25 Big Communication Ideas.

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InTouch
Practice Communications

What is content and why is it important?

WEBSITE Forum media BLOG
Technology video
SOCIAL MEDIA muser
CONTENT
SHARE NETWORK TREND
APP IS FOLLOWER WIKI SEO
INFORMATION
MARKETING
HOMEPAGE KING
COMMUNICATION
RELATIONSHIP DOMAIN

One of the most important aspects of your practice website is the content.

write original, persuasive, natural, useful, informative content

Understand how the search engines work.

Google™

The Almighty Google

When I say "Google," I am using it generically to mean "search," because the greatest number of searches are conducted via Google.

Over 80 % of all searches are done via Google.

If we satisfy Google and get great website ranking there, our placement results on other search engines will fall into place.

Imagine the entire online world as being "linked" together. Like our roads connect our country and provide best routes for travel

Now imagine that each of the search engines has it's own army of spiders that crawl every road very often.

Now image that each of the search engines has it's own army of spiders that crawl every road very often.

These spiders are friendly, each army has their own agenda

Along their travels throughout the digital world, they are taking notes and making certain that they "index" web pages for their content.

Basically how the site wants to be found.

It's like playing fetch.

The web user sends google to fetch a stick in the woods that is the internet.

Google wants to return the "right" stick.

GOOD SEO AND BAD SEO

Two ways to gain wealth.

You could rob a bank.

Or

You could do things the "right" way.

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Look before you leap.

Conduct

Analysis

How would you know what to do if you did not research.

SEO is NOT one size fits all.

BY ANY MEANS

16

Change is necessary

There are things that you cannot control

Search Engine "formulas"

Competition

Industry Needs

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Develop great content.

Who will write the content?

Does this person understand the effect words have upon your website's ability to be found in an Internet search?

All content for your website must be written for the user with the understanding that search engines are watching.

Writing for the sole purpose of being picked up in an Internet search is a bad idea, because this type of text is often very difficult to read, may be seen as spam by the search engines, and may result in a less valuable user experience.

Test for duplicate content.
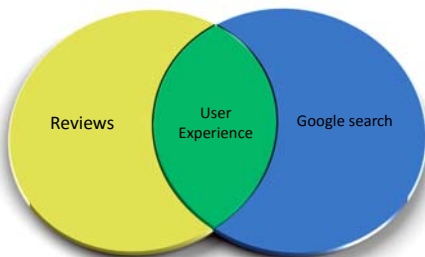
Google HATES duplicate content

Simply highlight, copy, and paste into google to test.
Never accept content that is elsewhere.

Understand the relationship between search and reviews.

Use an automated service to "fish" for keywords in reviews.

Reviews | User Experience | Google search

Online Review

Dr. Schroeder is the best veterinarian in Schererville, Indiana.

Google Search

Who is the best veterinarian in Schererville, Indiana?

Online Review

Dr. Schroeder is the best veterinarian in Schererville, Indiana.

Google Search

Who is the best veterinarian in Schererville, Indiana?

Properly placing review content **on your website** will help your web rankings.

Stuff you should consider:

- Reviews should be posted on your website on particular, well planned pages of your site.

- You should own and be able to retain all review content.

- Combine the request for reviews with terms that have been identified by SEO as being valuable.

- Find a balance between the online review sources and your website

- Let your clients know how much you value feedback provided through reviews

- Think of creating a great user experience and providing the web user exactly what they want and need.

Respect the balance between good content, reviews, and ranking in search.
Having a plan for success is key.

Only use the stuff you are authorized to use.

Proper use of images and content

Practices must have the rights to use all content (images and text) posted on social media sites.

Just because an image is out there on the Internet, and you can copy it and paste it onto your Facebook page or blog, does not mean that it is legal to do so.

Q: What Content Can I Use?

A: ONLY The Content That You Have Legal Right To Use!

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February 19, 2013

ACTUAL LETTER TO PET HOSPITAL

LEGAL DEPARTMENT
PET HOSPITAL

Unauthorized Use Notification
Case Number: ▮▮▮▮ Access Code: scea1JYy | URL: http://lc.gettyimages.com

For more information about the Getty Images License Compliance program, please visit http://lcinfo.gettyimages.co

It has come to our attention that you are using an image (or images) represented by Getty Images for online promotional and editorial purposes. We have searched our records and have not been able to locate a valid license for the use of the image(s) under your company's name. Attached is a copy of the image(s) in question along with the usage found on your company's website.

As the leading worldwide provider of digital media, Getty Images is deeply committed to protecting the interests, intellectual property rights and livelihood of the photographers, filmmakers and other artists who entrust Getty Images to license their work.

Remittance Payment Options

Payment terms: Due On Receipt

Subtotal $875.00 USD

Tax $0.00 USD

Total $875.00 USD

Please remit payment using one of the following payment options

Online Payment

You can pay your settlement fee online. In the address bar of your web browser, type the URL below. Press Enter or Return on your keyboard, and then complete the three-step process on the website.

Case Number:
Access Code: scea1Jry
URL: http://lic.gettyimages.com

By Check

Mail to:
Getty Images Inc
PO Box 84434

Be certain that only licensed images and content is used when promoting your shelter.

Rights managed images have coding beneath them that allows the owner to find the image on your site.

PROTECT YOUR BRAND AND USE ORIGINAL CONTENT ONLY PLEASE

Attach a blog to your website.

A blog is a blank canvas that you can fill with content that Google can read. It is a magnet or the search engine spiders and a way to influence those who find your blog.

Having a blog that is not connected to your website is silly because you are directing your visitors and the spiders away from your site…the space you own.

Look at your backend.

Take a picture of this slide. Then do this.

Right click with your on the home page of your website (not on an image)
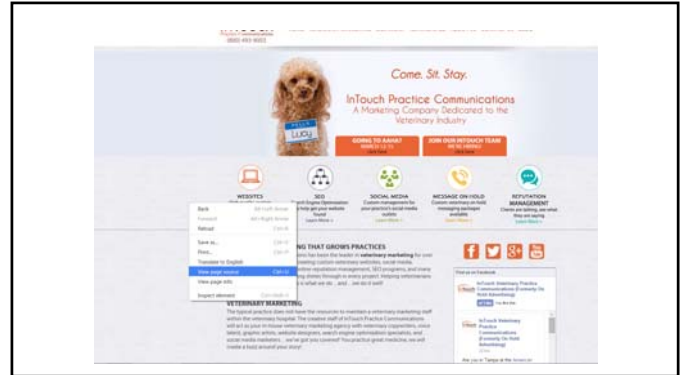
A box will pop up, select "View Source"

When the "gobbly gook" (code) shows up (don't worry you can't hurt anything), hold the control key and the letter "f" at the same time.

A search bar will open

Type in <h1 and press enter (do the same for <h2, <h3)

Examine and critique the content. Is it relevant, well thought out so that it matches local search?

The above is the "low hanging fruit" of SEO

Take a picture of this slide. Then do this.

Right click with your on the home page of your website (not on an image)

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The above is the "low hanging fruit" of SEO

Limit your outbound links.

Ummm, Google and I would rather you stayed a while and got comfortable.
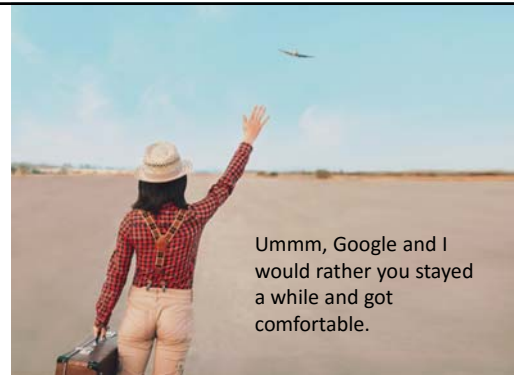
Create a great user experience.

Is the site predictable and easy to navigate?

Usability

Know why each effort matters.

HEY!!!

I think he's talking about calls to action!

How can we expect people to do things if we don't ask them?

How do we know what to ask them to do if we don't have a purpose?

Calls to Action

Calls to action are phrases that motivate consumers to do what you want them to do:

Call now,
Download this article,
Fill out this form,
Schedule an appointment,
Request a refill,
Visit us at the city fair,

are all examples of great calls to action.

Conversions

A conversion involves completion of a call to action.

Every marketing effort should involve a clear call to action: Make an appointment, Refill a prescription, Place an order, Sign up for a newsletter, Download an article.

Each page of your website must have a purpose.

Clicking on a phone number is a great way to track conversions.

Chances are if a visitor clicks to see the phone number, they called the practice, and your marketing effort was effective or "converted."

Calls to Action Driving Conversions

Most pages on your website and most marketing materials should have clear calls to action.

Without an effective call to action, it is unreasonable to expect that a marketing effort will convert.

Calls to action allow you to track the effectiveness of the website content.

Value Propositions

Value propositions are statements that support calls to action and become the "why" people should convert:

"We are the only AAHA accredited practice in town."

"Dr. Hess is a board-certified avian veterinarian."

PREMIUM QUALITY

SATISFACTION GUARANTEED

Value Propositions

"We have been servicing the community for 50 years."

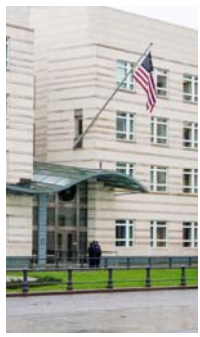"We are located conveniently next to the commuter train."

These are the things that clients can understand.

They do not know good or bad vet medicine, but they can understand properly written value propositions.

TOP QUALITY
BEST OF THE BEST

Integrate social media.

START WITH YOUR WEBSITE

The most important concept here is that you should look at your website as being a "country." Other channels or signals that are "out there" are embassies to your country.

All share the same values and principles. You own your website.

65

65

Owned

vs

Borrowed Space

Control.

By making your website the center of information, you are in control and less likely to become a "victim" to frequent change.

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Repurpose old (but relevant) content.

You might have some old boots…I mean content lying around.

If it is relevant, you might want to consider repurposing.

Don't forget the seniors.

This is true. **Double pinky swear.** I Promise.

Really.

Topics discussed
in a random, unscheduled call
WHILE MAKING THESE SLIDES

- iPad Use in Mexico
- Facebook Login
- Passwords
- Mirroring of iPad to TV
- Connecting to streaming TV

ALL GENERATIONS ARE USING
TECHNOLOGY AND SOCIAL MEDIA

Each year hundreds of course are being taught to educated seniors about modern communications. The average class size is 80 students. *According to AllAssistedLivingHomes.com

Failing to include all age groups in your marketing plan would be a missed opportunity.
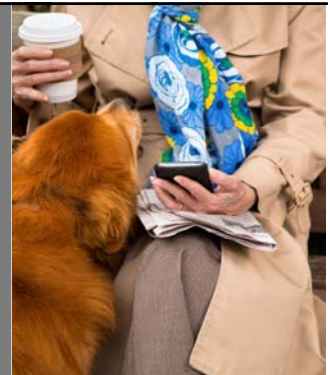
What do we know about Seniors?

They love stories
Higher on site time
Like straight talk
Hate jargon
Earn their trust 1st

According to the AARP

How seniors use mobile devices:

40% for family link
30% photo sharing
20% Social Games
10% Contests

According to the AARP

Consider using all age groups in advertising messages and branding efforts.

According to the AARP, seniors see themselves as being 20 years younger. Consider this when selecting images.

Win hearts and minds.

Find the balance between the "Awww" and education

How to leverage likes for cute photos

Balance being an aggregator and a generator.

Content aggregators find useful and relevant information and repurpose it on their web and social sites.

Content generators create custom information and use it across their web and social sites in hope that their personality comes through. Also, they hope that content aggregators "pick up" their content and credit them as being an authority.
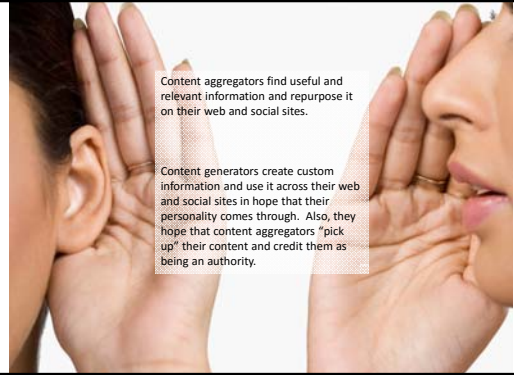
Avoid these content mistakes.

write for people, not search engines

Talking about features instead of the benefit the pet owner will experience.

Listing the details of a dental

V.

Explaining that it will help increase the chances that you can extend the experience that the family has with a healthy pet.

Starting any writing project without a clear goal in mind.

Writing without performing research into the community and keywords that are being used to find practices.

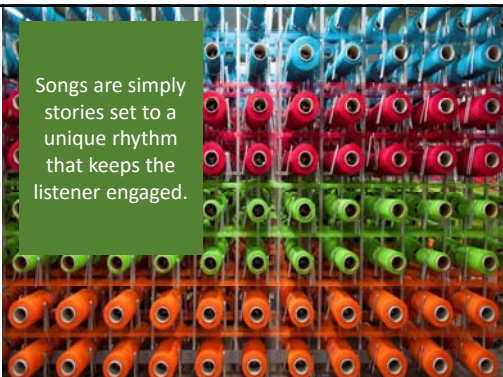Failing to consider what key words are needed when writing requests for reviews.

Adopt storytelling.

Storytelling is the art of connection. The act of helping pet owners understand your practice brand. It's not reasonable for them to understand the clinical aspect.

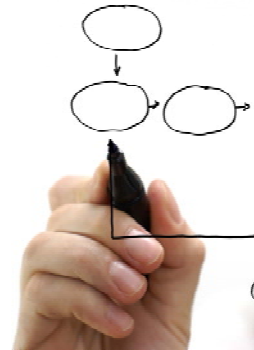Songs are simply stories set to a unique rhythm that keeps the listener engaged.

Your practice has an opportunity to compose.

In fact, in order to stand out in this crowded space, you need to write a very memorable tune.

Use of storytelling in your practice will "humanize" you and your position.
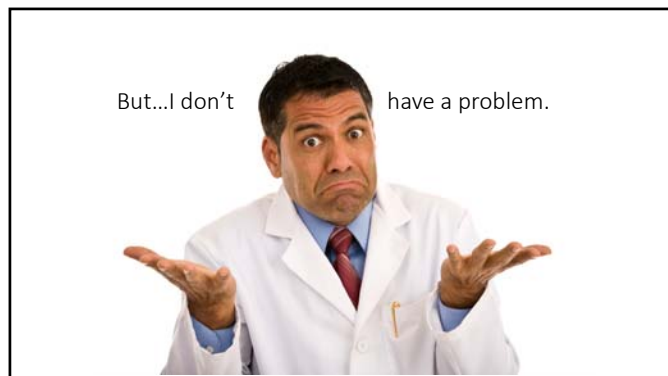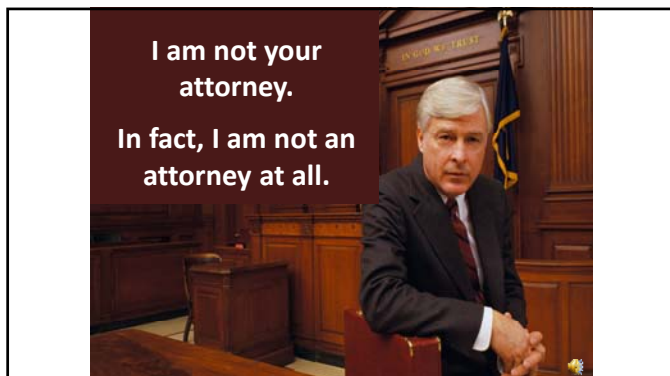
"The Shamrock Shake"

Just as a song has different components, so can your story. This will provide necessary flow and structure which should not be obvious.

Get the list of content tools.

Have an active review management program.

I am not your attorney.

In fact, I am not an attorney at all.
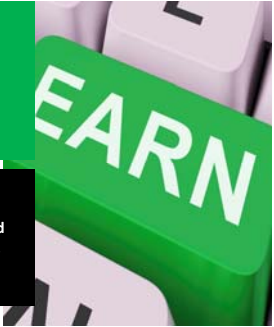

But...I don't have a problem.

Online Reputation

Like reviews and stuff?

Now. More than ever practices need to focus on providing great customer service.

Create a memorable "experience" at every turn. One that a client cannot avoid sharing.

The power of the positive review far outweighs that of the negative.

16

Your place in the positive review stream

Well planned and targeted review requests can help.

10 2

Traditional Websites

Back in the day…(8 years ago)…if someone wanted to say something about your business, they had to launch a website about you.

The work involved made that act a very rare occurrence. Those that did looked less than credible.

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Recognize These Guys?

SOCIAL MEDIA HAS GOTTEN THE WORLD TO TALK.

WHAT ARE THEY SAYING?

Clients and even non clients can speak about your practice on their social media sites and yours. You have the chance to monitor what is being said and form your response. In action and/or words.

What about these?

The explosion of the mobile market has made a huge impact reviews. The review market's response with apps that work on these devices supported this growth.

My mobile device allows me to interact with the rest of the world any time, any where.

Setup automated monitoring.

Set Up Basic Online Monitoring

Google the term "Google Alerts" and set up an account.

Terms your should track include:

- Your Practice Name
- Your Name
- Names of Associates
- Same Info for Competitors

PROFESSIONAL MONITORING

- Scans entire internet for terms that are relevant
- Offers alerts when comments are made
- Helps promote positive reviews

It is very important that your practice has the ability to monitor social media and review sites.

This is exactly why I don't want to be involved

You Don't have a choice.

If you don't set them up, the clients will.

Avoid reputation "clean up" firms.

Don't worry Doctor…with a wave of my wand, a pinch of special dust, and your monthly payment…your problems will…
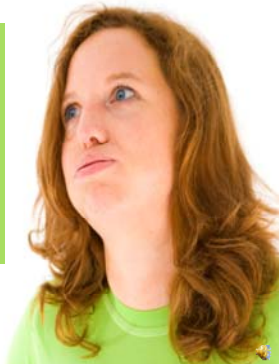
Disappear

EXTREME CIRCUMSTANCES

1	THINK BEFORE YOU POST. AVOID A DIGITAL PUSHING MATCH.
2	DMCA TAKEDOWN FOR STOLEN COPYRIGHTED MATERIAL
3	DEFAMATION LAWSUIT
4	REVIEW SITES ALMOST NEVER REMOVE THE COMMENTS
5	KICKING OF THE BEE'S NEST. A RECENT EXPERIENCE WITH A FELINE PRACTICE

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What Can I do to protect myself?
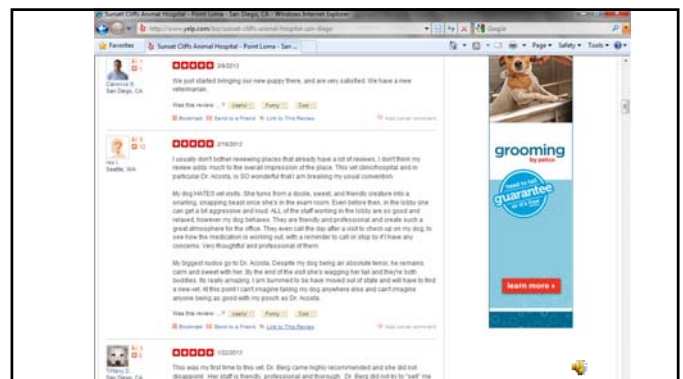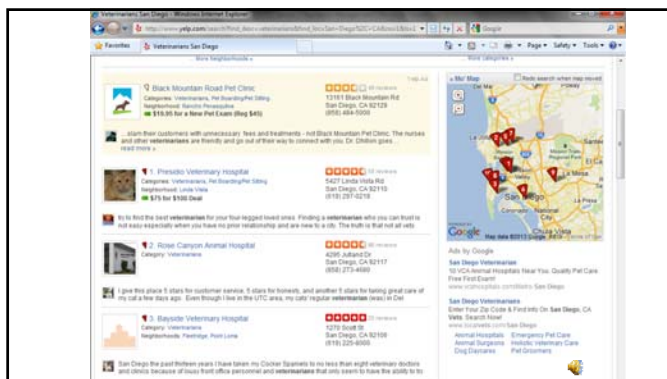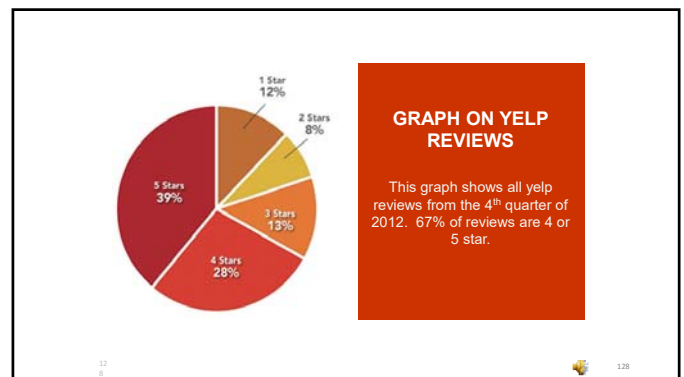
119

Set up your space.

Set up a Yelp! Page

YELP BENEFITS
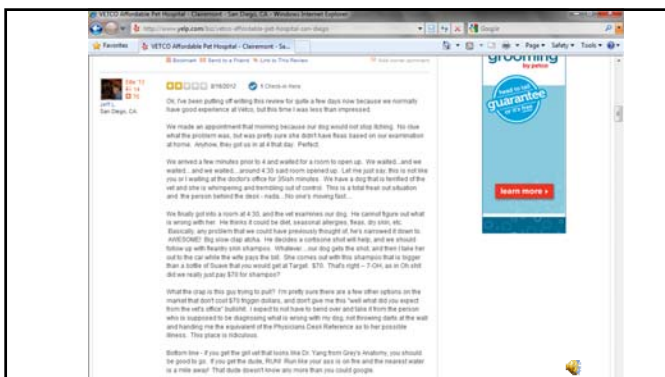
1	REMEMBER THE ROCK? YOU ARE IN CONTROL
2	GREAT PLACE FOR CLIENTS TO PLACE POSITIVE REVIEWS
3	YELP ADVERTISING (REMOVES COMPETITOR ADS, NOT NEGATIVE)
4	MISCONCEPTION THAT YELP PUSHES NEGATIVE REVIEWS TO TOP
5	MISCONCEPTION THAT MOST OF THE YELP COMMUNITY IS NEGATIVE

GRAPH ON YELP REVIEWS

This graph shows all yelp reviews from the 4th quarter of 2012. 67% of reviews are 4 or 5 star.
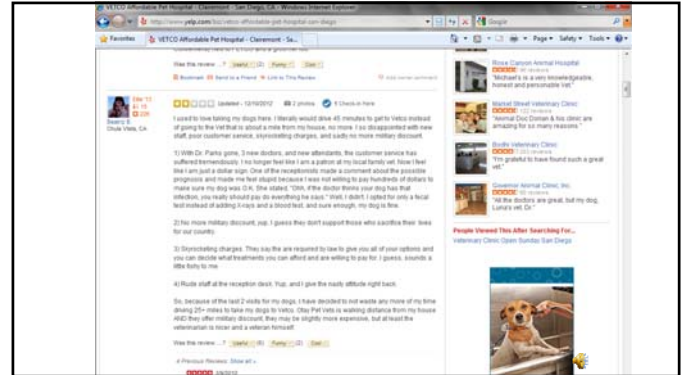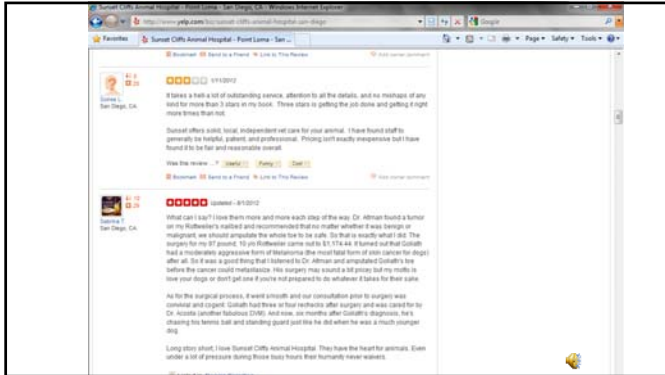
Set up a Google Review Page

GOOGLE REVIEW BENEFITS

1	OUR FIRM HAS SEEN A DIRECT PARALLEL WITH SEO
2	CONVERSATION WITH GOOGLE+ EXECUTIVE
3	GOOGLE REVIEWS FILTER
4	GOOGLE PLACES AND GOOGLE REVIEWS ARE CONNECTED
5	THIS BECOMES A KNOWN PLACE FOR YOU TO FIND COMMENTS

Mine your review data for positive information.

Excellent
Very good
Good
Average
Poor

Very often, the verbiage used in reviews is the same verbiage used in searches.
Capture the information and use it in your blogs, facebook, and website.

Winning online arguments may not really be winning.

Avoid extended online conversations regarding negative reviews.

Reviews Using Profanity

#@!*?

Sometimes reviewers like this help the public understand "who" they really are. Many practices choose not to engage these reviewers.

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3

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Get local.

Local search is everything today. Local allows for businesses to identify themselves and their location so that consumers can most easily find them and so that the user's experience is enhanced greatly.

So.

You're out using your phone.

Like this guy…

or this girl?

Do you think she wanted info on a coffee shop 20 miles or 2,000 miles away?

87% of people who search for a local business call or go to that type of local business within 24 hours.

Develop a mobile strategy.

Surge in Mobile Marketing

The functionality and availability of mobile devices (smart phones and tablets) has changed the way that we communicate.

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Surge in Mobile Marketing

Given that 61% of Americans are now smartphone owners, we need to be certain that we are prepared for the immediate approach that mobile provides.

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The Game

Starts and ends with mobile.

All web designs should begin here.

All aspects of your marketing should include mobile.

Continued customer engagement and hyper local search should always involve mobile.

Reach the people who can actually bring you business

Does your practice present the most user friendly experience?

Why not?

What does your website look like on a smart phone?

Reach into your purse or pocket and pull out your smart phone. Search for your practice website. If you were a customer visiting for the first time, would you be receiving an accurate first impression of your practice?

Is it easy to navigate?

Does it answer the needs of the mobile user?

Factors to Consider when Going Mobile

- Websites must be functional on all types of mobile devices (different brands of smartphones and tablets).

- Mobile sites should be an extension of your existing website and should not require additional hosting fees or domain purchases.

- Access to the full site should be available, as many consumers start on the mobile site but migrate to the full site.

- With less space available than the full site, on the mobile site, there is a delicate balance between imagery and text

User Experience

"User experience" is a web and app industry term that refers to how well visitors are able to navigate a website.

Studies show that visitors may be less likely to recommend a business that doesn't have an easy to navigate mobile site.

Importance of a Good User Experience

...e and the other search engines look for user behavior in... ...ranking websites in search.

...oal should be to create a mobile site where a web user's ...ence is as efficient as possible.

...developing your mobile site, consider how the mobile u... ...ct with your site.   What are their needs?

Responsive Design

Responsive design is a process where a website is coded so that it will adjust it's boundaries in a "shrink and realign to fit" manner, so that minimal screen adjustment is necessary for all display screens.
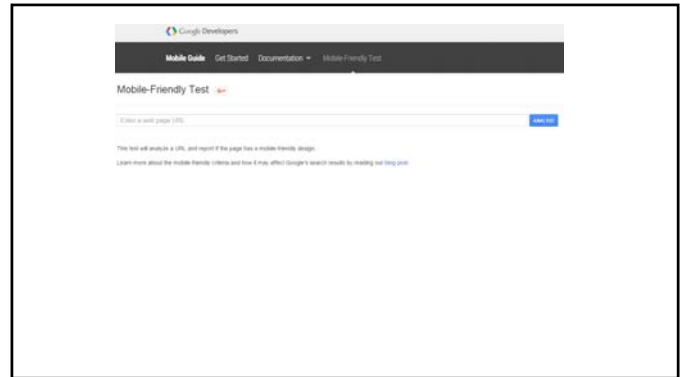
151

Responsive Design

This process can be extremely beneficial in making websites fit all devices but may not provide an optimal user experience.

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Google Speaks

The world listens.

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Google Developers

Mobile Guide Get Started Documentation ▾ Mobile-Friendly Test

Mobile-Friendly Test

[Enter a web page URL]   ANALYZE

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google's search results by reading our blog post.

Ranking Higher in Search

Has never been more important.

Think about the size of the screen, people do not scroll far.

Users are hit with many messages and do not have time to sift.

Be the practice that is front and center, ready to answer their questions.

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Get your directories in order.

Hyper local.

ACCURATE directory listings. Name Address Phone

Use neighborhood terms in copy and headings

All other fields in all listings

Active in the review space

Get a Google My Business Page

The Sweet 16 Local Directories

- Google
- Bing
- Yahoo!
- Yelp
- Facebook
- Better Business Bureau
- Angie's List
- Merchant Circle

- LinkedIn
- YP.com
- Whitepages
- Superpages.com
- Yellowbook
- CitySearch
- MapQuest/Yext
- Local.com

Your practice should be listed in all of these places.
Your Name, Address, and Phone should be consistent across all directories.
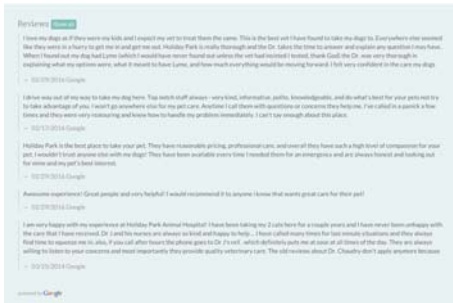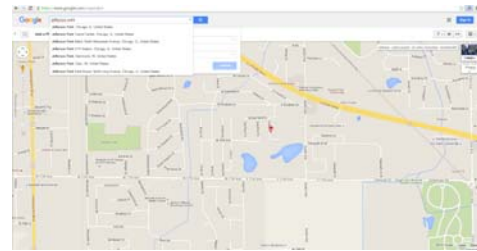
Maybe you'll want some help with this…
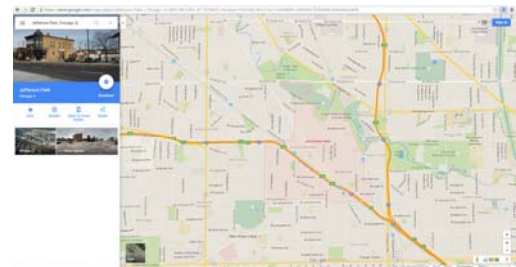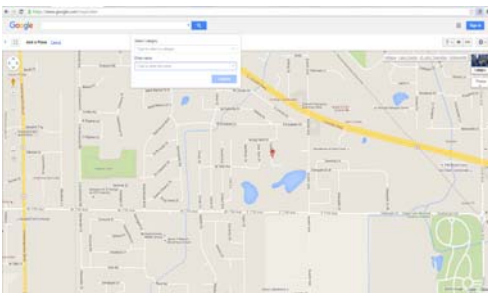
Be consistent.

Look up your neighborhood.

Google MapMaker To Define Your Neighborhood

Add neighborhood content to title tags of your website

Have your web provider build out a page on your website that speaks directly to the neighborhood. Use the name of the neighborhood as often as appropriate.

Blog for local.

Remember why we are doing this…she wanted coffee.

And this dog needs a vet. Near them.
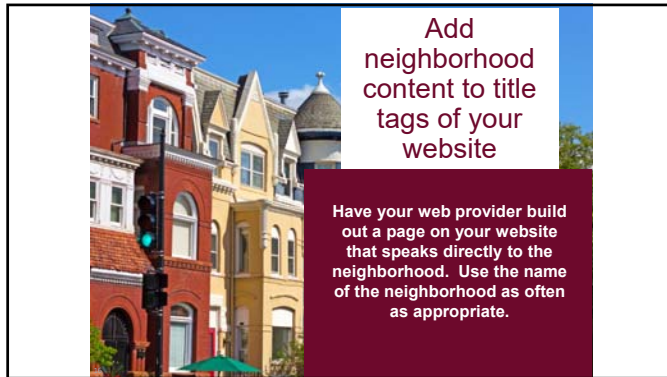
Create a Blog and attach it to your website

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There is nothing more valuable for your practice's SEO and social media plan than the written word.

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All blog efforts should be directly on your website..

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Setting up a blog site should be a simple task for any qualified web provider.
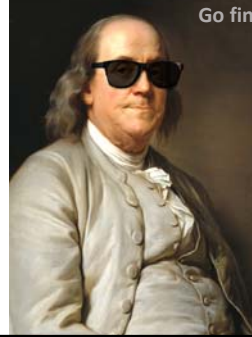
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Establish various local ambassadors.

Go find your first ambassador.

Why not select ambassadors from areas where you want to pull more clients. They will be more likely to use the words and phrases that you need in search.

Questions?