

INCLUDES A FREE INTERNET MARKETING CHECKLIST

STEP BY STEP, EVERYTHING YOU NEED TO DO TO GET LISTED
HIGH UP IN GOOGLE, YAHOO AND BING.

SEO AND INTERNET MARKETING GUIDE FOR HEALTHCARE PROFESSIONALS



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SEO

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HEALTHCARESEO.NET

A GOOD HEALTHCARE PROFESSIONAL IS HARD TO FIND!

BUT IT DOESN'T HAVE TO BE

Google bing YAHOO! YouTube

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HealthcareSEO – INTERNET MARKETING & SEO GUIDE

1. Introduction

In this guide we will cover:

2. Why Internet marketing & SEO is important for Healthcare Professionals

3. Understanding the search engines (PPC vs. Organic vs. Map Listings)

4. How to get your company on the Google map

- a. Step-by-step guide to claiming your Google Places listings
- b. Google Places optimization best practices
- c. Our online review acquisition strategy

5. SEO strategy for Healthcare Professionals

- a. On page optimization – how to optimize your website for these keywords
- b. Link building strategies & techniques
- c. Most commonly searched plumbing keywords

6. Most important online directories for Healthcare Professionals

7. Social Media Strategy for Healthcare Professionals

8. Recap

9. Checklist

10. Next steps

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INTRODUCTION

Thanks for downloading our Internet marketing & SEO Guide for Healthcare Professionals. In this guide we will walk you step-by-step through the process of claiming your map listing, optimizing your website from an SEO perspective and explain:

- How the search engines work (PPC vs. map listings vs. organic) and what you need to do to handle each for maximum return.
- How the map listings work & how to get your plumbing company listed on the map.
- Our search engine optimization strategy for Healthcare Professionals.
- The 43 most frequently searched healthcare keywords. This single insight is invaluable for you as a Healthcare Professionals.
- The most important online directories that you **MUST** be listed on.
- Our social media strategy specifically for the healthcare industry.

A decorative graphic consisting of a series of green rectangular blocks arranged in a staircase pattern, ascending from the top left towards the bottom right. The blocks vary in size and are positioned to create a sense of movement and depth.

WHY SEO IS SO IMPORTANT FOR HEALTHCARE

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WHY SEO IS SO IMPORTANT FOR HEALTHCARE PROFESSIONALS

Most Healthcare Professionals already understand that the Internet & search engines are **EXTREMELY** important to the long term growth and sustainability of their business but occasionally I get the question "Why are search engines and search engine marketing so important to the Healthcare Industry?"

Yellow Pages Are No Longer Effective

It used to be that the #1 place consumers looked when they needed a health related service was the Yellow Pages. In today's market, very few people still reference the printed Yellow Pages. In fact the new generation has not even been exposed to the Yellow Pages and only know the Internet as a way to search for local businesses.

Where do they go now?

They look on the search engines (Google, Yahoo, Bing & others) and social media sites (Facebook & Twitter) asking for referrals from their friends and family.

The screenshot shows a Google search for "Miami Chiropractor". The search bar contains the text "Miami Chiropractor" and a search button. Below the search bar, it says "Search About 1,920,000 results (0.18 seconds)".

On the left side, there is a navigation menu with options: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Miami, FL", "Change location", "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "Past 2 months", "Past year", "Custom range...", and "More search tools".

The main search results area shows several ads and organic results:

- Ad 1:** "Miami Dade Chiropractors | Miami-Dade-Chiropractors.com" with URL "www.miami-dade-chiropractors.com/". Description: "Top Miami-Dade County Chiropractors on One Map. 100% Free Consultation."
 - Ad 2:** "Strong Miami Chiropractor | dynamicmedicalservices.com" with URL "www.dynamicmedicalservices.com/". Description: "30Yr Experience in Caring & Helping 1st Appt Free Call now-Open 7 Days! Neck Pain/ Headaches - Free Appointment Today-Click Here"
 - Ad 3:** "Chiropractor Miami - Miami's 'Top' Chiropractic." with URL "www.miamichiropractic.com/". Description: "Get Help Today Call (305) 707-6678! 1774 SW 8th suite A, Miami, FL (305) 707-6678 - Directions"
- Map:** "Map for Miami Chiropractor" showing a map of Miami with several red location pins.
- Ad 4:** "ChiroMedic Services of NMB" with a "50% off" badge. Description: "Google Offers: \$122 for Initial Chiropractic Exam, Adjustment, Health ..."
- Ad 5:** "Miami Chiropractors" with URL "www.miamichiro.net/". Description: "Don't Ignore Your Back Pain! Call Our Chiropractors at 305-755-4782."
- Ad 6:** "Chiropractors Near You" with URL "www.chiropractorsnearlyounow.com/". Description: "Enter your zip code & find info on chiropractors near you. Search now."

At the bottom of the search results, there is a note: "No matching notes found in your Evernote account".

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twitter

facebook

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- A new survey of 2,000 consumers found that 86 percent of those surveyed used the Internet to find a local business.
- 74 percent of the respondents said they use a search engine when they are looking for a local retail or health related business.

Google™

YAHOO!®

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If you're not showing up on page one of Google, Yahoo & Bing for the plumbing related keywords in your area, then you are missing a major opportunity! In this guide we will show you how you can ensure that you put your best foot forward and show up in as many local plumbing related searches in your area as possible.



UNDERSTANDING HOW SEARCH ENGINES WORK

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Understanding How The Search Engines Work

Over the past ten years the way the search engines work has changed significantly; especially with the introduction of the Google map listings (Google Places) to the search results for local search. A majority of the plumbers we talk with are confused about how the search engines work and the differences between the map listings, organic listings & the paid / Pay-Per-Click listings.

In this section we wanted to take a few minutes to DEMISTIFY the search engines and break down the anatomy of the search engine results page (SERPs). By understanding how each component works, you can formulate a strategy to maximize the results of each.

There are 3 core components of the search engines results page:

1. Paid / PPC Listings
2. Map Listings
3. Organic Listings

Paid / PPC Listings

In the paid section of the search engines you are able to select the keywords that are relevant to you and then pay to be listed in this area. The reason it is referred to PPC or Pay-Per-Click is because rather than paying a flat monthly or daily fee for placement, you simply pay each time someone clicks on the link. The PPC platform is based on a bidding system and the company that bids the highest gets the best placement. PPC is still a good way to market your business online, but should be thought of as a short term marketing solution.

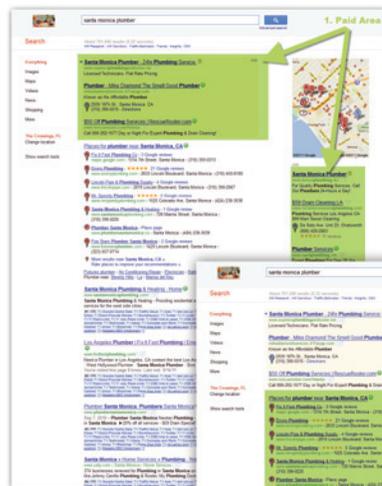
PPC can get very expensive very fast, with some keywords costing as much as \$80.00 per click in the Healthcare industry.



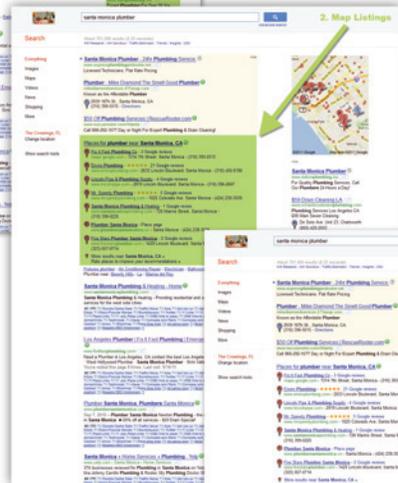
Map Listings

The map listings have become very important because it is the first thing that comes up in the search results for most locally based searches. If someone searches "Dentist + your city" chances are the map listings will be the first thing they look at. Unlike the paid section of the search engine, you can't buy your way into the map listings you have to earn it, and once you do, there is no per click cost associated with being in this section of the search engine. We will share our Google Places optimization strategy with you later in this guide and show you exactly what needs to be done to obtain page one placement in the map section of the search results.

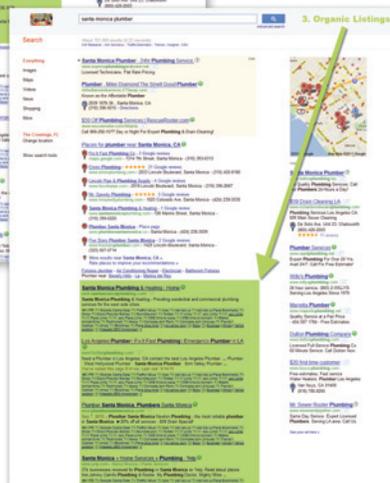
PPC LISTINGS



MAP LISTINGS



ORGANIC LISTINGS





Organic Listings

The organic / natural section of the search engine results page appears directly beneath the map listings in many local searches, but appears directly beneath the paid listings in the absence of the map listings (the map section only shows up in specific local searches). Similar to the map listings, you can't pay your way into this section of the search engines and there is no per click cost associated with it. We will share our search engine optimization strategy with you in **Section 5** of this guide.

Now that you understand the 3 major components of the search engine results and the differences between paid listings, map listings & organic listings you might wonder... "What section is most important?" This is a question that we receive from plumbing contractors every day.

The fact is that all three components are important and each should have a place in your online marketing program because you want to show up as often as possible when someone is searching for your plumbing services in your area. With that said, assuming you are operating on a limited budget and need to make each marketing dollar count; you need to focus your investment on the sections that are going to drive the strongest return on investment.

Research indicates that a vast majority of the population look directly at the organic & map listings when searching and their eyes simply glance over the paid listings.



This heatmap indicates where the searcher tends to view as they come onto a search engine results page.



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Where People Click On The Google Search Engine Results Page

Search About 1,490,000 results (0.24 seconds)

Everything

Images
Maps
Videos
News
Shopping
More

Miami, FL
Change location

Show search tools

Ads - Why these ads?

Liliana Gonzalez D.D.S.
www.lgonzalezdds.com/
\$59 Special-Cleaning Only
\$79 Full Set Xrays, Cleaning & Exam!
9818 Pines Boulevard
(954) 432-4800
★★★★★ 3 reviews

Isidoros A. Meroes, DDS
www.preciousmiles.com/
Top Cosmetic Dentist in Miami Beach
Dental implants, veneers, whitening
Alton Road, Miami Beach FL
(305) 532-9114
★★★★★ 11 reviews

Pembroke Pines Dentist
www.dralexisdmd.net/FL
Exam, Cleaning & X-Rays Only \$80,
Valued At \$285! In Pembroke Pines.

Jose J. Alvarez, Dentist
maps.google.com/CosmeticDentist
Dental implant experience at your
service U-PENN Grad - Diplomate.

North Miami Beach
(305) 948-5002 - Directions
★★★★★ 13 reviews

72%
OF THE CLICKS

Organic and Map Listings

These results are not paid for; they're the product of Google's crawling the web and processing what it finds.

28%
OF THE CLICKS

Pay Per Click Areas

These results have been paid for by advertisers through Google's AdWords program.

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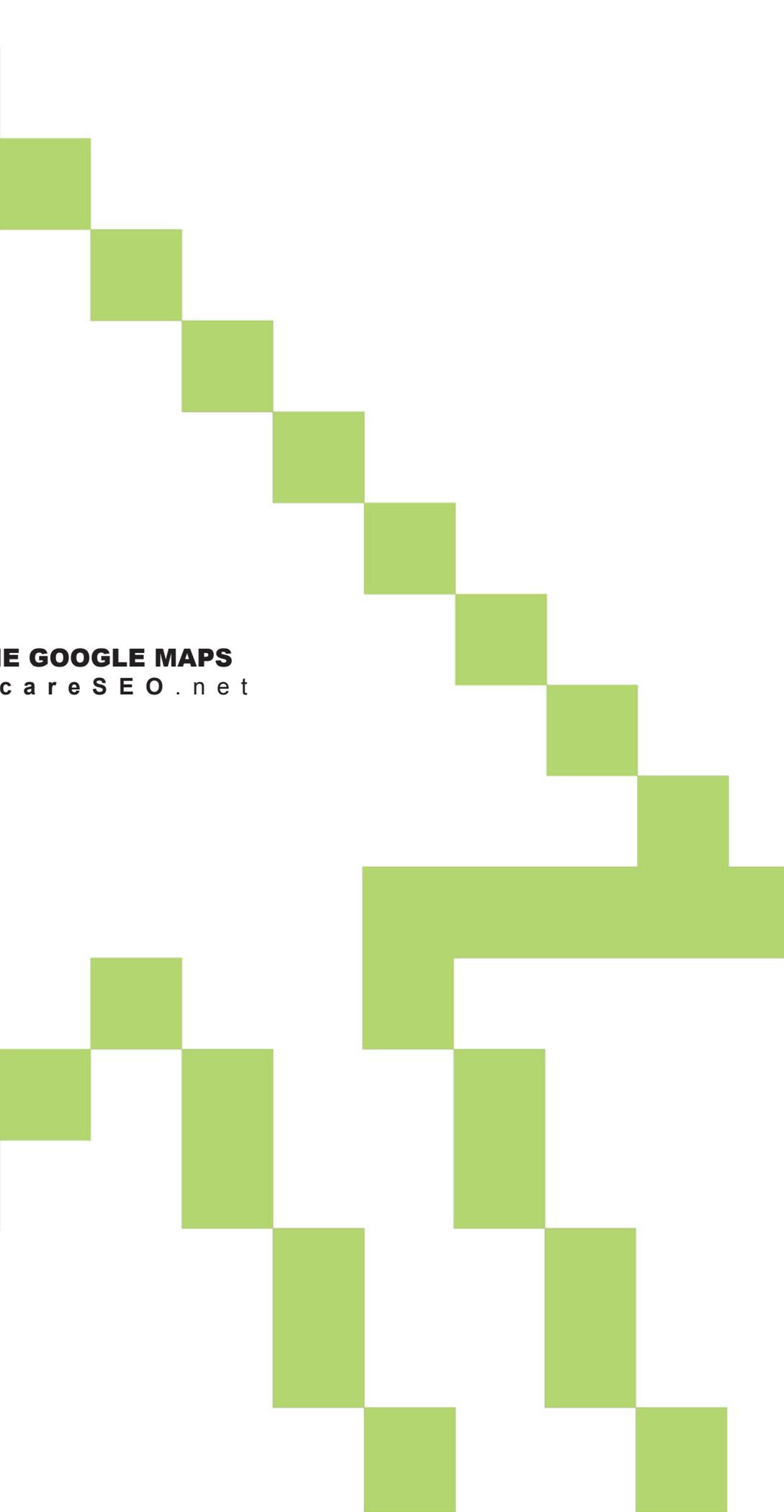
bing

So if you are operating on a limited budget and need to get the best bang for your buck, you should start by focusing your efforts on the area that gets the most clicks at the lowest cost. We have found that placement in the organic and map section on the search engines drive a SIGNIFICANTLY better return on investment than Pay-Per-Click marketing.

So how can you get your plumbing company listed in the organic and map listings? That is what we are going to be covering in the following chapters.



GETTING ON THE GOOGLE MAPS
www.HealthcareSEO.net



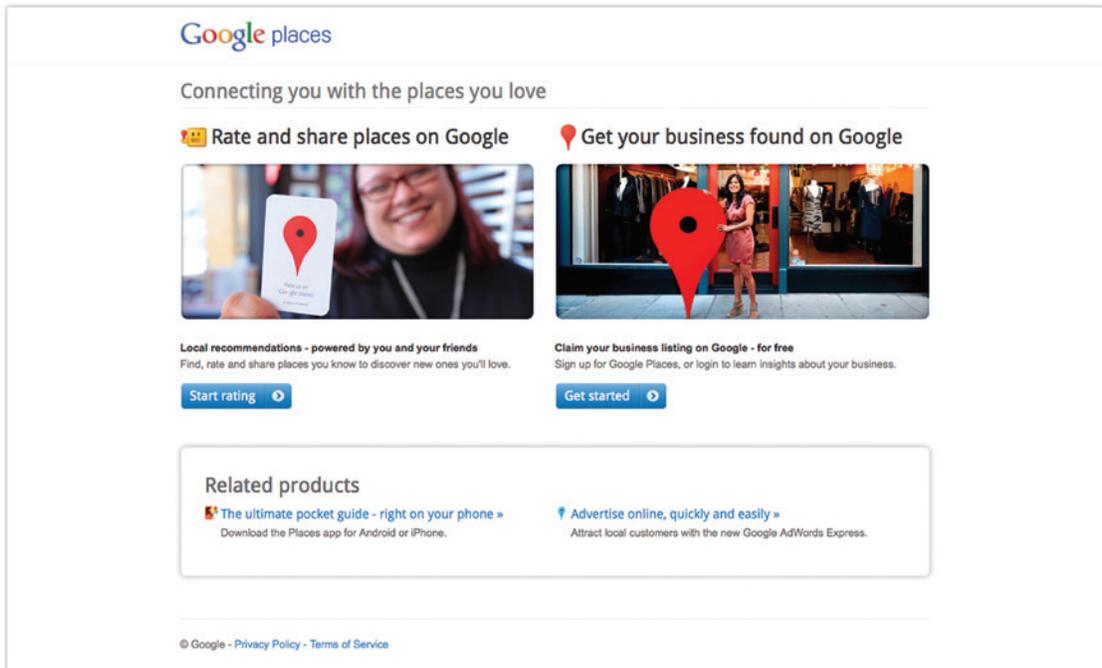


Google places



GETTING YOUR BUSINESS ON THE GOOGLE MAPS

1. Go to www.google.com/places



A listing on Google Places is a must for any local plumbing company, it's the very first listing Internet searchers see; even above the organic results.

Having your company listed on Google maps for your industry keywords is a complicated process. By following the steps in this guide, your chances of success will greatly improve.



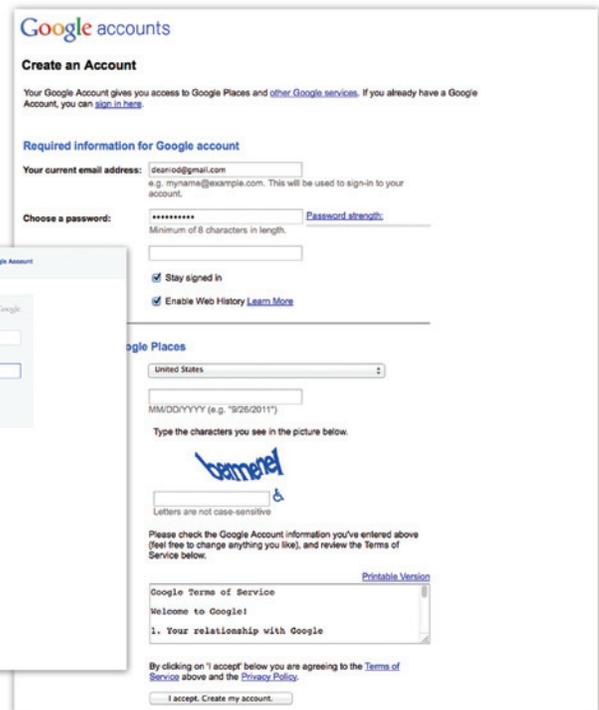
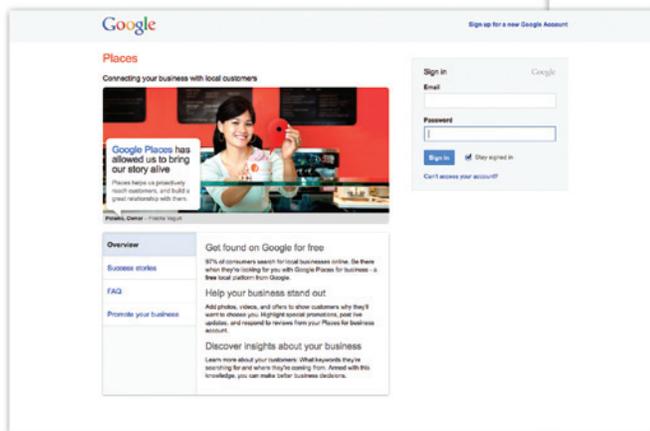
<http://www.HealthcareSEO.net/seo-tips-for-healthcare>



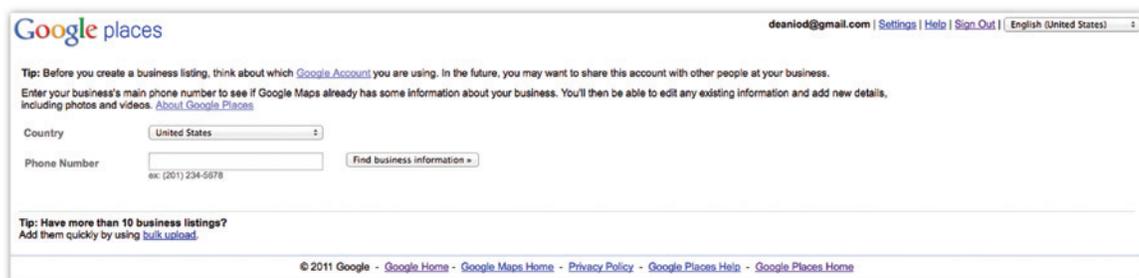
2. Click on **CREATE AN ACCOUNT** or **LOG IN** using your Google username and password.



Sign in with your existing Google account or create a new one.



3. Click **LIST YOUR BUSINESS** enter your phone number so Google can determine if you already exist in their database.



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4. If Your company shows up, click **EDIT**, if not click **ADD NEW LISTING**.

Google places dewind@gmail.com | Settings | Help | Sign out | [Logout \(current name\)](#) ...

No address found for a business using 305-000-0000. Add your information below.

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

Required Facts

Country:

Company/Organization:

Street Address:

City/Town:

State:

ZIP:

Main phone: Get new phone numbers"/>

Email address:

Website:

Description:

Category:

Service Area and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

No, all customers come to the business location.

Yes, this business serves customers at their locations.

Hours of operations

Make sure your customers know when you're open!

I prefer not to specify operating hours.

My operating hours are:

Mon:	9:00 AM	5:00 PM	<input type="checkbox"/> Closed	<input type="checkbox"/> Open 24/7
Tue:	9:00 AM	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	5:00 PM	<input type="checkbox"/> Closed	
Sat:	<input type="checkbox"/> Closed	<input type="checkbox"/> Open		
Sun:	<input type="checkbox"/> Closed	<input type="checkbox"/> Open		

Are your hours split during a single day, such as 9-11am and 1-5pm?
 I'd like to enter two sets of hours for a single day.

Payment options

Specify how customers can pay at your business.

<input type="checkbox"/> Cash	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa
<input type="checkbox"/> Check	<input type="checkbox"/> Discover/Novus	<input type="checkbox"/> Financing
<input type="checkbox"/> Traveler's Check	<input type="checkbox"/> Discover	<input type="checkbox"/> Google Checkout
<input type="checkbox"/> Invoice	<input type="checkbox"/> MasterCard	<input type="checkbox"/> PayPal

Photos

Add flair to your listing; include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our photo submission guidelines.

Add a photo from your computer

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

Videos

Enhance your listing by associating videos about your business. To do so, upload your video on YouTube and enter the URL below. You can include up to 5 videos.

You have uploaded 0 of up to 5 videos for this listing.

Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available: Yes No

Brands carried:

[Add another](#)

© 2011 Google - [Google Places](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Places Help](#) - [Google Places Terms](#)

Enter all your business info here including address, contact and a brief business description. It's very important to make sure that the info you place here is EXACTLY the same as it is on your website.

Enter your hours of operation if you offer 24 hour emergency service; be sure to enter 24/7 in each line.

Enter payment options, there are many plumbers that don't accept credit cards, this could be a good chance of grabbing business that's left on the table.

Optimize your listing with photos and videos. You can use up to 5 videos and 10 photos, and use them all.

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GOOGLE PLACES LISTING TIPS

- Update Your Company Name to Read “*Company Name – Core City + Main Service*” – e.g. Pine Tree Heights Chiropractic – Dallas Chiropractor.
- Add your website address – This will create an important inbound link.
- Upload PHOTOS – up to 10 – use personal photos – pictures of yourself (the owner), pictures of your staff, pictures of the office, your equipment, your logo, coupons, pictures of your work. People connect & resonate with people. Leverage that in your map listing.
- Upload a video if you have one (*If you don't – Get one made!*).
- List your hours of operation and services offered.

PRESS SUBMIT

5. You will be asked to confirm your listing via a postcard sent in the mail.
The postcard can take anywhere from 2 to 4 weeks.
7. Enter that code on the postcard in order to activate your listing.

Finally you will see a confirmation page indicating that you have successfully activated your listing.

Here is what your Google Places account **admin** area will look like once you are complete:

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Google places

deaniod@gmail.com | Settings | Help | Sign out | English (United States)

Dashboard
Offers

Activity

Reach more users with Google AdWords Express. Call 877-546-9956 or [Set up AdWords Express ad](#) »
Easily create automatically-managed AdWords ads for your business on Google search and Google Maps results [Learn more](#)

Totals

42 Impressions
How many times users saw your business listing as a local search result

0 actions
How many times users showed interest in your business listing

- 0 Clicks for more info on Maps
- 0 Clicks for driving directions
- 0 Clicks to your website

Top search queries

Query	Impressions
1. clic	39
2. c.i.c.	1
Other	2

Where driving directions requests come from

Your business did not receive enough requests for driving directions to provide this information.

Share an update on your place page

Share an update about events, specials, and more. Example: "Live music tonight at 7pm!"

Expires in 30 days 160

Your business info

83 % complete

311 SW 203 Ave
Pembroke Pines, FL 33029
(954) 591-8071
www.cliclocal.net

Description: Local Internet and Social Media marketing for the restaurant industry
Payment: Check, Invoice, American Express, Cash, MasterCard, Paypal, Visa
Other Attributes: not listed
Email: deaniod@gmail.com
Business Hours:
Monday: 9:00 am - 5:00 pm
Tuesday: 9:00 am - 5:00 pm
Wednesday: 9:00 am - 5:00 pm
Thursday: 9:00 am - 5:00 pm
Friday: 9:00 am - 5:00 pm
Saturday: Closed
Sunday: Closed
Categories: Internet Marketing Service
Photos: not listed

[Delete this listing](#)

Improve your listing

- [Creating a great listing](#)
- [Tips to help users find your business](#)
- [Business listing quality guidelines](#)

Do you have more businesses?

- + [Add another listing](#)
- + [Upload a data file](#)



Here is what your Google Map listing will look like once you are complete:

Reserve Dental Group ☆
 9878 Clint Moore Road, Boca Raton, FL 33496
 The Reserve Shopping Center
 (561) 852-7773
 reservedentalgroup.com
 Directions Search nearby Save to map more

WRITE A REVIEW Upload a photo

Categories: Dentist, Dental Implants Periodontist, Cosmetic Dentist, ...
 Hours: Today 9:00 am – 2:00 pm
 ★★★★★ 12 reviews Your rating: ★★★★★

Your Boca Raton Dentist. We are a full service dental office serving the Boca Raton / Delray Beach Area and offer general and cosmetic dentistry. - From the owner

Recommended because [Improve your recommendations](#)

Josh Nelson Inc rated it 5 stars. "Dr. Huber & his team are a delight. I have been to their office a number of times and they always treat me and the others very well!"
 You rated Phillip Maurici Plumbing, Inc best ever.

Photos [Upload a photo](#)

From the owner From the owner From the owner From the owner From the owner

More photos » [Report inappropriate photo](#)

Reviews **WRITE A REVIEW**

danmt82 - Jun 22, 2011
 ★★★★★ **Great work. great price.** Friendly staff. what more could you ask for. Perfect!
 Was this review helpful? Yes - No - Flag as inappropriate

Thegriever - Jun 22, 2011
 ★★★★★ **Awesome place. 100% Recommended.** Amazing customer service, and they get the job done.

Print - Link - Edit this place - Owner-verified listing

Family Dentist Boca Raton
 \$79 1st Appointment. Includes Exam Xrays, Cleaning. Call 561-852-7700!
www.stevenlondondds.com/BocaRaton

Jog Rd. Implant Dentistry
 Dental Implants and Periodontics
 Replace missing teeth today.
www.ressierdental.com/

Dr. Michael Gioia, DDS
 Boca Raton Sedation Dentist,
 Cosmetic Dentist, & Implant Dentist
www.bocadental.com/

Boca Raton Oral Surgery
 Dr. Vishy Broumand DMD, MD
 Board Certified Oral Surgeon
www.bocajaw.com/

- Look for the “Business Owner Verified” check box in the top, right corner.

Now that you have submitted your Google Map listing, it’s time to do all the optimization work to get it there and keep it there.

The optimization process is an ongoing process, all of the steps, on the following pages should become a part of your WEEKLY marketing to do list.

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GOOGLE MAP OPTIMIZATION FOR Healthcare Professionals

Now that you have claimed your Local Business Listing on Google, Yahoo & Bing you need to take additional steps to improve your placement on the maps in your area.



- **Establish a Consistent NAP**– You need to establish a consistent NAP (Name Address & Phone Number) across the Internet, on your website, as well as on the major Data Providers (InfoUSA, Super Pages, Yelp, City Search, etc).
 - **Consistent Name** – Pick the format for your name & stick with it e.g. “ER Healthcare” not “Emergency Healthcare”.
 - **Consistent Address** – If your address is 1267 SW 29 St, Suite 10 you want to be sure that it reads that exact way and not 1267 SW 29 St #10.
 - **Consistent Phone Number** – You want to use the same number on each of these sites (if you don’t, it will hurt you).
 - **Use a LOCAL not a Toll Free Phone Number.**

- **Get Reviews** – Reviews are a key determinant of placement within the Map Listings.
 - The number of reviews of your local listing is a key determinant in placement.
 - As a practice, you need to request reviews from your customers in order to get them. A strategy that we use takes a three-pronged approach:
 - Send an initial email to your client database asking them to write a review of your company on Google and provide them with the URL to your Google Places page.
 - Keep an open ear for happy customers and ask them if they would be willing to write a review. If so, get their email at that moment and let them know that you will be sending them an email with the link to write the review.
 - Have a “Review Us” card printed and give it to your customers after service.



<http://HealthcareSEO.net/seo-tips-for-healthcare>

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- **Build out your Places Page** – You have the option to upload photos, videos and coupons.
 - Fill your Places page with quality content. Add all 10 photos your office, staff, company logo, coupons / special offers, fleet and equipment
 - Upload a video or two. These videos don't necessarily need to be high definition or professionally produced. Break out your digital video camera or even your iPhone and take a few choice shots. Record yourself (the owner or manager) explaining who the company is, what you do, and what your unique selling proposition is.
- **Select the Right Categories** – You have the option to choose up to 5 categories. It is very important to select the appropriate categories and/or add new custom categories, as needed.
- **Increase your Citations** – All things being equal, citations are a key determinant of placement. Just like in SEO where in-bound links determine placement with local listings, citations determine placement. He who has the most quality citations wins.
 - Citations are listings across the web that contain your NAP (Name Address & Phone Number) with or without a link.
 - In order to build up your citations:
 - Add yourself to the local directory sites where you are not currently listed.
 - InfoUsa
 - Yelp
 - City Search
 - Super Pages
 - Insider Pages
 - Search for “your industry, directory”
 - Search “your city, directory”
 - Look at the listings of the people who have spot A, B & C on the Map for your services and look that their citations. In many cases you can go out and get those same citations!



SEO STRATEGY FOR HEALTHCARE PROFESSIONALS

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SEO STRATEGY FOR CONTRACTORS

Google Search results for "Miami Chiropractor".

Search: About 1,920,000 results (0.18 seconds)

Filters: Everything, Images, Maps, Videos, News, Shopping, More, Miami, FL, Change location, Any time, Past hour, Past 24 hours, Past week, Past month, Past 2 months, Past year, Custom range..., More search tools

Results:

- Miami Dade Chiropractors | Miami-Dade-Chiropractors.com**
www.miami-dade-chiropractors.com/
Top Miami-Dade County Chiropractors on One Map. 100% Free Consultation.
- Strong Miami Chiropractor | dynamicmedicals.com**
www.dynamicmedicals.com/
30Yr Experience in Caring & Helping 1st Appt Free Call now-Open 7 Days!
→ Neck Pain/ Headaches - Free Appointment Today-Click Here
- Chiropractor Miami - Miami's "Top" Chiropractic.**
www.miamichiro.com/
Get Help Today Call (305) 707-6678!
1774 SW 8th suite A, Miami, FL (305) 707-6678 - Directions
- Miami Chiropractor | Fort Lauderdale Chiropractor | Rehabilitation ...**
countylinechiro.com/
County Line Chiropractic - Your full service Chiropractic & Medical Rehab Center with locations throughout Miami & Fort Lauderdale. Call Today 1-800-8.
- South Miami Chiropractors, Dr. Tom Maumo Sunset Chiropractic ...**
www.sunsetchiropractic.com/
Miami Chiropractic care given by leading Chiropractor Dr. Maumo. Safe and effective treatment using proven methods.

Map for Miami Chiropractor

Ads - Why these ads?

- ChiroMedic Services of NMB**
Google Offers: \$122 for Initial Chiropractic Exam, Adjustment, Health ...
90% off
- Miami Chiropractors**
www.miamichiro.net/
Don't Ignore Your Back Pain! Call Our Chiropractors at 305-755-4782.
- Chiropractors Near You**
www.chiropractorsnearyounow.com/
Enter your zip code & find info on chiropractors near you. Search now.

SEO, or Search Engine Optimization, is the process of getting your website to show up in the Organic (FREE / Non-PPC) section of the search engines. There are specific things that you can do both on and off your website to ensure that you show up when someone types "Eye Doctor + Your City" into Google, Yahoo or Bing. In all of our years working with Healthcare Professionals in some of the most competitive markets in the United States, we have developed a proven strategy that consistently gets our clients to the top of the search engines and we are sharing it with you in this section.

Step 1 – Build out your website & obtain more place holders on the major search engines.

A typical healthcare site has only 5-6 pages (Home – About Us – Our Services – Coupons – Contact Us). That does not create a lot of indexation or place holders on the major search engines. Most healthcare providers provide a wide variety of services. By BUILDING out the website and creating separate pages for each of these services (combined with city modifiers), the healthcare professionals can get

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Google

listed on the search engines for each of those different keyword combinations. Here is an example:

twitter

- Home – About – Coupons – Contact Us
- Sub Pages for Each Service – Miami Dentist, Miami Teeth Whitening, Miami Root Canal, Miami Cosmetic Dentistry, Miami Invisalign, etc.

yelp

They often provide services in a large number of cities outside their primary city. In order to be found on the major search engines for EACH of those sub-cities, additional pages need to be created:

YAHOO!

- Sub-pages for each sub-city serviced – Kendall Dentist, Doral Dentist, Homestead Dentist, etc.

bing

Step 2 – Optimize Pages for Search Engines:

Once the pages are built for each of your core services and sub-pages, each of the pages need to be Optimized from an SEO perspective so that the search engines understand what the page is about and list you for those words. Here are some of the most important items that need to be taken care of for on-page search engine optimization:

- Unique Title Tag on each page
- H1 Tag re-stating that Title Tag on each Page
- Images named with primary keywords
- URL should contain page keyword
- Anchor Text on each page and built into footer – Miami Dentsit
- XML Sitemap should be created & submitted to Google Webmaster Tools and Bing Webmaster Tools

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SEO OPTIMIZED TITLE TAG



Typical Dentist Website Title Tag:

- Bright Smile Dentstry

VS.

SEO Optimized Title Tag:

- Los Angeles Dentist | Bright Smile Dentistry | Cosmetic Dentistry LA

If you do just one thing today to start optimizing your website, make sure you work on your title tags. Make sure that you DO NOT use the same title tag on each page.

Step 3 – Inbound Links

Once the pages are built out and the “on-page” SEO is complete, the next step is getting inbound links. Everything we have done to this point is laying the ground work – you have to have the pages in order to even be in the running...but it is the number of QUALITY inbound links to those pages that is going to determine placement.

30% of SEO is On-Page Work
The other **70%** is Link Building

So once the pages are built out we are really just getting started. The only way to get your site to rank above your competition is by having MORE quality inbound links to your site.

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He Who Has The **MOST** Quality Inbound Links **WINS!**

There are a number of things that you can do to increase the number of inbound links to your site.

- **Association Links** – Be sure that you have a link to your site from any industry associations that you belong to (Dental Association, Chamber of Commerce, Networking Groups, etc).
- **Directory Listings** – Get your site listed on as many directory type listings as possible (Angies List, Yahoo Local Directory, Yelp.com, Etc).
- **Create Interesting Content / Articles about your industry** - this is probably the #1 source of inbound links because you can write an article about “Best practices in Tooth whitening” and push it out to thousands of article directory sites, each containing a link back to a specific page on your site.

If you build out your site for your services and sub-services, optimize the pages using SEO best practices and then systematically obtain inbound links to those pages and sub-pages, you will start to DOMINATE the search engines for the plumbing related keywords in your area.



DIRECTORY MARKETING FOR HEALTHCARE

www.HealthcareSEO.net



DIRECTORY MARKETING FOR HEALTHCARE PROFESSIONALS

Ten years ago, you could place a BIG ad in the Yellow Pages and connect with a large percentage of your local customers when they were in need of your services. Today, people go to a number of places including Google, Yahoo & Bing, but they also go to online directories. Below are the most important and searched directories that you want to make sure that you are listed in:

- Google Places
- Yahoo Local
- Bing Local
- YP.com



You can add your company to most of these directly FREE of charge and that will serve its purposes from a citation development perspective (getting your name, address and phone number more visible online, but don't count on these free listings to drive a lot of call volume or traffic. If you have extra room in your budget, we have seen the following directories drive a solid ROI:

- Angies List
- Kudzu
- City Search
- Yelp
- Merchant Circle





SOCIAL MEDIA STRATEGY FOR HEALTHCARE PROS

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7 SOCIAL MEDIA STRATEGIES FOR HEALTHCARE PROFESSIONALS

There is a lot of BUZZ around Social Media (Facebook, Twitter, YouTube), but how can Social Media be leveraged by for a healthcare business? How can you actually use social media to grow your healthcare business?

It all starts with understanding that Social Media is the new word of mouth. The best way to use Social Media is to enhance the engagement / loyalty of your existing customers and by extension of that and social media platforms, you will grow your repeat business and word of mouth business.

- Setup social media profile on the major social sites for your company:
 - Facebook
 - Twitter
 - YouTube
 - LinkedIn
- Send an email blast to your existing email list (if you have one) letting them know that you want to connect with them on social media & that you now have social profiles. Offer them some incentive to “Like You”, “Follow You” and / or “subscribe” to you.
 - Discount off next purchase
 - Discount for their friends and family
 - Something of value for FREE
- Add social media to your day-to-day business practices and systematically invite your customers to engage with you online.
 - Add links to your business cards, brochures, marketing materials, web site and email signature
 - Be sure to invite all of your customers to engage after service via follow up email or as an insert in your invoice
- **POST VALUABLE CONTENT** – This may be the most important component of your Social Media Strategy. If you have thousands of fans and followers, but don’t add value...you will have accomplished nothing. You need to post relevant up dates, tips, ideas, techniques, news and special promotions on a daily basis. Try to keep 90% of your posts informational & 10% (or less) promotional.
- **Engage with your customers** – You need to stay on top of your social media profiles and engage with your fans / followers when / if they post or reply to your profiles.



Example of a customized Facebook page:

The image shows a screenshot of a Facebook page for 'Plumber SEO'. The page features a custom green and white color scheme. Annotations with arrows point to various elements:

- Custom Logo:** Points to the 'PLUMBER SEO' logo in the top left corner of the page.
- Links To Website:** Points to a link in the top right navigation area.
- Custom Video:** Points to a video player in the center of the page.
- Custom Graphics:** Points to a banner image at the top of the main content area.
- Social Media Links:** Points to a row of social media icons (cljc, Twitter, YouTube, Facebook) at the bottom of the page.
- Your Likes:** Points to the 'Like' button on the left side of the page.



TIMES HAVE CHANGED



Has your business changed with it?



Looking at the infographic, below, you can see the old forms of media are really no longer the top places to market your business. Gone are the Yellow Pages, direct mail and signage. Those forms of media are still very expensive and give little ROI.

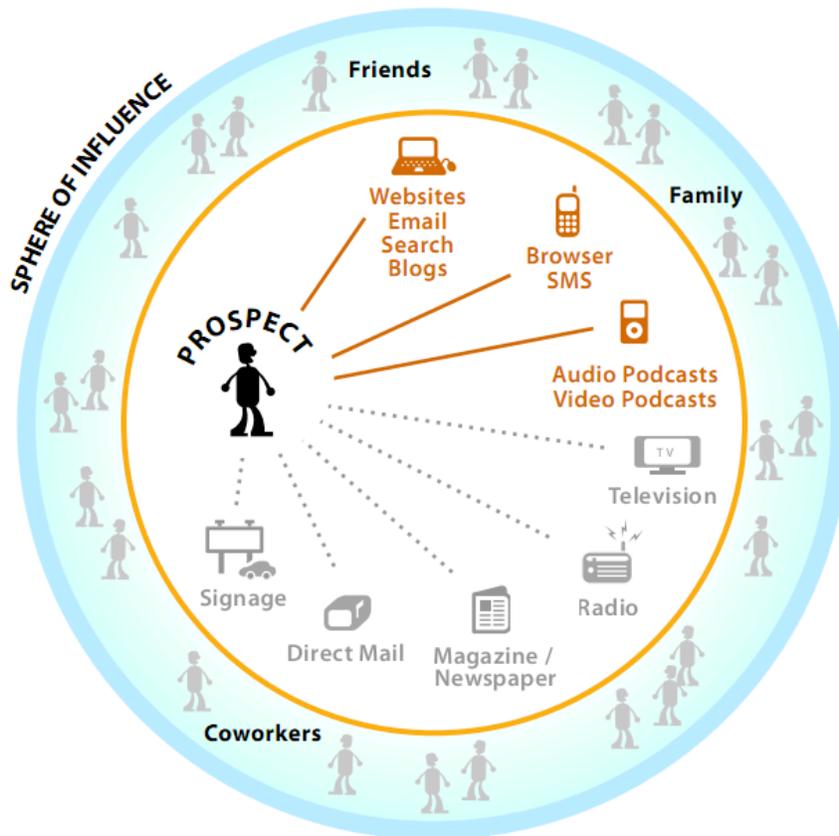


The top forms of media are now the Internet, SMS and audio/video podcasting. By reading this guide you are well on your way in the right direction.



The Sphere of Influence

- Human Interactions
- Traditional Media
- New Media





WEBSITE AND INTERNET MARKETING CHECKLIST

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YOUR COMPLETE WEBSITE CHECKLIST

Ideas for getting your website ready for the search engines

Domain name & URLs

Why this is important: The domain name is part of the identity of your business. The URL chosen can have a significant impact on brand identity and in a lesser extent, keyword ranking performance. However, how your site domain name and page URLs function can have significant impact on the crawlability of the site, as well, as overall visitor and traffic performance.

- Short and memorable
- Uses Keywords
- Used in email addresses
- Uses Favicon
- Site.com redirect to www. version:
- Alternate Domain redirects
- Home page redirect to root
- No underscores in filenames
- Keywords in directory names
- Multiple pages per directory
- Registered for 5+ years
- Multiple versions:
 - .com
 - .org
 - .net
 - .biz
- Hyphenations
- Misspellings
- Product names
- Brand names
- Type-in keywords URLs

Site Logo

Why this is important: The logo lends directly to brand identity and site identification. It also creates a certain element of appeal and professionalism in the mind of



the visitor. It holds an important role in visitor assurance and navigation.



___ Displays company name clearly

___ Isn't hidden among clutter



___ Links to home page

___ Unique and original

___ Use tagline consistently across site



Design Considerations



Why this is important: The site design is essentially the first impression that someone gets when they land on your site. You may have all your usability and SEO elements in place, but if the design is lacking then your visitor's impression of you will be lacking, as well. A visually appealing site can not only bolster trust and credibility, but it can make you stand out among other less-appealing sites in your industry.



___ Instant site identification

___ Crisp, clean image quality

___ Clean, clutter-less design

___ Consistent colors and type

___ Whitespace usage

___ Minimal distractions

___ Targets intended audience

___ Meets industry best practices

___ Easy to navigate

___ Descriptive links

___ Good on-page organization

___ Easy to find phone number

___ Don't link screen captures

___ Skip option for flash

___ Consistent page formatting

___ No/minimal on-page styling

___ Avoid text in images

___ Font size is adequate

___ Font type is friendly

___ Paragraphs not too wide

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- ___ Visual cues to important elements
- ___ Good overall contrast
- ___ Low usage of animated graphics
- ___ Uses obvious action objects
- ___ Avoid requiring plugins
- ___ Minimize the use of graphics
- ___ Understandable graphic file names
- ___ No horizontal scrolling
- ___ Non-busy background
- ___ Recognizable look and feel
- ___ Proper image / text padding
- ___ Uses trust symbols
- ___ Works on variety of resolutions
- ___ Works on variety of screen widths

Architectural Issues

Why this is important: Website architecture can make or break the performance of a website in the search engines. Poor architectural implementation can create numerous stumbling blocks, if not outright roadblocks, to the search engines as they attempt to crawl your website. On the other hand, a well-implemented foundation can assist both visitors and search engines as they navigate through your website, therefore increasing your site's overall performance.

- ___ Correct robots.txt file
- ___ Declare doctype in HTML
- ___ Validate HTML
- ___ Don't use frames
- ___ Alt tag usage on images
- ___ Custom 404 error page
- ___ Printer friendly
- ___ Underlined links
- ___ Differing link text color
- ___ Breadcrumb usage
- ___ Nofollow cart links
- ___ Robots.txt non-user pages

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- Nofollow non-important links
- Review noindex usage
- Validate CSS
- Check broken links
- No graphics for ON/YES, etc.
- Page size less than 50K
- Flat directory structure
- Proper site hierarchy
- Unique titles on all pages
- Title reflects page info and heading
- Unique descriptions on pages
- No long-tail page descriptions
- Proper bulleted list formats
- Branded titles
- No code bloat
- Minimal use of tables
- Nav uses absolute links
- Good anchor text
- Text can be resized
- Key concepts are emphasized
- CSS less browsing
- Image-less browsing
- Summarize all tables

Navigation

Why this is important: A strong, user-friendly and search engine friendly navigation is essential in helping people and bots through your site. Your visitors need to find information quickly with minimal hunting and the search engines need to be able to follow the navigation to reach all site pages with the fewest number of jumps (clicks) necessary. If the navigation is broken or doesn't get people (or search engines) where they need to go, the performance of a site will suffer.

- Located top or top-left
- Consistent throughout site
- Links to Home page

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- ___ Links to Contact Us page
- ___ Links to About Us page
- ___ Simple to use
- ___ Indicates current page
- ___ Links to all main sections
- ___ Proper categorical divisions
- ___ Non-clickable is obvious
- ___ Accurate description text
- ___ Links to Login
- ___ Provides Logout link
- ___ Uses Alt attribute in images
- ___ No pop-up windows
- ___ No new window links
- ___ Do not rely on rollovers
- ___ Avoid cascading menus
- ___ Targets expert and novice users
- ___ Absolute links

Content

Why this is important: Content is an essential part of the persuasion process. Pretty, image-based sites may be appealing to the eye, but it's the content that appeals to the emotional and logical centers of the brain. The inclusion of content as well as the effectiveness of the writing are all crucially important to the sales process.

- ___ Grabs visitor attention
- ___ Exposes need
- ___ Demonstrates importance
- ___ Ties need to benefits
- ___ Justifies and calls to action
- ___ Gets to best stuff quickly
- ___ Reading level is appropriate
- ___ Customer focused
- ___ Benefits and features
- ___ Targets personas
- ___ Provides reassurances

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- Consistent voice
- Eliminate superfluous text
- Reduce/explain industry jargon
- No typo, spelling or grammar errors
- Contains internal contextual links
- Links out to authoritative sources
- Enhancing keyword usage (SEO)
- Date published on articles/news
- Web version of PDF docs available
- Consistent use of phrasing
- No unsubstantiated statements

Content Appearance

Why this is important: Great content can get lost if it's not easy to read or thrown into an otherwise cluttered page. Ensuring that your content fits visually into the site is just as important as having good content to begin with. If you want the sales message to get across, your visitors will need to read it.

- Short paragraphs
- Uses sub-headings
- Uses bulleted lists
- Calls to action on all pages
- Good contrast
- No overly small text for body
- No overly small text for headings
- Skimmable and scannable
- Keep link options in close proximity

Links And Buttons

Why this is important: Links and calls to action are a great way to allow visitors to navigate from page to page, finding the information they feel is important to helping them make the purchase decision. Without these calls to action many visitors will simply not know what they are expected to do next.

- Limit the number of links on a page
- Avoid small buttons and tiny text for links



- Leave space between links and buttons
- Avoid using images as the only link
- Link important commands
- Underline all links
- Accurately reflects the page it refers



Home Page

Why this is important: The home page is often the single largest entry-point. It is the page that gives the visitor the sense of who you are and what they can expect. Go wrong here and it can be all over before it begins.



- No splash page
- Instant page identification
- No Flash
- Provides overview of site
- Site purpose is clear
- Robot meta: NOODP, NOYDIR

About Us Page

Why this is important: Studies have shown that conversion rates for visitors who have visited the About Us page increase measurably. Those who visit here are looking for a few extra elements of trust that will help them decide whether to continue on or move on. What they find can mean the difference in a conversion or the visitor leaving your site for a competitor's.

- Adequately describes company
- Shows team biographies
- Shows mission statement
- Up to date information
- Note associations, certifications and awards
- Links to support pages:
 - Contact page
 - Investor relations
 - Company news

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- Registration info
- Job opportunities
- Newsletters
- Link to social media profiles

Contact Us Page

Why this is important: Those who land on this page are showing clear intent in wanting to get in touch with you. Providing only a few ways to contact you can alienate visitors who have a particular preference. Providing robust contact options and information ensures that you capture as many would-be customers as possible.

- Easy to find
- Multiple contact options:**
 - Phone
 - Fax
 - Email
 - Form
 - Chat
 - Customer feedback
 - Street map
 - Hours of operation
 - Final call to action
- Multiple points of contact:**
 - Customer service
 - Tech support
 - Inquiries
 - General info
 - Job applications
 - Billing
 - Management team
- Ad-free
- Form requires only essential info

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Services Pages

Why this is important: The services page has a very singular focus. Its job is to provide the visitor with the information about the service they need to be convinced that it is exactly what they are looking for. If your service pages cannot convince visitors to call, then you're simply dead in the water.

- Visible calls to action
- Clear contact info (phone #)
- Consistent layout
- Clear service presentation
- Guarantee info
- Service description
- Customer reviews
- Clutter-free page
- Service Areas

Help And FAQ Pages

Why this is important: If your customers are digging through your help and FAQ pages, chances are they are close to making a decision to purchase and they just need a little extra bump.

- Avoid marketing hype
- Link to additional resources:
- Customer support
- Q & A

Privacy And Security Pages

Why this is important: While most visitors won't read Privacy and Security pages, they do provide necessary assurances that visitors look for in terms of being able to trust you. However, when visitors do click into these pages need certain information needs to be presented to them to ensure their needs are met.

- Present info in easy to read format
- Provide section summaries
- Identify information types collected

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- Explain how cookies are used
- Explain how user information will be used
- Explain how info will be protected
- Link to these pages in footer
- Provide links to contact info

Site Map

Why this is important: Site maps provide a one-click path to any destination within the site and a way for the search engines to quickly find and index all site pages.

Ensuring that your site maps function properly is an important part in ensuring your visitors can find what they want quickly and all site pages get properly indexed.

- Keep information current
- Link to site map in footer
- Linked from help and 404 pages
- Provide overview paragraph
- Provide intro to main sections
- Visible site hierarchy
- Descriptive text and links
- Link to xml sitemap in robots.txt file



YOUR COMPLETE INTERNET MARKETING CHECKLIST

Checklist for off-page search engine optimization

Setup Your Company Website:

- Build out a page on your site for each of the services that you offer combined with your primary city and the sub cities that you operate
- Optimize the website from an SEO perspective
- Update the Title Tag on each page (Your City + Plumber) sub-pages (Your City + Drain Cleaning), etc.
- Update the H1 Tag on each page to re-emphasize the keyword for that specific page
- Validate your HTML code so it is "spider" compliant (<http://validator.w3.org/>)
- Text link navigation at the bottom of the page. Use your keywords as anchor text.
- Your description tag needs to work hand-in-hand with the Title to get the searcher to "click" on the listing
- Every page should have a unique (60% of the words completely original) Title & Description
- Add ALT tags to your main graphics and do not attempt to fool the Search Engines here

Place your keyword phrase in the following areas:

- Title Tag
- Meta Description
- H1 tag to begin the content
- First paragraph of content
- Appearing in Bold or Italic in the first three paragraphs of content (if possible, not that big of a deal)
- Appearing in the filename (or directory name)
- Used in anchor text to either an internal page or relevant external site.

- Fix bad links and create XML Sitemap and submit to Google and Bing
- Install Google Analytics for Tracking

Claim Your Local Listings on:

- Google
- Yahoo
- Bing
- City Search

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- Angie's List
- Kudzu
- Judies Book
- Best of the Web
- Hot Frog
- Merchant Circle
- Yelp

Setup Your Social Media Profiles:

- Facebook
- Twitter
- YouTube
- Google Plus
- LinkedIn
- Ongoing Effort

Post to your blog at least once per week with some tip or industry information:

- Take that post and syndicate it to at least 10 online directory sites with appropriate link / anchor text pointing back to your site
- Post to your Social Media Profiles at least 2x per week with some tip of company info
- Add at least 2 citations per week
- Add at least 2 inbound links per week

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NEXT STEPS

Through the course of this guide, we have covered a lot of information and taken you step-by-step through How To Claim & Optimize your Google Places Listing, How to Optimize Your Website for the Most Commonly Searched healthcare Keywords in your area & How to Leverage Social Media to get more repeat & referral business. If you have taken action and followed our instructions, you should be well on your way to dominating the Search Engines for the Plumbing related keywords in your area.

Need more help?

If you've gotten to this point and feel like you need some extra help to implement some of these ideas, we are here to support you. As experts in helping Plumbing Contractors across the nation, we have had tremendous success implementing these strategies. **You can call us directly at 866-610-4647 with any questions that you might have or follow the link below to request a free website evaluation.** Our team will review your entire online marketing effort (Website, Competition, Search Engine Placement, Social Media, etc.) and come back to you with a complete assessment of where you can improve and what you can do to take your online marketing efforts to the next level.

Request A Free Custom Online Marketing Evaluation Now.
<http://HealthcareSEO.net/contact-us>



<http://HealthcareSEO.net/contact-us>

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Google Search: Pembroke Pines Eye Doctor

+You Search Images Maps Play ^{NEW} YouTube News Gmail Documents Calendar More -

Pembroke Pines Eye Doctor Sign in

Search About 243,000 results (0.27 seconds)

Page 1 Position 1 Organic

Map for Pembroke Pines Eye Doctor

Page 1 Position 1 Google Places

Page 1 Position 2 Organic

Page 1 Position 10 Organic

Pembroke Pines Chiro - Accepting New Patients
www.pembrokepines-chiropractor.com/
Same Day Visits

Weston Chiropractic - Chiropractic/Decompression
www.westonfamilychiropractic.com/
954-384-2925

Hollywood Eye Doctor | KriselEyeCare.com
www.krisel eyecare.com/
Make an Appointment with Our Ophthalmologist! Call 954-372-1850.

Pembroke Pines Eye Doctor | Pines Vision Care | Optometry...
pembrokepineseyedor.net/
Your **Pembroke Pines Eye Doctor** and Optometrist offering Eye Exams, Contact Lenses, Pre & Post of for Lasic and Eye Glasses. Call us at 954-438-3937 for an ...

Places for Eye Doctor near Pembroke Pines, FL

Pines Vision Care
pembrokepineseyedor.net
3 Google reviews

Eye Center the of Dr's R. Davis Morris Semel, S. Davis and Nauyen...
eyecenter.com
3 Google reviews

The Family Eye Site - Dr. Scott M. Pearl
www.familyeyesite.com
2 Google reviews

More results near **Pembroke Pines, FL** »
Eye Doctors - Eyeglasses - Eye Exams - Optician

Pines Vision Care | Stewart McIver DMD - Pembroke Pines Eye Doc...
pembrokepineseyedor.net/about
Pembroke Pines Eye Doctor, Pines Vision Care - Your Optometrist in Pembroke Pines, FL. 17782 SW 2nd St Pembroke Pines, FL, 33029 954-621-3967 ...

The Eye Center, Pembroke Pines, Florida
www.eyecenter.com/
The **Eye Center**, **Pembroke Pines, FL** - Dr. Robert Davis and Dr. James Morris. The **Eye Center** is conveniently located on the west side of University Drive just ...
↳ Contact Us - Dr. - The Eye Center, Pembroke ... - Directions

Eye Doctor Pembroke Pines - Contact Lenses - Drs. Barrett & Karim
www.eyes-optical.com/
Drs. Barrett and Karim- **eye doctors** in **Pembroke Pines** providing glasses, contacts and treating eye diseases in South Florida.

Premium Eye Centers - vision correction throughout Florida
premiumeyecenters.com/
Premium **Eye Centers** - vision correction throughout Florida: serving patients in Weston, Doral, Plantation, **Pembroke Pines** and Aventura Dr. Nelson Preschel is ...

Broward County Cataract Eye Surgery Hollywood FL | Pembroke ...
www.browardeyedoctors.com/
For your convenience, we have several office locations including **Pembroke Pines**, Weston, and Hollywood, FL. Our doctors provide comprehensive **eye care** as ...

Contact Lenses Pembroke Pines - Eye Doctor - Dr. Louis Korman
www.drkorman.com/
Dr. Korman is a skilled **Pembroke Pines eye care** doctor. His South Florida office specializes in glasses, contacts and eye disease.

The Family Eye Site
www.familyeyesite.com/
Home - The Family Eye Site - a Vision Source **Optometrist / Eye Doctor** - Doctors & Staff - The Family Eye Site - a Vision Source ... **Pembroke Pines**, FL 33029 ...

Sheridan Eye Care
www.sheridaneyecare.com/
Caring, affordable **eye care**—including eye exams, contact lens exams, vision therapy, and emergency optometry. Located in **Pembroke Pines** and Coral ...

Dr. Stuart McIver - Pembroke Pines Eye Doctor
fortlauderdaleeyedor.net/about-us/stuart-mciver
Stuart McIver is a graduate of the University of Houston where he received his O.D. degree, magna cum laude in 1993. He graduated with a B.S. degree in ...

Sheridan Eye Care
www.sheridaneyecare.com/
\$49 Eye Exam Or \$99 Contact Lens Exam. 2 Eyeglasses for \$99.
15651 Sheridan Street, Davie, FL (954) 252-8885
★★★★★ 24 reviews

Eye Care Centers
www.drschen-hargreaves.com/

Local Chiropractors
www.yellowpages.com/
Find Local Chiropractor Offices Back & Neck Pain Relief.

Chiropractor Doctors
chiropractorDoctors.inyourarea.net/
Find a Local Chiropractor Doctor Search our Chiropractor Directory!

Sears Optical - Eye Exams
www.searsoptical.com/
Schedule your Annual **Eye Exam** with an Independent **Doctor** Online Today.

Chiropractors Near You
www.chiropractorsnearyounow.com/
Enter your zip code & find info on chiropractors near you. Search now.

Sunrise Eye Care
exam and glaucoma management.
Wal-Mart Vision Center, Sunrise (954) 845-0665

Eye Doctors Near You
www.eyedoctorsnearyou.com/
Enter your zip code & find info on local **eye doctors**. Search now.

See your ad here »

Googoooooooooole >
1 2 3 4 5 6 7 8 9 10 Next

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Google Search: Pembroke Pines Eye Exam

+You Search Images Maps Play YouTube News Gmail Documents Calendar More

Pembroke Pines eye exam

About 44,900 results (0.36 seconds)

Page 1 Positions 1, 2 and 3

Everything

Images

Maps

Videos

News

Shopping

More

Fountainbleau, FL
Change location

Show search tools

\$79.99 Contact Lens Exam | visioneyecare1.com
www.visioneyecare1.com/
Vision eye Care & Contact Lenses Same day appointments available.

Sheridan Eye Care Exam | SheridanEyeCare.com
www.sheridaneyecare.com/
\$49 Eye Exam 2 Glasses \$99 Pembroke Pines & Coral Springs

Pembroke Pines Chiro - Accepting New Patients
www.pembrokepines-chiropractor.com/
Same Day Visits

Pembroke Pines Eye Exam | Examination
pembrokepineseyedoctor.net/pembroke-pines-eye-exam
Pines Vision Care - Your Optometrist in Pembroke Pines, FL ... Eye Exam. Young healthy people without a personal or family history of eye problems should ...
+ Show map of 17782 Southwest 2nd Street, Pembroke Pines, FL 33029

Pembroke Pines Eye Exam - Pembroke Pines Eye Doctor
pembrokepineseyedoctor.net/pembroke-pines-eye-exam
Nov 18, 2011 - Your Pembroke Pines Eye Doctor and Optometrist offering Eye Exams, Contact Lenses, Pre & Post of for Lasic and Eye Glasses. Call us at ...

Pembroke Pines Eye Exam Coupon - Pembroke Pines Eye Doctor
pembrokepineseyedoctor.net/pembroke-pines-eye-exam
Feb 26, 2011 - Pembroke Pines Eye Exam Coupon. Pines Vision Care Coupon - 20% Off Initial Exam. Pines Vision Care Coupon - 50 Percent off 2nd Pair ...

LensCrafters
www.lenscrafters.com/
Place page

Eye Center of Dr's R. Davis Morris Se...
eyecenter.com/
3 Google reviews

Cohen's Fashion Optical
www.cohensfashionoptical.com/
3 Google reviews

Eye Surgery Associates Pa
www.browseyedoctors.com/
Place page

Visionworks
www.visionworks.com/loc/244
4 Google reviews

The Family Eye Site - Dr. Scott M. Peard
www.familyeyesite.com/
2 Google reviews

Flamingo Falls Eye Care
www.flamingofalseyecare.com/
2 Google reviews
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Sheridan Eye Care
www.sheridaneyecare.com/
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Visionworks | Pembroke Pines, FL - Pembroke Pines Crossings ...
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cliclocal.net/internet-marketing-case-study-eye-doctor-...
This Eye Doctor has been serving the Pembroke Pines, FL area since 1994 and ... Pembroke Pines Optometrist, Pembroke Pines Eye Exam, Pembroke Pines ...

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www.topbocaratondentist.com/
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www.dentalart.com/
4 Google reviews

1865 Northwest Boca Raton Boulevard
Boca Raton
(561) 394-2688

Gentle Dental Group of Boca Raton

www.gentledentalgroup.com/.../boca-raton/
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1200 Yamato Road
Boca Raton
(877) 343-3253

East Boca Dental

www.eastbocadental.com/
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(561) 395-1486

Mizner Park Dental

maps.google.com
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(561) 391-3337

Maxine Sindledecker, DDS

www.mybocadentist.com/
Place page

162 West Palmetto Park Road
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www.drolfe.com/
★★★★★ 25 Google reviews

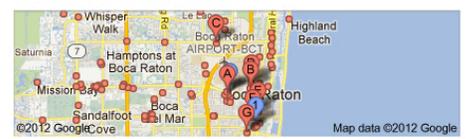
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www.doodentists.com/featurefiles

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Pembroke Pines Dentist - Reviews & Pricing of Top Dentists
www.360dentists.com/Pembroke-Pines
9 Options in Pembroke Pines

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1 Pembroke Pines (954) 687-0022 - Directions

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westpinesdental.com/
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www.falls cosmeticdental.com/
★★★★★ 19 Google reviews

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Dental Center of Silver Lakes
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North Miami Beach (305) 948-5002 - Directions
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Dental Job Listings
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www.miami-dade-chiropractors.com/
Top Miami-Dade County Chiropractors on One Map. 100% Free Consultation.

North Miami Beach Chiropractor - Auto Injury, Spinal ...

www.northmiamibeachchiro.com/
North Miami Beach Chiropractor, David Ehrman, DC, specializes in auto injury, spinal decompression, sciatica, back injury & acupuncture in the North Miami ...

North Miami Beach Chiropractor Chiropractic

www.northmiamibeachchiropractor.com/
2 Google reviews

Cloverleaf Chiropractic - Dr. Dan Abeckje ...

www.cloverleafchiropractic.com/
1 Google review

North Miami Beach Chiropractor in Miami

www.countylinechiro.com/.../north-miami-beach-of-...
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Miami Sports Chiropractic & Yoga Center

www.drdoman.com/
★★★★★ 13 Google reviews

Awesome Chiropractic Center

www.awesomechiropractic.com/
★★★★★ 30 Google reviews

Dr. Garrett R. Weinstein Chiropractic Phy...

www.drgarrettweinstein.com/
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Auto Accident Rehab Dr Davin R. Barban ...

chiropractors.healthprofs.com/cam/500231
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Chiropractors in North Miami Beach, FL

www.chirodirectory.com/chiropractors/FL/North%20Miami%20Beach
Specialties: Full Spine, Extremities, Holistic Care, Laser Treatments, Family Practice, Personal Injury, Auto Accidents. **Chiropractors in North Miami Beach, FL** ...

North Miami Beach Chiropractic - Citysearch

miami.citysearch.com » North Miami Beach
Feb 2, 2011 - **North Miami Beach Chiropractic** in North Miami Beach. Come to Citysearch® to get information, directions, and reviews on North Miami Beach ...

North Miami Beach - Chiropractors

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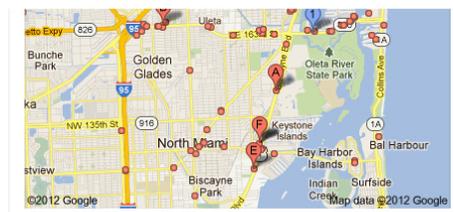
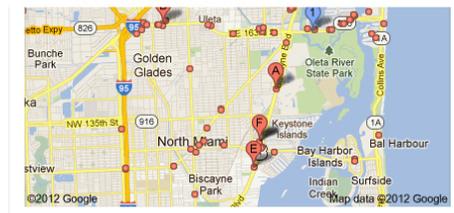
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www.yellowpages.com/north-miami-beach.../chiropractors-chiroprac...
601 listings of **Chiropractors & Chiropractic Services** in **North Miami Beach** on YP.com. Find reviews, directions & phone numbers for the best **chiropractors** ...

North Miami Beach Chiropractor - County Line Chiropractic Virtual ...

www.youtube.com/watch?v=Cx8MznK9QJA
Oct 6, 2010 - 58 sec - Uploaded by countylinechiro

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4 Google reviews

→ Testimonials - Meet Dr. Middelhof

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www.plantationdental.com/

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www.towncaredental.com/locations/plantation/

Place page

Plantation Dental Associates

plantationdentalassociates.net/

Place page

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www.plantationsmilecenter.com/

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Plantation Perio

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Plantation Dental Care

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Boulevard
Plantation
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Drive
Plantation
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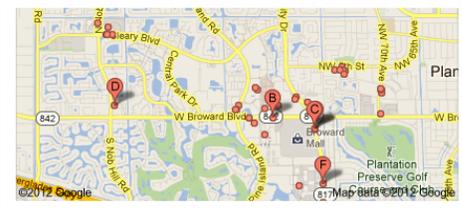
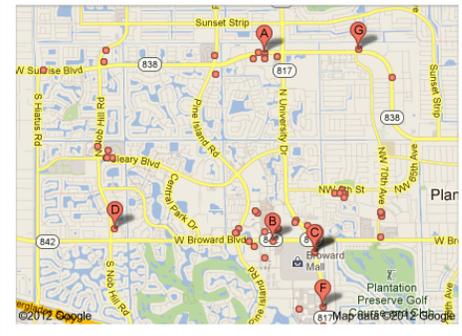
D 10080 Northwest
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Plantation
(954) 474-8977

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(954) 475-8000

F 817 South University
Drive #107
Plantation
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Plantation Dentists in Plantation FL Yellow Pages by Superpages

www.superpages.com/yellowpages/C-Dentists/S-FL/T-Plantation/

Results 1 - 25 of 266 - Directory of **Plantation Dentists** in FL yellow pages. Find Dentists in Plantation maps with reviews, websites, phone numbers, addresses, ...

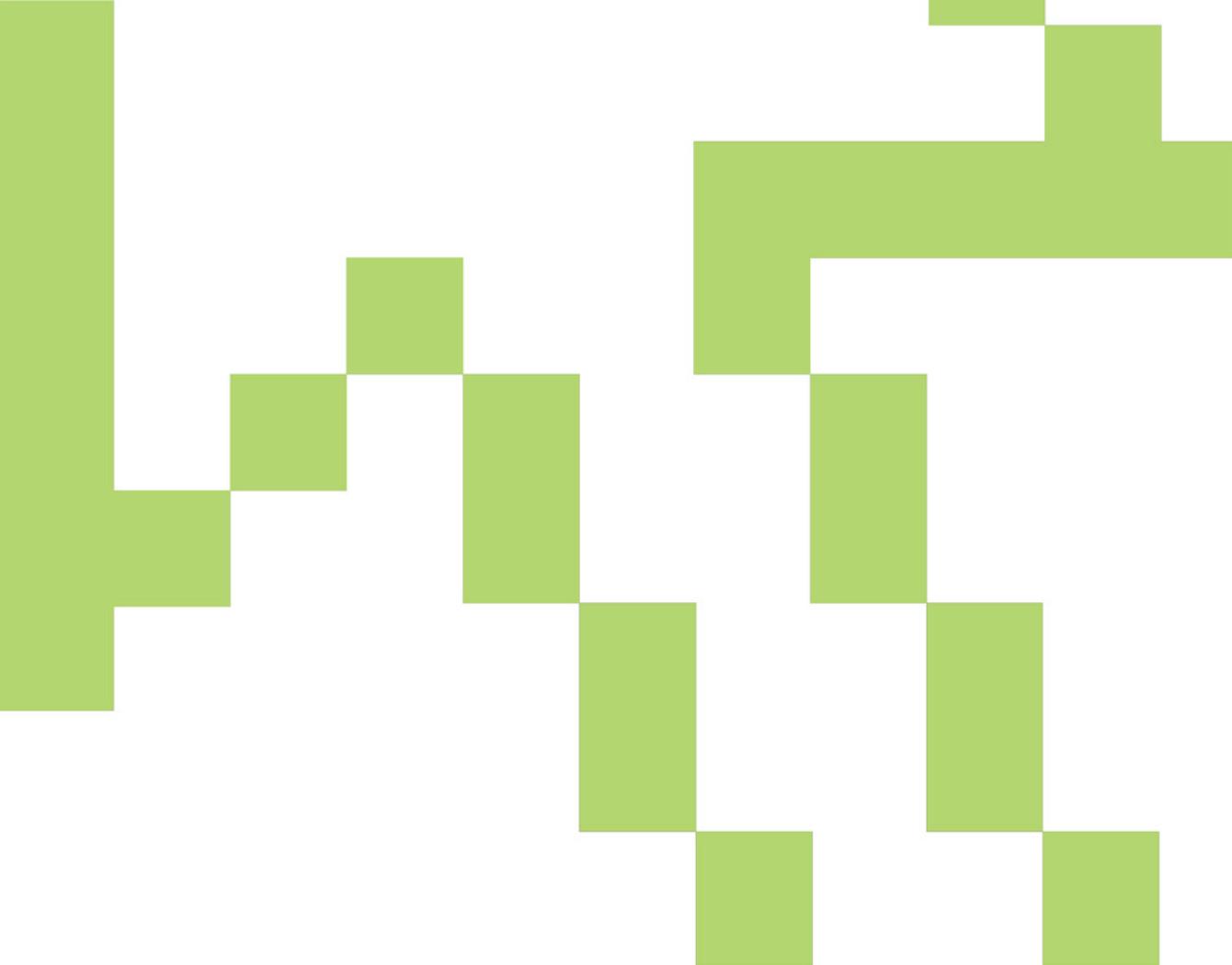
Plantation Dentist in Plantation FL | Dentist in Plantation | Plantation ...





TOP TEN INTERNET MARKETING SCAMS

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TOP 10 INTERNET MARKETING SCAMS

1. “We’ll Submit Your Website to Hundreds of Search Engines!” – Bad idea. This is one of the worst internet marketing scams. First of all, there are 4 primary search engines that handle about 95% of all internet searches, so submitting to anything other than the primary 4 is pretty much useless. Second of all, search engines don’t like submissions. There is a lot of documentation to prove this. SE’s simply like to find websites on their own through incoming links to the site. In fact, they have gotten so good at it, that it doesn’t take weeks or months for a site to get indexed anymore. If there are incoming authority links to the site, it can be indexed in a matter of days.

The last issue has to do with the fact that many of these services mention as a selling point that they will re-submit your site weekly or monthly to the search engines. This is definitely a no no, and is actually completely pointless. If the search engine already knows you exist, there is no point to telling them over and over.

2. “Get #1 Ranking in Google!” – Of course this isn’t a bad thing... but wait, read the fine print. Do you get to choose your own keyword? I doubt it. No competent SEO consultant is going to guarantee a #1 ranking for a set price for any keyword you choose.

All keywords are not created equal. The likely scam of companies that advertise top ranking on search engines is ranking you for uncompetitive keywords. These are keywords that might look good, but in reality don’t get traffic, and are very easy to rank well in based on a lack of competition. Beware of unreasonable guarantees... If it sounds too good to be true, IT IS.

3. “Get 2,000 Backlinks for only \$39.95!” – This is a scary offer. Too many unknowns. The sad thing is that this will probably hurt your search engine ranking, and not help it. The only way someone could offer this many backlinks is through spammy link sites and/or crappy directories. Or, they may happen to own a few large sites that can offer the links. Either way, I guarantee you that #1. the links won’t be relevant #2. the pages will be of extremely low quality #3. your ranking will not improve.

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4. “We Will Submit Your Website to Over 1,000 Directories!” — Wow! Really?! That’s amazing! How do you do that? The answer is simple... There really are thousands of free directories out there, but the question is, do you want your site to be included on all of them? The answer is a very resounding: NO. Yes, of course there are plenty of free and paid directories out there that are worth getting listed on like DMOZ and BOTW, and there are even services that you can pay to manually submit your website to legitimate directories like: Best Web Directories Submission Service. But, you have to be very careful. Many of these scams will submit your site to automated link farms that can really hurt your ranking. Make sure you have a full list of directories in your hand before submission.

5. Link Exchange Programs (reciprocal linking) – Many of you already know that I have been very vocal in the last few months regarding reciprocal links. You can read a couple of my articles here, here, and here. Link exchange programs can be considered a scam because the companies that push them are either lying, or are ignorant about what they are selling. Why would you pay for something that doesn’t work?

6. Banner Exchange Programs — These are all but dead, but they are worth nothing because there are many newb’s that still waste their time with these. Bottom line: they pull visitors away from your site, you never know what types of sites will be linking to you (this could be potentially dangerous), the conversion rates are horrible, most banner exchange sites have been proven to cheat customers out of links, and finally i submit that banner ads themselves are dead. I mean, who wants to look at a website with banner ads everywhere?

7. “Send An Email Ad to 10,000 Opt-In Subscribers” — Can you say illegal? Most of the scams already mentioned probably won’t get you or the company advertising them prison time.

Since the Can-Spam Act most people have wised up to this scam. It’s obvious that spamming people is a dangerous endeavor. Although it is still a huge industry, and there are many that simply beat the system, most would agree that it isn’t in line with “best business” practices. The above offer has problems written all over it. Are

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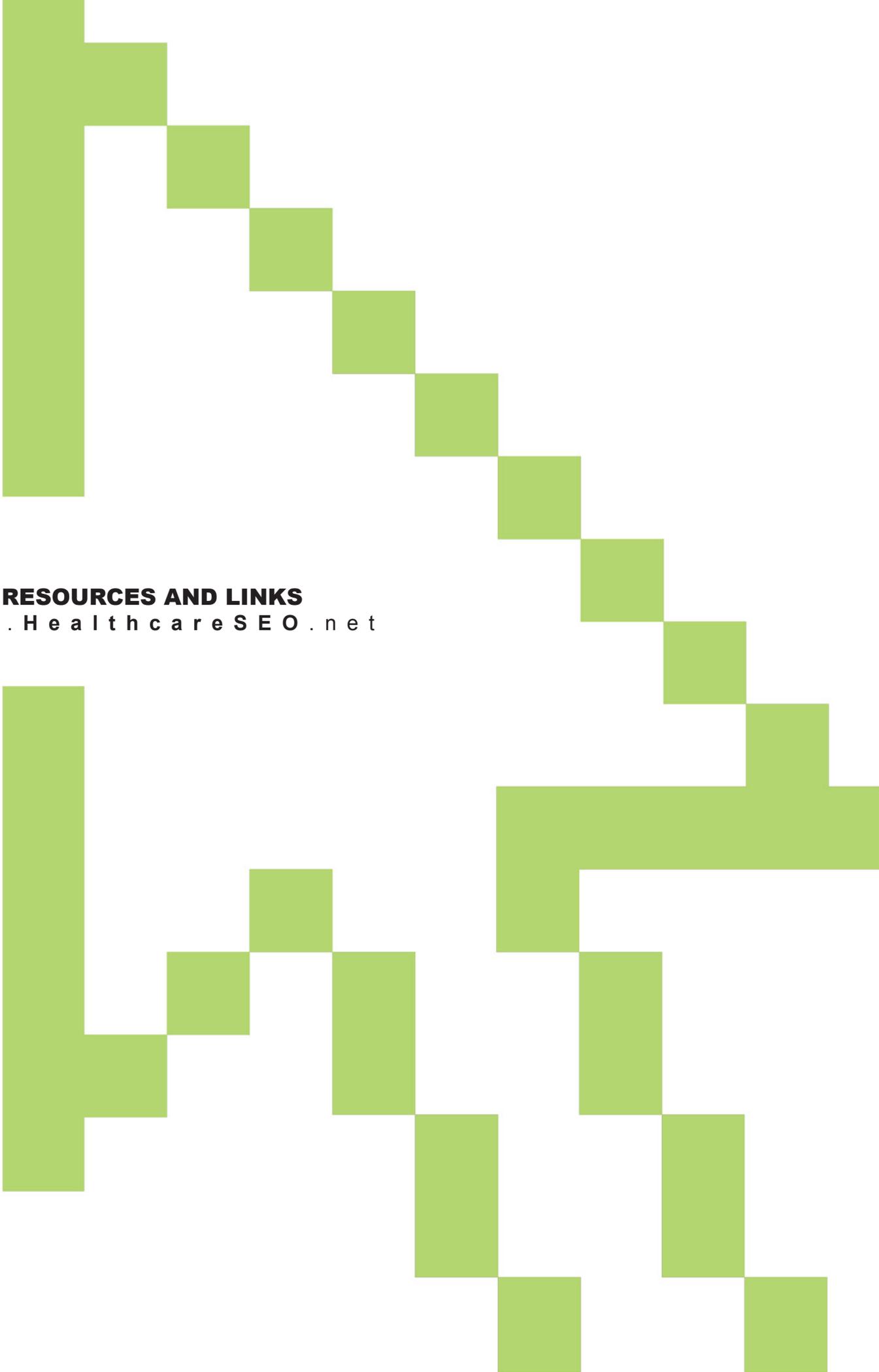
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the emails really opt-in? What if they aren't, are you willing to take full liability?

8. "We Guarantee Top Search Engine Results Through Professional Meta Tag Optimization!" – Admittedly, this is an older sales technique that isn't used as much anymore, but it is still pretty common. This sales tactic plays on people's ignorance about search engine optimization. Some poor schmoo may have heard the term "meta tag" in some old poorly written marketing article, and thinks that it is the key to success. Sometimes the cost is outrageous. I've seen offers like this that range from \$200-\$3,000. It's just ridiculous how much someone would charge for 20 minutes of work, and sad that many people have been duped by this scam.

9. Boosting a Website's Rankings Through Black Hat Techniques – This is a touchy issue. But the bottom line is that "Black Hat SEO" uses techniques that try to trick search engines into better ranking. There are hundreds of techniques involved, but some of the more well known are doorway, gateway and mirror pages, redirects, cloaking, invisible pages... the list goes on and on. I obviously don't suggest any of the above, or any other "secret" way to trick a search engine into better ranking. And believe it or not, there are actually SEO firms that will perform services like this for you. Just watch out, you could easily get banned. Find out for sure if your SEO company is dedicated to White Hat techniques.

10. "Dear Sir, I'm Atumbo Olowimbe. I request your assistance for the sum of \$49,000,000" – Does this sound familiar? Ok, I know. It doesn't have to do with internet marketing. But it is still a scam that has cost people hundreds of thousands of dollars. In case you're not savvy, this is the beginning of a scam email that has been going around in different forms for years. The only reason I'm mentioning it is because I find it to be utterly ridiculous, and thought it would be a fun finale.



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<http://www.merchantcircle.com/corporate/>

Kudzu

<http://www.kudzu.com/>

City Search

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Yelp

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Google Places

<http://www.google.com/places>

Google AdWords

<http://www.google.com/adwords>

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