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

WELCOME TO THE FAMILY!

We are excited to announce the launch of our most recent client website!



Dr. Sanjay Patel

Joining the Foster Web Marketing family is Dr. Sanjay Patel, a podiatrist based in Milford, CT. Dr. Patel has

been helping podiatry patients for over 18 years is also a member of Rem Jackson's Top Practices mindset and consulting group! Please visit Dr. Patel's new website at

www.patelpodiatry.com

It's Time to Teach Your Old Content Some New Tricks



Puppies and content have one thing in common: they won't perform well without some help.

The best dog will never learn to sit, shake, or go potty outside if you don't work with it. The same is true for the content on your website.

It's not good enough to write a piece, load it, and walk away. You need to go back on a regular basis and ensure that the articles you wrote a year ago are still performing well; that they still speak to the needs of your audience.

When you go back and review your content, be sure to look for:

- 1 Articles with poor user engagement.** If a page has a lot of views but a high bounce rate, see if you can add to the content on the page and make it more robust. It needs to address the specific needs of the people who are reading it.
- 2 Thin content.** This is any article that sounds like a sales pitch or is very short. If it's worth writing about, it's worth writing more, so go back and pump up any thin content.
- 3 Poor grammar or spelling.** Over the years a website is touched by many hands, and not all of these hands write as skillfully as they should. If you find mistakes, fix them ASAP.
- 4 Weak page titles.** Page titles should pique the interest of the reader. If a page title is boring or, even worse, stuffed with keywords, rewrite it.

You need to go back on a regular basis and ensure that the articles you wrote a year ago are still performing well; that they still speak to the needs of your audience.

Why bother? First and foremost, you'll be providing better content for your readers. This is an highly effective way to increase reader engagement and conversion. And it's not just your readers that will be impressed; Google rewards updated content too. Beefing up thin content shows search engines that you care about the topic and that you want to create a better user experience. 🌐



"Watched both the April FWM Webinar and User Group Webinar today and found them to be BRILLIANT!!! So focused on creating new superior content, never thought to look at underperforming content. Already have my spreadsheet done and have deleted several pages and marked others to be rewritten. Thanks for staying so far ahead of the curve and continue to educate us so we can become more dominant with our online marketing." —Andrew Schneider, Podiatrist, Tanglewood Foot Specialists



Check out our April webinar at bit.ly/1ueBtGB



Physician Spotlight: Dr. Peter Wishnie

Dr. Peter Wishnie is a podiatrist with Family Foot & Ankle Specialists. What makes him unique is that he understands what so many don't: The key to effective marketing is to never stop learning.

We highly suggest that you implement one, or all three, of his guiding principles:

#1: Make Marketing a Team Effort

"People ask me, 'You're a busy doctor, how do you manage to get so much content up?'" said Peter. "The answer is a group effort. All of our doctors write, I've hired medical students to write for me, and when I need to I write too. But no matter what, I get the content up; it's a top priority."

#2: Run a Tight Ship

What sets Dr. Wishnie apart from many other doctors is his dedication to running a highly efficient, patient-friendly practice. He has long recognized that proper practice management is just as important a component of a successful practice as marketing: that a doctor can have the best marketing ever, but if patients aren't treated well when they enter the office, he'll miss out on countless referrals.

#3: Embrace Video

Video is no longer the future of physician marketing; it's the present. Peter knows this well and has made the most of this by shooting videos both in our studio and in his office. Peter then posts these videos to his website and YouTube Channel.

Peter's most popular video has over 60,000 views.

Okay, But Is it Working?

Peter gets a minimum of 10 patients a week directly from his website. Not contacts: actual paying patients. Because of his team-centered approach and his embrace of video, quality content, and social media, he finds that even people outside of his targeted locations are calling on him to treat their feet.

We are proud to call Peter a member of our team and can't wait to see the level of success the next six years bring him. Much love, Peter! Keep up the good work! 🌟



Dr. Wishnie has worked for the past 20 years to complete his manual, *The Ultimate Podiatry Management Survival Guide*. This comprehensive Management Guide includes everything (and we mean everything) from exact, step-by-step instructions on how your employees should carry out their jobs, to pre and post-op instructions. Visit bit.ly/1gb3gnv to order yours now!



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?

What Have We Done for You Lately? MAJOR Investment in Our IT Infrastructure!

At FWM we believe that you have to "go big or go home." That's especially true of the major investment we recently made in brand new hardware to support a complete overhaul of our server architecture. In one shot, we will upgrade our hardware by a factor of 10 and also implement a new server operating system, webserver software, ColdFusion development environment, and database. Wow!

Okay; what does this mean to you? Once we get all these awesome changes implemented, our clients will see BIG improvements in performance and reliability: that means faster, more reliable websites. For our in-house coding nerds, it means they can develop websites faster and with even more awesome features. Stay tuned for updates on when we'll have all this new hardware and software online—this is a huge project and we're pretty darn excited!

What else have we done for you? Read about all the latest enhancements and bug fixes by visiting the Release Notes in DSS (accessible from the left sidebar menu). And, pretty soon we'll have some more awesome changes in our new CRM (customer relationship management) module to tell you about! We're working on more analytics and statistics, so you can see what is working in your campaigns and what isn't.



The Time to Get Behind a National Issue is Now

April was Distracted Driving Awareness Month, and at Foster we were excited to get behind this important issue on behalf of our clients.

And while our team decided to highlight distracted driving, there are many national campaigns that could work for your law firm. National Child Abuse Prevention Month (every April), Autism Awareness Month (April), National Breast Cancer Awareness Month (October), and Impaired Driving Prevention Month (December) are just a few of the many causes you could rally behind.

Pick Your Passion

When choosing a national campaign, I want you to choose the one that speaks to you. While finding a national issue that relates to one of your practice areas is great, what's most important is that you are passionate about the campaign. If you have a family member with autism and want to get behind that campaign, do it! Just as with the content you write, if the subject is meaningful to you, it will be meaningful to your readers.

Make a Plan

Once you've picked a national issue to advocate for you'll need to decide the best way to get involved. Our team came up with the following ideas, and I think some of them could work for you:

- **Initiate an online pledge drive through the National Safety Council.** Promote this by sharing images of you and your staff signing the pledge.
- **Volunteer to speak at high schools, colleges, or any group interested in the cause.** Another great speaking opportunity is the open comments section of a meeting of your local City Council or school board. This will get you in front of the attendees and, as a bonus, everyone watching on cable access.
- **Create an online quiz.** Everyone loves quizzes. Promote it on your website and social media accounts.
- **Pass out silicon or slap bracelets at any events you attend.** Also, consider offering them as a free offer on your website.
- **Traditional key chains or USB keys are another great way to spread your message** and keep your brand on the minds of potential patients. 🌐



Our team has even more ideas for getting your cause, and your name, out there. We've got a webinar all about breaking news that you can watch, just go to bit.ly/1if1VvX.

FAQ



Hannah McNaughton

Q: I'm toying with getting a Twitter account, but I'm not sure how to get started. Help!

A: To help Twitter newbies like you, we went to our



very own social media ninja, Hannah McNaughton. Hannah maintains the content-focused Twitter account @ContentCounts, and has accumulated over 4,000 engaged followers.

So how can you become a social media ninja? Hannah let us in on her top three Twitter success secrets. Luckily for you, she let us share them:

1 Pick a niche. You're a doctor, but that doesn't mean you should tweet about your latest case. Nobody on Twitter cares about that! Instead, choose a topic that you're an expert on. It doesn't matter if it's community involvement or health safety advocacy, just as long as you love the subject and have a lot to say about it. Tweeting two to three times a day about a subject that you don't care about will quickly lead to burnout.

2 Create your profile. Studies have shown that profiles which contain an avatar photo have ten times the engagement as profiles without a photo, so choose one and choose carefully, as people will come to know you by your profile picture. Pick a good picture—a tight headshot or your logo will work well—and refrain from changing it. Also, ensure your bio is filled out. This is displayed below your picture and should contain information on your niche and a few interesting facts about yourself. A relevant hashtag and link to your website also make great additions! (Note, when Hannah included a link to her bio from her Twitter profile, it became our second most visited page!)

3 Engage your followers. Proper Twitter etiquette suggests that when someone follows you, you follow them back. Don't follow spammers though; we're only talking about real people who discuss topics that you're interested in. It's also a good idea to engage with your followers by responding to comments from other users. People feel good when you do this, and it will go a long way toward building relationships on Twitter.



To see exactly what Hannah has been doing right, or to learn more about content strategy and marketing for your own website, visit her Twitter feed @ContentCounts.

FAQ



Zach Stone

Q: When it comes to the length of my content, how long is too long?

A: You aren't in English class anymore, so there are no word limits on the pieces you write.

That being said, we do recommend that our clients write longer, more detailed content. Several studies have shown that online content over 1,000 words converts much better than shorter pieces. This is in contrast to older recommendations that content could be short and sweet, and we recommend that you experiment and try different lengths to see what works for your market.

But before you run out and write a 5,000 word article on the latest surgical procedure, read our content length dos and don'ts:

DO

- ✓ Do write articles that lend themselves to longer, richer content. If you can't write 2,000 words about a subject, don't force it!
- ✓ Do ensure that the article answers the questions that weigh on your potential patient's mind. There is no need to wax poetic about a subject that your ideal patient doesn't care about, so get to know your audience before you sit down to write.
- ✓ Do use an editor. The longer the article, the more difficult it is to stay focused on the theme and the more likely you are to make errors. A good copy editor can ensure that your content follows a logical progression and is mistake free.

DON'T

- ✗ Don't spew. If you can write 3,000 engaging and unique words about a subject, do it! If not, don't ramble on just to meet a word count.
- ✗ Don't write just for the sake of writing. Two long articles that get you two new cases are worth way more than 100 articles that nobody reads. Take your time and write awesome content.
- ✗ Don't be afraid to write shorter articles too. Keep in mind that every reader is different; some want an in-depth article and others would rather read a short article and watch the on-page video.



Need topic ideas? Check out our awesome webinar recording at bit.ly/1fEBqj4. When in doubt, call (844) 531-4797! We can help you create quality content that converts.

The Top Practices Marketing and Management Summit

By Rem Jackson

On Saturday, September 13th from 1:30PM–4:00PM, Rem Jackson, CEO of Top Practices; Tom Foster, Founder and CEO of Foster Web Marketing; and Ben Glass, Founder of Great Legal Marketing, will be leading an **entire team** of highly successful podiatrists, as they show you how they have used the Top Practices methods to transform their practices into exactly the kind of successful businesses they've always dreamed of.



Rem Jackson, Tom Foster, and Ben Glass

- **Internet Marketing** – Top Practices' very best doctors show you how they exploded their Internet marketing. After this workshop, you will realize that you have barely tapped into the potential of the Internet to fill your reception room with exactly the kind of patients you want.
- **Referral Marketing** – This strategy is often not utilized nearly as much as it can and should be used. It is not true that this is drying up because of hospitals and networks. **It is just not true.** In this part of the workshop, we will prove it. Guaranteed.
- **Internal Marketing** – Word of mouth is the number one way to get more patients, but you must market to them. This is actually at the core of all marketing. In fact, **this is the single-most underutilized marketing strategy of all!** Find out how to drastically improve your internal marketing without breaking the bank to do it.
- **Marketing to the Community (External Marketing or Advertising)** – The most difficult and expensive pillar doesn't have to be difficult or expensive if you do it right. Our doctors have been blowing the doors off of these strategies in the last 12 months, and will be showing you how it is done—and done with style. 🌐



The Top Practices Marketing and Management Summit happens only once a year. This year, it is in Arlington, VA on September 12th, 13th and 14th. You can find all of the details and full registration information at TopPracticesSummit.com.

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