



# Online Marketing

Trends & Best Practice in Online Marketing

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## Trends and best practice in online marketing

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# What is Online Marketing?

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Online marketing is more than just having a website that shows your company logo and talks about what you do. Online marketing is a complete strategy to connect with people who want what you can do. And it can be very profitable if you do it well.

Start your online marketing strategy by asking yourself those questions. Your answers will help you to build an online marketing program that will serve you well for many years.

## 1. Who do you want to attract to your website?

Like any marketing plan you need to know who you are targeting. Who are your best customers? Who wants and needs what you can offer? You should already know this but now is a good time to review and fine tune.

Knowing who you want to attract to your website will help you to build the right website with the right content and subsequently attract the right people.

## 2. What are your customers looking for?

A major reason people go online is to get help. They want answers. They might start with Google or Yahoo but you want them to end their search at your website.

So you need to know what they are looking for. If you already have customers then you should know what they want. How does your product or service help them? If you are not sure, ask them.

## 3. How can you help your customers to accomplish what they want?

If you know your customers and you understand what they are trying to accomplish, you can provide these answers through your website. This is how you attract new potential customers. So think about how you can provide answers to people's questions.

Maybe you can write short articles that provide solutions to their problems or have an "advice column" on your website. You could encourage customers to ask questions and you answer them. Some websites provide technical information or other resources that help people. Others provide forums or communities to share ideas.

Decide how you might package the information that your customers are looking for and how it could be delivered using the Internet. Remember to do it in a way that helps Google direct them to your website.



# Step 1 – Review Your Website

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You have probably spent a huge amount of time, money and effort marketing and promoting your practice. You now need people to find you easily. Many will search for your website in order to find out more about you and your business. If they like what they see, they will ultimately contact you and bring you new business.

But what if your website isn't up to scratch? What if it doesn't live up to their expectations? What if they can't easily navigate around your website? All the time, money and effort that you have just spent marketing could be potentially wasted.

The following is a check list for you to carry out on your website to see exactly how healthy it really is.

## What is the purpose of your website?

You have a website because everyone said you needed one, but you're not really sure what it does. Better still, do your customers know what the purpose of your website is?

You need to have a goal for your website and give it a purpose. What do you want visitors to your website to do? What should your website accomplish? If your website is simply out there to "provide information" then you have lost significant opportunities.

Your very first step should be to define the goals of your website. Most businesses should have at least three: to create an online presence, to differentiate your business and to capture leads.

## Does your website clearly state what your business does?

When a user visits your website you have about five seconds to grab their attention before they click off.

More often than not, your homepage will be the initial point of contact with your customers. A good homepage will answer the questions "What do you do?" and "Why should I trust you?"

Visitors will make a split-second decision on whether they will stay to learn more or go to one of your competitors, so don't lose them at the start.

## Does your website capture positive leads?

By getting customers to sign up to your email list means that you can contact them and no longer have to wait for them to come to you. You can offer your core specials and keep them up to date on new products or changes. Email marketing is a really effective way to generate sales.

## Is your website easy to navigate?

Website navigation is the most important aspect to consider when designing a website. The primary aim for effective navigation is to keep your visitors in your site, so they find what they're looking for easily and quickly.

How quickly can users locate a particular page on your site? If it takes more than two or three clicks, you may have to reconsider your site layout.

## Do you have Call to Action Buttons?

A Call to Action (CTA) is the button, link, or text on your website that encourages users to respond to your offers. Some examples of website CTAs might be “Get Started,” “Contact Us,” “Sign Up Today,” or “Download a Free Trial.”

CTAs can have a deep impact on your online success. Think about the purpose or goal behind your website (see point 1). To achieve those goals, you must point visitors in the right direction. Adding thoughtfully designed and carefully placed Call to Action buttons on your website can cause a higher percentage of visitors to make a purchase, complete a sign up form or contact you.

## How is your content structured?

Did you know?

- People rarely read web pages word by word – in fact they scan the page, picking out individual words and sentences.
- Research on how people read websites found that 79% of test users always scanned any new page they came across. Only 16% read word-by-word.

Therefore, the content of your website need to be structured in such a way to enable scanning. To do this you should:

- Use headings to break text into separate topics.
- Use meaningful sub-headings (not "clever" ones) – questions often make great headings.
- Use bulleted lists.
- Highlighted keywords - hypertext links serve as one form of highlighting while typeface variations and colour are others.
- Have one idea per paragraph.
- Bold the first sentence to capture attention.
- Start all pages / articles with the conclusion at the beginning.
- Use short paragraphs – 50 words or less.
- Try to say what you need in the shortest and clearest possible way. Half the word count (or less) than conventional writing (300 – 500 words per page).

## Are you using relevant images?

Photos, charts and graphs are worth a thousand words. Using visuals effectively can enhance readability when they replace or reinforce long blocks of textual content.

A website is a reflection or extension of your physical business – it represents you, your team and your mission. Your website should give your potential patients the same feelings and emotions that they would have walking into your office.

**Potential patients want to see who you are and what your office looks like before they book an appointment.** Your brand, your philosophy and your dental style need to be conveyed in the first few



seconds that a visitor spends on your website. Your web development team will take care of portraying your philosophy and branding and to make this happen we need **Real photographs**.

A recent study suggests that users pay "close attention to photographs and other images that contain relevant information." Users will however ignore certain images, particularly stock photographs, that are merely included as decorative artwork.

What you can do:

- Make sure images you use aid or support textual content.
- Avoid over use of stock photos and meaningless visuals.
- Every website is unique and will have plenty of space to accommodate personal pictures.

**We encourage you to take some photographs of your office and your staff or better still, hire a professional photographer to help you showcase your photographs professionally.**

## Are you blogging?

A blog can become one of the most valuable tools in your marketing toolbox if done well.

If a website is the hub of your online presence, a blog located on your site is the heart. A blog allows you to tell stories about your business. It allows you to provide important information. It shows your customers (and potential customers) that you know what you are talking about. And it provides much of the search engine optimization (SEO) that is needed to get better placement in search engine results.

When it comes to blogging, the more you commit to it, the greater the reward will be:

- 57% of marketers who blog monthly have acquired a customer through their blog.
- This number jumps up to 82% when they blog every day.
- 43% of people surveyed have acquired a customer through their blog this year alone.
- Not surprising that over 60% of companies now publish a blog.

## Are you thinking about SEO?

Yes SEO rules are always changing. In fact Google has changed its algorithm 500 times in the last year! **BUT** the reality is that good content has always and will always work for you.

1. Create content that people will have an incentive to share.
2. Research keywords so that you don't waste effort writing about things people don't care about.
3. Add all your content onto your main website (i.e. don't have a separate blog site).
4. Stand for something, and write about it. People don't buy what you do - they buy why you do it.
5. Don't separate your brand from your content. Write about what you are selling.

Also look at your Google Analytics and Google Webmaster tool reports and get in the experts to help you further.

# Step 1a – Is Your Website Mobile Ready?

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Anybody who has been on a bus, on a train or in a cafe in the last two years will realise that the world is now living on his or her mobile phone. According to Forbes, **“87% of connected devices sales by 2017 will be tablets and smartphones.”**

The latest research shows:

- In Australia today, two thirds of Australians now own a smartphone. This is 15% more than last year (source - Ads Product Marketing).
- 50% of people, even if they like a business, will use them less often if the website isn't mobile-friendly (source - Google).
- When people visit a mobile-friendly website, 74% of people are more likely to return to that website in the future (source - Google).
- 67% of mobile users that visit a mobile-friendly site are more likely to buy a websites product or service (source - Google).
- 30% of Google Ads are accessed by mobile phones. Therefore if you are using Google Ads and you don't have a mobile website then you are instantly wasting 30% of your money.

Due to this widespread (and quickly growing) use of smartphones and tablets, it is necessary for companies to create content that's accessible to mobile users. It is important to provide a positive experience to users that are browsing via a mobile device.

If your website is not mobile ready, you may easily lose customers to competitors who have adapted to this trend. As the shift from traditional PCs and laptops to mobile devices continues, businesses that are not mobile ready are likely to suffer.

## How to get a mobile website?

This can be done either by creating an alternate mobile version of a website or utilising responsive web design.

At Wellsites, we recommend getting a responsive website design. We believe that having a separate website is a lot of unnecessary administration. The responsive web design approach builds a single website that provides an optimal viewing experience (easy reading and navigation with a minimum of resizing, panning, and scrolling) across a wide range of devices, from mobile phones to desktop computer monitors.

## So what does it mean if you already have an online business?

It means that you are in a good position to benefit from the boom. It also means you should be considering a mobile version of your site to ensure you don't lose any advantage you now have over your competition.

## What are the benefits of a mobile version of my website?

The main benefits are speed and ease of use. Although smart phones already allow for web connectivity, creating a mobile version of your site will:

- Provide faster functionality.

- Allow greater connectivity with your customers.
- Bypass geographic restrictions.

By providing visitors with the easiest possible access to your business, you will increase your chance of a sale and gain an edge over your competitors.



Standard Website



Mobile Optimised Website

# Step 2 – Claim Your Google+ Listing

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Within the last ten years or so, Google has completely changed how businesses need to market themselves.

Google+ (previously known as Google Places), has become a powerhouse in helping potential customers find the business they are looking for. With most of your potential customers turning to a friend or the internet to find a dentist, you should have a presence on Google+ to increase your opportunity of being found by someone new.

Google+ Local listings will show local listings in almost every city and these listings will appear on the first page of the Google results. Many customers will search these listings before using any other search engine because they compile all the necessary factors they are looking for:

- Unbiased customer reviews.
- Map of location and address.
- Hours of operation.
- Specific services provided.
- Pictures of staff and the office.
- Contact information.

In order to make a difference in the number of telephone calls that you receive from your Google+ Local listing, you need to be placed in one of the top five positions. Here are the factors that affect your Google+ Local ranking in the search engine results:

1. The content, keywords, pictures and video on your Google+ page.
2. Your reviews on Google+.
3. Citations (business listing with your address) on other sites and directories throughout the internet.
4. Your proximity to the searcher.
5. Your main website SEO.

It is much easier to plan your online marketing strategy when you know which factors will improve your ranking. Most local business owners are not using this free online resource to its full potential and as a result are losing out on business opportunities.

Here are some effective ways of using this free online tool to expand your business and jump ahead of your local competitors:

## Claiming Your Google+ Local Listing

- The first thing to do is to claim and verify your Google+ Local listing. Unless you are a brand new business, Google will probably already have your company information on their records and are waiting for you to claim your free listing.

Go to: <http://www.google.com.au/business/placesforbusiness/>

## Verifying Your Google Plus Local Listing

- Once you have claimed your free listing, Google will contact your business by phone or mail to verify your details to ensure that you are a legitimate business.
- During the confirmation process, Google will provide you with a 6 digit pass code. You will be required to enter this into your Google+ Local site.
- Once your account has been verified, you will be able to add and edit your business information.
- You will also have access to analytical statistics which will provide you with historical traffic information for your Google+ Local site.

## Optimizing Your Google+ Local Listing

- After you have claimed and verified your listing, you should complete as much of the information as possible. The aim is to provide your visitor with a complete profile and description about your business. Include contact details (ensuring that details are associated to the town/city you are targeting if you have more than one office), opening hours, a 300+ word summary of your business (using crucial keywords and services), categories and try to upload at least five photos plus one video.
- Decide which page of your website to list on your Google+ local page. Assess which page is most relevant in terms of on-site optimisation (title tag, header tag, written content, etc).
- Google will confirm when you have fully completed your listing. This will then provide your visitor with a complete profile and description about your business.
- We include more tips below.

## Google+ Local SEO tips

Here are some more SEO tips for those businesses that want to improve their visibility in local search results. It may not be possible to implement all of them as it will depend upon your business and website functionality. 75% is sufficient for most businesses to rank highly in the local search results:

### Be located in the town or city that you are targeting

To target a specific town or city, you must have an address in that location as you cannot rank in the local search results without one. You can however, still rank in the normal search results for localised keywords. These are normally displayed below the local business listings.

### Remove duplicate Google+ Local pages

If the name, address or phone number of your business is listed more than once on Google+ Local, delete all duplicate listings. You can do this with your login details or contact Google directly.

### Choose appropriate categories on your Google+ Local page

Choose categories that accurately describe your business and ensure that your category choices state what your business is (i.e. dentist, cosmetic dentist, dental clinic etc), rather than the services you provide or the products that you sell.

### Be consistent with your business name, address and phone number

Ensure that your business name, address and phone number on the Google+ Local page is identical to that shown on the webpage that you have chosen to list with it.

### **Make it easy for people to contact and/or find you**

Ensure that your business address, phone number and email address is in a clear, prominent position on every page of your website (prevent your visitor from scrolling down) and add a contact form to the sidebar or footer of your website.

### **Add a map of your business location to your website**

To do this, search for your address on Google Maps, then click the 'Link' button to get the embed code for the map. Include this code on your website either on the Contact us page, or on the webpage that you have listed on Google+.

### **Include your location and keyword on your website landing page**

For the webpage that you have listed on Google+, include the location and primary keyword in the title, header tag and written content that you want to rank for.

Create a separate page on your website for each location that you want to target.

If you are operating in multiple locations, create a new page on your website for each of them and optimise (title tag, header tag, written content etc.) each of those pages specifically for that one location.

Create a separate page on your website for each product and service that you offer.

Create one page that summarises all of your products and services, then link that page to other pages that each cover in detail the specifics of your individual products and services.

### **Write unique content for every page of your website**

Using near identical text, for example only changing the town or city name on multiple pages of your site, will not achieve high rankings. You must ensure that different content and multiple keywords are on each page.

### **Ensure your website is attractive and usable on multiple devices and screen resolutions**

If your site fails to meet common user expectations (readable text, easy navigation, no horizontal scrolling etc.) on desktops, laptops, tablets and smartphones, we recommend using a web designer to make the necessary adjustments to your website's code.

### **Have your business listed on third party websites**

Have your business name, address and phone number listed on trustworthy and authoritative websites. Ensure that the same name, address and phone number is listed exactly each time.

# Step 3 – Start Blogging

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## What is blogging?

Blogging is the act of creating short-form content. A blog is the part of your website where you can add dynamic and ever changing content and house all of your posts.

It is important to note that when you are business blogging, your blog posts are about a particular subject matter related to your business.

## Why does my business need a blog?

A blog can become one of the most valuable tools in your online marketing toolbox - if you do it correctly!

If a website is the hub of your online presence, **a blog located on your site is the heart**. A blog allows you to tell stories about your business and provide important information, showing your customers (and potential customers) that you know what you're talking about. A blog provides much of the search engine optimization (SEO) needed to get better placement in search engine results.

**Remember that thoughtful blogging strengthens patient relationships.**

## The benefits of blogging for dentists:

- Blogging shows patients and prospective patients that you care.
- Blogging makes you more approachable to patients.
- Blogging attracts new patients and increases case acceptance.
- Blogging educates patients about the services that you provide.
- Blogging absolutely increases career satisfaction.
- Blogging reinforces to your team that what you provide is important.
- Blogging isn't difficult with a little help.

## Blogs deliver results

When it comes to blogging, the more you commit to it, the greater the reward will be:

- 57% of marketers who blog monthly have acquired a customer through their blog.
- This number jumps up to 82% when they blog every day.
- 43% of people surveyed have acquired a customer through their blog this year alone.
- Not surprising that over 60% of companies now publish a blog.

*Source Hubspot (2013 State of Inbound Marketing Report)*

## What to blog about?

Make your blog content interesting, engaging, thoughtful, relevant and useful. It should have great value to your readers. Do not write content specifically for search engines at the expense of your audience and do not focus on the clinical aspects of dentistry which are boring to most people. Talk about dentistry (and non-dental topics) in very human ways.

**Blog about topics that people care about.**

Here are some examples:

- Offers and promos – blog about your latest offers or services that you are trying to promote.
- News such as changes to your practice and your staff - mention news and updates taking place in your dental office.
- Information and education articles - talk about oral-health and how it affects overall health.
- Real stories and case studies – people love real stories. Whether you use your own little anecdotes or patient testimonials, real stories are great.
- Children – appeal to readers who are parents. Explain dental topics relevant to children, tweens, and teens.
- Quiz – blogs can be in quiz format. Use quizzes to learn about your clients.
- Top Ten – everyone wants a quick, worthwhile read i.e. Top Ten Whitening Systems; Top Ten Reasons People Choose Veneers; Top Ten Ways to Improve Heart Health.
- The Secret – Want to know a secret? i.e. The Secret to Lifelong Teeth Whitening; The Secret to Fresh Breath; The Secret to Keeping Teeth for Life.
- Hot Topics – most people want to look beautiful. Turn Hollywood news into fodder for your blog.

## Blogging tips

- Try and blog at least once a month.
- Make your blog content rich with a minimum of 300 words.
- Think about answering client frequently asked questions.
- Or contact us and we can write them for you!

## Images

**Always include images in your blog posts.**

Successful blog posts that receive the most social shares usually also have a common characteristic - they include some well-placed pictures to break up content and emphasise certain points.

## Don't have time to write a blog? We will write it for you!

Many of Wellsites clients do not have the time, knowledge or inclination to write a blog. And even less time to configure it into their website in a way to maximize their SEO.

That is why we are the only website company who are partnering with Engage Media (writers and publishers of many medical and dental magazines including Bite Magazine and Best Practice Magazine) to deliver unique and personal blog content that is written for your practice. You and your staff will be interviewed by Engage Media **journalists** and unique blog posts will be written.

**This blog content will be unique to you—it's written in YOUR voice, showcasing YOUR concerns and interests.**



# Step 4 – Engage in Social Media

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## Do you really need social media for your dental practice?

There is a lot of talk about social media marketing for business. Some dental practices are jumping on the social media bandwagon. Other dental practices have an intuitive hunch that there is something to all of this, but they're just not yet sure what it is.

The statistics speak for themselves and are staggering. In July 2013, Facebook had 13 million Australian users and YouTube had 11 million users. A recent survey in the USA found that 92% of orthodontists used Facebook, followed by 72% of general dentists and 70% of paediatric dentists.

## Why you need to think about Social Media now

- Create a credible and real image – show that there are real people behind the dentistry, and you are on top of all the latest techniques and research.
- Using social media helps boost your website traffic – include links in posts to your website. If people are interested in your services, they will click through to discover more about your practice.
- Social media improves your SEO rankings – using relevant keywords and tags.
- You can have fun – get creative with your social media accounts, make dentistry more familiar and approachable to patients.
- Keep up with your competitors as this is the future of marketing. Get on top of social media to attract the potential patients searching online before your competitors do.

Forward-thinking practices are beginning to understand the significance of being visible on social media.

## Social media strategies

With social media, dentists can easily share their knowledge and become a real person, not just a name and a logo. Regardless of where your practice is in its social media marketing evolution - just starting out, or already an expert - here are some strategies that will help:

### Strategy #1: Attract new patients through visibility

Marketing has changed. Today, marketing is about engaging with communities and delivering products and services with stories that spread. Increased top-of-mind awareness with existing patients leads to more referrals.

Word-of-mouth advertising has been around forever - but today the widespread use, ease and scalability of social media tools has meant that work of mouth has moved online.

Studies have shown that a very low percentage of your existing patients actually know (or think about) the scope of services that you offer. Publishing content and educating current patients about a wide variety of related topics through your blog and social media directly leads to increased knowledge, awareness, referral potential and greater case acceptance.

### Strategy #2: Increasing patient loyalty through culture

In the old days, most practices believed that their brand primarily centred on a logo and static website. Not anymore. Successful practice brands are about online connections, likable transparency and dynamic content.

They also pick up on a very powerful message - that you listen, care, are open and honest and that you treat people, not teeth. The perception is that you are leading edge in everything you do - including your dental services.

Promotions, offers, contests, check-ins and deals create interest and viral buzz - people enjoy sharing them! Contests and giveaways can range from extremely simple and inexpensive to more complex and costly. Either way, when compared to traditional marketing (magazine ads, direct mail, billboards, etc), these types of promotions provide great value and traction.

### Strategy #3: Practice growth and a mindset change

By embracing social media marketing strategies effectively in a dental practice you can attract more clients. By thinking about your clients in this way through social media, a dental practice develops mindset - an attitude about doing business and marketing which is independent of tools.

Social media storytelling reinforces through text and visuals (photos and video), that what you are doing matters. And while we don't mean to oversell this benefit, we have seen these outward manifestations of in-practice cultures not only strengthen patient relationships and increase business, but also positively impact team dynamics as well.

The dental practices that most successfully use social media marketing are the ones committed to business on a deeply personal level. These are the practices that consider revenue increases both in terms of traditional, short-term ROI and as a natural, long-term outgrowth of better serving people.

### Strategy #4: Practice growth and a mindset change

The most successful and 'liked' activities on social media have some common threads. Use these as guidelines for your activity

- **Fun** – Successful practices make this fun for team members and patients. It's not a chore.
- **Do The Unexpected** – Throw out the boring and be a little adventuresome. It won't kill you.
- **Be Involved In The Community** – Nearly EVERY thriving practice does some good in their community. And, they talk about it online.
- **Highlight Individual Patients** – Patients are typically HAPPY and ANXIOUS to help you in your efforts. Just kindly ask!
- **Share Team Members' Personalities** – Patients and prospective patients become loyal to people they KNOW and LIKE.

## Prioritizing your social media activities

The most common question we are asked is, “Which site is the most important to focus on in social media?”

Each social media network has its various advantages and disadvantages. The main thing is to be present where your target market is. You need to decide where is most appropriate for your practice, and where you can effectively execute your social media marketing strategy.

### Strategy#1: Facebook

Facebook acts as an excellent supplement to your practice’s website, encouraging constant interaction with patients. Tell the story of your company, intrigue your viewers and reach the millions online.

Facebook should be an integral part of your practice.

Asking your patients:

- To “check-in” on Facebook when they come to your office (they do this on their smartphones).
- To “Like” your practice page.
- To post a picture, video or comment if they want to, perhaps about their visit to your practice.

Your posts should be personal, and frequent (ideally daily) but not clinical. And you should always comment on any post a patient makes. Facebook is already the most important social site, but will become more so.

### Strategy#2: Google+

Google+ is the newest of the major social networks. In just over six months, the platform amassed more than 90 million users. Google+ is the network that is constantly growing and highly rates with businesses. It allows you to connect more deeply with current patients, while also attracting new ones.

Google+ is important because Google is able to enhance its search engine results with information gathered from users’ social circles. Note, Google+ is not just any social network, it is powered by the search engine giant Google. Google+ has a direct impact on search results and reshaping the user’s experience of doing research in Google and will therefore increase the SEO of your website because of this activity. It doesn’t have even a fraction of the activity that Facebook does. But spending time on Google + should be a priority for your practice.

We recommend duplicating everything you post on Facebook to Google+, slightly modifying some of the language. In fact, if you post there first, and then post on Facebook, it gives you a bit more Google juice.

### Strategy#3: YouTube

YouTube is massively searched by people and we are becoming a species that would much rather watch a video than read something. Every video that you make should show up on YouTube, Facebook, Google+ and your website. It is important to note that YouTube is also owned by Google.

You must tag your videos properly on YouTube, with the dentist’s name, the practices name and whatever else the video is about. Ideally post something weekly, at the very least. It doesn’t have to be brilliant or well shot.

### Strategy#4: Twitter

Twitter is a great social media tool for enhancing your PR and building your 'brand'. You can enhance your 'know', 'like' and 'trust' factor through simply tweeting regularly and sharing with your followers. Share the day-to-day happenings or tweet relevant links and news.

It is easy to be active on Twitter because what you post is so short. It can be very effective in your practice for alerting patients of openings in your schedule. You can post pictures, videos and alert your Twitter audience every time you post a blog on your website. It can however take a lot of time to get most of your patients to follow you on Twitter so concentrate on Facebook, Google+ and YouTube first. Hootsuite is a website that will coordinate your posts in several places at once, but be careful not to replicate the content everywhere, because if it is exactly the same then you will lose the Google juice.

Consider posting on Twitter primarily for its SEO value.

### Strategy#5: LinkedIn

LinkedIn has the highest business focus out of all social media networks, and serves as an excellent tool to create exposure among an educated and professional audience.

You should not expect to get patients from this but you will get solicitations from other businesses. It has some SEO value, so create your profile and post occasionally.

### Strategy#6: Instagram

This mobile device application is very widely used and is owned by Facebook. It will require someone in your office who knows how to use it. With this social media app, you can make interesting photos of your patients, particularly before-and-after shots, or provide window-shopping opportunities for your followers, giving them a taste of your products and services; share relevant and useful information in the caption, like location details or sales; take users behind the scenes; offer followers exclusive benefits and make your business more personable; and anything else to intrigue them.

### Strategy #7: Pinterest, FourSquare etc.

Whilst there are other social media networks, these are completely ineffective for real SEO or patient attraction in the dentistry industry. You may find some practices taking advantage of one or two of them, particularly Pinterest, which has a very high amount of user activity, but for the most part your energy should be spent elsewhere.

## First step with Social Media

The important rule to remember when starting with Social Media is to **do it gradually**. Start using only as much platforms as you can handle well. Be regular, be friendly, be fun and be as non-commercial as you can.

- Step one is to create accounts everywhere.
- Make social media part of someone's job in the practice.
- 15 to 30 minutes a day (not the dentist – his / her time is best spent doing dentistry!)
- Be consistent and keep it fresh.
- Get releases from your patients for all photo and video.

- Be familiar with the latest social media guidelines from Dental Board of Australia - <http://www.dentalboard.gov.au/>

## Easy and effective Social Media Dental Marketing

### *Is your practice ready to get serious about social media marketing?*

Are your social media efforts in your practice struggling? Or perhaps you haven't even dipped a toe in the water yet. No problem.

Wellsites have partnered with My Social Practice to bring social media support to dentists in Australia that ensures your practice's social media marketing success in 10 minutes a day.

My Social Practice is the only dental-exclusive social media company providing affordable, highly creative ideas, content and strategy.

## Social media success in 10 minutes a day

- **Fresh Concepts, Images, and Copywriting** will make YOUR PRACTICE shine – My Social Practice will focus on making YOU look good.
- **Partner with the thought leaders** - My Social Practice will save you time and hassle. They are specialists in dental social media marketing. It's all they do and it shows in the quality of their programs.
- **Creativity with purpose** - actionable strategies and tactics that will grow your business.

## Outstanding one-on-one support

- **Consistency that's critical for success** - My Social Practice will keep your social media efforts consistent—regardless of your level of participation. With your own Social Media Consultant there to help you.
- **Be accountable** - Success comes through the combined efforts of My Social Practice and your practice. You will never be alone in doing your part.

## Find out more

Contact Wellsites to find out how to become a My Social Practice client. Learn more about getting social media ideas, content, strategy and support at an extremely affordable price for your practice.

## FREE ebook

Get a copy of "The 5 Things Every Practice Should Know About Dental Social Media Marketing"

This ebook is full of great examples and useful downloads your practice can use today. Learn about each of the five "must-have" components of successful dental social media marketing:

- In-Practice Support
- Participation
- Content
- Online Tools
- Consistency

Go to - <http://www.wellsites.com.au/msp/>

# Step 5 – Manage Your Online Reputation

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## What is Dentist Reputation Management?

As a dentist, you probably know that you need to establish a solid reputation online and good SEO. Your website, blog and published articles contribute to **building your reputation online**. In the past few years, the term “**reputation management**” has evolved but it does not refer to what you publish online. Reputation management is defined as overseeing the online reviews about a company or professional. Online reviews are **patient testimonials** about you or your practice, posted on Google+ Local, Yelp!, and other review sites.

## What is online reputation?

In simplest words, it can be defined as the way you are perceived by a random internet user. What they read about you online, what they write about you online and what they share about you online.

## Potential patients read online reviews

According to research, over two-thirds of Americans read online reviews before making a purchasing decision. Studies also show that people are 12 times more likely to believe online reviews have been provided by businesses. Customers who participate in online conversations usually make a decision during their interaction, and ultimately spend more on the service or product.

The most relevant statistic is that 90% of people believe testimonials from people they know, while 70% believe reviews from people they don't know.

When you factor in that bad reviews may not always be real or reliable, the customers seem to be making uninformed decisions, when they feel they are making very informed decisions.

How can a dentist avoid negative online reviews? That's the big question. The answer is you probably can't, so you need reputation management.

## Reputation Management for Dentists

Many review sites allow a business to respond publicly to reviews. This is always a good idea. In the case of positive reviews, respond with a brief statement of appreciation. For negative reviews, respond with compassion and concern. Invite the reviewer to call the practice and speak with you personally. Mention that patient service is very important to you, and that you would appreciate hearing the reviewer's story. Do not get involved in a tit-for-tat. Do not defend your actions. Instead, respond only with kind words and empathy.

## Knowing the Status of Your Online Reputation

What your patients think about you is important but what they share further is vital. You need to ensure that you are kept updated of any mention of you or your business on Yahoo, Google or Bing. To do this, set up a [Google alert for your name](#), practice name, and associates' names. You will then receive an email

every time Google indexes the word or words you identified when setting up the alert. If you run across a negative review, decide what you'll do to counteract it and then take action. As the Internet only growing, online reputation management is rapidly becoming an integral part of Internet marketing.

## Proactive online reputation management

From a practicing dentist's point of view, it makes sense to be proactive in protecting and managing their online reputation. A growing number of patients are inclined to check out a dentist's background on the internet before a first visit and may be an important factor in their decision. The first challenge for a dentist is to ensure that ratings and review websites maintain the latest information about the practice. Dentists need to know which websites their practice is listed on and provide relevant updates as they happen.

## Summary

It can take years to build a positive online reputation but just one bad review going viral could turn everything you have accomplished upside down. With the growing influence of the internet, practicing dentists need to take smart steps to build and protect their professional reputation online.

To set up your Google Alerts go to <http://www.google.com.au/alerts>.

# Step 6 – Search Engine Marketing (SEM)

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## Introduction to Search Engine Marketing Strategy

Companies often reach a point when they feel they must choose between search engine optimisation (SEO) and pay per click (PPC):

- Which one is better suited for your business model?
- Which one is more effective in driving traffic, leads and sales?
- Should they be used simultaneously or in isolation?

Definitions:

- **Search Engine Optimisation (SEO)** — Search engine optimisation is when you modify or improve your website to rank higher in the organic (regular) listings on Google, Yahoo, Bing, etc. With SEO, your rankings will be determined by such things as link popularity and content relevance.
- **Pay Per Click (PPC)** — Pay per click is the paid approach to search engine marketing. This is when you pay a certain amount for every click you receive through a search engine. Your ad will appear in the shaded “Sponsored Results” section of the listing page. With PPC, your rankings will be determined by the amount you bid on keywords and the click-through rate generated by your ads.

You should consider the following when thinking about your search engine strategy:

- If your website is part of your long-range marketing plan, incorporate SEO into your plan
- Incorporate SEO regularly into your website development program and you can expect long-term visibility
- If you need more search engine traffic in the meantime, consider implementing a PPC campaign
- Use pay per click in addition to search engine optimisation, not in lieu of it

## Pay per click (PPC)

For fast results PPC marketing (such as Google Adwords) can help you to drive targeted visitors to your website quickly. Good if you have a smaller budget although it does have a significant downside. With pay per click, you are paying for every click to your website, so the moment you cancel the campaign, the traffic stream stops.

## Search engine optimization (SEO) benefits:

Search engine optimisation has more long term advantages than PPC:

### 1. SEO provides lasting benefits

Pay per click has short lasting benefits. As soon as you activate the campaign you’ll get clicks but the moment you stop paying, the clicks stop too.

In contrast, search engine optimisation works differently and offers lasting benefits. By developing keyword-rich content and a strong linking profile, you will improve your organic search engine rankings. It



may take a while to accomplish these things (over six months) but the results will outlast the efforts. In the long run, SEO is better value than PPC.

## **2. SEO forces website improvements**

With pay per click, you get the visitors you pay for. With search engine optimization, you get the visitors you earn. This is the key distinction between paid and organic search marketing. With SEO, you attract visitors by developing a high-quality website that meets their needs in some way. This involves content development, website usability and online networking and as a result, you will have a professional, appealing and user friendly website.

**Wellsites can help with your SEO or PPC strategies. Please contact us for more information.**

# Step 7 – Use Email Newsletters

E-mail marketing is one of the most cost effective marketing communication methods you can utilise for internet advertising. Start collecting email addresses as early as you can. Even if you do not currently have an email strategy prepared, these will prove very useful at a future time.

E-mail marketing campaigns give you the opportunity to distribute information to a wide audience of specific, potential customers at a relatively competitive rate. Tests show that e-mail marketing has one of the best returns on investment (ROI) ratios, surpassed only by search engine optimisation.

A growing number of professionals use newsletter marketing to build their practices. Newsletters are ideally suited and highly effective for the unique marketing needs of professional practices. The same rule holds true for newsletters targeted directly to clients and patients. Unlike traditional advertising, newsletters are not viewed as self-serving, because each issue provides valuable information.

## Email newsletters benefits

- They enhance your company's reputation and increase lead generation
- They increase the lifetime value of your clients
- They are a very cost-efficient and cost-effective communication channel with your clients and/or referring practitioners
- They leverage your marketing efforts
- They provide instantaneous trackable results
- There is an opportunity for your clients and/or referring practitioners to easily and immediately interact with you and for you to promote dialog with your clients and/or referring practitioners
- They provide a higher response rate because they are being sent to a more receptive audience
- They are more cost efficient than a printed newsletter because of the significant savings in time, printing and mailing costs

## Client or patient newsletters

A client or patient newsletter demonstrates your concern for the people your practice serves and aims to strengthen that relationship. It is a convenient and impressive way to keep in touch on a regular basis, especially with clients or patients you may not see often. For prospective clients or patients, a newsletter can introduce your practice in a professional, low-key manner.

## Referral-generating newsletter

A referral-generating newsletter is written for other professionals with the ultimate purpose of encouraging them

The screenshot shows an email newsletter for 'no gaps dental'. The header features the logo and a large teal circle with the text: 'FREE ORAL HYGIENE KIT IN SEPTEMBER', 'COME IN BETWEEN 1 SEPTEMBER AND 31 OCTOBER 2013, AND RECEIVE A FREE ORAL HYGIENE KIT WITH EVERY SCALE AND CLEAN.', and 'LIMIT ONE PER PERSON.' To the right of the circle are images of dental hygiene products: three toothbrushes (blue, green, pink) and four mini's toothpaste tubes (purple, blue, green, red). Below the header is a teal bar with the text 'Welcome to our eNewsletter August 2013'. The main content area is divided into two columns. The left column has a 'DENTAL TIP' section with the heading 'Bad breath: what are the causes and what to do about it!' and a paragraph explaining halitosis. Below this is a photo of a smiling couple and the heading 'DENTAL TIP' with the sub-heading 'How can I combat bad breath?'. The right column lists four dental practices: Artarmon, Beverly Hills, Blacktown, and Bondi Junction, each with a 'CLICK FOR MAP' link and contact information.

to refer their clients or patients to you. It has been proven that that developing a strong relationship with your referral sources can result in many patients or clients being referred to your practice over a period of years. An email newsletter is a great way of building this relationship.

## Wellsites email newsletter services

Wellsites can deliver email newsletters services as follows:

- Identify the objectives and topics for your newsletters
- Identify newsletter success criteria
- Identify newsletter frequency
- Design an email newsletter template
- Write or collate newsletter content
- Create newsletter graphic design elements
- Configuration of email marketing account
- Import and clean-up of data
- Send and manage email newsletter campaign
- Create detailed campaign report on open rates, click through rates etc.
- Report and discuss campaign results

**Contact Wellsites to find out more.**

# Step 8 – Consider Videos/ You Tube

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With over 800 million unique visitors each month, YouTube can be a powerful platform for marketing a business online. To do it well, go beyond simply posting random videos of your product or sharing your thoughts. Here are some true statistics:

- By 2015, 76% of online audiences will be watching videos online regularly (YouTube, 2012)
- Over two billion YouTube videos are watched every day (eMarketer, 2011)
- 700 YouTube videos are shared on Twitter every minute (YouTube, 2012). After viewing a product being promoted by video, customer purchase intent increases by 85% (Internet Retailer, 2010) and 52% of customers are more confident in online purchasing (Internet Retailer, 2012)
- Retail site visitors who view video content stay for two minutes longer than the average visitor (Comscore, 2010)
- 59% of senior executives prefer to watch video than read text (Forbes Insight, 2010)
- The click through rates of e-mails increases 2-3 times with video content (Forrester Research, 2010)
- For those that advertise on the front page of Google, video increases your chance by 53 times, with proper optimisation (Forrester Research, 2010)

## Benefits of online videos

An online video will show the viewer humanity. There are millions of websites on the internet and millions more being launched and it is becoming harder for people to see the human side of a business. Videos on a website are a valuable asset as they show people the dentist behind the practice. Potential patients will be more comfortable calling your office.

## Online videos builds credibility

Online videos will also increase credibility and authority. When visitors to your website can see that you are knowledgeable about your specific services and issues with dental care, they will view you as the authority and one that they can trust. If you are dishonest in a video, your viewer will see it.

## More web traffic

With YouTube being the second largest search engine in the world, upload your videos onto your website and YouTube, then optimise them to ensure high rankings, and you will get more traffic to your website.

## Professional or DIY videos?

We recommend that you consider both. A professionally produced video to show an office tour and practice introduction will help to present a professional practice, whilst others such as practice updates and client interviews are just as effective if you do them well yourself.

## Video ideas

Here are some other ideas to get you started:

- Slideshows - A slideshow is a series of images/photographs that are displayed in order. Consider your entire clinic facility and/or pictures of your patients (with their permission)
- Interviews – consider interviewing your patients about their dental issues, explaining in the video how you would help to address those issues
- Recent Events - during your clinic’s anniversary, video the occasion then upload onto your website/YouTube for online users to see
- Tutorials – provide step by step instructions on various dental processes and practices or treatment descriptions such as Invisalign, Six Month Smiles and IV sedation
- Reviews – explain a new product or technology and how it works. Patients and fellow dentists will want to know more
- Vlog - A vlog is a blog that created from video blog posts. Simply make a short video of yourself in your clinic and talk about your day, giving your viewers a tour of your clinic and your facility.
- Music - Do you or a member of your team like to sing? Perhaps you can create a video showing you and your staff singing or playing an instrument to show your viewers and future patients that your practice also knows how to have fun

### “What would I say in my practice intro?”

Consider this: “Hi, I’m Dr. Phil Jackson, and I wanted to invite you to come to my practice and see what really great dentistry can be like. I went into dentistry because I love science and medicine, but I also love helping people. You may be apprehensive about dentistry, and we understand that here in our practice, so we use the best and latest technology to offer you the most comfort conscious, longest lasting dentistry possible. Come in and see us for a free consultation. We think you’ll love it here.”

## Video tips

### 1. Make it short and sweet

35% of viewers stop watching a video after 30 seconds. Ensure your video lasts for less than one minute. Be happy and appealing and show your personal warmth.

### 2. Use good lighting

Bad lighting looks menacing and videos tend to be darker than photos so ensure that there is sufficient light on your face or subject.

### 3. Sound matters

Amateur videos are those with home-made sound quality i.e. hollow/echo voice or background noise. Consider a boom microphone available for cameras and smartphones when making your video.

### 4. Choose an interesting background

Don’t video against a flat wall. Use a background with depth or decoration such as the reception area in your office.

### 5. Do multiple takes

Practice makes perfect so take plenty of videos until you are happy with the result. Look at each one, trying with a medium shot (from the waist up) and then a close up.

## 6. Edit the video and add music

Take a few minutes to edit your video before uploading onto YouTube. Start at exactly the right spot, with a little fade up. Dissolve from a medium shot to a close up and back. And, most important, make sure you put a slide at the end with your website, address and phone number. Contact details may not be necessary for your website version if you only have one location. If you have a logo, start and end with it. Macs and PCs all have a basic video editing system. You can find plenty of free music on the internet although do not use copyrighted material.

## 7. Post it and Tag it

Once your video is finished, post it online to YouTube. Then copy the link and add it to Facebook, Twitter, LinkedIn, Google+, your Google Places, Yelp business page and most importantly, your website.

### Tagging

When uploading your video to YouTube, you will be asked for a title, description and “tags”. Tags are essentially a one or two-word label of the video content such as a title i.e. dentistry, your practice name, procedure, treatment or technology. This is how Google and other search engines can determine what the content is. Add as many tags as you need and every time you post the video, always ensure that you supply as much information as possible about the content.

## Remember

A few key points:

- Get signed permission from everyone you shoot, including your team members
- Watch other videos to see what you like, and how they are created

The marketing videos you create should include the following elements:

- A keyword-researched headline
- A clear editorial message (do not try to accomplish too much in one video)
- A call to action (tell the viewer to do something, such as subscribing to your channel)

# Step 9 - Review your online marketing

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As the online presence of your practice matters now more than ever, it is a good idea to take time out of your schedule to regularly evaluate how well your strategy is performing. Here's how to do it:

## Step #1: Evaluate your online marketing goals.

The first step in any good online marketing strategy evaluation is a thorough examination of the specific goals you have set for yourself in the past. And if you haven't created any goals before, this will be the first issue that you will need to tackle.

Online marketing goals should include the following:

- The number of social shares that your blog posts receive
- The size of your fan base on social networking websites
- Mentions of your brand name on social media sites
- The number of positive reviews about your company that have been left on sites like Google Reviews and Yelp
- Inbound website visitors from social networks
- Total number of conversions resulting from social traffic

If you have previously set up goals, take the time to determine whether or not you are hitting your target projections. Revise previous goals based on your current performance and change them as necessary to accommodate new objectives or to account for changes in product/service offerings.

## Step #2: Re-examine your target customer profiles

Re-examine your target customer profiles to ensure that their demographics, interests and web activities can be reached through your campaigns.

## Step #3: Take a look at your online presence

As you re-examine the types of customers that you want to target, you will also need to periodically assess whether or not you are actively participating on the right online sites.

## Step #4: Evaluate your messaging strategies

Next, take a look at the specific types of messages that you are releasing as part of your online marketing campaigns. Specifically, evaluate:

- Which types of messages (i.e. text-based status updates, blog posts, videos, email newsletters etc.) are performing best with your audience?
- Are the words chosen for various messaging pieces resonating with your audience?
- How frequently are your marketing materials being shared virally amongst users?

If your online marketing message is in line with your customer's expectations, you will see high levels of engagement with your branded materials, as well as a high number of social shares as people pass your content on to others. If you are not yet seeing these results, this could indicate a mismatch between your practice's messaging and your customers' interests.

## Step #5: Check your online marketing ROI

The last thing that you will want to evaluate when it comes to assessing your online marketing performance is your overall ROI. Calculating your exact returns can be difficult, but you'll ultimately find that the data that you are able to produce is well worth your efforts.

To measure ROI, you will need to track two different variables:

1. The amount that you have invested into your online marketing campaigns (account for both financial investments and time expenditures); and
2. The financial benefit of any conversions that you are tracking

As a rough example, imagine that your practice has spent \$500 on online marketing materials and \$500 in labour hours to promote them. Then determine that inbound visitors from social networking websites have accounted for 10 sales at \$20 each (for a gross profit of \$200 in total). You can see that you would want to scale back or realign your online marketing efforts.

If, on the other hand, you see that visitors from one particular social media website have accounted for 80% of those sales, you may decide to refocus your efforts in order to concentrate on the traffic streams that have proven most valuable to your practices' bottom line.



# Summary

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- Set some goals. What is it that you want to achieve?
- Take it one step at a time and don't try and do it all at one time
- Your online presence should reflect the real world experience of your practice
- Get professional advice from people that understand the dental industry and online marketing

# About Wellsites

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Wellsites is the award winning specialist in marketing services and website design for dental and medical professionals. Their marketing services are designed to assist your businesses in both attracting and retaining clients. They understand that every dental business is unique, so their solutions are developed to best represent your business in style and affordability.

Wellsites' complete marketing services include: website design, branding, graphic design, copy writing, photography, social media, email newsletters, search engine optimisation, marketing and public relations (PR), pay per click advertising, website analysis, and more.

These solutions have long-lasting, visible effects on your practice, with continual updates and modifications to suit your changing environment and to constantly appeal to your clients. Wellsites pride themselves on having an ongoing relationship with their clients and aiding and supporting them in growing their businesses.

**Contact Wellsites today and find out how you can enhance your dental business's website & online marketing strategy.**

- [www.wellsites.com.au](http://www.wellsites.com.au)
- [sales@wellsites.com.au](mailto:sales@wellsites.com.au)
- 02 9410 1507

