



Making Your Web Site Work!

Here's how to harness the power of the web to increase the visits to your site and increase appointments from those visitors.

Get yourself in Google Local

You've probably used the phrase that almost everybody uses when they are discussing where to go to find out the answer to a problem... "Google it" and millions of people use a Google search every day to find the answers to their needs.

If they are looking for a dentist the chances are that they'll probably enter "dentist" and the suburb they are looking for into Google and see what result it brings up. If Mt Waverley were the suburb they were searching for the Google search will come up with...

The screenshot shows a Google search for "dentist mt waverley". The search results include a map of Mt Waverley, VIC, with several red location pins. To the right of the map is a list of local businesses, including "Jackson Robert G", "Pallaras B Dr", "Tasa Orthodontic Dental Laboratory", "Yu P O Lam", "Andrew Lockhart Dr H", "Khor B S Dr", and "Mt Waverley Dental Group". A callout box with the word "Free" has an arrow pointing to the "Local business results for dentist near Mt Waverley VIC" section.

What you see here is what comes from Google maps and a free listing on that site is absolutely essential because it makes it easy for potential patients to find you.

When potential patients search for information about local dentist, they'll find details of you and your practice, your address, hours of operation, even photos of your premises; they can see photos of you and your team and view a video of you explaining what you do or talking about some of the common problems you can help people with. It's easy to set up and you don't need a website of your own. Most importantly, the more information you put into it the higher up it will get you in the Google rankings.

To create your free listing visit Google Places (google.com/places/add) and follow the simple, straight forward instructions starting by creating your free account with Google, if you don't already have one.

Once you've done that you can select "Add a new business" and just fill in the information sought. Make sure that you add your email address and web address (if you have one) to ensure optimised search engine ranking

As we've said the more information you provide the higher up the Google rankings you'll get so use the photo up loader to add photos from your computer, or specify a URL to add photos from the web. You can add up to 10 photos to your listing so try to add as many relevant ones as possible.

To add a video, upload it to YouTube and enter its URL in the field provided and one of the videos you should up load is your welcome video discussed in the web site section below.

Finally, you are asked to validate your listing, Select "By phone" and after you click "Finish" you will receive a phone call with your PIN. Beware, phone validation is almost instantaneous so make sure that whoever is going to answer the phone call (preferably you) is aware and ready for it.

On the next screen, enter the PIN and your listing will be activated. Generally, it will take a couple of days to come up but you'll be pleased with the result. Don't forget to keep adding to the detail and freshening the site up with new information.

Have a great website

It doesn't matter whether you believe that a website is important or not! Your potential patients think that it is and now most people generally start their search for a business provider by going to the web. It's at your web site where you provide information of relevance to prospects and the opportunity for people to do business with you.

Of the millions of websites now in cyberspace many fail dismally because they are loaded down with lots of information that the owner of the site loves but is of absolutely no value to anyone visiting because it does not provide answers to the questions that they have.

In thinking about your website there are four questions you must answer in creating your website. They are:

- 1. Who do you want to come to your website?** (They'd probably be potential patients and they'd be suffering from pain or, maybe, looking for wellness help. Of course, you current patients will also visit and you should make it easy for them to make an appointment on line.)
- 2. When they come to your website what will they want to see?** (If they are in pain they'll want to see hyperlinks at your home page that take them to the answers to the most common questions they ask in deciding to make an appointment with you.)
- 3. When they get to your website what do you want them to do?** (We call it getting them to leave a footprint so that you know that they've been. You must at least get them to leave their e-mail address so that you can follow them up... when you follow up their visit to your site you increase the chances of converting them to a patient up to nine times! You can capture their contact details by offering to send them information of compelling interest and value like a free report on, for example, Getting a great smile)
- 4. How will the person you want to visit your website find out about it?** (By finding you in Google local and the going to your website and by you having your web address in every piece of information about you and your practice... on your business card and letter head, in advertisements and articles, on your flyers and external signage, and so on.)

When people arrive at your landing page they don't want to see a whole lot of stuff about the company or you. What they want is an answer to their problems and they'd like to see it. That's why I endorse the approach Monte Huebsch (montehuebsch.com) a genius at getting visitors to web sites, recommends. Monte says that a video at your landing page is critical because the average person goes to 4 sites before making a selection. If you have video, they will only visit 2 sites and probably decide you are the one they want to do business with. You can upload your video to YouTube (its free and you can upload as many as you like).

Now, you don't want to create a self serving, pretty video but one where you talk to the camera for around 90 seconds and...

- **Outline** the problem that would probably been the reason they are visiting your site (ands sites like yours).
- **Aggravate** the problem (talk about what happens if they don't solve it).
- **Outline your solution** to their problem.
- **Provide proof** that your solution works (remember you can't use testimonials but you can talk generally about the sort of results you've achieved).
- **A call to action** (you tell them what to do next). "To make an appointment please call 9765 4321 now!" (After hours divert calls to someone who can take them or to voicemail with the promise to return their call first thing the next business day). Most importantly, make sure you have your phone number prominently at the top right corner of each web page with the words "For an appointment call now!"

Follow these suggestions and you are well on the way to getting your web presence really working for you.

Marketing Guru Winston Marsh works with companies and their sales teams to take the grunt work out of selling by devising simple methods to generate an endless supply of prospects to turn into highly profitable sales. Contact him at the Business Growth Centre 03 9803 7555 or e-mail guru@winstonmarsh.com.au