



AUGUST 2014
VOLUME 7, ISSUE 8

INSIDE THIS ISSUE

- The Business of Running a Business: *Part Two* 1
- Three Reasons Your Website Isn't on Page One 2
- Are You Leaving Your Patients Open to a Viral Attack? 3
- Why We Listen to Buster Tate When He Talks About Business... 4

You can always read, download and sign up for our newsletter at fwmnewsletter.com

WELCOME TO THE FAMILY!



Dr. Brian McDowell

We are so happy to welcome McDowell Podiatry to the Foster Web Marketing family! These guys get it!

When it comes to medical conditions, you want to be informed. Dr. McDowell is dedicated to educating his patients in person and through his website, and we love that. Visit www.McDowellPodiatry.com to see the new site.



COUNTRY FOOT CARE We've also just

launched www.CountryFootCare.com, which has two Long Island locations. The podiatrists at Country Foot Care aim to pamper their patients and exceed their expectations. Sounds pretty great! Check out their unique website design and all of the services they offer!



by Buster Tate, COO of Foster Web Marketing

The Business of Running a Business:

Part Two

"If you don't know where you are going, any road will take you there."
—Lewis Carroll (Alice in Wonderland)

Do you have a plan for your business, or do you get up every morning and see what the day brings? Many solo and small practice doctors get overwhelmed with the day-to-day responsibilities of managing a practice, marketing for business and practicing medicine. When someone mentions the idea of strategic planning, the already stressed doctors will often dismiss the concept as something nice to do when they have more time, as opposed to a critical element of operating a successful business.

There are a plethora of consultants, business books, and online courses with varying methodologies to implement a strategic planning process. There is no single best method of planning. The offerings range from the rudimentary to the complex; however, the mere act of articulating your assessments and goals—regardless of methodology—will significantly increase the probability that you will be successful. You can complete a strategic planning process on your own by doing a little research, taking a class or hiring a consultant. The most important thing is to get it done.

To break down strategic planning into its simplest form, it consists of 3 primary tasks:

1 Assessment of your current business operations. Conduct an analysis of the practice's Strengths, Weaknesses, Opportunities, and Threats (SWOT) at a macro level and by individual function (e.g., practice business metrics, assessment of the market for each service area, intake process, billing, marketing, patient relations, etc.).

If you are a solo or small practice, you will already know where you are strong and what is not working without deep investigation because you live it every day. However, going through the effort to write it down by function and answering the SWOT questions will give you surprising clarity and help you prioritize what needs to be addressed in what order. Larger practices will get the same benefit, but you will need to "Trust but Verify" that what you believe is true is supported by quantifiable facts.

2 Articulating your goals. Define success and/or an ideal status/industry best practice for each of the areas you reviewed in your SWOT analysis.

— continued on page 4

Three Reasons Your Website Isn't on Page One

by Laura Johnson, SEO Manager

If your website isn't ranking well, despite your hard work and hard earned money, there are some questions you need to ask yourself:

- 1 Do I have a keyword strategy?** Any keyword strategy must target the right keywords and ensure that the keywords you choose aren't overly competitive. If you or your SEO provider aren't addressing these issues, you need to start doing so today. Without these foundations of a successful keyword strategy, your website will continue to live in the shadows of your competitors' page-one entries.
- 2 Are my local citations on point?** It's incredibly important that your local citations (any place your website is listed, Internet wide) are perfect. This means not only ensuring that your name, address and phone number are correct, but that you choose the right categories in big name listings like Google Businesses. So, if you are a podiatrist, be sure you're listed as such, instead of a more general term, such as "physician."
- 3 Have I been hit by a penalty?** Nine times out of ten, the answer is no. However, it's worth checking to ensure that Google hasn't deindexed your site—especially if you've been talked into participating in shady, black-hat SEO tricks like link buying. 🌐



This article is only a sneak peek into why your website is on page five instead of page one. To discover the seven other reasons your website isn't ranking well, type the following link into your browser bar: bit.ly/1x9Nc82.



DYNAMIC SELF-SYNDICATION



ATTRACT



CONVERT



RETAIN



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?

DSS includes many unique features, one of which is the "Service Areas" section (also known as practice areas). Did you know that when you add a new practice area to DSS, a category for that practice area is automatically created within each content type (i.e., News, FAQ, Library, Blog, Case Results, Testimonials, Videos, and Offers)?

This ensures that all relevant content you write for a given practice area is grouped together on your website, making for a great user experience.

Now, when practice area categories are created for each content type, DSS copies the headline, page title, and meta description from the main content overview page to the practice area specific content overview page.

If you create a new practice area for sports injuries, DSS will automatically create a category for sports injuries within each of those content sections. However, the summary (overview) page for each new category will have the same headline, page title and meta description as the main content section.

This isn't a big deal, but some website grading tools will flag these summary pages as having duplicate meta information. However, NEW in DSS is the ability to add custom headlines, page titles and meta descriptions for each new content type category!

Need help with this? Call Karen and Kyle in Customer Service at 866-448-8999!

Advanced Options! Click this box to access the advanced options on this page.

You can now edit the default practice area category meta information for each type of content by clicking this new box at the very bottom of your practice area page in DSS!

NEW Extended Customer Service hours from 9 a.m.–8 p.m. EST, beginning August 4, 2014!



Are You Leaving Your Patients Open to a Viral Attack?

by Tom Foster, Founder and CEO at Foster Web Marketing

In your line of work, confidentiality is a way of life. Because of this, you refrain from talking to family and friends about your patients and, of course, you would never in a million years spread their information around the Internet. Unfortunately for you, there are people who want

All it takes is clicking on a bad link, opening a shady link sent in an email, or visiting an infected website.

to do exactly that. These cyber criminals lie in wait, hoping to get ahold of not only your patients' billing information, but every bit of data you have. Why? The almighty dollar (or bitcoin), of course!

A Real-Life Lesson

Recently, a laptop that was used by one of our clients became infected with malware. This vicious code encrypted all of the files on the laptop's hard drive, as well as the business' backup files stored in the cloud. What does this mean? ***It means that they could not access any of their files—or their backups—without paying a ransom to the hackers.*** Yes, you read that right; they had to pay just to get their own files back. There was nothing our IT department or law enforcement could do.

How could this have been prevented? What this business needed—and what YOU need—was robust anti-virus and anti-malware software installed on EVERY computer that was connected to their network. This simple step could have prevented the attack from happening, saving the business not only money, but from repercussions if patient data had been compromised.

Do You Need to Better Protect Your Data?

It's time to get really honest with yourself: Is every single computer and device you use in your home or office fully protected from viruses and malware? And are they all updated on a regular basis?

Consider these facts:

- 25 percent of computers are *not* protected *at all* from viruses and malware.
- 30 percent of all computers in the United States are currently infected with malware.
- Computers with only anti-virus software (without anti-malware applications) are five times as likely to become infected.
- This isn't a Windows PC-only issue. As Apple products gain market share, hackers are increasingly finding ways to exploit these devices as well.
- Free versions of anti-virus and anti-malware applications (yes, even if you update them regularly) are *not* enough to fully protect your computers.

It's bad enough to get hit with a virus or malware that can hold your files and data hostage, but what if you get hit with one that compromises your privileged patient data? All it takes is clicking on a bad link, opening a shady link sent in an email, or visiting an infected website. It simply isn't worth the risk. 🌐



Resolve to install robust, paid anti-virus and anti-malware software on all of your computers immediately. See the FAQ in this newsletter for some great resources, and visit our website for more information: bit.ly/1zXtS24



Toby Crandall, IT Director
at Foster Web Marketing

Q: What can I do to protect myself and my patients from malware?

A: To protect all the computers that connect to your office network (including computers used by your staff while working at home), you'll need to shell out some cash. We absolutely recommend the paid version of these products, as the free versions lack the features necessary for full protection.

- **Spybot:** This malware company provides not only anti-virus protection, but also the following security features: scans for iPhone apps, scans and fixes for malware, live protection, Internet protection, immunization, protected repair environment, boot CD creator, notifications, and even a "secure shredder" that completely wipes out files and malware.
- **Malwarebytes:** We use this one for computers that are used by all FWM employees and contractors—and for good reason. Malwarebytes offers anti-malware for mobile devices, laptops and desktops; anti-exploit; secure backup; remediation tool; anti-rootkit; and FileASSASSIN.
- **Emsisoft HiJack:** A powerful system-analysis tool, this program is designed to search and destroy all HiJackers, Spyware, Adware, Trojans, and Worms.

We have no affiliation with any of these companies, so it doesn't matter which product you get, as long as you get one of them!

— continued from page 1

The Business of Running a Business: Part Two

3 Conducting a gap analysis. Identify the gaps between your current business operations and where you want to be, and establish a step-by-step plan to close them.

The most common point of failure in a strategic plan is the execution. Once you know what you need to do, you must stay focused on your goals. To maintain positive momentum, you should use your strategic plan as a benchmark by which every decision you make is to be measured. Every purchase, hire, contract, or process change should be preceded by the question, "If I do this, how will it help me achieve my goals?" If you can't answer "How will it help?" don't do it. 🌐

Next time, in "The Business of Running a Business: Part Three," we will discuss the operational elements of a well-reasoned business model.



Why We Listen to Buster Tate When He Talks About Business...

Buster Tate, the Chief Operating Officer at Foster Web Marketing, has a deep and diverse business development and operational background. Before joining us, Buster had a 32-year distinguished career with the Department of Defense, developing commercial businesses on military installations in order to support military personnel and their families.

His entrepreneurial skills propelled him through the civilian ranks and into the Pentagon, where he became the Director of Personnel Readiness for the Department of the Navy, with policy oversight for all Navy and Marine Corps business operations worldwide, generating revenue of approximately \$3.2 billion annually.

Following the initial military action in Iraq, the State Department created Provincial Reconstruction Teams to assist the Iraqi government in reestablishing provincial and municipal services. Buster was recruited to develop and implement the economic and business recovery plans. He served two one-year tours—one in Baghdad and one in the Anbar Province—embedded with the Second Marine Expeditionary Force.

The business models he developed and implemented in the Anbar Province are now part of military doctrine and will be used by future Civilian Expeditionary teams for stabilization/reconstruction and counterinsurgency efforts in post-conflict countries. 🌐



Check out Buster's bio for more! bit.ly/UBJpZ8