

Top 5 Things *All Business Owners* Need To Know About Their Online Brand


"The advice you need for the life you want"

MEMBER FDIC  EQUAL HOUSING¹ LENDER



It's a whole
new world.

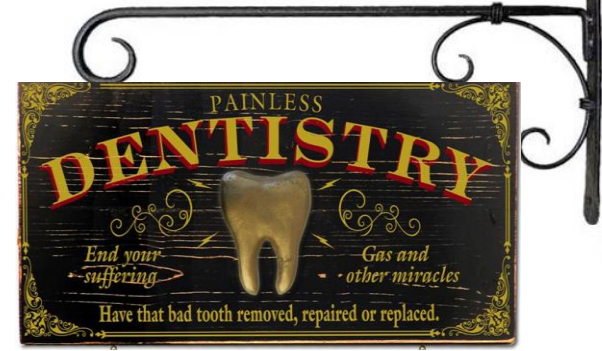


Show of Hands...

- Directly/indirectly responsible for practice website?
- Google My Business page claimed, verified, and linked to site?
- Familiar w/difference: 'Mobile responsive' website vs. 'mobile' website?
- Confident with terms: SEM... SEO... Google Analytics... Inbound Marketing?
- Receive and review GA dashboard/reports on a regular basis?
 - Use analytics to guide online strategy of practice?
- Good understanding of how social marketing impacts site rankings?



1. *Hanging Out the Shingle... Then Locking the Front Door*



- All sites are mobile **ACCESSIBLE** (can be seen on a mobile device).
- Not all sites are mobile **RESPONSIVE**, (adapts to different devices).
- Ideal: mobile **WEBSITE** (built just for the mobile user experience).

A site which can be seen on a mobile device, does not mean it is being seen by the target audience. It also does not guarantee that visitors who find the site are having an ideal experience. Leave quickly and not coming back.

Responsive Website

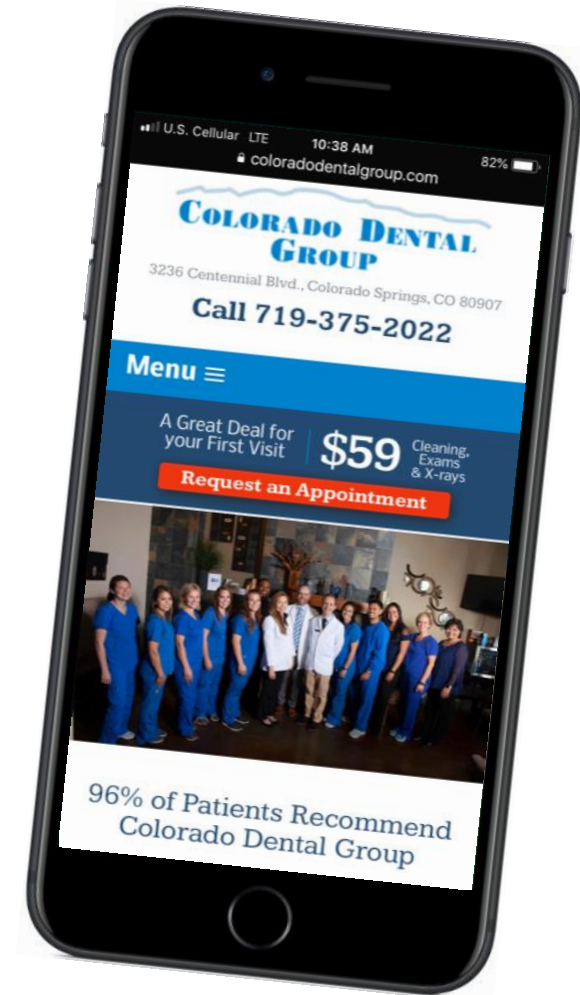


Mobile Website



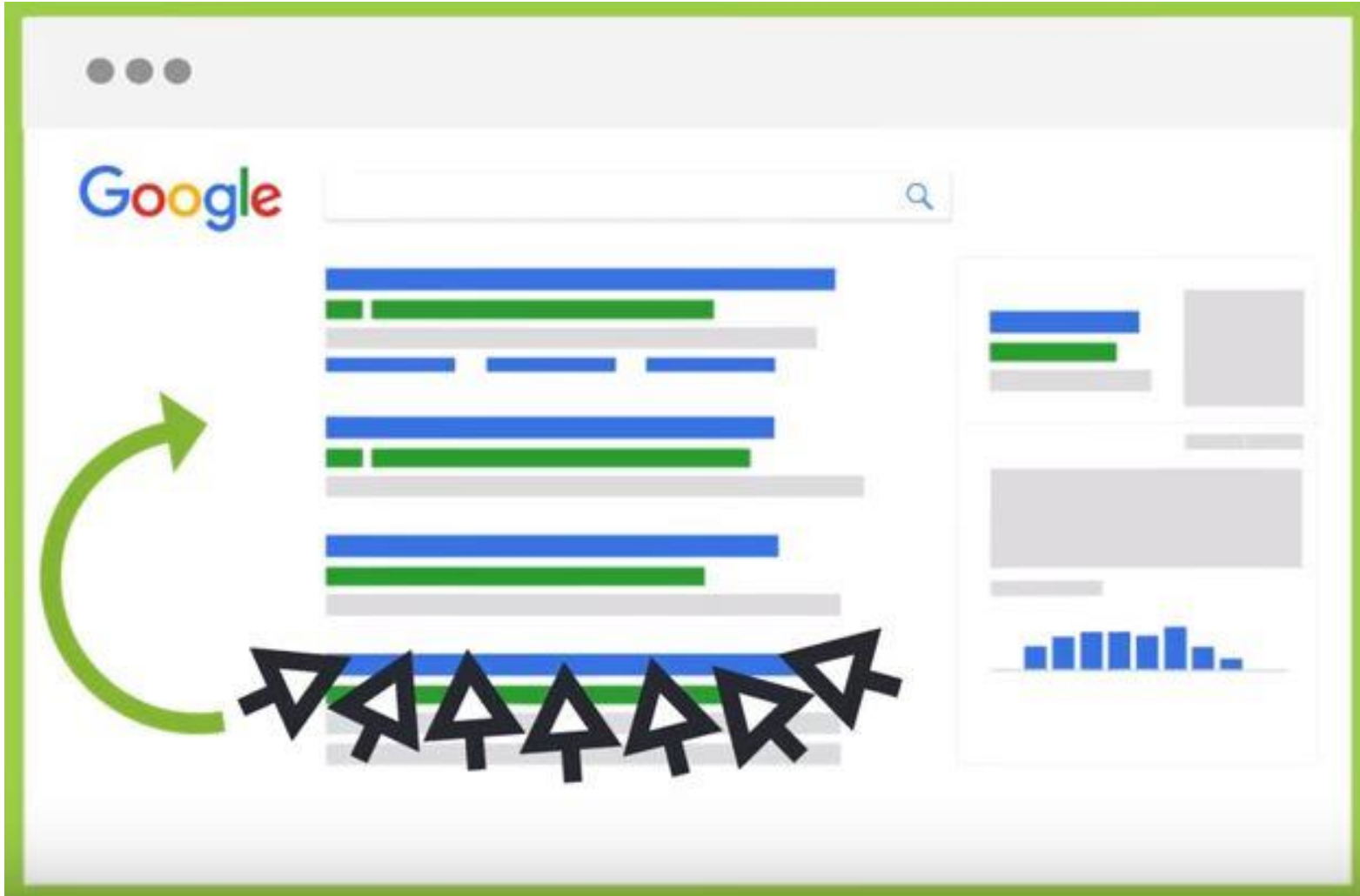
How Important Is It To Have A Responsive Site?

- Recent Google algorithm updates show clear preferences for mobile responsive sites.
- Too much 'bouncing' from a site and search engines will 'downgrade' the site.
- Google best practices.

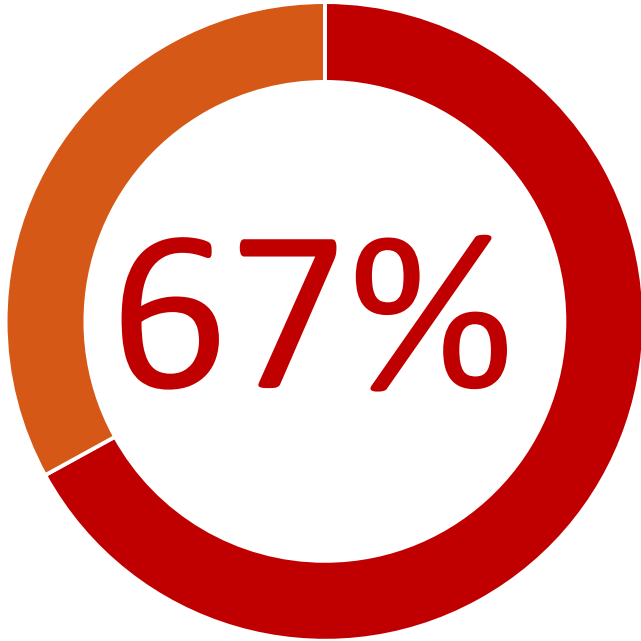


- 90% of online searches are performed on Google vs. other.
- Google changes algorithm around **500 to 600 times per year**.
- In past 2 years, **9-10 major algorithm updates** (mobile responsive).
- Goal: To be seen... To be in the 3 Pack... To be on Page 1.

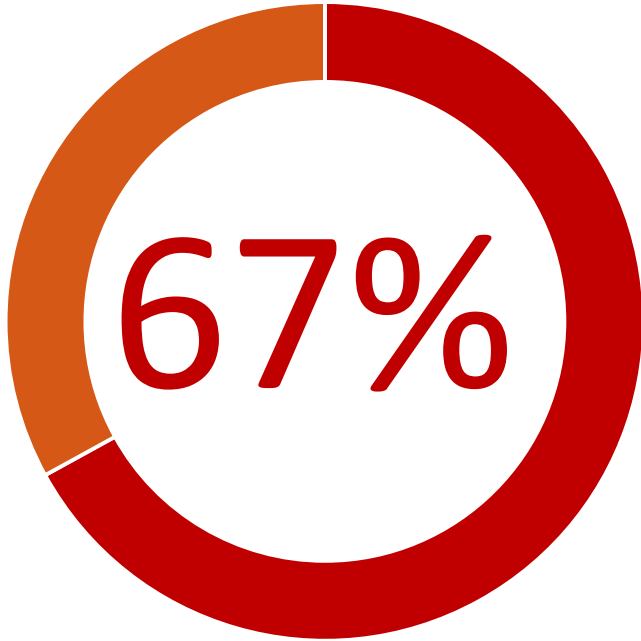
Ultimate Goal? Increase Ranking



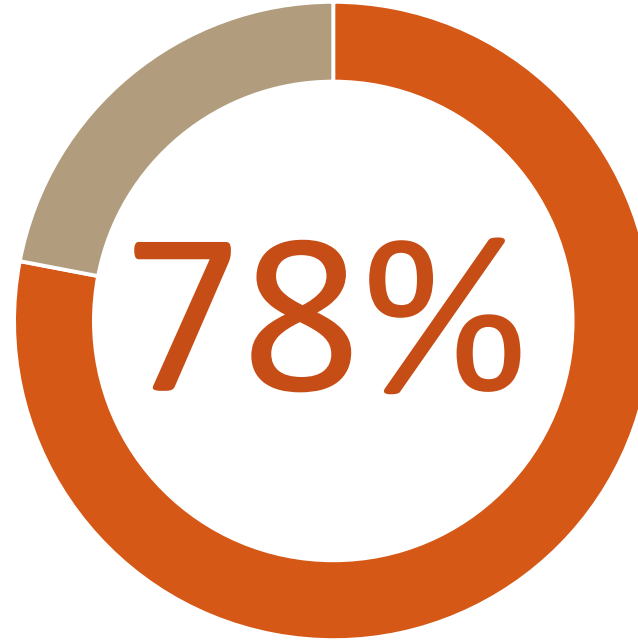
Are you reaching your audience?



67% of time spent online in the U.S. is spent on mixed mobile devices.
Of those users, 15% prefer mobile only.
– comScore M-Commerce and E-Commerce Measurements (2016)

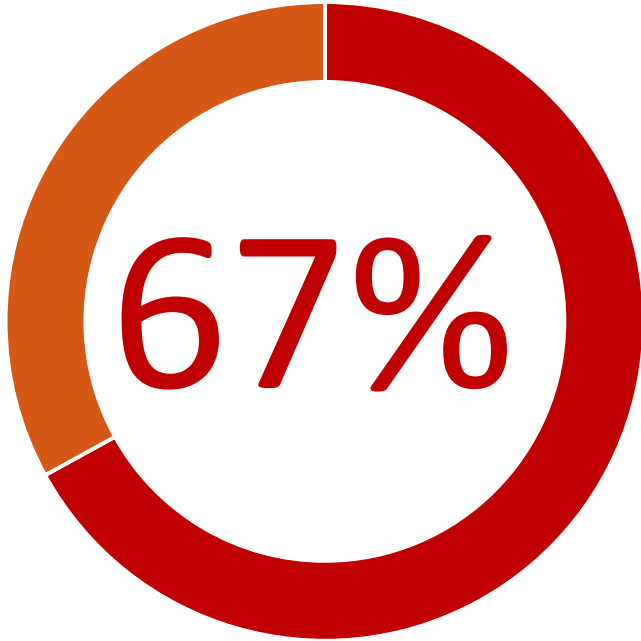


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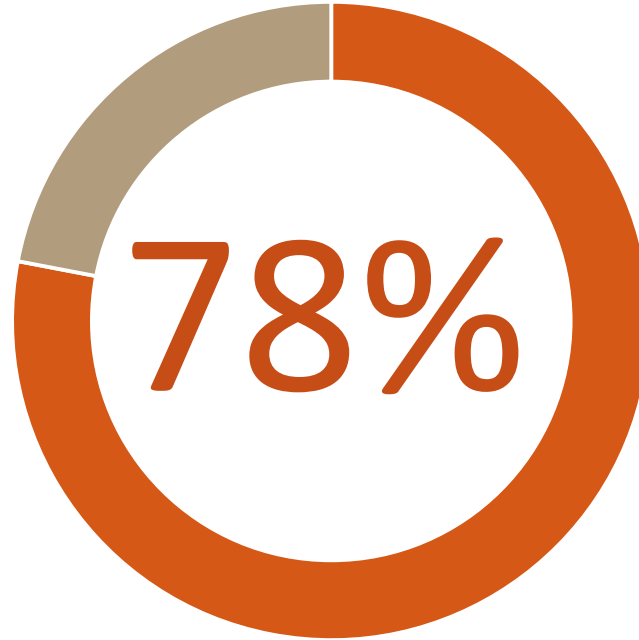


78% U.S. adults believe it is very important to look up info about people and/or businesses online before deciding to interact or do business with them.

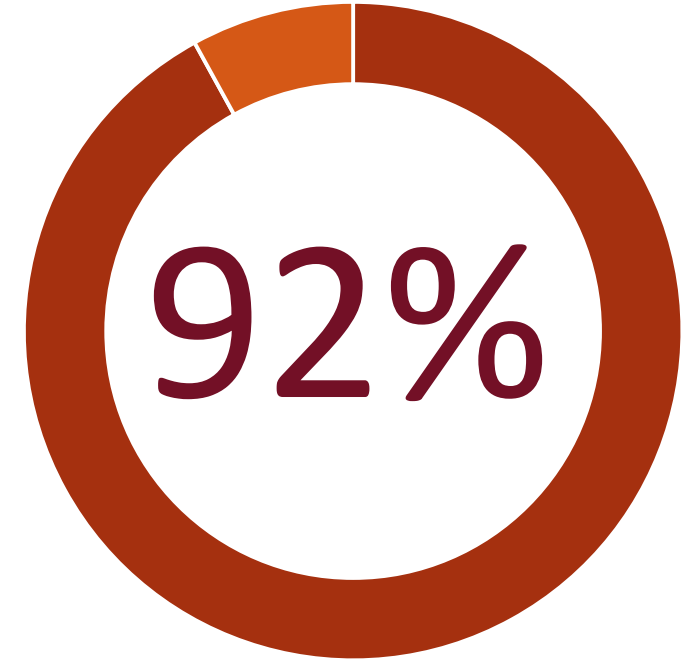
-Harris Interactive



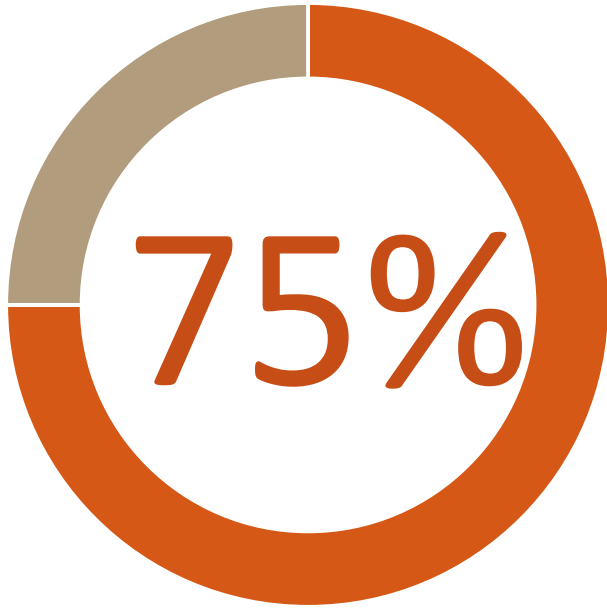
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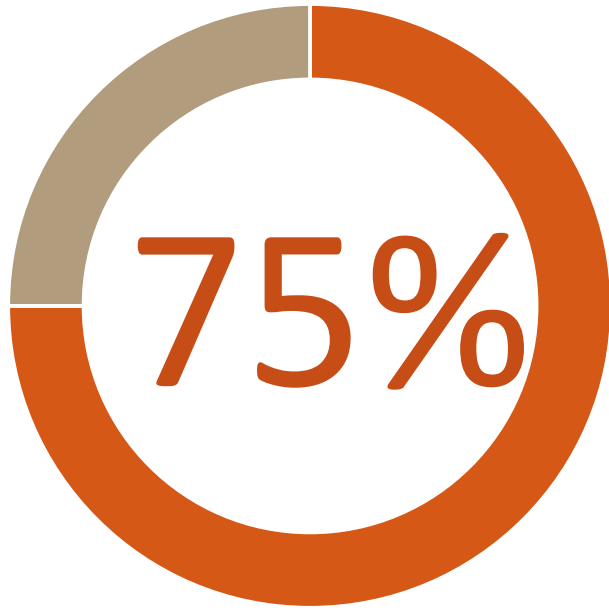
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–Harris Interactive



92% of users do not go past Page 1 for any given search. –Moz Research



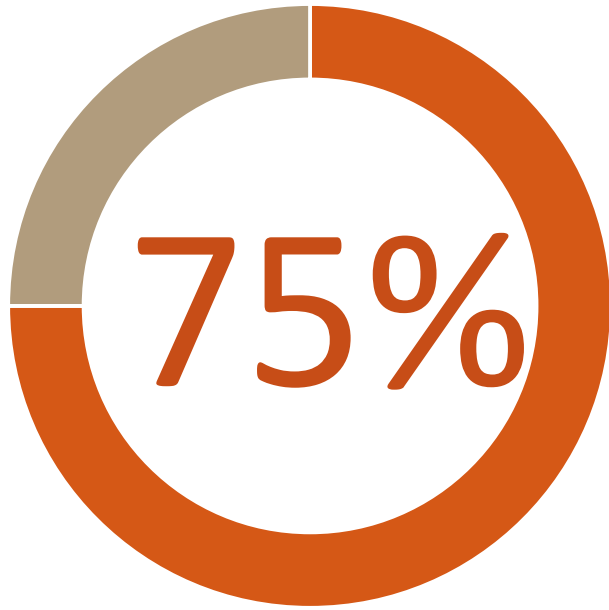
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-Fred Joyal, founder of 1-800-dentist



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Cite a website as “very important”

14% of baby boomers

millennials say they will
look up online and
compare competition
before making a decision

97%

Responsive Website



Mobile Website



Responsive V

obile Website



2. *Three Little Pigs* Website Construction Co.



2. *Three Little Pigs* *Website Construction Co.*

“Front” of Site = Patient Facing Areas

Front Desk, Waiting Area, Operatory = Home Page, Content, Call To Action

“Back” of Site = Business Operations Areas

Files, Billing & Insurance = Coding, Meta Data, Header & Alt Tags

2. *Three Little Pigs* Website Construction Co.



STRAW: Easiest and fastest.

- You and web developer build the framework of the site.
- Enter basic content on front of the site.
- Go live.
- Do not optimize back of site.
- “Just get it live!”*

SEO

SEO Title:

This will overwrite the <title> tag for this page. Google doesn't allow titles to be more than 70 characters in length.

Keywords:

We recommend no more than 10 keywords per page.

Description:

0 of 150 characters used

Search engines can only show up to 150 characters (including spaces).

Header & Footer Code

Header:

Three Little Pigs Website Construction Co.



STICKS : Quick and most frequently seen construction.

- Build the framework of the site.
- Enter basic content on the front.
- Minimal optimization on the back.
- Go live.
- Don't touch the site again until the next design update several years later.

SEO

SEO Title:

Blackhawk Bank Elgin IL | The Elgin Business Banking Center

This will overwrite the <title> tag for this page. Google doesn't allow titles to be more than 70 characters in length.

Keywords:

business banking, commercial banking in Elgin Illinois, McHenry Illinois, St. Charles Illinois, Geneva Illinois, Dundee Illinois, Algonquin Illinois, Crystal Lake Illinois, Business and Commercial Banking in Chicagoland

We recommend no more than 10 keywords per page.

Description:

Elgin, IL near the major Randall Road / I-90 interchange. Commercial banking services for business owners in Chicagoland.

121 of 150 characters used

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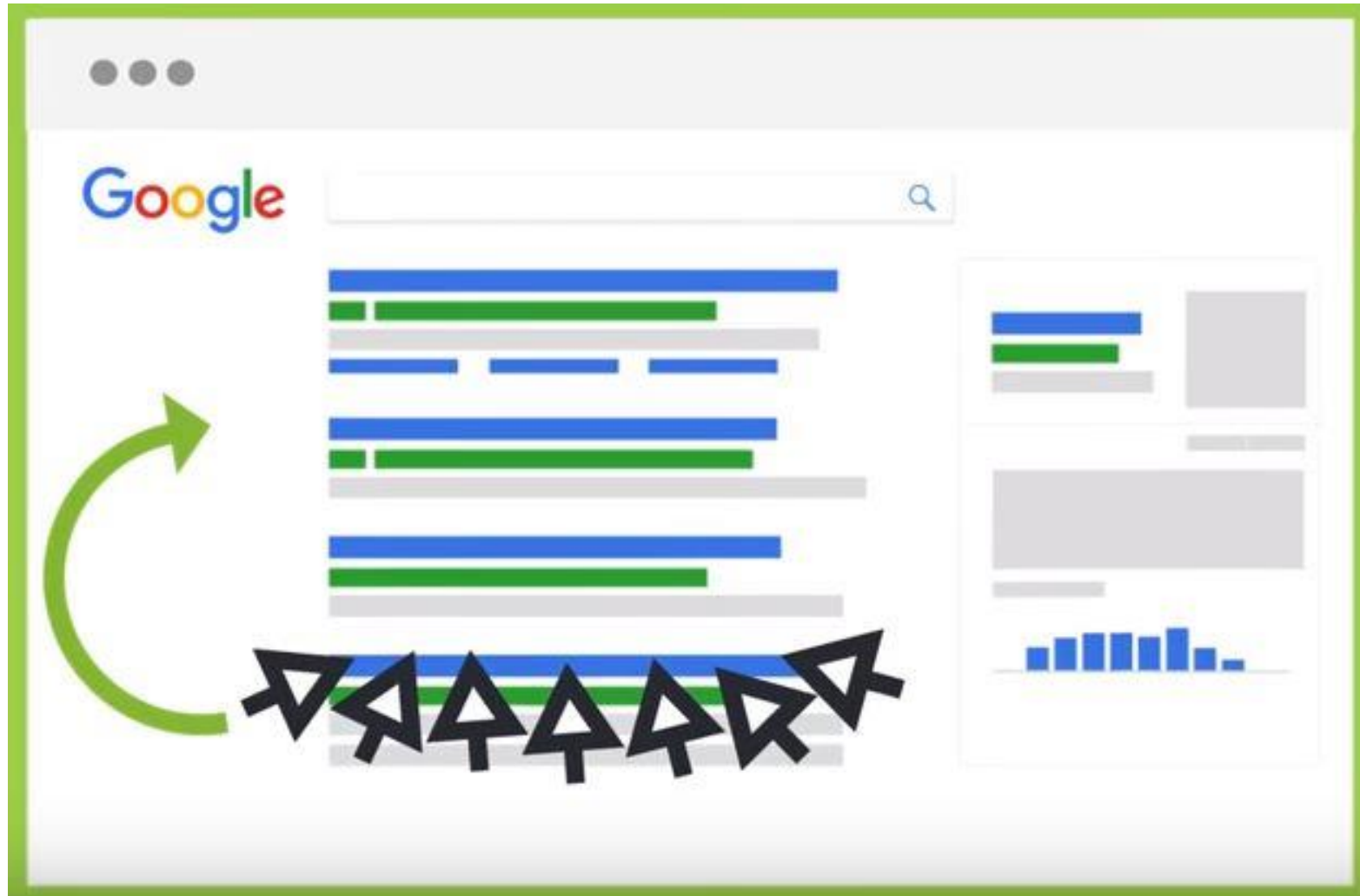
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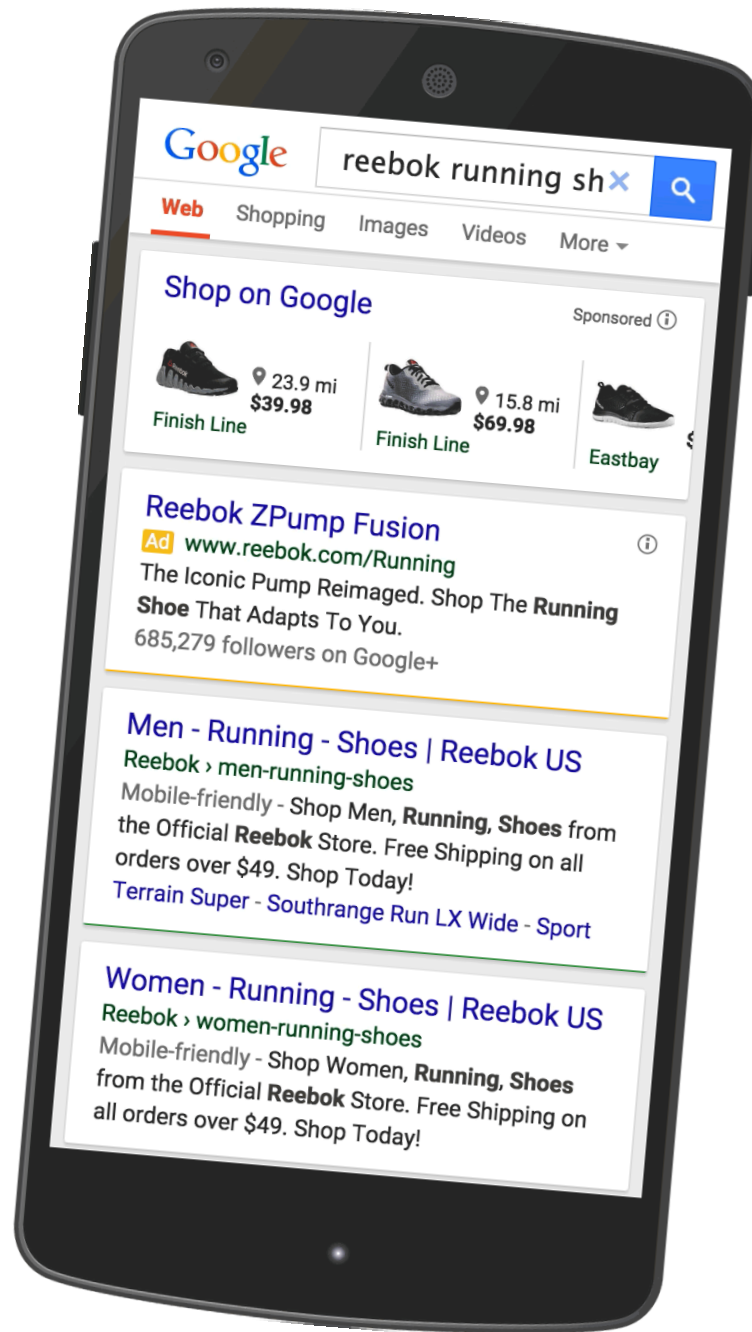
BRICKS: Takes longer to build, more effective and reliable.

- Build framework of the site.
- Optimize all pages front and back to support strategy.
- Test all 'Call-To-Action' items (form fills, contact me, etc.)
- Claim, verify, and optimize Google My Business page.
- Create links, including Google My Business & Google Maps.
- Go live.
- Announce new site on other mediums.
- Monitor and continue to optimize, at least monthly.
- Adjust strategy as goals change.

Ultimate Goal? Increase Ranking



Ultimate Goal?



Built Like a Brick House

After building his house,
what else did the
3rd little pig do?

“Lit a fire and set
a kettle to boil.”

Security!



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3. Can't Hide From Google Analytics



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Measure performance and ROI.
Attract new patients and referrals.
Grow the business in value.
Educate and inform.





“What if we don’t look at analytics at all
and something magical just happens?”

Time to Readjust Your Sights?

Analytics can help
to avoid security risks.

Pre-qualify quality visitors.

Develop relationships and build trust.

Establish practice as a source for reliable
information on dental topics, also
establishes staff and dentists as experts.



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4. Establish a Maintenance Routine

**I NOTICED YOU DON'T BRUSH YOUR
TEETH**

I TOO LIKE TO LIVE DANGEROUSLY

What is the significance of **maintaining** proper oral health?

Poor oral hygiene can lead to problems with **gum disease, diabetes, heart disease, stroke** and other health issues. ...

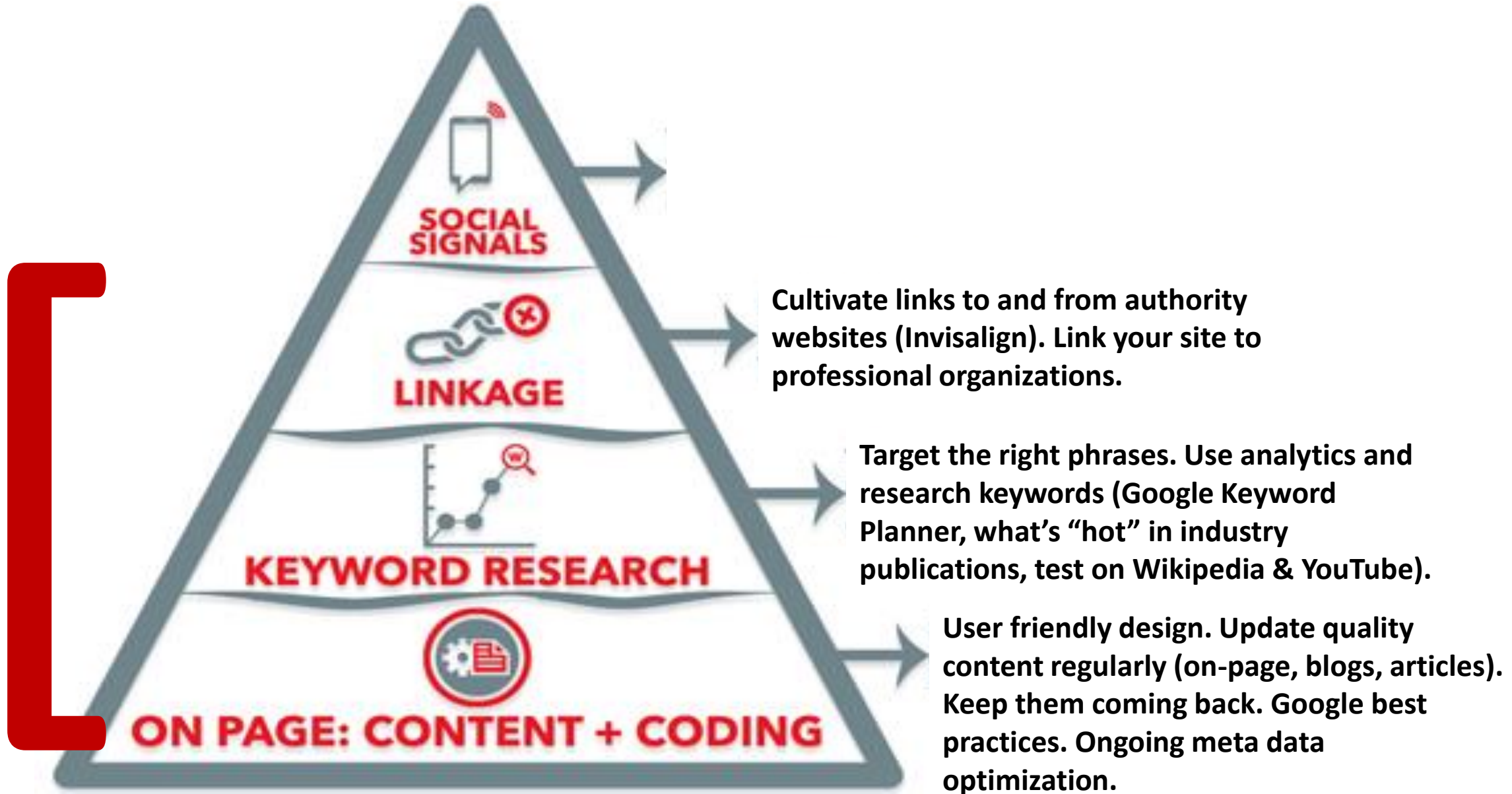
Routine **visits, brushing** regularly, **flossing** and avoiding sugary drinks & foods can help to **prevent dental disease** and maintain **good health**.

What is the significance of **maintaining** proper **website health**?

Poor site maintenance can lead to **low search rankings**,
lack of **site visibility**, loss of **brand credibility**,
poor **brand equity**, and overall diminish
long-term **practice value**.

Decreased (perceived) value of practice when time comes to
recruit associates, court new partners or **buyers**.

Maintenance Should Involve...



Maintenance Should Involve...

- Scheduling **intentional time** for analytics (accounting, payroll processing).
- Just like facility maintenance, **website maintenance** has to be done.
- Just like information gleaned from routine financial assessments, what are the site **analytics telling you?**
- **What questions** should we be asking about website performance?

Where is the traffic coming from? Direct? Organic?

How many overall visitors per month vs. new visitors?

Which keyword searches are leading traffic to the site?

How long are they staying on the site?

Are there new keywords we want to be known for or associated with?

What sites are serving as traffic referral sources?

How many pages do they visit while there?

Which pages are the most popular? Why?

**What are our goals?
What needs to change to get there?**

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Which pages are the most popular? Why?

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5. Socially Stunted

“I don’t have any social media accounts myself. I don’t get into that.”

“Our business doesn’t work like that. We don’t need to do that stuff.”

*“There’s no competition because we are unique;
nobody can do what we do the way we do it.”*

JUST BECAUSE YOU ARE UNIQUE

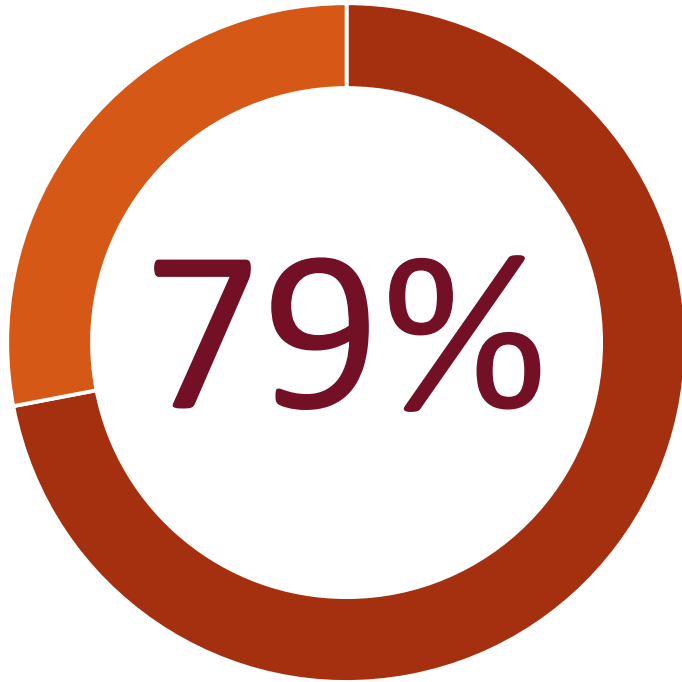


DOES NOT MEAN YOU ARE *EFFECTIVE*

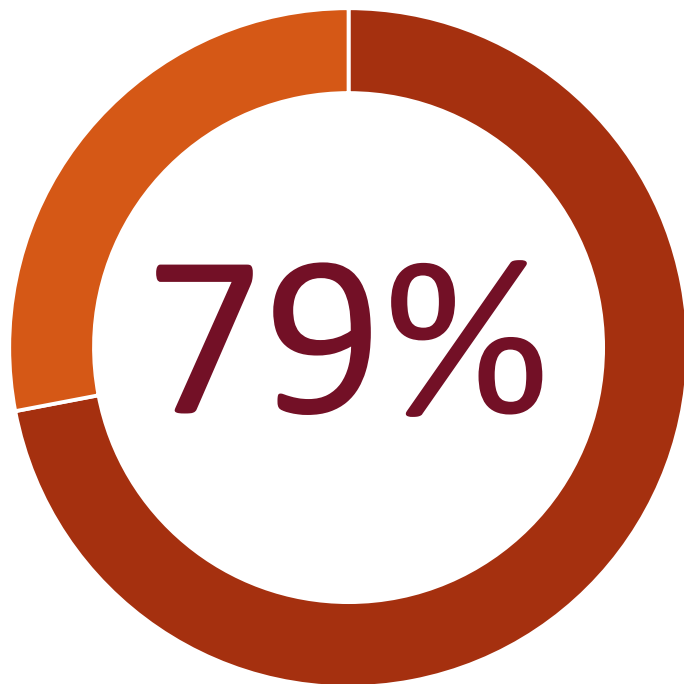
Socially Stunted

- A. Dental industry is a **personal business**.
People buy-from and refer-to people
and businesses they **like and trust**.
- B. You have to be **seen** before your
practice can be **understood**.
- C. Go where your **audience and referral**
sources spend their time.

Where is my audience spending their time?



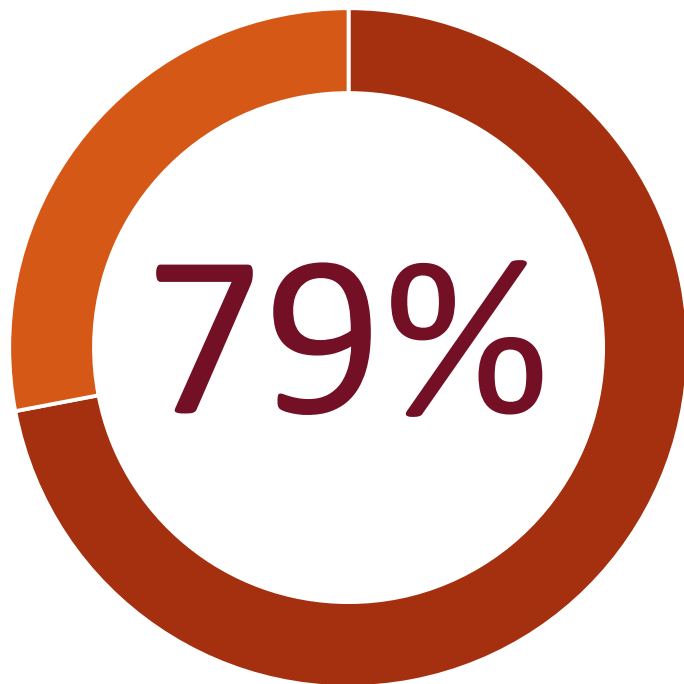
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53% Use FB
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Average social media user
is separated from another
given user by just

3.57
degrees of separation.

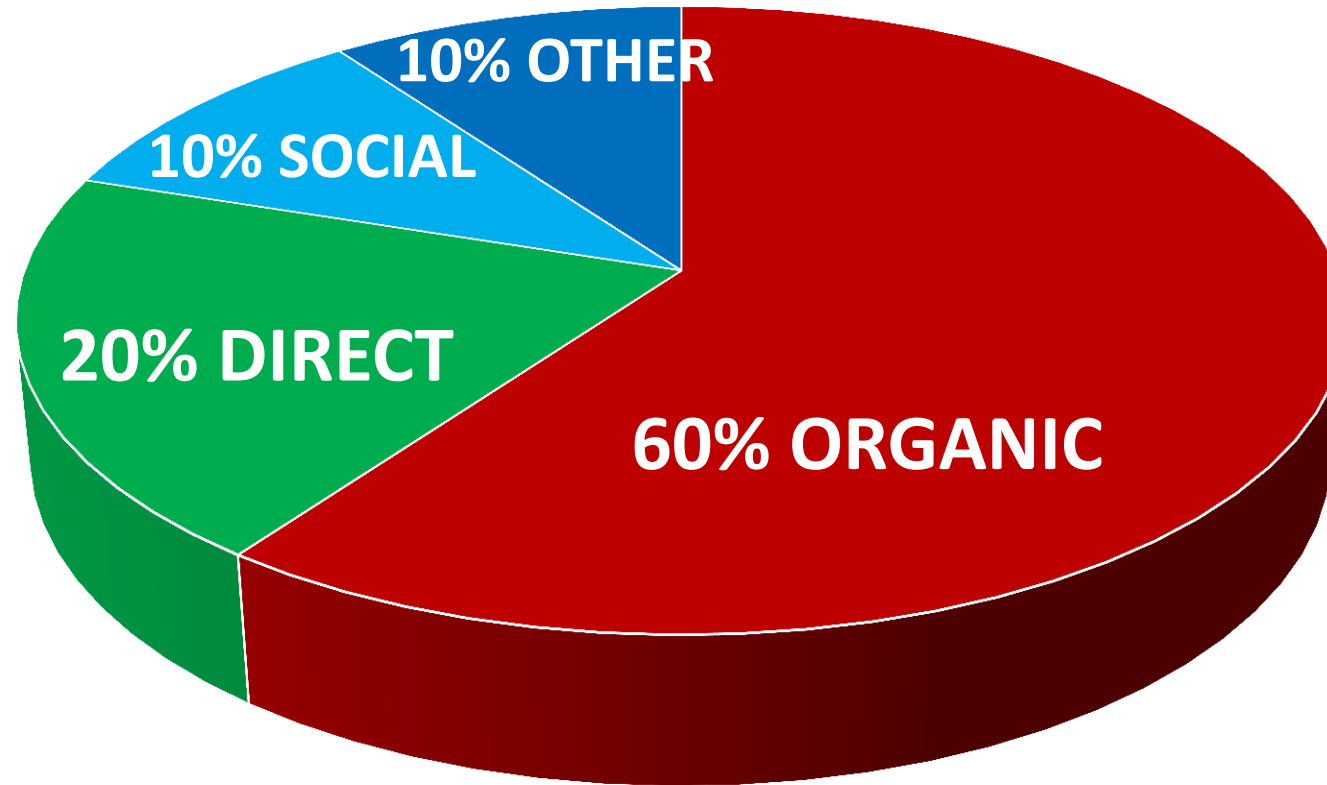
Social marketing not as much a “lead generator”, but it does...

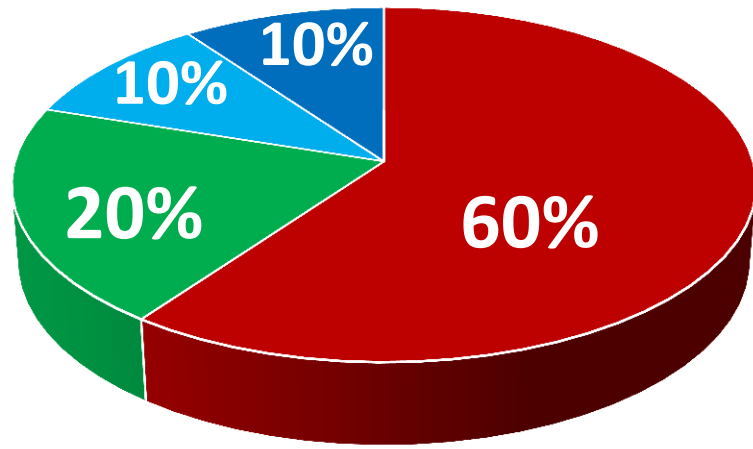
- ...support **brand perception** (relevant?)
- ...provides **human interest** story
- ...highlights the **personality** of the practice
- ...demonstrates corporate **citizen values**
- ...provides social **proof of company reputation**

Google gives more “credit” to sites with social links and traffic.
Social tools ARE a part of the search engine rankings puzzle & should be utilized as appropriate.

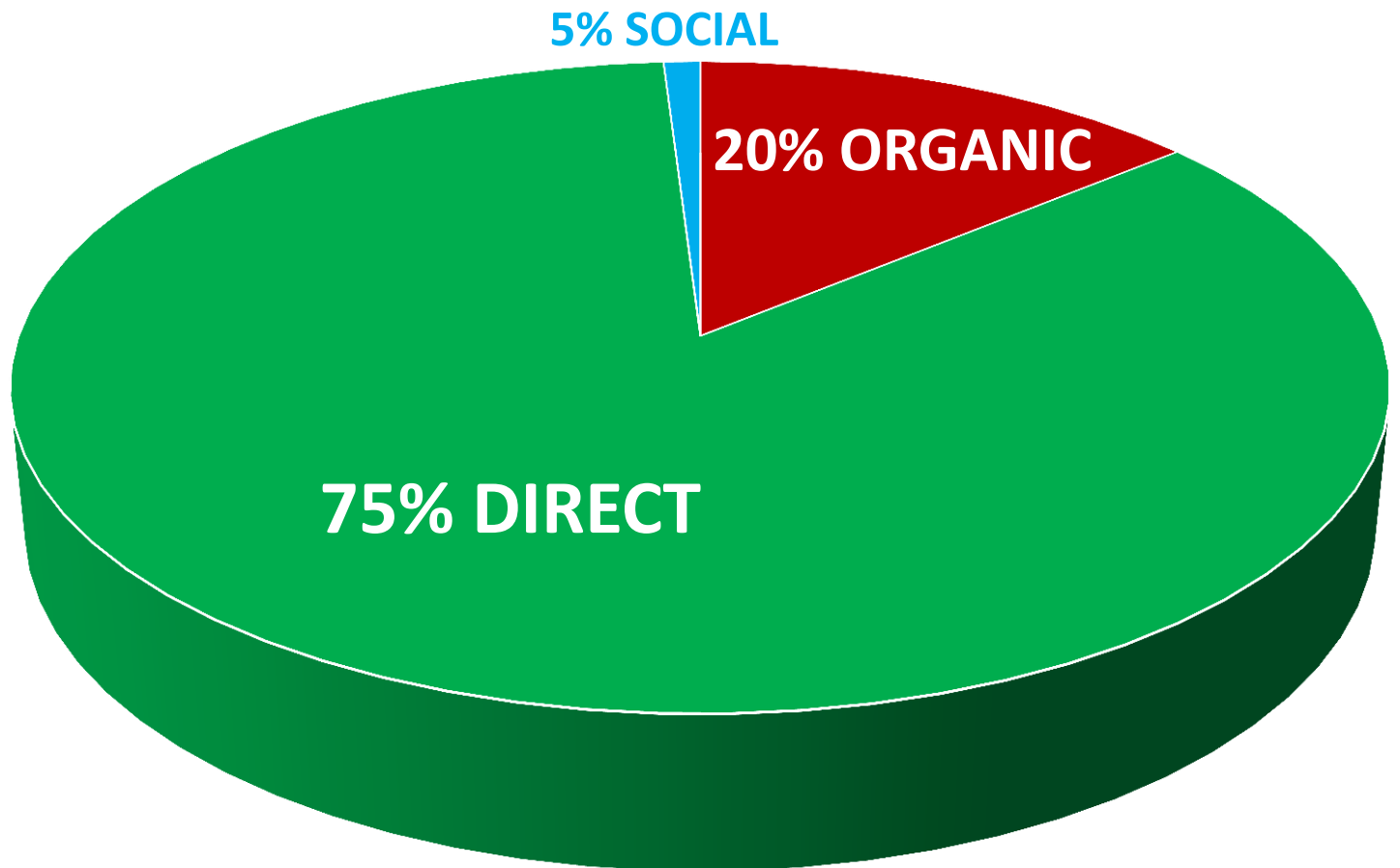
How Much of My Website Traffic Should Be Coming From Social Marketing Sources?

Website Traffic Goals





Realistic Activity



For Dental Practices:

Facebook is recommended (must be have content plan & be active).

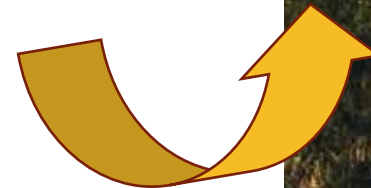
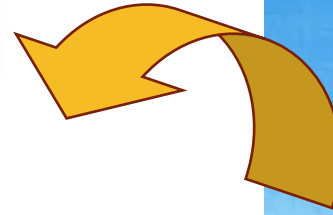
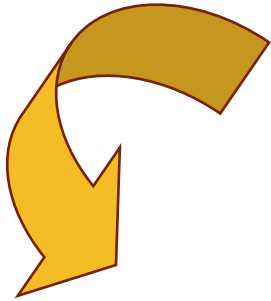
Instagram is recommended (must be have content plan & be active).

Twitter is also an option, not to gain followers, but to interact with other local business entities, news organizations, industry vendors, etc.

For Individual Dentists:

LinkedIn is recommended. This is where you show your professional face. Connect with professional colleagues. Connect with patients who can make referrals in a business setting. Post industry articles and provide general updates.

Socially Strategic



Socially Strategic



+1. Americans With Disabilities Act (ADA)

Civil rights law passed in 1990.

Familiar with the **physical accommodations** businesses make, such as automatic door openers and wheelchair ramps.

Americans With Disabilities Act (ADA)

Websites and mobile apps are considered **“public accommodations”**.

All users must have **equal access to information** and functionality.

Accessible to people who have **disabilities that affect hearing, vision or physical capacities**.

ADA: Website should **NOT require users to see, hear, or utilize a mouse to access information, products, or services.**

Examples:

- Images, icons, and buttons must have text equivalents.
- Descriptions of data represented on charts, diagrams, and illustrations.
- Captioning must be provided for multimedia tools such as videos, podcasts, etc.
- Foreground and background color combinations must provide sufficient contrast.
- Text enlargement software.
- Ability to pause, stop, or hide moving, blinking, or scrolling content.



***Did you
find this helpful?***

Marketing Support



Stephanie Meier
Vice President Marketing

With over 20 years of experience in marketing & advertising, sales, PR, and employee engagement, Stephanie has successfully led teams within the financial, healthcare, dental, retail, insurance, and higher education industries. She has an understanding of both traditional advertising and the rapidly evolving digital marketing environment.

Stephanie can educate and advise your business in the following areas:

- Online Brand Research Report Customized for Your Business

- Search Rankings, Website Speed & Analytics, Blogs, Linkage

- Local and Organic Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tools

- “5 Most Common Mistakes Non-Marketers Make With Their Business Online”

- “Eye-opening Ways Social Marketing Affects Your Business”

- “Tips To Increase Traffic to Your Website”

5506 Clayton Circle | Roscoe, IL 61073 | Direct 815.986.7164

People Management Support



Jeanine Woyner
Vice President
Human Resources

With over 20 years of experience, Jeanine has been at the forefront of Human Resource initiatives that have promoted organizational growth and has a proven success rate of decreasing staff turnover, while improving the overall employee recruitment process.

Jeanine can educate and advise your business in the following areas:

Employee Relations

Labor law Compliance

Organizational Development

Strategic Initiatives

Employee Recruitment

Key Employee Retention

Predictive Index

400 Broad Street | Beloit, WI 53511 | Direct 608.299.3437

Financial Education Support



Francisca Reyna
Vice President Business
Development & Education

With over 17 years of experience Francisca can provide financial education seminars for your employees. Financial education can be a significant benefit for your employees, and is also a greater benefit to the employers because financial stress can impact your workforce in negative ways by reducing worker productivity and increasing absenteeism .

Francisca can educate and advise your business leaders and employees in the following areas:
Understanding the Impact of Financial Decisions

Developing Great Credit
Identity Theft Protection
Home Buying Guidance
Retirement and Estate Planning

How To Budget
Personal Financial Planning
Savings for College
Understanding Health Savings Accounts

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Thank you!

Answers ▪ Advice ▪ Action