

Get Found: SEO, Social Media & Online Marketing

Rachel Mele

Rachel Mele

- Director of Business Development
- 6 years with Sesame
- Assisted hundreds of dental practices with their marketing strategy
- Accomplished Toastmaster
- International Lecturer



Agenda

Online Marketing

Search Optimization



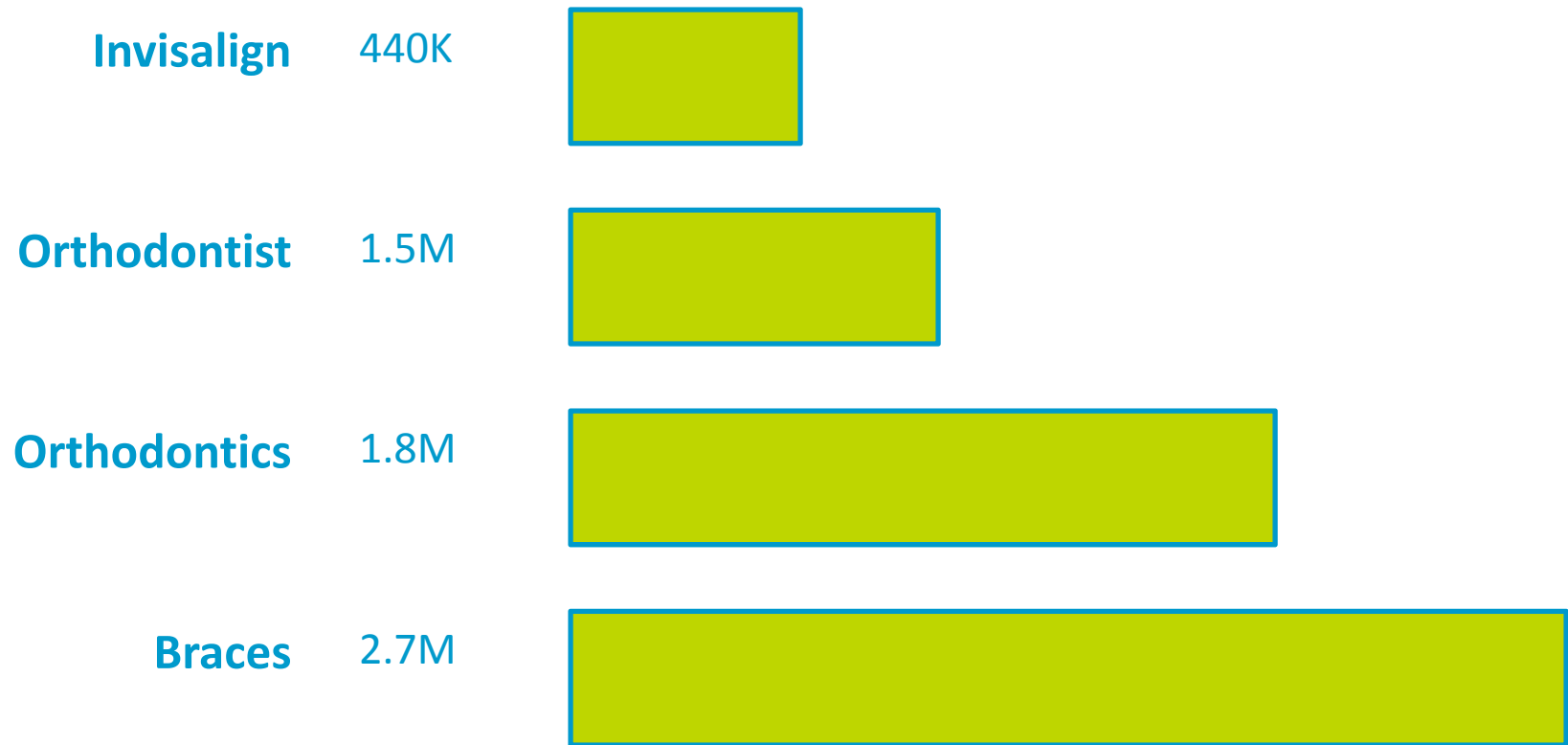
Social Networking



Online Marketing



Google Search Volume



New Patient Acquisition

Average cost per online lead = \$50

National average = \$274



75% of dental professionals reported their **website** and **search campaigns** are the most effective advertising for their practice...



Marketing

Search Optimization



Social Networking

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Online Marketing



Organic SEO

The image is a screenshot of a Google search for "chicago, IL Invisalign". The search results are displayed in a grid-like format. At the top, the search bar shows "chicago, IL Invisalign" with a search button. Below the search bar, there are several search results. The first result is an advertisement for "Invisalign Elite Premier" with a green box labeled "PAID" overlaid on it. The second result is another advertisement for "Invisalign Clear Braces" with a green box labeled "PAID" overlaid on it. The third result is an advertisement for "Invisalign" with a green box labeled "PAID" overlaid on it. The fourth result is a local business listing for "Dentist Chicago - Cosmetic Dentist - Orthodontist Chicago" with a green box labeled "GOOGLE MAP" overlaid on it. The fifth result is another advertisement for "Chicago Smile Design - Peter Tomaselli DDS - Invisalign - Implants" with a green box labeled "PAID" overlaid on it. The sixth result is a local business listing for "Dentist Chicago" with a green box labeled "GOOGLE MAP" overlaid on it. The seventh result is an advertisement for "Dentist Chicago IL Invisalign | Maria M. Ashley, DDS, PC" with a green box labeled "PAID" overlaid on it. The eighth result is a local business listing for "Chicago Cosmetic Dentist - Mitchell Dental Spa" with a green box labeled "GOOGLE MAP" overlaid on it. The ninth result is a local business listing for "Strobel Dentistry" with a green box labeled "GOOGLE MAP" overlaid on it. The tenth result is a local business listing for "Invisalign Chicago" with a green box labeled "GOOGLE MAP" overlaid on it. The eleventh result is a local business listing for "Chicago Dentist Lincoln Dental Care" with a green box labeled "GOOGLE MAP" overlaid on it. The twelfth result is a local business listing for "Dental Salon Chicago" with a green box labeled "GOOGLE MAP" overlaid on it. The thirteenth result is a local business listing for "Home - Invisalign Braces" with a green box labeled "GOOGLE MAP" overlaid on it. The fourteenth result is a local business listing for "General Dentist Chicago" with a green box labeled "GOOGLE MAP" overlaid on it. On the right side of the search results, there is a map showing the location of the search results in Chicago. Below the map, there are several more search results, including "Invisalign - Dental Salon", "Chicago Invisalign", "Top Invisalign Dentist", and "Chicago Smile Spa". At the bottom of the search results, there is a green box labeled "ORGANIC SEO" overlaid on the text "General Dentist Chicago".

Search Engine Optimization

75% of search engine users never go beyond the **first** page



Keep 'Em Guessing



Tip #1 – Title Tags

Orthodontist Worcester Holliston Webster Milford MA | Sam Alkhoury, DMD - Windows Internet Explorer

http://www.simplyortho.com/

PATIENT LOGIN CONTACT US HOME

 SAM ALKHOURY | D.M.D.
ORTHODONTIST

REQUEST A FREE Consultation

MEET THE TEAM FOR NEW PATIENTS WEARING BRACES ABOUT ORTHODONTICS INVISALIGN®

101 Pleasant Street, Suite 210
Worcester, MA 01609
 (508) 757-3173

3 Church Street
Webster, MA 01570
 (508) 943-2100

403 Washington Street
Holliston, MA 01746
 (508) 429-7800

208 Main St. Suite 107
Milford, MA 01757
 (508) 473-2002



Meet Dr. Alkhoury

Welcome to Our Office!

In a professional, cozy, and welcoming environment, [Dr. Sam Alkhoury](#) and his experienced [staff](#) are

Tip #2 – Rich Content

PATIENT LOGIN DOCTOR LOGIN

Dr. Barry Rosenberg - Dr. Janel Johnson - Dr. Daenya Edwards - Dr. Meghan Alexander

227 Albany Turnpike 21 North Main Street 55 Town Line Road 435 Willard Avenue

Drs. Barry Rosenberg, Janel Johnson, Daenya Edwards, and Meghan Alexander strive to provide the highest quality **orthodontic** services in a family-friendly and relaxing environment. At Rosenberg **Orthodontics**, we've been providing beautiful smiles since 1990, and we want to welcome you to our family of patients. Our doctors are highly trained, and are **Elite Certified Invisalign®** clear aligner providers. We also speak Spanish, German and Bosnian!

In addition to traditional metal and clear braces, we also offer these innovational **orthodontic treatments:**

- **Invisalign**
- **Invisalign Teen**
- **Lingual braces**
- **Insignia™**

Contact Rosenberg **Orthodontics** to **schedule an appointment**. We are open six days a week, including Saturdays! We are always willing to squeeze someone in or stay late to accommodate a patient's need, and we always have a doctor on call for emergencies. Your comfort is our top priority!

*Serving Wethersfield, Newington, Canton and West Hartford, Connecticut - Drs. Barry Rosenberg, Janel Johnson, Daenya Edwards, and Meghan Alexander are your **orthodontic** specialists, offering Invisalign, Invisalign Teen and braces for children, teens, and adults.*

providers. We also speak Spanish, German and Bosnian!

Tip #3 Meta Description

[Orthodontist Boonton Parsippany Morris Plains NJ | Caggiano ...](#)

www.morriscountybraces.com/

Caggiano Orthodontics is your provider for adult, teens & children's orthodontics, offering Invisalign®, Invisalign Teen™ & Damon® System.

Tip #4 – Image Tags



SHERARD
ORTHODONTICS

Saint John
One Market Square
Saint John, NB E2L 4Z6
Phone: 506.648.9300

K Valley
128 Hampton Road
Rothesay, NB 2N6 5X5
Phone: 506.847.9300

APPOINTMENTS
PATIENT LOGIN
DOCTOR LOGIN

ABOUT US
FIRST VISIT
ABOUT ORTHO
BRACES 101
TECHNOLOGIES
SPEED SYSTEM™
INVISALIGN®
IBRACES™
SURGICAL ORTHODONTICS
EMERGENCIES
GAME ROOM
CONTACT US
HOME

Invisalign®

Drs. Fraser and John Sherrard are Certified Invisalign Providers
Consider Invisalign to get the beautiful straight teeth you've always wanted – without braces. A complimentary consultation with Drs. Sherrard can determine if Invisalign is right for you.

What is it?
Invisalign uses a series of invisible, removable, and comfortable aligners that no one can tell you're wearing. So, you can smile more during treatment as well as after. Invisalign is made with 3-D computer imaging technology and has been proven effective.

Why would I want it?
Not only are the aligners invisible, they are removable, so you can eat and drink what you want while in treatment. Plus, brushing and flossing are no problem. They are also comfortable, with no metal to cause mouth abrasions during treatment. And no metal and wires usually means you spend less time in your doctor's office getting adjustments. Invisalign also allows you to view your own virtual treatment plan when you start so you can see how your straight teeth will look when your treatment is complete.

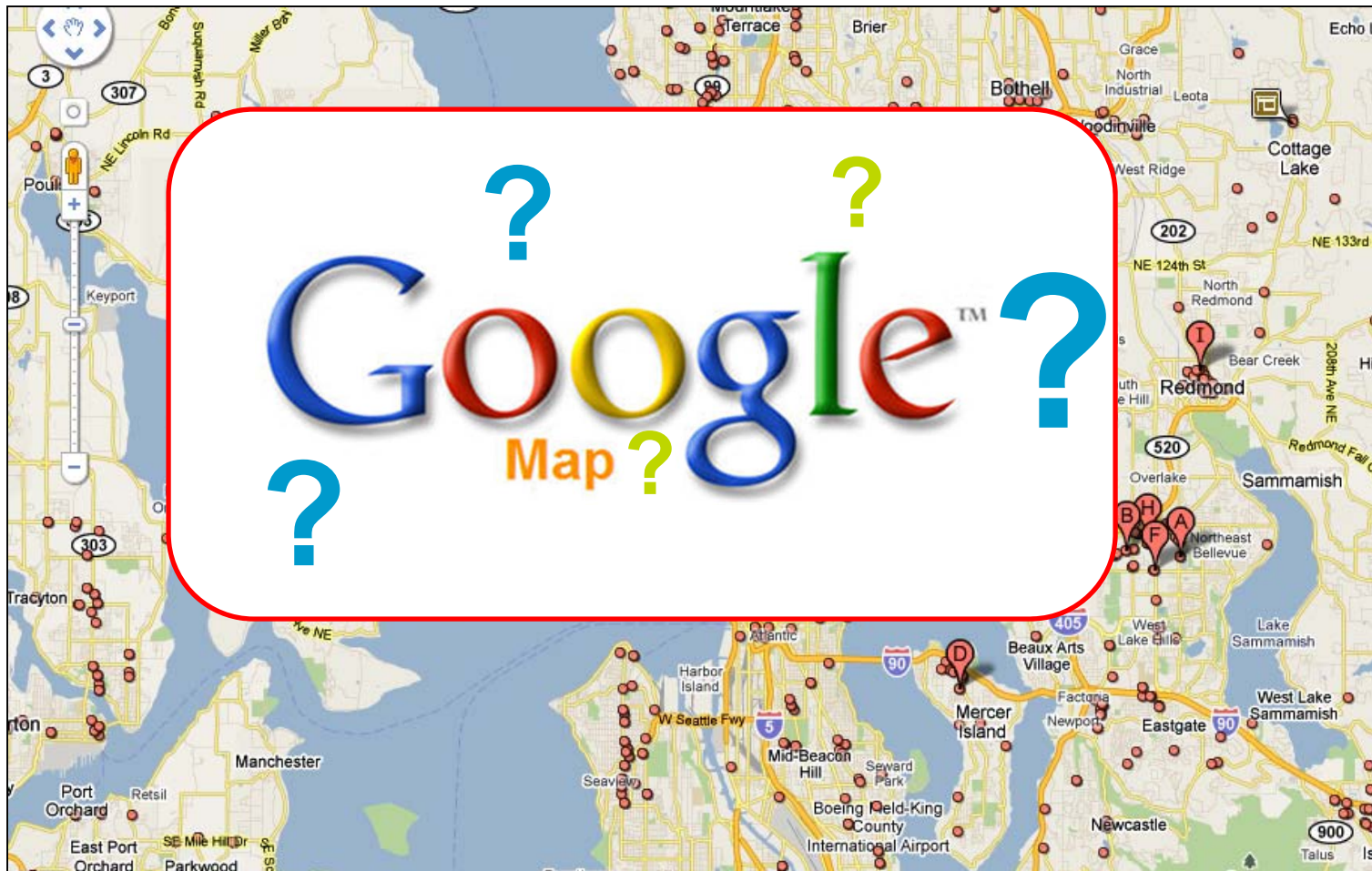


photo of Invisalign aligner

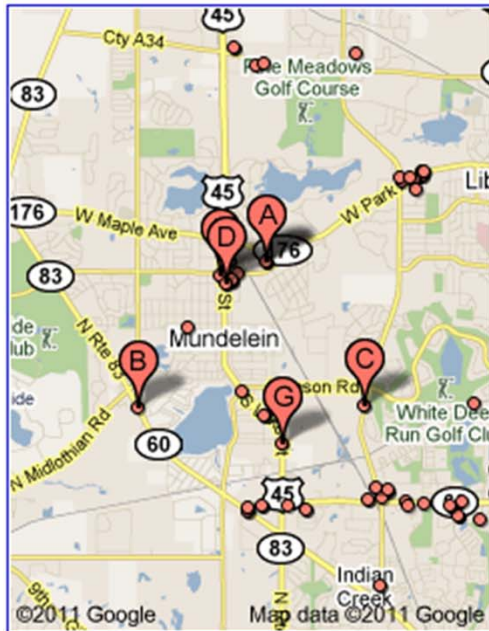
SEO- Just Do It!











How Do I Get on That Google Map?



What is Google Places/Maps/Business Center?



► Places for **dentist** near **Mundelein, IL**

- A** [Doreen A. Wascow, D.D.S.](#)  - Place page
www.wascowdental.com - 444 Prospect Avenue, Mundelein - (847) 566-9330
 - B** [Anthony R Markiewicz Ltd: Markiewicz Anthony R DDS](#)  - Place page
www.amdds.com - 852 N Il Route 83, Mundelein - (847) 566-2811
 - C** [Smile Center: Yong Tony DDS](#)  - 1 review - Place page
maps.google.com - 714 South Butterfield Road, Mundelein - (847) 362-6099
 - D** [Dr. Anthony J. Collins, DDS](#)  - Place page
www.drajcollinsdds.com - 287 North Lake Street, Mundelein - (847) 566-5350
 - E** [Dr. David T. Zeffery, DDS](#)  - 1 review - Place page
maps.google.com - Ste 2, 444 Prospect Avenue, Mundelein - (847) 566-5100
 - F** [Mundelein Dental Care: Pomierski Thomas C DDS](#)  - Place page
maps.google.com - 328 North Lake Street, Mundelein - (847) 566-5560
 - G** [North Suburban Dental Center](#)  - 3 reviews - Place page
maps.google.com - 1535 South Lake Street, Mundelein - (847) 566-6400
-  [More results near Mundelein, IL »](#)

Google Places

Description Reviews

Photos & Videos

[Get Directions](#) [My Maps](#) [Edit this place](#) - ✓ [Owner-verified listing](#)

The Berland Dental Arts Center ☆

2100 Ross Ave, Suite 960, Dallas, TX 75201-6772
(214) 999-0110 – (214) 999-0114 (Fax)
dallasdentalspa.com
[Directions](#) [Search nearby](#) [Save to...](#) [more ▼](#)

⊕ **Categories:** Dentist, Cosmetic Dentist, Dental Implants Periodontist, ...
Transit: [St Paul Station](#) (0.3 mi S) BLUE, GREEN, ORANGE, RED

★★★★★ 61 reviews **Your rating:** ★★★★★

"Parking is convenient" - judysbook.com ... "I hate blobitecture" - carfreeinbigd.com ... "Dr. Lorin Berland delivers a very thorough and professional dental service" - judysbook.com ...
"Great Dental Care " - judysbook.com ... " I love the dallas arts district its great!" - yahoo.com ...
" Hey, very nice website" - myinteriordesign.us ... "Dr. B is the best!" - judysbook.com ... "The Dreaded Dentist " - judysbook.com ... "Mille grazie " - judysbook.com

Drs. Lorin Berland, Sarah Kong, Mark Margolin, Murat Ayik & David Canfield offer cosmetic, implant and sedation dentistry as well sleep apnea treatment and more. - [From the owner](#)


Details

Email: info@dallasdentalspa.com	Languages Spoken: French, German, Korean, Filipino, Vietnamese, Spanish, American Sign Language
Specialties: Dentist/Oral Surgeon	Parking available: Yes
Date of Most Recent Report: 11/6/2010	Free Profile: Free Profile


[Business owner, angieslist.com](#)
[More details »](#)

Photos & Videos


[Upload a photo](#)




[From the owner](#)




[Panoramio](#)



[Panoramio](#)



[Panoramio](#)



[Panoramio](#)

Verify Your Listing

[Get Directions](#) [My Maps](#)

place -  **Owner-verified listing**


The Berland Dental Arts Center ☆

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dallasdentalspa.com

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Drs. Lorin Berland, Sarah Kong, Mark Margolin, Murat Ayik & David Canfield offer cosmetic, implant and sedation dentistry as well sleep apnea treatment and more. - [From the owner](#)



[From the owner](#)

Details

Email: info@dallasdentalspa.com

Specialties: Dentist/Oral Surgeon

Date of Most Recent Report: 11/6/2010

Languages Spoken: French, German, Korean, Filipino, Vietnamese, Spanish, American Sign Language

Parking available: Yes

Free Profile: [Free Profile](#)

Claim Your Listing



Google maps

503-590-4300

Search Maps

Show search options

[Get Directions](#) [My Maps](#)

[Print](#) [Send](#) [Link](#)

503-590-4300



[503 590 Phone Finder](#)

Sponsored Links

Search Free Any 503 590 Number
Cell, Landline, Unpublished & More.

www.Intelius.com/ReversePhoneLookup



[Hillside Dental Care](#) [☆](#) [- more info >](#)



15125 Southwest Beard Road, Beaverton,
OR

(503) 590-4300

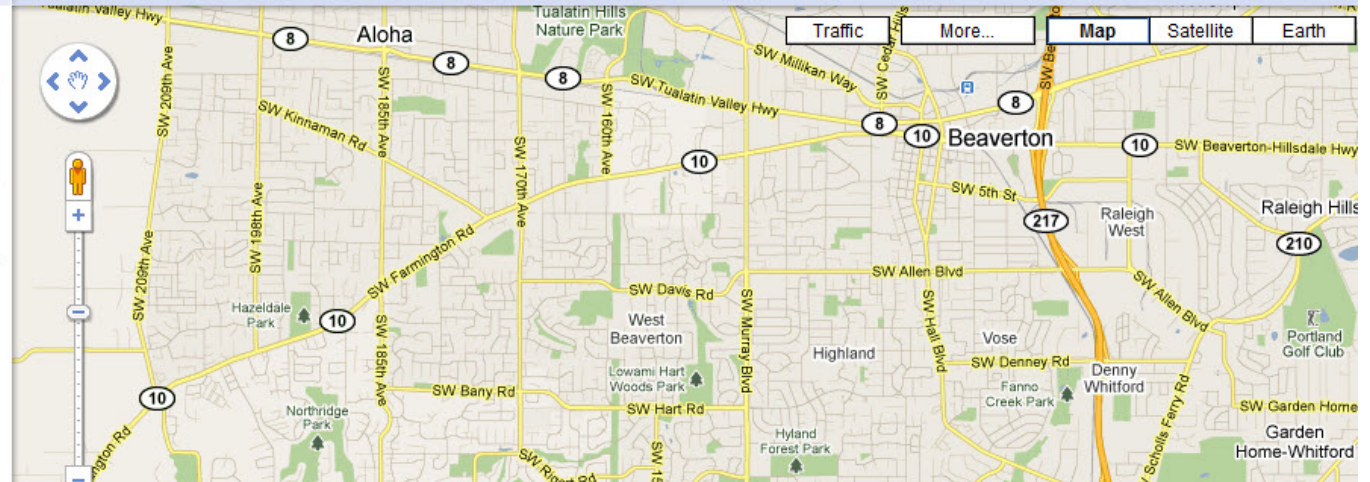
[4 reviews](#)

"Dr Taylor uses the latest technologies and understands
the patient's needs."



[Laird Carrie Bullock DMD](#) [☆](#) [- more info >](#)

15125 Southwest Beard Road, Beaverton, OR
(503) 590-4300



Claim Your Listing

Add, Edit, or Suspend Listing

To proceed, please choose an option below. (Each option will require validation.*)

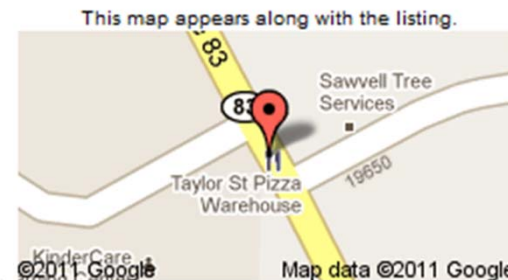
Choose one.

- Edit my business information.**
You may update your business name, contact information, payment types, hours and categories.
- Suspend this listing.**
You may return to Google Places and re-activate your listing at any time.
- This isn't my listing.**
If the information to the right isn't yours, you may add your business as a new listing now.

[Anthony R Markiewicz Ltd: Markiewicz Anthony R DDS](#)

852 N Il Route 83 Mundelein IL 60060-9159
United States

Phone: (847) 566-2811



*Validating your listing

We'll send a letter containing a PIN and activation instructions to the business address associated with your listing. After you validate your listing, you may edit your Google Maps listing at any time.

[Get Directions](#)

Pollack

122 Valley St

 (860)

[pollackorthodontics.com](#)

[Directions](#)

Category: [Orthodontist](#)

[Business owner?](#)



What's Important

- **Remove Duplicates**
- **Correct Address/Phone**
- **Exact Practice Name**
- **Web Address**
- **Description and
Category**

Reviews



The Berland Dental Arts Center

2100 Ross Ave, Suite 960, Dallas, TX 75201-6772

(214) 999-0110 – (214) 999-0114 (Fax)

dallasdentalspa.com

[Directions](#) [Search nearby](#) [Save to...](#) [more ▼](#)

Reviews from around the web

 [judysbook.com - 29 reviews](#)



"Making Family Feel at Home I took my 80 year old parents to Dr. Berland over the last few weeks, both of them can't stop bragging how courteous and knowledgeable the staff was. They can't wait to go back for there next visit. Thanks Team Berland" - Patrick - Jan 10, 2011 - [Full review »](#)

"Excellent Dental Care. Dr. Lorin Berland delivers a very thorough and professional dental service. His staff is always professional, courteous, and go out of their wayto make the patient feel they are the focus.I appreciate the excellent care I receive from them. ..." - Dr.Michael S. - Dec 28, 2010 - [Full review »](#)

www.judysbook.com/.../The_Berland_Dental_Arts_Center.ht...

 [carfreeinbigd.com - 9 reviews](#)

"Trust me, the irony of using the name "ToonTown," borrowed from Who Framed Roger Rabbit is not lost on me. The movie essentially depicts the history of american streetcars, as Judge Doom purchases the "Red Car" in order to shut it down so everyone is forced to drive on the new ..." - Jul 2, 2008

www.carfreeinbigd.com/.../welcome-to-toontown-dallas-arts.ht...

 [yelp.com - 3 reviews](#)

"Beautiful venue, great catering, will will accomodate any size of event. I got married here in August 2009 and there is no better place to get married in Dallas (in my opinion). The style is very" - Aug 2009 - [Full review »](#)

www.yelp.com/search?find_desc=Wedding+Venues...

 [kudzu.com - 4 reviews](#)

"I never thought going to the dentist could be considered a pleasant experience. However, Dr. Beland and his staff make you feel so comfortable. They a" - Jul 2, 2010

www.kudzu.com/m/The-Berland-Dental-Arts.../reviews/

 [travel.yahoo.com](#)



"I love the dallas arts district its great! The dallas symphony orchestra is amazing and the nasher sculpture center is beautiful! Im very excited because they are under construction right now building the wyly theater and the opera house which is going to look amazing once its ..." - Jun 24, 2007

travel.yahoo.com/p-travelguide-2742817-dallas_arts_district_...

Negative Comments

Respond!



Google Places- Just Do It!



Marketing

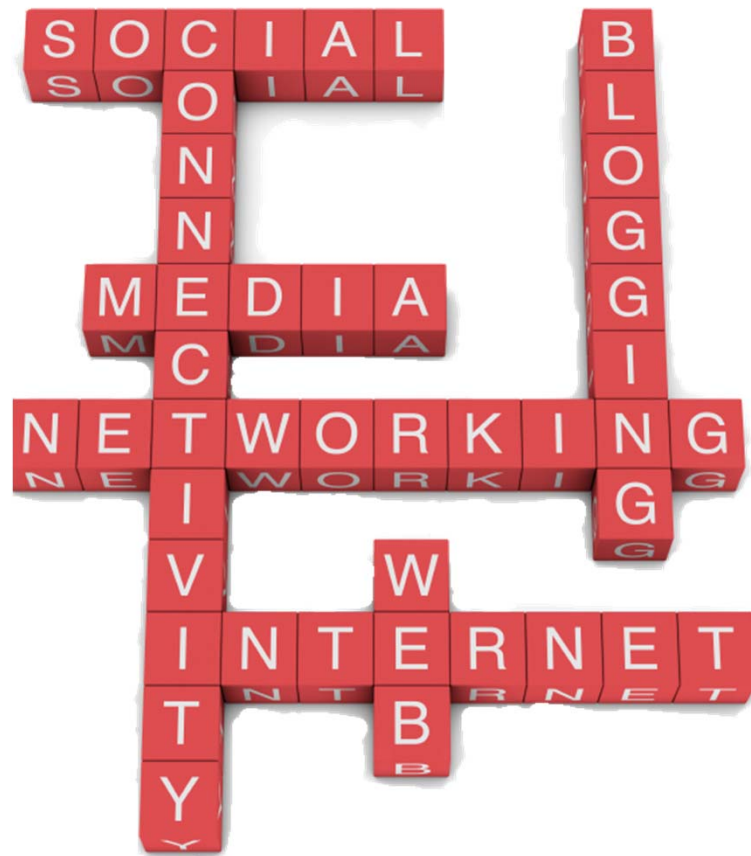
Search Optimization



Online Marketing



What is it?



What Is Social Media?

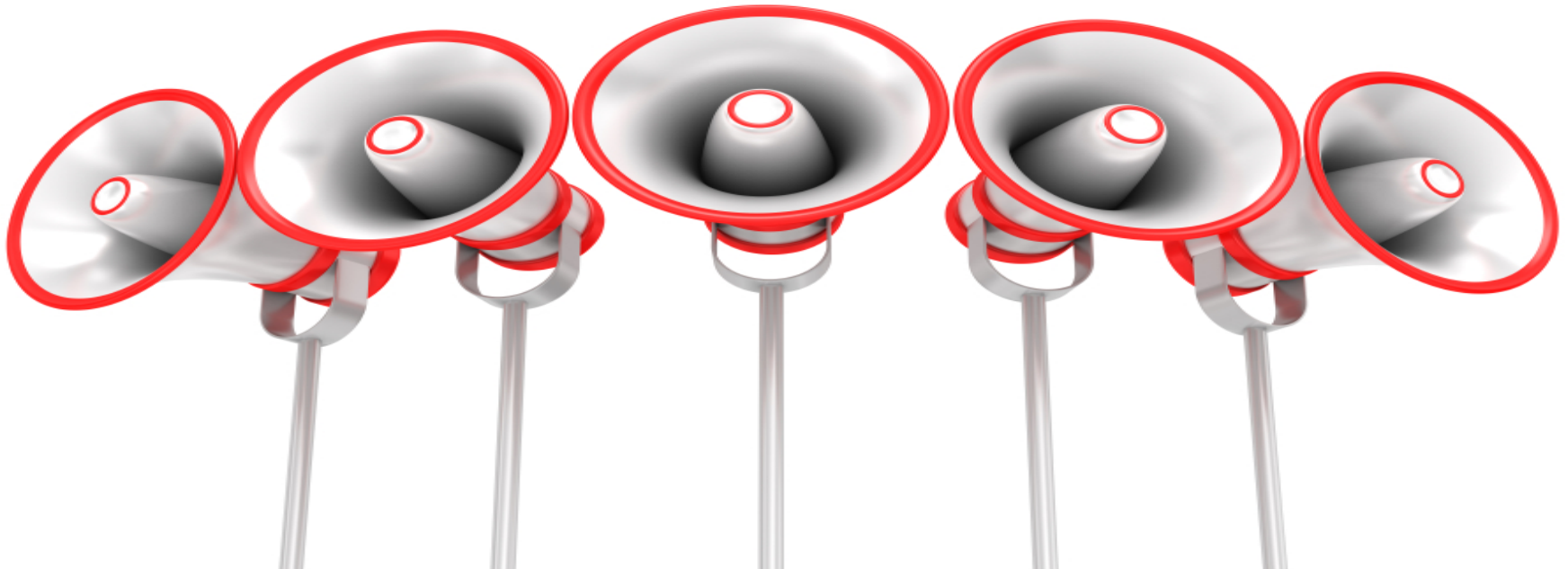
9 out of 20 top websites are social



57% of people talk more
online than they do in
real life



“ The Internet has turned what used to be a controlled, one way message into a **real-time dialogue** with millions.”



Not Just For Kids

Users over the age of 35

32% of Facebook users

38% of Twitter users

46% of YouTube visitors

Age Is Just A Number

Ivy Bean - 104



57,000 Twitter followers

Who Is Using Social Media?

55% of social network users are women



*<http://www.emarketer.com/blog/index.php/yep-women-prevalent-social-media/>

Who Is Using Social Media?

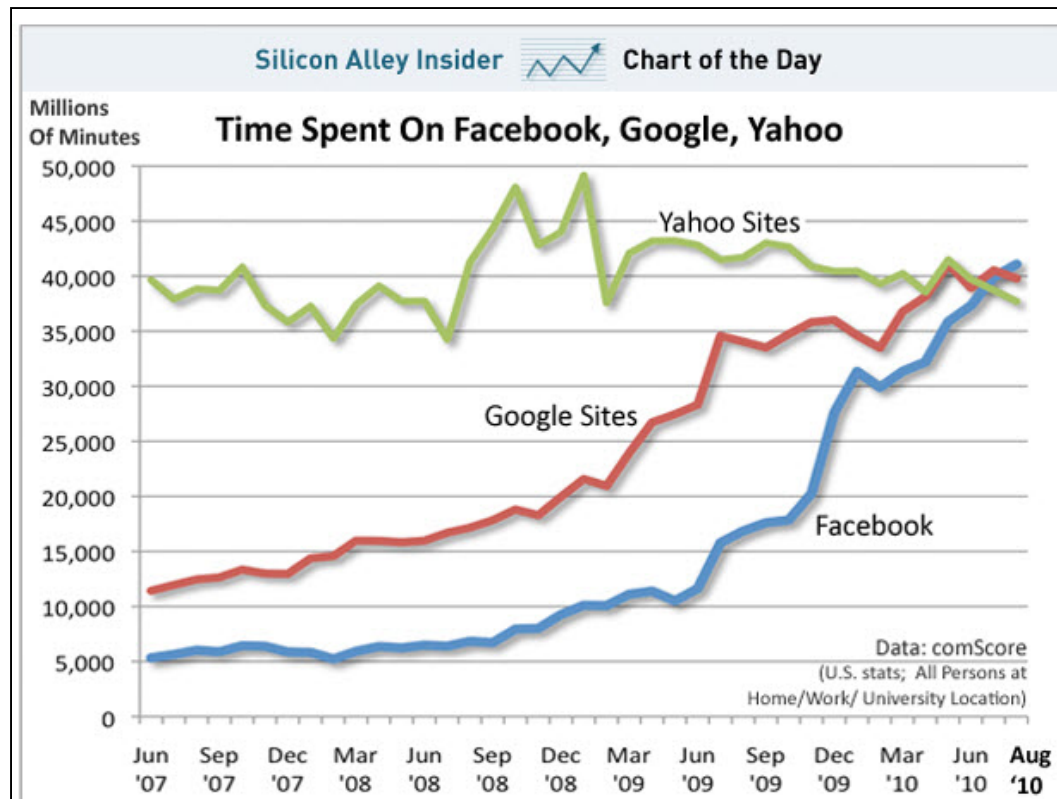
30% of Facebook users have incomes between \$60-100k
32% have incomes over \$100k



*According to Jeff Bullas

Who Is Using Social Media?

4.5 hours a month on Facebook vs 2.3 hours on Google



Dominate the Page



WORDPRESS

Orthodontist Boonton Parsippany Morris Plains NJ | Caggiano ...

www.morriscountybraces.com/

Caggiano **Orthodontics** is your provider for adult, teens & children's **orthodontics**, offering Invisalign®, Invisalign Teen™ & Damon® System.

Meet Dr. Caggiano - Types of Appliances - For Adults - Two-Phase Treatment

316 Parsippany Road
Parsippany-Troy Hills, NJ 07054-1294
Hours: Sun, Wed Closed; Mon, Thu 9am-5pm; Tue 10am-7pm; Fri 9am-2pm; Sat 8:30am-1pm
Bus: Parsippany Rd at Carlstadt Rd

Directions - Is this accurate?

★★★★★ 65 Google reviews

"We are very lucky to have found him! His office staff is incredible as well!" - judysbook.com (4)



Blog | Orthodontist Parsippany NJ | Caggiano Orthodontics

www.morriscountybraces.com/blog/

2 days ago - Our **Parsippany, NJ Orthodontic** office is conveniently located ...

Show more results from morriscountybraces.com

Caggiano Orthodontics - Health/Medical/Pharmacy ... - Facebook

www.facebook.com/MorrisCountyBraces

Sign Up **Facebook** helps you connect and share with the people in your life. **Caggiano Orthodontics**. Wall (0) · Info (0) · Win With **Caggiano** (0). Welcome! (0) ...

Show map of 316 Parsippany Road, Parsippany-Troy Hills, NJ 07054

Caggiano Orthodontics - Health/Medical/Pharmacy ... - Facebook

www.facebook.com/MorrisCountyBraces?sk=wall

October symbolizes the transition into the Fall season and of course ...

Show more results from facebook.com

Invisalign Braces Damon | Caldwell Parsippany NJ | Denise R Kitay ...

www.dkortho.net/

Serving communities in and around Caldwell and **Parsippany, NJ** - Dr. Denise Kitay, **orthodontic** specialist, offers Damon® System, Invisalign® and Invisalign ...

O'Hea Christine DMD Orthodontist Orthodontist in Parsippany, NJ ...

[www.wellness.com/.../orthodontist/nj/parsippany/ohea-christine-dmd- ...](http://www.wellness.com/.../orthodontist/nj/parsippany/ohea-christine-dmd-...)

O'Hea Christine DMD **Orthodontist** is an **Orthodontist** at 316 Parsippany Road **Parsippany, NJ**. Wellness.com provides reviews, contact information, driving ...

Orthodontist Parsippany, NJ

www.wellness.com/find/orthodontist/nj/parsippany

Find an **Orthodontist** in **Parsippany, NJ**. **Orthodontist** reviews, phone number ...

Show more results from wellness.com

Dr. R. Denise Kitay Orthodontist in Parsippany NJ

www.healthcare.com/profile/r-denise-kitay/

Dr. R. Denise Kitay, 199 Baldwin Rd **Parsippany NJ** 07054, **Orthodontist**.

Show map of 199 Baldwin Rd # 240, Parsippany-Troy Hills, NJ 07054-2043

Orthodontist Parsippany NJ Dr. David Caggiano at the AAO - YouTube



www.youtube.com/watch?v=Dt6tTo4hxAc

May 3, 2010 - 25 sec - Uploaded by morriscountybraces

We are excited to announce that we will soon have a new reception area in our **Parsippany, NJ orthodontic** office. We will ...

More videos for **orthodontist parsippany nj** »

Orthodontists in Parsippany, NJ - Braces in New Jersey, Parsippan...

www.orthopages.com/orthodontists-NJ-Parsippany.html

63 posts - 24 authors

Orthodontics in **Parsippany, New Jersey** NJ: Find a doctor for braces in New Jersey, Parsippany by entering in your zip code.



facebook



The Goal

ENGAGE

Communication

Collaboration

Education

Entertainment

Get New Patients

40 calls per month
17 new patients on average



Marketing Release Form

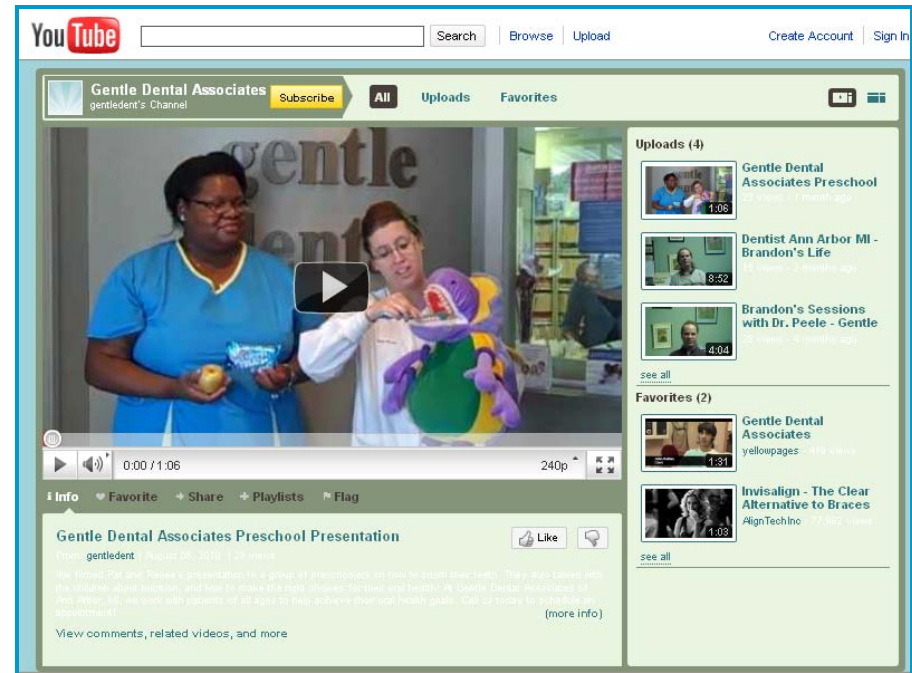
“In our promotional literature, we often use comments, photos and videos from our patients. By signing this document, you agree to the promotional use of any quotes, photographs or video taken by our practice.”



YouTube

Video sharing site

Private or public viewing



YouTube

Hundreds of thousands of uploads daily



YouTube

**3 billion videos are
watched daily!**



YouTube

**51% visit YouTube
weekly or more**



YouTube

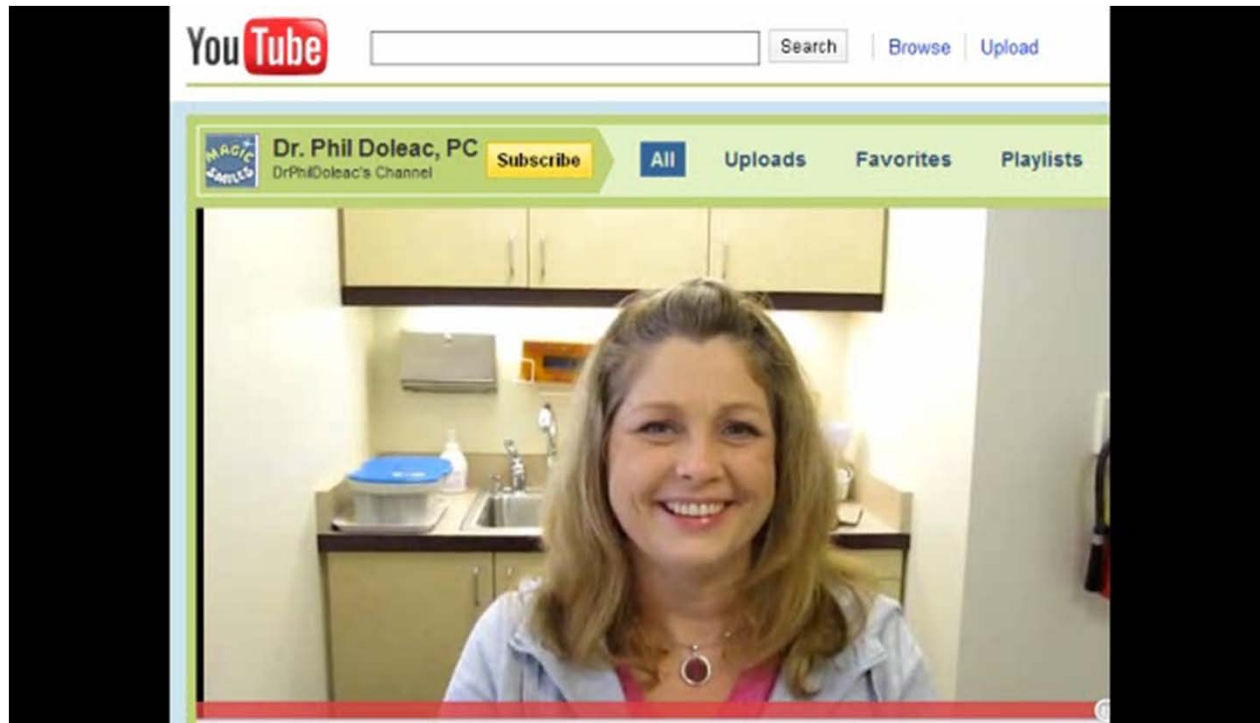
**52% of 18-34 year-olds share video
with friends and colleagues**



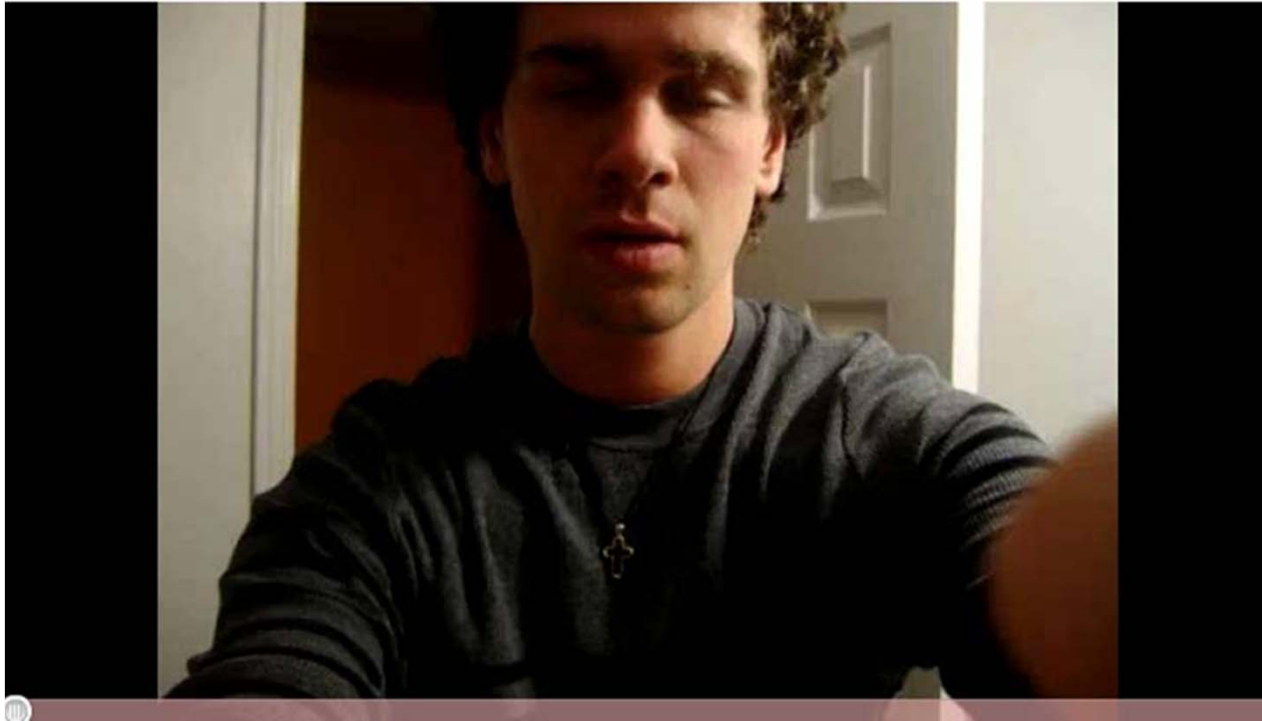
YouTube



YouTube



YouTube





77% of marketers plan on increasing their use of **YouTube** and video.

This makes it the top marketing investment in 2011.

YouTube- Just Do It!

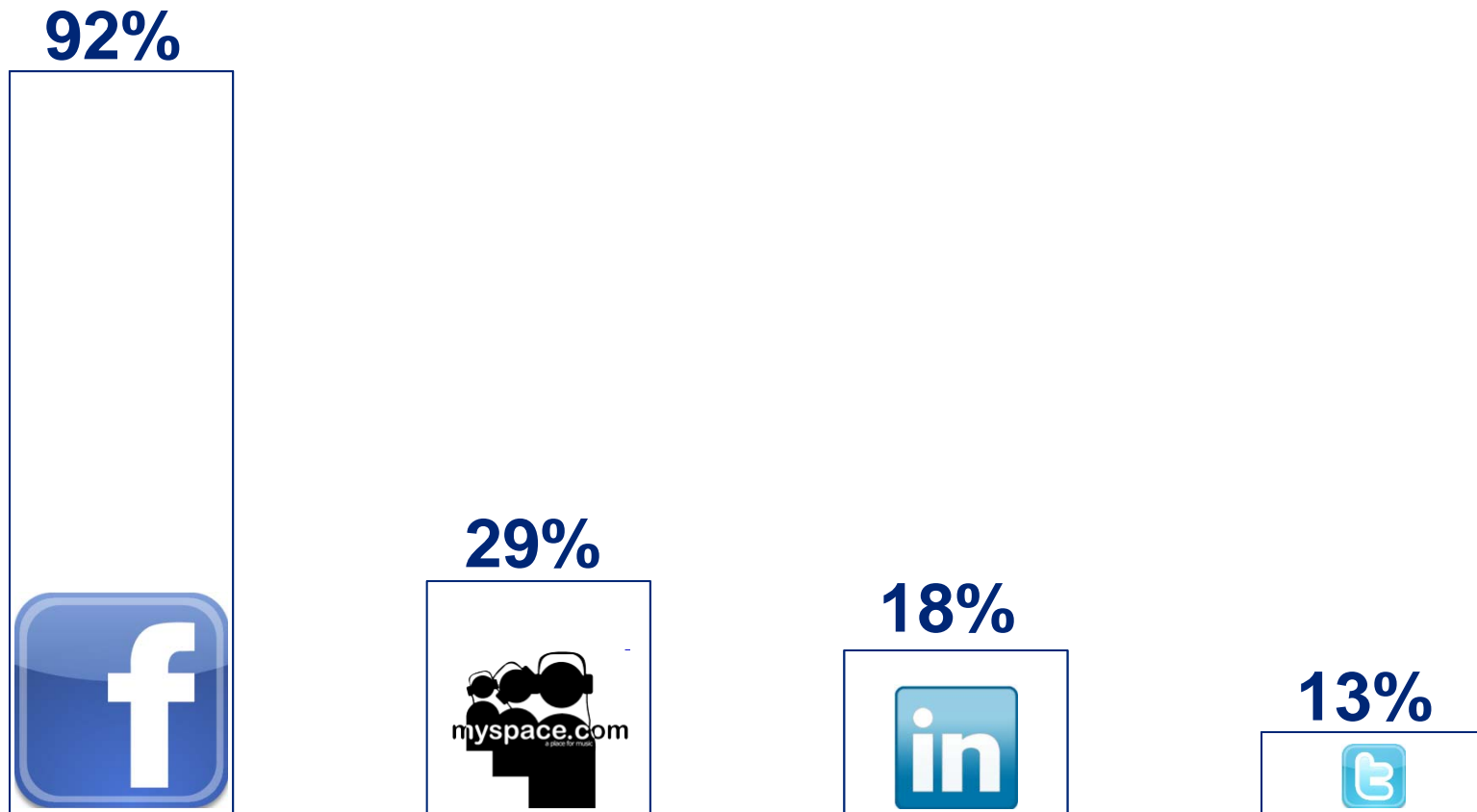


Facebook

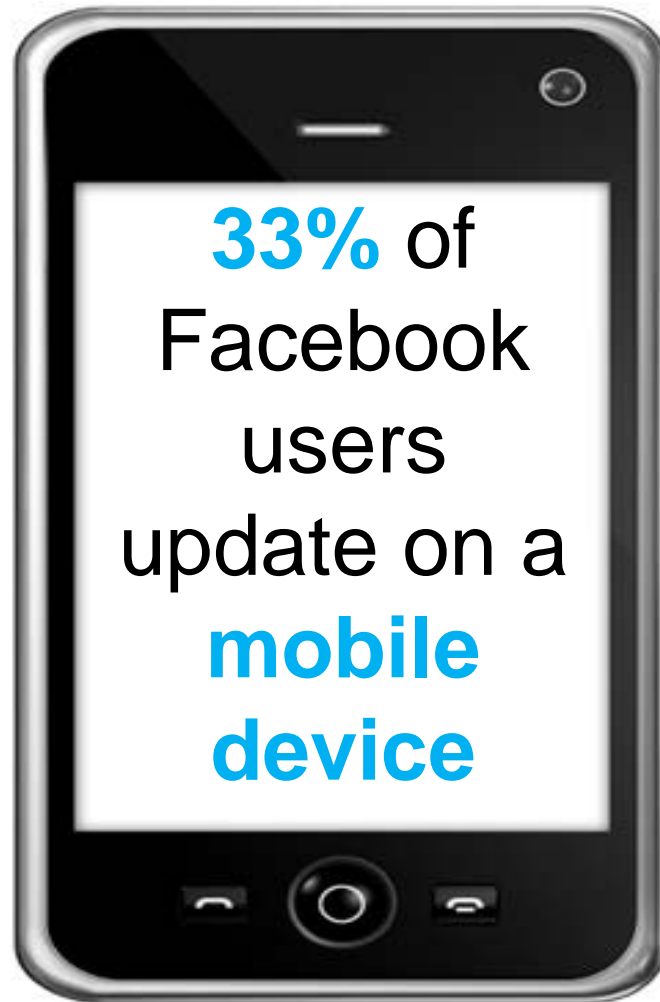
800 million active users and growing



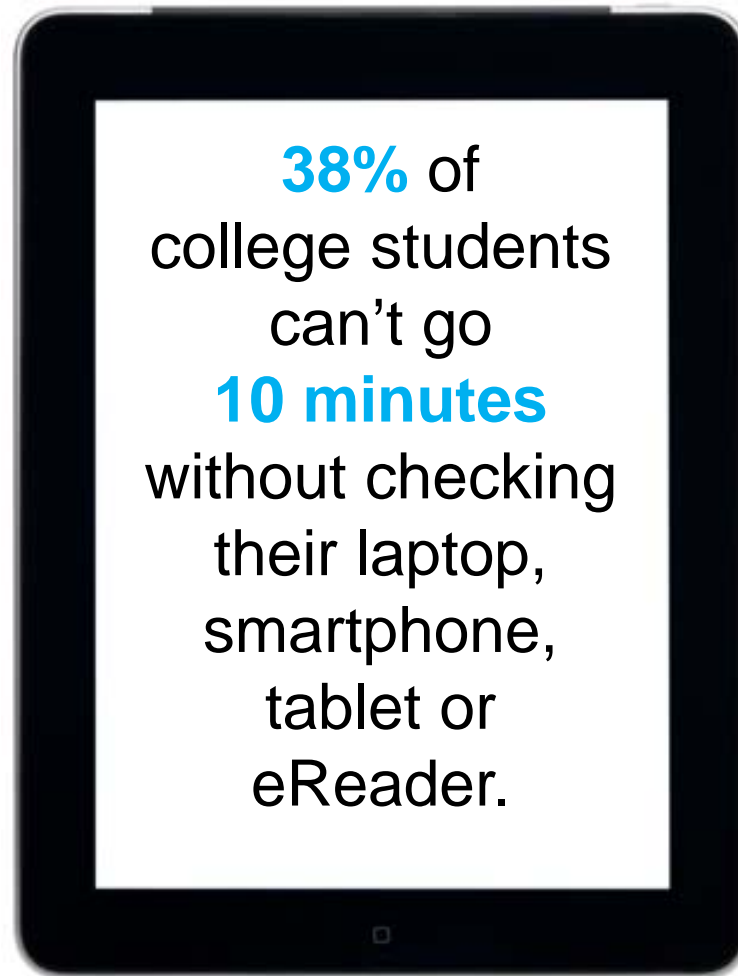
Social Networking Usage



 Facebook is Mobile



Facebook is Mobile



Facebook


68% of consumers said a referrals from a friend on Facebook would influence their purchase decision.*



*according to Morpace

Facebook Objectives

Goals

1.  Engage patients
2. Increase practice awareness
3. Drive traffic to your website

Facebook Wall

facebook

Marcy

Wall Info Photos Boxes Causes Video >>

Write something...

Attach:

Marcy **My New Smile!**
login.sesamecommunications.com
Look at what my Doctor is doing for my smile! Click on link to see Clincheck animation.

31 minutes ago · Comment · Like · Share · Report

Tony, Michelle and 4 others like this.

Chrissy 27 minutes ago · Like
Marcy I see potential, can he do me too???

Christine 26 minutes ago · Like
Wow! They worked fast! ♥ it!

Alli 19 minutes ago · Like
Wow Marcy your smile looks fabulous!

Michelle 17 minutes ago · Like
Super cool, Marcy!

Jacqueline 13 minutes ago · Like
Looks great!

Tara 12 minutes ago · Like
smokin hot smile Marcy Barcy

Ebonie 12 minutes ago · Like
Looks fantastic Marcy!!

Heather 10 minutes ago · Like
Looks awesome Marcy!

Kristen 9 minutes ago · Like
Wow! Looks fantastic!!

Melissa 7 minutes ago · Like
That is amazing!

Ebonie 3 minutes ago · Like
Hey Marcy - is it expensive? I've been considering it but didn't know just how much it would cost...

Amanda 2 minutes ago · Like
Looks great! I wish this would have been available to me so I wouldn't have had to endure years of braces!

Siobhan 2 minutes ago · Like
Marcy I'm starting Invisalign in October and I'm so excited! Your results are amazing!!!!

Write a comment...

Information

Relationship Status:
Married to Greg

Birthdays:
October 14, 1980

Current City:
Sewell, NJ

Mutual Friends
11 friends in common [See All](#)

Tony Michelle Diana

Friends
349 friends [See All](#)

Travis Paul Tony

Frank Brittany Steven

Bonne Diana bob

Courtney Anastasia Blair

Get More Likers



Get More Likers

**Add to Financial
Reminders and Invoices**



Get More Likers



RIVER VIEW
DENTAL SPECIALISTS

PATIENT LOGIN **DOCTOR LOGIN**

[f](#) [You Tube](#) [e](#)

MAIN LOCATION
1111 Canal Shore Drive
LeClaire, IA 52753
(563) 355-1034

3520 Utica Ridge Road
Bettendorf, IA 52722
(563) 359-9165

ORTHODONTICS
PEDIATRIC DENTISTRY
CONTACT US
OUR BLOG
HOME

*Providing comprehensive
pediatric dentistry
and orthodontics*


ORTHODONTICS **PEDIATRIC DENTISTRY**

WELCOME TO RIVER VIEW DENTAL SPECIALISTS

A blue arrow points from the right side of the image towards the social media icons (Facebook, YouTube, and Email) in the top right corner of the website header.

Get More Likers

Steven W. Farley, **DDS, FAGD**
62 Bloomfield Avenue | Windsor, CT 06095 | Ph: 860-688-4325



Stacey's appointment is on Wednesday,
October 13th, at 3:30pm.

[Confirm Appointment](#)

We're social!
Check out our [Facebook](#), [Blog](#),
[YouTube](#) pages.

Best regards,
Dr. Steven Farley

Dr. Steven Farley
62 Bloomfield Avenue, Windsor, CT, 06095
Phone : (860) 688-4325
<http://www.drfarley.com>

[Refer a Friend](#) | [Patient Login](#) | [Map & Directions](#) | [Unsubscribe](#)



Get More Likers



Hi Marcy,

Are you getting excited? Your **Invisalign** aligners have just shipped and are on their way to our office. You'll get to pick up your first set at your next appointment.

Your **Invisalign animation** is online and available for you to view too! Just login to our web site at www.smilesbyphucas.com. You'll see each tray moving your smile to completion. Our web site gives you the ability to send your new beautiful smile to friends and family via email and you can also post it via **Facebook!**

[Follow our practice on Facebook, YouTube and Twitter!](#)

See you soon!

Dr. Phucas

Dr. Carlyn S. Phucas 856-985-9400 info@smilesbyphucas.com www.smilesbyphucas.com

[Refer a Friend](#) | [Patient Login](#) | [Visit Our Site](#) | [Unsubscribe](#)



Get More Likers



APPOINTMENTS

Patient	Date	Time	Status	Add to Calendar
Marcy	Sep. 28, 2010	1:10 PM	Confirm after Sep. 14, 2010	Add

PAYMENT INFO

Patient	Next Contract Charge	Contract Charge Amount	Current Due
Marcy	N/A	N/A	\$0.00



SHARE YOUR SMILE

Marcy's Invisalign® movie, Apr. 5, 2010:

[Front View](#)
[Lower Jaw](#)
[Upper Jaw](#)

[Replay](#)
[Share](#)
[Send to a Friend](#)

Show your friends your new smile. [Send a link to your Invisalign® movie.](#)

If a friend referred by you starts treatment, Invisalign® will show you its appreciation with a \$50 gift certificate.

SHARE YOUR OPINION

Have you had a good experience with us? Let us know by entering a review that can be posted on the web.

Enter a title for your review:

Rating: ☆☆☆☆☆

Enter your review:

If you have treatment-related questions, please call our office.

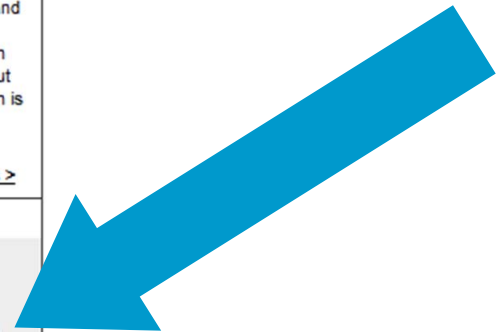
How your name should appear on our web site(s)?:

First name and last initial

[Send >](#)

Get More Likers

	S M E D L E Y ORTHODONTICS, LTD LARRY C. SMEDLEY DDS CHRISTOPHER K. SMEDLEY DMD•MS KENDRA SMEDLEY ADEY DMD•MS	Club Smed Downingtown (610) 269-6065 Club Smed West Chester (610) 431-1650 Club Smed Coatesville (610) 380-9068
Invisalign News from Smedley Orthodontics		October 23, 2010
In This Issue		Invisalign: Designed to Fit Your Teeth and Your Life
<ul style="list-style-type: none">• Invisalign: Designed to Fit Your Teeth and Your Life• Imagining Your Life with Invisalign: FAQ• Invisalign Payment Options: You Are Your Best Investment• Before & After: How Invisalign Helps Real People• Doctors Become Board Certified• Showdown: Electric vs. Manual Toothbrushes		 <p>Invisalign is an easy way to fit straightening your teeth into your lifestyle.</p> <p>They are clear, removable, and most adults can expect treatment time to be less than one year. Find out more about how treatment with Invisalign is fast, simple and subtle.</p>
Imagining Your Life with Invisalign: FAQ		Quick Links
	Thinking about joining the quarter of a million people who have chosen Invisalign to straighten their teeth, but not sure how treatment will affect your daily life?	Visit our web site >> Find us on Facebook >> Find us on YouTube >> Read our Blog >>
Invisalign Payment Options: You Are Your Best Investment		How it works >
	Improving your smile is an investment in you, and Invisalign makes it easy with clear, removable aligners. Learn about the payment options available for Invisalign treatment.	
Before & After: How Invisalign Helps Real People		
	Check out three case studies of real patients, find out why they chose Invisalign, and see before-and-after photos of their teeth.	
Look into it >		
Investing in you >		
Take a look >		



Get More Likers



Get More Likers

Suggest to friends

- Go to page
- Click “Share”

Get team and patients involved!



Get More Likers

The magic number is 350 Likes



*According to Kerpen

Keeping Facebook Fresh & Interesting

1,547 People Like This



Melissa Brown Thomas



Graham Reaves



Curran Culpepper Harton



Kim Perkins



Brandy Fuller Simon



Julie Christy Dorsey



Glassman Dental Care

On Sunday, Dr. Debra was featured in a segment on Canada's Fashion TV channel talking about the gap-toothed model trend. Check it out below!



Fashion Icons : Featured Stories : The Gap-Toothed Model Trend

watch.fashiontelevision.com

Mind the gap - Why gap toothed models are taking a bite out of fashion.



Glassman Dental Care

Congratulations to patient Jennifer Sapp on her wedding at Solage Resort in Calistoga, California. She attributes her radiant smile to the fantastic work Dr. Steven did using Invisalign to straighten her teeth. Keep smiling, Jennifer!



Keeping Facebook Fresh & Interesting

Respond
Respond
Respond



Wendy Grishman Susswein My 11 year-old son looks forward to his appointments, believe it or not! The docs are excellent and the staff is very friendly and competent.

September 1 at 4:56pm · [Comment](#) · [Like](#) · [Flag](#)



Orchin Orthodontics - Washington, DC Invisalign Thank you and we look forward to seeing him next week!

September 2 at 7:09am · [Like](#) · [Flag](#)

Write a comment...

Keeping Facebook Fresh & Interesting

The screenshot shows the Facebook interface for the 'Braces' organization page. The top navigation bar includes the Facebook logo, notification icons (1 and 7), and a search bar. The page header features the name 'Braces' with a 'Like' button and the word 'Organization'. Below this is a row of five small images: a dragon, a hallway, a room, a pumpkin, and a 'SPORT SAFETY PLAY IT SAFE' sign. The main content area shows a post from 'Braces' with a large image of a pumpkin pie decorated with candy corn and blueberries. The post has 14 likes and 6 shares. A comment from 'Kiourtsis Orthodontics' is visible, along with the start of another comment from 'Carlton Orthodontics'. The left sidebar contains navigation links for Wall, Info, Friend Activity, Frequently Asked Questions, Videos, RSS/Blog, Braces Friendly Recipes, Photos, and Links. The 'About' section includes a welcome message and the number of likes (1,525) and people talking about the page (35).

facebook 1 7 Search

Braces Like

Organization

Wall Braces · Everyone (Top Posts) ▾

Share: Post Photo

Write something...

Braces added a new photo.

Wall Photos

Like · Comment · Share · October 27 at 11:27am · 🌐

14 people like this.

6 shares

Kiourtsis Orthodontics Very cute! :)
October 27 at 1:25pm · Like

Carlton Orthodontics: Dr. Michelle Dumiller Carlton We love

Wall

- Info
- Friend Activity (1+)
- Frequently Asked ?'s
- Videos
- RSS/Blog
- Braces Friendly Recipes
- Photos
- Links

About

Welcome to the American Association of Orthodontists (AAO) braces fan page!...

More

1,525
like this

35
talking about this

Create a Page
Add to My Page's Favorites
Get Updates via RSS

Keeping Facebook Fresh & Interesting

Office Construction

Dawson Dental Newmarket



Palmdale New Office

11 new photos

 September 30 at 11:23am · [Comment](#) · [Like](#) · [Share](#)

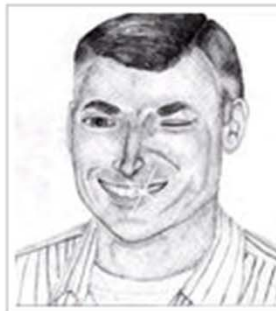
 9 people like this.

Keeping Facebook Fresh & Interesting

Announce contest winners



Elliott Orthodontics: Braces and Invisalign Merrimack & New Boston NH
Here are the winners of the Draw Dr. Elliott contest



contest winners

📅 September 14 at 7:11pm · Share

👍 2 people like this.

Keeping Facebook Fresh & Interesting

Community Involvement



Invisalign and Braces by Dr Stephen Yao in San Jose CA Hey all of you YAO-zzzzers out there, Braces for Pretty Faces will be collecting New coats and non-perishable food items for the San Jose Children's Shelter.

Food and Coats will be collected between October 8th- November 30th.

Last day for all donations:

...

[See More](#)



October 18 at 7:01pm · [Share](#)

👍 2 people like this.



Alexis Renee I would be glad to help. Will be bringing in a coat and food items soon :)

October 18 at 7:43pm · [👍 1 person](#) · [Flag](#)



Marie Rda Count me in ;0) Time to tidy up my closet !

October 20 at 12:57am · [Flag](#)



Rachel Gonzales Bringing in some stuff from old navy they just had a \$16 dollar coat sale!!

October 21 at 1:56pm · [Flag](#)

Keeping Facebook Fresh & Interesting

**Celebrate
Events!**



Wilson



Happy Boss's Day

 October 18 at 4:49pm · [Comment](#) · [Like](#) · [Share](#)

Keeping Facebook Fresh & Interesting

- **Introduce new employees**
- **Info about patients**
- **New techniques or equipment**
- **What you learned at the CE event you attended**
- **Offer discounts**
- **Giveaways**

Branding Your Social Networks



Marketing

Search Optimization



Social Networking



Online Marketing



Website Text & Photo

Warm & Personable

The screenshot shows the top portion of a website for Central Orthodontics. The header features a logo with two stylized teeth and the text 'CENTRAL ORTHODONTICS'. To the right, it says 'JODI PARKER DDS' and 'CREATING A POSITIVE CHANGE ONE SMILE AT A TIME'. Contact information includes '100 WHALON ST. FITCHBURG, MA 01420' and a phone number '978-345-6911'. A navigation menu on the left lists various pages, with 'MEET DR. LINDA KREBS' highlighted in orange. The main content area features a heading for 'Meet Dr. Linda Krebs' and a short biography, followed by a list of her credentials and a portrait photo.

CENTRAL
ORTHODONTICS

JODI PARKER DDS
CREATING A POSITIVE CHANGE ONE SMILE AT A TIME

100 WHALON ST.
FITCHBURG, MA 01420
978-345-6911

MEET OUR OFFICE

- MEET DR. JODI PARKER
- MEET DR. LINDA KREBS**
- MEET DR. YONG DING
- MEET THE TEAM
- OUR BLOG
- OFFICE TOUR
- SUPPORTING/SPONSORING

NEW PATIENTS

TESTIMONIALS

ORTHODONTICS

WEARING BRACES

INVISALIGN

FUN ZONE


CONTACT US

[Meet Dr. Jodi Parker](#) | [Meet Dr. Linda Krebs](#) | [Meet Dr. Yong Ding](#) | [Meet the Team](#)
[Our Blog](#) | [Office Tour](#) | [Supporting/Sponsoring](#)

Meet Dr. Linda Krebs

Dr. Linda Krebs is a board certified orthodontist who really cares. Her warm and friendly demeanor will put you at ease from the start and her emphasis on good communication throughout treatment will ensure that you know what's happening. She takes time with each patient to provide personal and individualized care. Additionally, her top-notch training and unparalleled expertise will get you the best results possible in the shortest time possible. This added expertise is invaluable for some of the toughest cases when a clear understanding of the underlying biology is imperative.

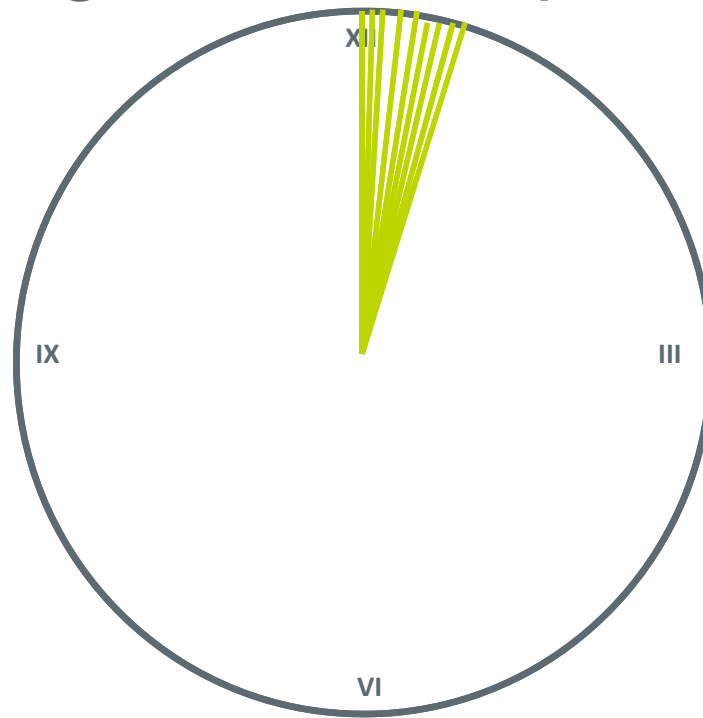
- DDS - State University of New York at Buffalo, 1998
- PhD - Physiology and Biophysics, State University of New York at Buffalo, 2000
- Specialty Training in Orthodontics - University of Connecticut, 2003
- Post-doctoral Research in Human Genetics, 2000 - 2005



Capture Prospective Patients

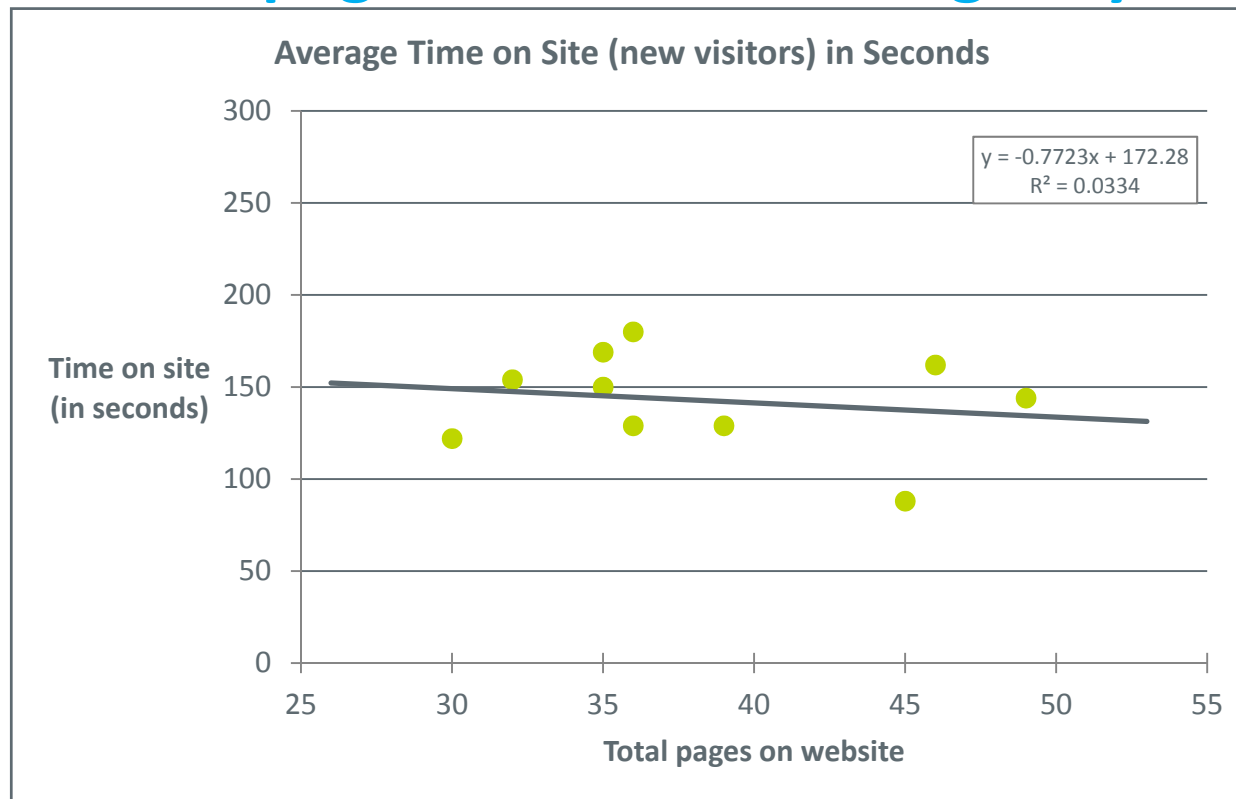
8 seconds to capture a visitor

90 seconds to get them to pick up the phone



Website Page Count

**Negative correlation between
of pages and website longevity**



What Works

- **Before and afters (full face)**
- **Easy-to-find office location**
- **Payment options**
- **Telephone and address on home page**
- **Services/new patient page**
- **Detailed, easy-to-use navigation menu**



Warm and Personable

Wednesday, January 21, 2009 [Join E-mail](#) [E-mail Reminder](#) [Home](#) | [Sitemap](#) | [Contact us](#)

Manhattan Dental Spa JOSEPH P. GREER D.D.S & MITCHELL A. CHARNAS D.M.D
200 Madison Avenue 22nd Floor - New York, NY 10016 (212) 683-2530

There is nothing like the power of a healthy smile!

Welcome	Our Services	The Dentists
Before & After	Plans & Insurance	Special Offers
Our Staff	Our Office	Appointments

The Dentists

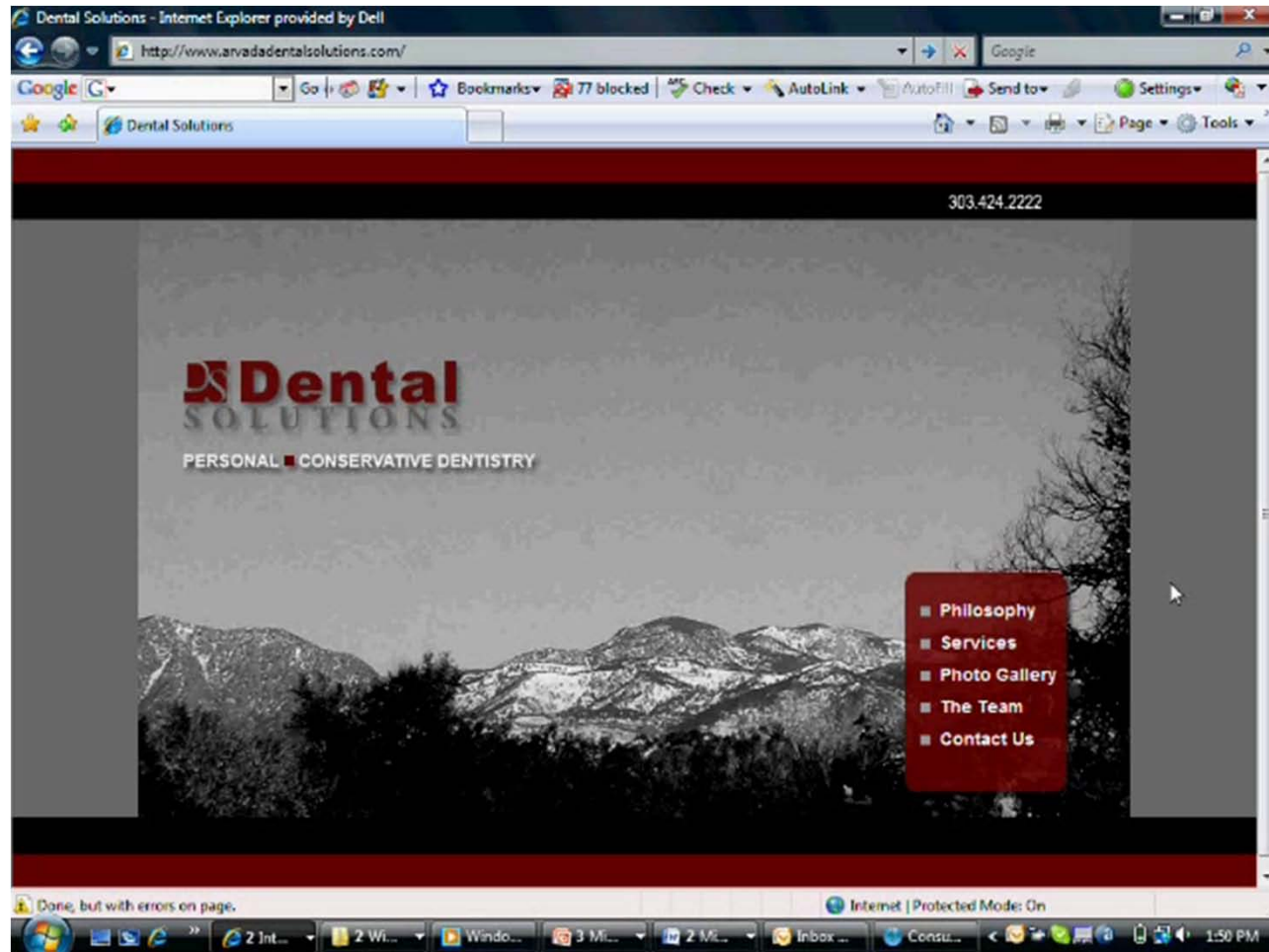


Dr. Joseph Greer, D.D.S., is a graduate of the State University of New York at Buffalo. Dr. Greer also attended Brooklyn College and is a member of the American Academy of Cosmetic Dentistry, the American Dental Association, and the New York County Dental Society. He served as a dentist for three years in the United States Air Force. Dr. Greer enjoys photography and swimming as part of his regiment of health and relaxation.

Dr. Mitchell Charnas, D.M.D., received his undergraduate and graduate degree at the University of Pennsylvania and performed his general practice residency at Mount Sinai Hospital in New York City. He is a member of the American Dental Association, the New York County Dental Society and has taken extensive continuing education courses in the fields of cosmetic and implant dentistry. Dr. Charnas is an avid tennis and golf player and keeps in shape through daily workouts.



What Doesn't Work



What Doesn't Work

USERVUE Show Chat "Your screen is being shared"

Manhattan Dental SPA - Best Dentist Manhattan - Oral Surgeon New York - Windows Internet Explorer

http://www.manhattandentalspa.com/ Live Search

Manhattan Dental SPA - Best Dentist Manhattan - Ora...

There is nothing like the power of a healthy smile!

Welcome
Before & After
Our Staff

Our Services
Plans & Insurance
Our Office

The Dentists
Special Offers
Appointments

A variety of restorative and preventive dental services - each designed to extend the life of your teeth and total dental health; contributing to your physical comfort, outer appearance, and your inner confidence.

Establishing rewarding and lasting relationships with patients is important to us. We pledge excellence in all we do, a variety of restorative and preventive dental services - each designed to extend the life of your teeth and total dental health; contributing to your physical comfort, outer appearance, and your inner confidence.

Establishing rewarding and lasting relationships with patients is important to us. We pledge excellence in all we do, and we look forward to helping you make the most of your smile now, and for all the years to come and we look forward to helping you make the most of your smile now, and for all the years to come.

Special Offers

Free Teeth Whitening when you come in for a Cleaning, X-Rays, and Exam.	#1 Premier Provider in NYC invisalign (invisible braces) \$1000 off	25% Off One Hour In Office Bleaching/Whitening Service
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Contact Us Now

Name:
Email:
Phone:

Our desire is to provide you with dental care that can enhance the quality of your life, as such, we are pleased to offer you complete dental care in one convenient location.

Manhattan Dental SPA
200 Madison Avenue 22nd Floor
New York, NY 10016
212-683-2530
asktheoffice@gmail.com

Search Engine Optimization by Comet Conversion

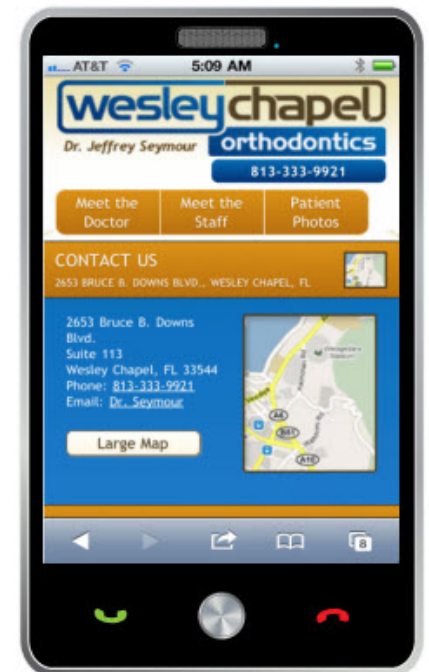
Internet 100%

What Doesn't Work

- **Music and auto-play animation**
- **Splash intro pages**
- **Scary photos with instruments**
- **Dark color schemes, particularly black and red**
- **Content that leads consumers to perceive the practice as cold, unfeeling or institutional**

Mobile Sites

59% of Americans regularly go **online** using their **phone** or other portable device



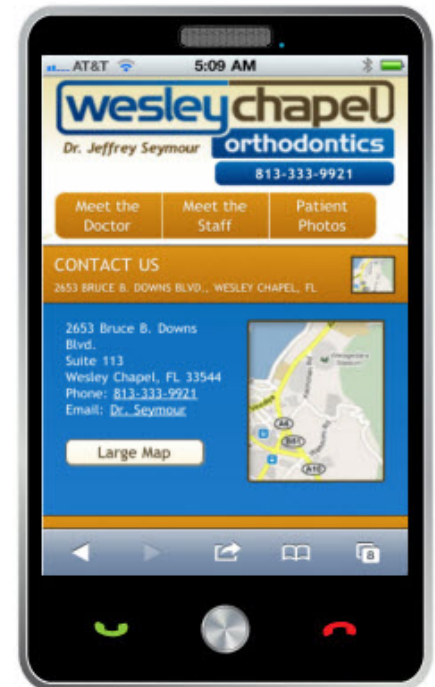
Mobile Internet browsing is expected to **exceed desktop browsing** by the end of this year



Mobile Sites Results

Increased website visitors
by **37.7%**

193.3% increased in
website views



Moms and Smartphones

Consumers with children now spend an average of **6.1 hours** a day seeking info using their **mobile smartphones**



Smartphones

The majority of smartphone users do local searches

More than **90%** take some action after their research



Online Marketing- Just Do It!



Free Online Effectiveness Consultation

gpsso@sesamecommunications.com

