Website Optimization
Internet marketing Trends for 2015
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About Me
* 12 Years Ophthalmology Practice Experience
* 7 Years Marketing Director at an Ophthalmology Practice
* 7 Years Maine MGMA Marketing Chair
* Freelance Graphic Design
* 5 Years Internet Marketing Consulting and Website Development
* Super mom of 3 and active volunteer for youth sports year round

Round Table Goals
* Ask questions!
* Give real life examples
* Review your current strategies and troubleshoot
* Show me the good, the bad and the ugly. I will give non-biased suggestions and comments on your individual needs
Determining Your Individual Internet Marketing Needs

- Responsive website design
- Enhance User Experience
- Mobile readiness
- Local search and Organic search optimization mix
- Social media and content marketing
- Paid search

Exactly what is “Responsive Design”?  

- The website adapts to screen resolutions
- Programmed on a grid system
- Enables a one website file system
- Can use parallax scrolling for new motion.
- All programmed in HTML 5 for mobile readiness.
- Improved site experience.
- Increases conversion rates.
- Increases tablet and mobile reach
- Prediction: Everyone will be doing this

What About Your Current Website?

- Does your website respond to the devices it is called on... from a 70 inch television screen to your iPhone?
- Is your current site fixed width or full screen compatible?
- Does Google recognize that you have a mobile compatible website?
Check it Out!

www.stahleye.com

Check it Out
Enhanced Visitor Experience

- Make it easy to find your premium services
- Give clear call to action to compete a form/create a lead
- Financing – pricing and affordability garner very large search numbers – make sure your prospects know you offer options
- Make it visual – we are talking eyes here – show them what they can see after LASIK – target lifestyle more than technology

Call to Action

- What do you want the prospect to do when they go to your website
- Speak to your LASIK and cataract patients
- Make it easy for your prospects to find ways to contact you on your website
Engagement Forms

* Quick Contact Forms
* Self Tests
* Request an Appointment

These are QUALIFIED Leads – make your forms easy to find and complete!
Engagement Forms

Financing and Affordability

* Cost is a very important factor of your prospects – let them know that vision correction can be affordable.
* Make sure you utilize your website and the tools from your financing company to engage your prospects and get them to complete forms and financing applications.
Financing and Affordability

* Allow your prospects to apply online and determine use tools to watch videos and calculate monthly payment estimate!

Are You Mobile?

* Do you currently have a mobile compatible or responsive site?
* Google is now taking notice and rewarding those with mobile compatible versions of their site and penalizing those who do not.
* User experience: give your patients or prospective patients the ability to click to call or get directions from their smart phone. Let them engage you by completing forms and learning about what you do while they are sitting on the couch watching TV!

Lets Start With Your Website
Not Mobile Yet? You Have Options!

- Step 1: Determine if a new complete responsive design is the best option based on the age, functionality and appearance of your current site
- Step 2: Determine if a stand alone mobile site is best for you
- Step 3: Determine if your website developer can make your current site responsive for mobile and/or tablets

Mobile Compatibility

The Bare Minimum... Make Sure Your Mobile has These:

- Clickable phone
- Clickable map
- Contact form and/or request an appointment form
- Doctors pages
- Services list (*bonus: add pages for premium services)
- Social links
- Link to full website (if not responsive)
What are Users Doing from Their Phones These Days?

- People are using their phones the same as they use their laptop when it comes to research, shopping connecting with businesses, family and friends
- Google has taken notice and has changed the search results for mobile to better serve the users
- Make sure you have local set ups
- Paid search ads are a big deal on mobile
- Social media such as Facebook, LinkedIn, Pinterest and Twitter are some of the most popularly downloaded and used apps on mobile devices – are you there?
- Practice Apps may be the way of the future.

What’s New for 2015 with SEO

- Link manipulation is being penalized by Penguin
- Social Factors
- SSL Certificate (https://) helps with ranking
- Overuse of Anchor text will raise flags
- Blogging

Quality of content is more important than ever
- Infographics and whitepage creation
- Organic/Local mix

The 4 C’s of SEO
What Makes SEO Work?

* Your prospect most likely has a Facebook account and is on often
* Blogging and feeding the articles to multiple social platforms enhances its reach
* Embedded Video from Youtube on social media like Facebook increase views
* Make sure not to forget Google+

Getting Social
1.15 Billion Users – 700 Million Daily
20 minutes per avg. FB visit
78% of Facebook users connected to local business.
93% of marketers use Facebook
70% of brand marketers use it for branding

Half of all adult Facebook users have more than 200 friends in their network.
Despite the evidence to invest time in Facebook measuring ROI is difficult.

The Facebook Craze:

Reviews and Reputation Management

- Use your website as a tool to get your patients to write reviews in the right places
- Use post-surgery auto-responders to get reviews
- Send targeted emails with links to review sites

Local Optimization

- Make sure your local profiles are claimed, up to date, information matches that on your website and is updated frequently
- Continuous citation generation and reviews will enhance positioning in the map area
How to Protect Practice Reputation

Physician Reputation Management Focus

Paid Search Marketing

- Google, Bing/Yahoo! Adwords
- Remarketing campaigns
- Landing page development
- Do-it-yourself vs. professional maintenance

Paid Search Positioning
Landing Pages that Work!

http://whittenlasereye.com/landing/lasik_test/

Landing Pages that Work!

http://www.lasikofboston.com/lasik_landing/

Questions?

Thank you!
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