do. But here's the thing...it's easy NOT to do too. Just as easy. And if you aren't in the habit of doing it, then you will (98%) of the time NOT do it.

## The Slight Edge

Here is an example of what he means. How would you like to be able to do 100 perfect pushups? Here is the slight edge

way to do it. Start on day one and do 1 pushup. On day two do two, on day three do three—you get the idea. 100 days later you will be doing 100 perfect pushups. Might as well do sit ups too.

How would you like your website to get 14,000 unique visitors in one month like my Top Practices member Dr. Andrew

Schneider from Houston Texas gets every month with his Foster Web Marketing site? (this translates into 5-7 new patients from his website EVERY DAY, btw ☺) Add one piece of content every day to your website for one year like he has done for the last 4 years. That's it. Marketing Nirvana the slight edge way.



*You ALREADY KNOW everything you need to know to accomplish everything you wish to accomplish in your life. So, what's the problem? What's the answer?*

It will be very easy not to buy and devour this fabulous book. It's just as easy to **buy it now!** And get started now. It's a slight edge. 🌐

*Rem Jackson is the President and CEO of Top Practices, LLC, and the*

*leader of the Top Practices Master Mind Group. Top Practices is a company dedicated to helping professionals and businesses reach their professional and personal goals by building their "perfect practice".*



Want to get tips from Rem first hand? Then you need to attend the Top Practices Summit September 12-14! Check out [TopPracticesConference.com](http://TopPracticesConference.com) for more info!

**WEBSITE MARKETING SYSTEM  
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The *Killer Website Marketing System for Doctors* Newsletter is a monthly publication of Foster Web Marketing. To subscribe, visit [www.FWMDoctorNewsletter.com](http://www.FWMDoctorNewsletter.com)

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