



# WEBSITE MARKETING SYSTEM FOR DOCTORS

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



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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

*“I have been with Foster Web Marketing for over two years. The results I have gotten are simply amazing. My practice is consistently ranked number one on Google and I receive at least one new patient a day from the my website. My advice is to get rid of the yellow pages and sign up with Foster Web Marketing. They are light years ahead of any other web designer.”*



**Dr. Peter Wishnie**

Family Foot & Ankle Specialists  
[www.stopfootpainfast.com](http://www.stopfootpainfast.com)

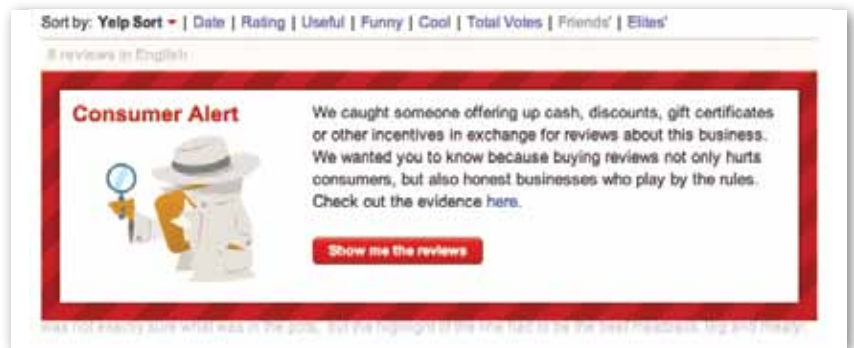
Check out [FWMDoctorSuccess.com](http://FWMDoctorSuccess.com) to hear what our doctors have to say about us!

## CHEATING FOR LOCAL SEO?

# You May Want to Rethink That.

*Cheating can be so tempting. It can be easy, it can save you money, and it can get you fast results. But—not even entering into the moral issues of the subject—there’s one huge downside to cheating: the punishment for cheating can be heavy, and review websites are always coming up with new ways of catching cheaters.*

For example, last month top review website Yelp posted a number of consumer alert messages on review pages—alerts warning users that the business in question had been caught buying reviews or offering incentives for reviews.



Last month, Yelp posted a number of consumer alert messages on review pages.

While cheating for positive reviews might have had a good short-term outcome, these businesses will suffer a bad reputation for a much longer time to come.

At Foster Web Marketing, we ask a simple question: “Why cheat when you don’t have to?” Local SEO is only gaining importance, but that doesn’t mean you have to bend or break rules to get it. **Here are a few valid ways to get positive reviews on sites like Yelp:**

- **Ask nicely.** You probably have a group of loyal, happy current and past patients—your herd. This core group of people will often enjoy leaving you a positive review and talking about their experience with you. All you have to do is reach out to them. Encourage them to be honest and to be detailed and stress how important it is for them to share their opinion with others who might need medical help.
- **Utilize social media.** The people who follow you on Facebook and Twitter most likely have positive feelings about you. Make sure that these followers know how important local reviews are to you and to others—and link to the pages in posts asking for comments and reviews.
- **Create a “Review Us” page.** Does your website have a specific page that encourages patients to talk about their experience? It should. This page contains direct links to review sites like Yelp, Google+ Local and Avvo—and encourages real, honest, and organic reviews.

Local SEO is tricky. Both businesses and review sites are still developing effective and fair ways to get honest and revealing reviews to users. Our team can help you get valid and raving reviews without cheating or bending the rules.



Worried about your local reputation? Give our Local SEO team a call at (888) 430-8377 to learn if your local citations are helping or hurting you!



## Staff Spotlight: Tom Foster

*You might have heard of this month's Employee Spotlight: Foster Web Marketing's founder, owner, and CEO Tom Foster. But although you've probably worked with Tom (or, at the very least, benefited from his wisdom and vision) you might not know his story, what his role is at FWM on a day-to-day basis, or what he thinks are the most important things you should know about modern marketing.*

Tom was born in Virginia and met his wife while attending high school (though they didn't start dating until after graduation). After six years of service to his country in the Marine Corps and cutting his teeth into the software technology industry, he jumped into internet marketing in its emergent stages, founding Foster Web Marketing in 1998. Self-taught and a well-established ball of energy and ideas, Tom hit the ground running with the very same goal that he has today: providing web marketing support and technical solutions for doctors. Today, the company has grown by leaps and bounds, though Tom still has the same drive and passion as he did on day one.

*What do you do during a typical day at the office?* "When I was first doing this, I was doing it all. I was marketing, coding, writing content. Now I delegate, find good people, and motivate our people to the best that they can. It's changed from doing everything to learning to be a CEO. I told one of my mentors that it felt like all I did these days was put out fires, and he said, "Welcome to CEO-land!" I am here to answer the hard questions and make sure the assembly line keeps running smoothly."

*What is your favorite part of your job?* "I get the greatest thrill from knowing that our clients are successful. We have come up from nothing, and here we are helping people."

*What makes Foster Web Marketing tick?* "My name might be in the title, but it's really everyone that I work with that makes this company what it is—it's the team. I owe my team the success that we have. It's been a real joint effort. We aren't all about quantity. We strive everyday to be better at what we do in the tough world of marketing. So far, so good."

*What should every client know about doctor marketing?* "Marketing is not a one-time event. There's no autopilot in great marketing. There are lots of different ways to market—some don't work anymore, some didn't used to work but work now, and some haven't been invented yet. You need to protect your name and your brand. This is how you market: You develop a strategy, you invest in it, you give it at least three months, and you analyze the results. Know where your business is coming from. These are the fundamentals."

*What's life like outside of the office?* "I love my wife of 23 years and my five children: Torie (22), Sam (20), Thomas (18), Maddie (5), and Luke (2). I have a band and I love music. I like to mountain bike, run, and stay healthy. I am all about having fun." 🌍



Want to meet Tom and ask him questions? Come to the Top Practices Summit October 4–6! Go to [www.TopPractices.com](http://www.TopPractices.com) to learn more!



## 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)



Danielle Ruderman

## WHAT'S NEW IN DSS?

Last month we shared that we'd be launching the new DSS changes by the end of August. Turns out these changes need a little more time to bake, so you'll see them by mid-September.



*If you haven't logged into DSS lately, you'll want to check out the new header design—just part of the styling changes we've made to make DSS easier to use!*

Once we get this update launched, there will be no rest for the FWM development team. We'll be moving on to creating new DSS features, so if you have any ideas for what you'd like to see please email me at [danielle@fosterwebmarketing.com](mailto:danielle@fosterwebmarketing.com).



## Link Building? More Effort Means More Reward...

Here are a few sayings that you may have heard:

*The best things in life aren't free.*

*Nothing good comes easy.*

*You get out what you put in.*

And here is one saying that we have here at the Foster Web Marketing office:

*No good link building tactic is an easy link building tactic.*

It is a hard life lesson and a hard marketing lesson: if great link building were easy, wouldn't everyone be doing it? Instead, there are two clear camps: businesses that use "quick and easy" black-hat link building strategies and end up punished, and businesses that use white-hat link building tactics and have to work hard.

Ready to shed some blood, sweat and tears to get some great links? Here are our top five strategies:

- 1 Social media.** If you have great content, go forth and share it! Your most recent article, video, or infographic should be shared on Facebook, Twitter, LinkedIn, Google+ and any other appropriate sites. If it's relevant, timely, and high quality, others will share it with their circles.
- 2 Blog commenting.** Spamming blogs is a black-hat marketing trick, but selectively and thoughtfully commenting on important news articles and posts can be helpful to your brand and to your link campaigns.
- 3 Linking out selectively.** If you scratch other sites' backs, they might scratch yours—just tread carefully. Guest blogging, when done correctly and on sites with good reputations, is a great way to trade mutual links without penalty. Just be sure not to trade posts too often or with low-quality sites.
- 4 Asking for links.** If someone has written about your business on the web in a positive manner but failed to link back to your site, there is no harm in asking them to add a link. Be polite and don't pressure them.
- 5 Getting in the news.** News sites are usually ranked highly and have great reputations. Getting in the news with an interview or community involvement can also get you a precious high-quality link.

Link building has and always will be hard work—that's why Google knows that good links separate the great sites from the mediocre ones. 🌐



Ready to roll up your sleeves and get started? Give our SEO Team a call at (888) 430-8377!

## FAQ



Mike Knetemann

## Q: How Should I Be Using LinkedIn?

**A:** Social media giant LinkedIn has over 225 million users, and yet many of them don't really know how to utilize the website to improve their businesses.

Great numbers of companies will set up a profile, pat themselves on the back, tell themselves they are taking advantage of social media, and never give the networking platform a second thought. Big mistake.

The most important thing to know about LinkedIn is that it is significantly different than other social media websites like Facebook and Twitter. Instead of connecting your company with everyone, LinkedIn focuses on professional contacts. You probably won't interact directly with potential patients on the site; instead, you'll more likely be forming relationships with other people in your industry. How does that help business? Ideally, your online networking skills will result in professional referrals.



*How should you use LinkedIn aside from developing professional relationships that engender referrals? Here are three more ideas:*

- **Establish yourself as an authority.** When someone mentions your practice area or specialty, you want to be the first name that pops into their head. With smart, high-quality, and unique posts and interactions, you can make an impact on the big players in your field.
- **Find your next great employee.** LinkedIn isn't just about marketing your business or promoting your skills. There's perhaps no better way to improve your business than by hiring a really great employee. One of the original purposes of the site was to assist those searching for new jobs, and it is still extremely useful in that way.
- **Join and create groups.** LinkedIn groups are great ways to reach out to others in your industry, network, and communicate. We highly recommend not only joining a few relevant groups, but also creating your own. Using groups is an ideal way to accomplish the other goals mentioned above: getting referrals, creating authority, and looking for new talent.



Don't know what direction to take your social media? Give us a call at (888) 430-8377 to learn more about how our Social Media Specialists can help you grow your business.

## FAQ



Tom Foster

### Q: What Exactly Is A/B Split Testing?

**A: Measuring the success of your marketing strategies is one of the fundamentals of marketing, online and off.**

And yet a shocking number of businesses don't analyze or experiment with their campaigns like they should. One of the best ways that you can experiment with new strategies is through A/B testing.

A/B testing is a lot like how it sounds: you produce two marketing pieces that are the same except for one important aspect. Then you test both pieces in the field (for example, you send out two different newsletters, create two different drip campaigns, or even design two different websites) and measure the success of each. The results may surprise you: sending an email on a Tuesday rather than a Friday could significantly increase your response rate. Choosing a more readable but less "exciting" font could significantly improve your bounce rate.

*How can you use A/B split testing to improve your marketing campaigns? Here are a few ideas to start you out:*

- What day of the week do my emails perform best?
- What time of day do my emails perform best?
- Do my potential patients respond better to a hard sell or a soft sell?
- Do my potential patients respond differently to shorter contact forms?
- What kinds of subject lines cause my patients to open emails or click links?
- What layout works best for my newsletter?
- What is the most effective call to action?
- Could my font be turning readers off?
- Am I putting too much or too little text on the page?



Are you ready to put on your lab coat and let the experiments begin? Call our team at (888) 430-8377 to find out more and get started today.

## Are Your Marketing Emails Getting **DELETED** Before They're Even Read?

*So, you've spent a considerable amount of time, energy, money, and thought perfecting your business' marketing emails.*

They have awesome graphics, tons of information, lots of links, and maybe even some video. You brought in the best marketing experts, the best writers, and the best designers. Your readers are going to be absolutely blown away and call you immediately, right?

Maybe—but first they need to open the email and read it.

We've talked a lot about how more and more people are using their smart phones and other mobile devices to use the internet—as well as how this switch to smaller screens and on-the-move browsing may affect how we market our businesses. While many of us have created mobile websites and mobile apps, fewer of us have thought about mobile's impact on how users read and respond to email.

**Here's where it gets interesting:** a new study conducted by email service provider Constant Contact has found that fewer and fewer people are reading emails on their desktops, their laptops and their personal computers. Not only that, but readers are less likely to respond to—or even open—long, complicated emails that don't transfer well to their mobile inboxes.

**Here are the facts:**

- A shocking 88 percent of users under the age of 30 open emails on their smart phones, and over half state that their phones are their primary devices used for reading email.
- In the 30–39 age demographic, 78 percent of users utilize their phones for email, and almost half state that their phones are their primary devices used for reading email.
- In the 40–49 age group, 74 percent of users utilize their phones for email, and 35 percent state that their phones are their primary devices used for reading email.

All data points to the fact that these numbers will only go up in coming years. What does that mean to you and your marketing emails? Basically, the smart marketers and the marketers in the know are going to start making their emails mobile friendly—even if that means shorter messages and fewer bells and whistles. Are you going to make the move first, or is your competition? 🌐



Want to talk mobile-friendly email marketing with our team of specialists? Call (888) 430-8377 today.