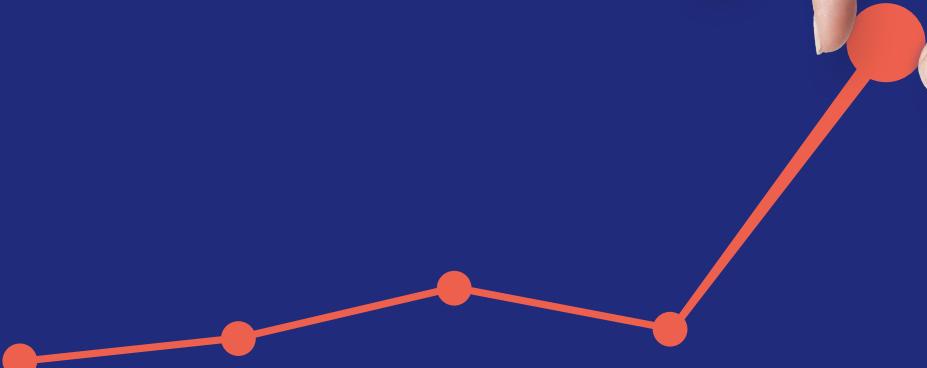


# INTERNET MARKETING SIMPLIFIED

PLASTIC AND COSMETIC SURGERY EDITION



WHAT YOU CAN DO TO INCREASE YOUR INTERNET-BASED PATIENTS

**ALI HUSAYNI**

# Internet Marketing Simplified (Plastic and Cosmetic Surgery Edition): What You Can Do To Increase Your Internet-Based Patients

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## *Introduction*

# 1 Introduction

Twenty years ago, marketing and advertising were a one-way street. Your message was sent to potential patients through Yellow-Pages advertisements, TV commercials, and so forth. If someone within your target audience found your advertising appealing, that person would contact you to set up a consultation appointment. Then you would show the prospective patient your portfolio of, e.g., before and after photos of successful operations.

The Internet has changed that landscape. Today, your average patient may still be influenced by advertising, but will do one's own research **before** setting up a consultation with you. It's easy for them to just visit Google and search for *rhinoplasty* or *tummy tuck*.

The results of such a search are extensive. They can read about those procedures they are interested in from a multitude of viable sources such as Wikipedia and About; or perhaps from your own site, that of some of your colleagues, or even from your competitors. They will learn about the risks involved in the procedures, recovery time, cost and much more.

When they are close to choosing a surgeon, they may log into Google and search for *best plastic surgeon in New Jersey*. The results Google shows can be highly influenced by the work done by Search Engine Marketing (SEM) and Search Engine Optimization (SEO) companies; but for the most part patients are not aware of that. They trust Google to give them a good answer (and Google usually does).

Google shows several surgeon sites on the first page and, of course, there are advertisements at the top and on the right side.

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A screenshot of a Google search results page for the query "edison plastic surgeon". The results are filtered for "Web" and show 647,000 results in 0.25 seconds. The first result is "Plastic Surgeons NY, NJ & Staten Island" with a link to [www.associatesinplasticsurgery.com/](http://www.associatesinplasticsurgery.com/). Below it is "Associates In Plastic Surgery" with a link to [www.associatesinplasticsurgery.com](http://www.associatesinplasticsurgery.com/). A third result is "Dr. Shain A. Cuber, MD" with a link to [www.associatesinplasticsurgery.com](http://www.associatesinplasticsurgery.com). To the right of the search results is a map of Edison, New Jersey, with a red dot labeled 'A' indicating the location of the first result. Below the map is a section titled "Map for edison plastic surgeon". Further down the page, there are more search results for "Nolis Arkoulakis, M.D. - Edison, New Jersey Plastic Surgery" and "Plastic Surgeons near Edison, NJ - Cosmetic Surgeon". On the far right, there are two ads: "Front Range Plastics" and "NJ Plastic Surgery".

The next logical step for a potential patient is to click the link of the very first site that comes up in the list of search results. Assuming that your site is at the top of the search results, the patient then clicks on the link to your site and goes through the pages and mines out more information and looks at Before/After pictures.

It's very typical for a serious patient to go back to the search results and look at some other sites (second, third) to see what other doctors have on their sites. As the prospective patient gets closer to making a decision on which surgeon to contact, he or she may search on Google for a particular doctor's reputation: For example, *Dr. John Smith cosmetic surgeon reviews*. (Like the initial search, the list of search results may be strongly influenced by the work of SEO and SEM companies.)

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Then, the patient may check your practice's Facebook page to analyze what can be called your social-proof status. Facebook also allows for patients to leave reviews for you.

After researching you extensively, the patient will contact your office to set up a consultation. At this point, the patient has all but already selected you as his/her preferred surgeon.

## **1.1 How Important Is Internet Marketing?**

Although each person does one's online search differently, studies show that more than 81 percent of purchases conducted today are influenced by some sort of Internet activity<sup>1</sup>; this makes Internet marketing today the most vital element of any company's marketing efforts.

One of our clients who has a number of offices in the New York and New Jersey area drives over 70% of his business through effective Internet marketing. Here is Dr. Miller's site traffic increase over the course of two years. There is another chart in Section 2.3 that shows his office's call logs in a single month:

Internet marketing is an ever-evolving enterprise; today that enterprise could be divided into the following segments:

- Conversion Rate Monitoring (CRM)
- Conversion Rate Optimization (CRO)
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)

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<sup>1</sup> <http://www.retailingtodays.com/article/study-81-research-online-making-big-purchases>



- Inbound Marketing

Any successful Internet marketing requires that each of these aspects works in conjunction and harmony with the other.

My main goal in this book is to look at each of the above elements separately and provide you with simple and easy-to-implement tips on how to maximize their potential to increase your revenues.

## 1.2 Misconceptions

Before I start, I'd like to clear up some misconceptions about Internet marketing:

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### 1.2.1 You Can Do It Yourself

It doesn't really matter how smart you are or how much you understand Internet marketing. You may have had success with online marketing in the past; you may even believe that you are continuing to beat everyone else in your market. That could be true. But that's only because your competition has not yet fully leveraged the Internet. With the right ingredients in place, Dr. X down the street could take away a big chunk of the Internet-based patients from you in a matter of months, if not weeks.

As I'll show you: You are much better off focusing on running your practice and taking care of your patients while an expert team handles your online marketing.

### 1.2.2 The Cheaper the Better

There is an old joke that an English man never bought anything cheap. Someone asked him, "Why?" He replied, "Because I'm not rich."

The point is that if you buy cheap items, you end up buying them again because cheap items do not last.

If your only criteria in choosing your Internet-marketing team is "inexpensive," then that means you will hire teams that are mediocre at best. And mediocre teams who are not the best don't deliver the best results. Or worse, they will waste your time while your competitors increase their market share.

The results are sometimes devastating. I've heard of stories where companies hold a client's website hostage and demand more payments. Or in some cases, Google may penalize your website for an Internet-marketing company's bad techniques; in some penalization scenarios, the damage is irreversible and you lose your beloved domain name (URL).

**Domain Name:** *An identification string that defines a realm of administrative autonomy, authority or control on the Internet.*

*Domain names represent an Internet Protocol (IP) resource and are also used to indicate ownership of a resource, as well to establish a unique identity. (Source: Wikipedia)*

**Google Penalization:** *A negative impact on a site's search rankings based on updates to search algorithms and manual review.*

It is also true that not all expensive companies are reputable (or worthwhile). This book also helps you to cherry pick great companies from the average or bad ones.

### 1.2.3 Local Is Better

There are advantages in hiring a local firm to build your site, run your PPC campaign or do your SEO. However, there are only a few top firms in the country who can do the above scientifically. Furthermore, your dollars will go a lot further signing up with one of these firms. In most cases, they're not local.

### 1.2.4 Internet Marketing Is A One Man's Job

It's no longer the case that one person can take care of a serious plastic or cosmetic surgery office's Internet-marketing needs. You need a team of writers, designers, programmers; as well as SEO and SEM experts. Also, you and your staff need to be involved to get the maximum effect.

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### 1.3 What Topics Does This Book Explain?

The following chapters will include discussion of these topics:

- **Conversion Rate Monitoring (CRM):** The second chapter sheds light on how you can monitor your website's performance. It will answer the very important question, "Is your site making you money?"
- **Conversion Rate Optimization (CRO):** The third chapter discusses simple ways to increase your revenue without increasing your advertising budget (by increasing your site's performance).
- **Search Engine Optimization (SEO):** This chapter deals with what you need to know about SEO so you are able to hire the best SEO team.
- **Search Engine Marketing (SEM):** Advertising on Google and other search engines is easy, but you could end up wasting lots of money with minimal results if you don't know exactly what you are doing. This chapter helps you with hiring a good SEM company.
- **Return on Investment (ROI):** The final chapter deals with how you should track your marketing dollars to know where to increase your budget and where to decrease it.
- **Your Office:** The first chapter focuses on what you and your staff need to do to increase your patient base through Internet marketing.

### 1.4 Is This Book For You?

The primary audience of this book includes cosmetic and plastic surgeons, their staff, as well as their marketing directors and practice-management consultants.

## *Introduction*

There is an enormous amount of information regarding Internet marketing out there; most of it is at best confusing and, at worst, outright false. This book will arm you with the knowledge you need to be able to navigate through the vast amount of information and find the best sources.

It will also help you manage your Internet-marketing teams effectively and get the best possible results with the least amount of investment.

Special thanks to those who supported me in writing this book including my family; and in particular my mother, my advisors, our long-term clients, and fantastic team members.

Note: The information in this book may change as time passes by. After all, Internet marketing is a fluid, ever-evolving enterprise. We try to keep the book up-to-date as often as possible.