

# The Profitable Dentist®

Spring 2011

News & Information to Increase the Profitability of Your Practice

## Play to WIN!

The Game of Attracting New Patients

Mary Rahall, MS

Co-founder and President of DentalWebsites.com

**Start-Up  
Practice  
Reaches  
\$3 Million  
in Just  
4 Years**

**Hygiene  
Production  
Strategies**

**Full Denture  
Secrets**

The  
**Insurance  
Independent**  
Dentist



**DentalWebsites.com®**

*Attracting New Patients Since 1998!*

**Excellence in Dentistry®**

**Health Insurance  
Reimbursement for  
Sleep Apnea**

**Create Maximum Practice  
Profitability by Overcoming  
Patient Objections**

# IN THE SPOTLIGHT

## Meet Mary Rahall and DentalWebsites.com

DentalWebsites.com was formed in 1998 when the web was just starting to rev up. Co-founder and CEO, Greg Rahall, a computer engineer, realized that this new marketing medium was perfect for dentists to attract new patients.

That same year, Greg's brother-in-law, Dr. Bruce Cassis introduced Greg to Dr. Tom Orent, Dr. Steven Rasner, and yours truly, Dr. Woody Oakes, all of whom DentalWebsites.com works with today. Cultivating each website design as a collaboration, they have both coached and learned from the very best dentists in the world.

The way websites are created and marketed has changed dramatically over the past 12 years and continues to change at an accelerated rate. Mary Rahall, co-founder and President, brings the human touch to this wild, wild web. She communicates directly with each client and relies on her highly educated design and Search Engine Optimization (SEO) teams to create and optimize practice websites that attract new patients. Their unique combination of custom website design and comprehensive Internet marketing strategies generate new patients for their members.

Mary encourages her clients to have video patient testimonials on their websites and provides coaching on how to get the best ones. Once you have the videos, DentalWebsites.com formats them for your mobile friendly website, and delivers them to desktops, mobile phones and iPads. The combination of outstanding customer support, technical prowess and that human touch makes your website the perfect word-of-mouth advertisement.

DentalWebsites.com has more than tripled in size over the past 5 years and now caters to hundreds of dentists world-wide. Their premium service coordinators manage a vast set of services

including Search Engine Optimization (SEO), Google Places (Map) Listing, Search Engine Marketing (SEM), Call Tracking, Visitor Analysis, and Social Network Media (Facebook, Twitter, YouTube, Blog).

Given their outstanding reputation for CUSTOM website design and SEO, we chose DentalWebsites.com to create our website, TheProfitableDentist.com. They do a phenomenal job for us. Our mobile friendly website looks and works great on desktops, smart phones such as iPhone and Droid, as well as the iPad as



shown below.

We are excited that Mary Rahall will be speaking at our 20th Annual Spring Break Seminar of Champions in Destin. She is a leading authority on dental website design and Internet marketing. She will be sharing the latest and best information on how to attract new patients through the Internet.

### SOMETHING ABOUT MARY

In October of 2000, Mary suffered two severe brain hemorrhages, a subarachnoid hemorrhage on the right side and a basal ganglia hemorrhage in the center. Miraculously, Mary survived both.

*"I remember waking up in ICU in excruciating pain, and being paralyzed on my left side. By the time I was 34, I*



Richakar Photography

*had lost four immediate family members including my mother whom I lost just before my 12th birthday. Nothing had brought me harder to my knees than this. While conscious, I prayed that I would make it home to my little boy and newborn baby girl,"* Mary recalls.

Amazingly, Mary recovered physically in less than 6 months, and made a full cognitive recovery within a year. During recovery, she struggled with short-term memory loss and relied on notebooks and yellow post-it stickers to help her remember things. One hangs framed above her office desk and reads "A new path –Never give up!" They are the inspiring words spoken by her neurosurgeon, Dr. Joseph Crow, during an office visit 10 years ago.

The traumatic experience changed Mary's life in a positive way. Upon her return to work, Mary was more determined than ever before to focus on client satisfaction. Mary explained, *"For me and my team, it became more about giving our clients a level of service they could really appreciate. We love what we do."*

To attract new patients through the Internet, I highly recommend DentalWebsites.com.

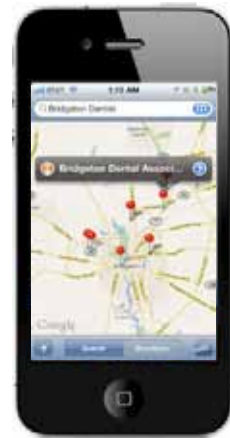
### WANT MORE INFORMATION?

Call 888-906-1667 or go to [www.DentalWebsites.com](http://www.DentalWebsites.com). If you want a FREE website/Internet marketing evaluation, Call Mary at 888-906-1667 ext 12.



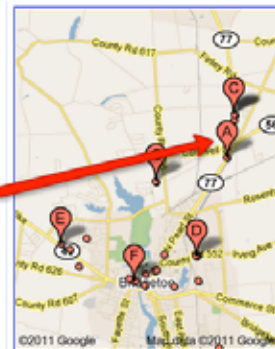
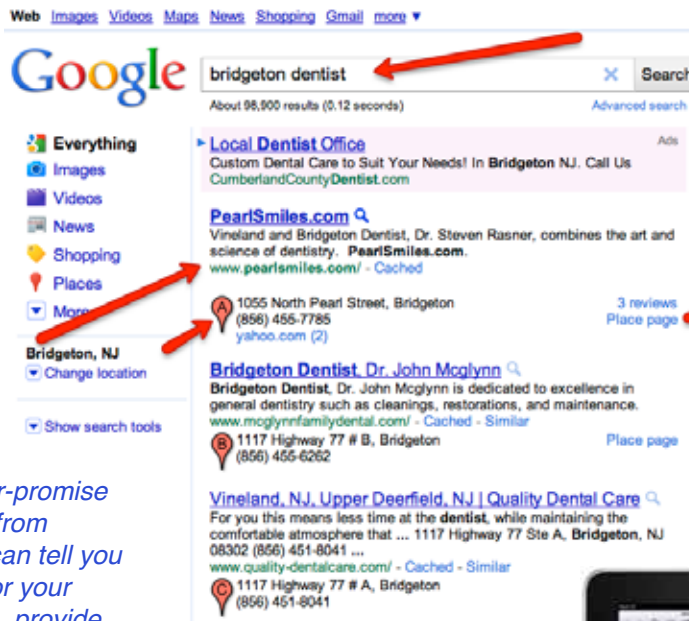
# “Your New Patients are Local and Mobile”

*DentalWebsites.com helps them Find and Contact you!*



Internet Marketing is more about location than ever before. Google has merged organic search listings with its Places (map) local business listings. Reviews, Facebook, and other Social Networking sites are key also. Mobile smartphone users allow their location to be tracked and often prefer to search local map listings instead of the web.

DentalWebsites.com's aggressive Internet marketing strategy leads local and mobile traffic to your custom practice website which converts viewers to patients quickly.



*“At a time when too many companies over-promise and under deliver, Mary and Greg Rahall from DentalWebsites.com are the real deal! I can tell you they will give incredible value and detail for your project. They walk you through every step, provide great ideas, and are on the cutting edge of what your website should be doing for you. I guarantee you won't be disappointed.”*

**Dr. Steve Rasner - [www.PearlSmiles.com](http://www.PearlSmiles.com)**

*“Talk about return on investment - WOW! I am always ranked on the first page of all the major search engines with organic search, not paid ads. Thanks a million, (or two!) Greg and Mary. You are the best around!”*

**Steffany Mohan, D.D.S. - [www.DMSmiles.com](http://www.DMSmiles.com)**



# DentalWebsites.com<sup>®</sup>

**888-906-1667**

**Attracting New Patients  
Since 1998!**

Get a Free website / Internet marketing evaluation. Call Mary at 888-906-1667, ext 12.

- Google Places (Map) Local Listing Optimization
- World Class Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Preview Visual Optimization
- Custom & Mobile Friendly Website Design
- Social Network Marketing & Coaching

**See us in Destin or visit us online  
at [www.DentalWebsites.com](http://www.DentalWebsites.com)**





# Play to WIN ...

## The Game of Attracting New Patients

by Mary Rahall

Now more than ever, the Internet is where it's at! To compete in today's market, you need more than just a great website. For over 12 years, we've worked with hundreds of dentists world-wide to help them achieve their GOAL of attracting

new patients from their websites and the Internet. Keeping up with ever changing technology and Internet marketing strategies is like playing a game where the rules keep changing but the goal remains the same.



## The Game Plan ...

### Get On the Court

Get in the game with a highly interactive CUSTOM website that reveals the best things about you and your team. Avoid customized template websites because the last thing you want to do is bore your viewers to death with generic content and a bunch of stock photos. We work with our dentists in a painless and comfortable manner to make sure their custom websites have personality and all the RIGHT features in all the right places.

### Nothing but Net

To convert viewers to patients quickly, your website needs “Call to Action” features. Call to action features are components that motivate the potential patients to call or email your office. We have found that “New Patient Offers,” “Get a Free Report,” and “Refer-a-Friend” features are very effective since they give viewers an incentive to contact you. Make sure your call to action features are seen immediately so the viewers won’t have to look for them. Make sure the offers are designed with a short online form visible on every page.

Our call to action features have always included rotating expiration dates. Our doctors get more contacts with shorter expiration dates. The idea is simple human nature: if the potential patients have too long to think about it, they will procrastinate and forget about it.

Another great way to convert viewers to patients quickly is to have hand written and VIDEO patient testimonials on your website. Viewers are more likely to contact your office when they hear your patients saying great things about you and your team. We give our clients a Flip HD Camcorder and provide coaching on getting the best video testimonials. Once we obtain the videos, our engineers format and deliver the videos to

play on desktop computers, smart phones and iPads.

### Play for the Home Crowd

Market your practice locally on search engines using the following three strategies. Make sure your website is search engine optimized thoroughly. Our Search Engine Optimization (SEO) team strives to achieve first page results in organic search for multiple search phrases. SEO is the long-term and FREE approach that yields more trusted results. Search Engine Marketing (SEM) includes both SEO and AdWords. Purchasing AdWords is a more immediate approach, offering broader keywords and tighter location based results.

Two years ago, we began managing Google Places map listings for our members when Google first began displaying its Places map with its search results. In



recent months, this has become more relevant since potential patients using MOBILE devices frequently search their MAP app and since Google merged its places with its organic search results.



### Running the Triangle Offense

If you want some easy lay ups, make sure your website works on mobile devices so that potential patients can see it.

Projected sales of the Apple iPad are over 60 million by 2012. Look at your current website on a desktop computer and then look at it on an iPhone or Droid. But don’t stop there – look at your website on an iPad. What you see may shock you.

Our design team creates platinum level websites in the following 3 formats:

**Desktop** - looks great on desktop computers

**Mobile** - looks great on smart phones like iPhone and Droid

**Mobile Friendly** - entire website looks great on iPads

Our advanced technology recognizes the user’s device and adapts by delivering the right website experience. Regardless of whether you are using desktop, mobile phone or iPad, your website looks and works great!

Visit Dr. Steve Rasner’s website, [www.PearlSmiles.com](http://www.PearlSmiles.com) from both desktop and mobile devices to get an idea of how potential patients experience each.

### Slam Dunk

Having a custom website is only part of the game plan for attracting new patients. First page visibility on search engines is crucial. Having one without the other is a mistake. Since search engines are constantly changing the rules and the way websites and maps are listed, we use a combination of ALL of the following services to increase traffic to our members’ websites:

- Search Engine Optimization (SEO) - Organic
- Search Engine Marketing (SEM) - Paid Ads
- Google Places / Map Listing
- Google Preview
- Social Network Marketing (SNM)



### Keep Score

Every dentist should know how many new patients they get from their website on a monthly basis. Our premium service coordinators email and go over the following reports with our dentists so they can keep score and look for areas of improvement: Google Analytics, Contacts Database, Call Tracking

### Team Up

As you can see, the Internet marketing of your practice is complex and ever changing. To WIN the game, choose a dedicated and highly experienced team that listens to what you want and combines it with what they KNOW works.

### And 1

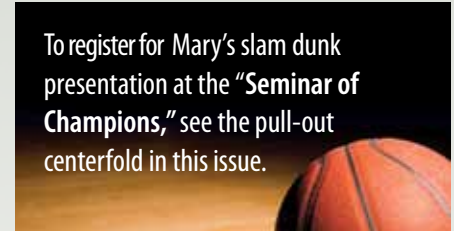
Here's something new and different. QR codes! You can generate a code like the one below and include it in your printed marketing materials. This is pretty cool. Try it yourself. Download a QR reader app for your smart phone and scan the image below.



### The Game We Play Never Ends


I will be speaking at Excellence In Dentistry's 20th Annual Spring Break "Seminar of Champions" in Destin this April. I'm really looking forward to sharing the latest information and secrets on how to attract new patients through the Internet.

*Mary Rahall is the co-founder and President of DentalWebsites.com. She is a leading authority on dental website design and Internet marketing. If you want more information or a FREE website / Internet marketing evaluation, contact Mary at 888-906-1667 or go to www.DentalWebsites.com.*



To register for Mary's slam dunk presentation at the "Seminar of Champions," see the pull-out centerfold in this issue.

# I Battled Death... AND WON!!!



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Education, Marketing, Case Support

### EDUCATION, MARKETING & CASE SUPPORT

For Powerprox Six Month Braces®

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The **ABILITY** to live the lifestyle you **WANT!**

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■ EDUCATION  
Our Education Section will allow you to access Powerprox Six Month Braces® educational materials online 24/7. This includes over 6 hours of video training as well as a vast array of written learning material. If you have already attended a live seminar our education section will reinforce and expand on the material you have already learned. **Additionally, you will receive CE credits when you complete select sections of PowerproxDocs.com.**

■ MARKETING  
PowerproxDocs.com is your "one stop shop" for TURNKEY marketing materials for your Powerprox Six Month Braces® practice. You **DO NOT** have to design your own materials. You use our proven, successful marketing materials. We have internal, external, and internet marketing materials available. **Personalization on printed materials is easy and free.** Personalization and production on our radio and television ads is also free when you obtain airtime from our authorized representatives. **You cannot obtain this incredible variety of marketing materials as easily or as cost effectively anywhere else.**

■ CASE SUPPORT  
Another key element of PowerproxDocs.com is our Case Support Section. We never want you to feel alone when treating one of your patients with Powerprox Six Month Braces®. So we have numerous items in place to help you every step of the way including our **Online Study Club** which will link you with a network of like minded doctors so you can ask questions and seek help with cases in a **friendly, safe, and supportive environment.**

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Education, Marketing, Case Support