

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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You Didn't Sign up for This



By Rem Jackson

Our goal at Top Practices is that you are number one in your market. That doesn't mean you're the biggest practice, but it does mean that you love your job and

you are able to provide for the financial and emotional security of your loved ones while having some fun along the way.

But Here is the Problem: You Didn't Sign up for This

You didn't sign up for this. You didn't go to podiatry school, you didn't go deeply into debt, you didn't sacrifice to be practicing in the current broken environment. You signed up to be a doctor and to help people while pursuing a rewarding career. You didn't sign up for Meaningful Use, PQRS, ICD-10 (not yet), now ICD-10 (not yet), now ICD-10 (not yet?). Congress taketh away, wait Congress restoreth every year, EHR nightmares, hospitals acting like the terminator in the Arnold movies, insurance companies that are just immoral cheaters, the long and ridiculous arm of government slapping you around, Medicare, Medicaid, Obamacare...you didn't sign up for the broken medical system you now practice in.

That's the truth. Everything everybody is complaining about at the national and state meetings, online, everywhere is actually mostly true. And that is:

THE GREAT DISABLING DISTRACTOR

You've got a choice. You can spend all of your time upset that the whole thing is so unfair and truly tragically flawed, or you can spend all of your time doing what it takes to be successful in this new reality.

You see, doctors have been given a pass... until now. You've been able to do well even if you don't manage your practice efficiently or market your practice effectively. But those days are gone. And they are gone forever.

Things will settle out. And there are many indicators that podiatry will flourish in this new environment. Podiatry is considered a mature industry, but the same forces that are so frustrating now will actually make podiatry a very healthy and long-term profession.

And you can participate in that very bright future, but you must decide to learn how to manage your practice efficiently and market it effectively. This is not something you sit out. You can either participate in the painful future everyone in the hallways at the professional meetings is talking about or you can turn your practice into a well-oiled machine that constantly has a reception room filled with the patients you want to see.

That choice is yours.

The number of Top Practices Members who reported 2014 as the best year they have ever had is humbling to me.

My goal is that you are Number One in your market. It takes time and commitment, but I can tell you it is so worth it.

Come to www.TopPractices.com to learn how simple it is to join the most vibrant and productive marketing and management program in podiatry.

Dedicated to your success,

Rem



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Stop Losing Mobile Traffic to Your Competitors!

By Tom Foster, Founder and CEO of Foster Web Marketing



If you want a leg up in online search, grab your smartphone and check out your mobile website. Is your mobile site just the desktop version squished down to fit, complete with tiny buttons and text? Is it a stripped down site with barely any functionality? Or is it a fully responsive version of your desktop site attractively displayed for mobile use?

According to our data, doctors get anywhere from 36 to 71 percent of their search traffic from mobile devices. That is far more than other types of businesses we work with, and should be a wake-up call to any doctor who hasn't given any thought to a mobile search strategy.

Are You Throwing Away More Than Half of Your Web Traffic Because of a Shoddy Web Design?

Not sure if your site is optimized for mobile performance? There are a lot of free websites out there that will test your site for you. **Our speed testing tool of choice: Google Insights.**

There is a lot to love about Google's PageSpeed Insights. It is easy to use, and will give you scores for both site speed and user experience on mobile devices. It also displays an image of how your mobile site appears on a latest generation iPhone, Google's smartphone of choice.

But the part I like best about the tool is that you get specific tips for improving the site speed and user experience of your mobile site. Here you can see a screenshot from the Mobile User Experience section of Google PageSpeed Insights for one of our client's sites, Premier Hearing Center:

100 / 100 User Experience

✓ Congratulations! No issues found.

Avoid plugins
Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of avoiding plugins.

Configure the viewport
Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about configuring viewports.

Size content to viewport
The contents of your page fit within the viewport. Learn more about sizing content to the viewport.

Size tap targets appropriately
All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about sizing tap targets appropriately.

Use legible font sizes
The text on your page is legible. Learn more about using legible font sizes.



shouldn't be surprised if your site scores 50 or below on mobile page speed; 50 percent being considered a passing grade by Google. However, at FWM, we prefer to aim a little higher and don't rest until our mobile sites are above 90.

How Can You Improve Your Mobile Site's Speed?

It's crucial to your mobile website's success that it loads quickly. Here are some of the things we have done that your web developer can also do to make your mobile site load faster:

- Optimize images. When improperly sized and bogged down with extra data, images can dramatically slow down mobile website load times. To avoid this we strip down all images to be displayed on our mobile sites, often shrinking them from 5000 pixels wide down to 270, the average size most mobile websites are coded to display.
- Avoid landing page redirects. Site speed suffers when visitors to a mobile site are redirected from one page to another. To prevent this we avoid redirecting when possible, especially on a high priority or high traffic page.
- Have a killer server. At the core of every fast mobile website is a fast server, and boy do we have one! Our server was built and configured by our team in our data center, and nobody touches it but us. This gives us ultimate control and allows us the freedom we need to maintain ripping fast mobile site speeds.

Want the Pros to Take a Look?

If you don't want the hassle of testing your site yourself, or if you're concerned about some of the findings, let us help. We are happy to perform a complimentary website analysis which includes a review of your mobile and tablet site, and how it performs in the site speed tests. Just give us a call at (855) 552-8588 or email info@fosterwebmarketing.com.



Only Read This if You're Already Significantly Succeeding

This article was written for people who have listened to other smart podiatrists and are now killing it. That's you if you can truly say you've been earning what you want and need and if you and your staff are working together like a well-oiled machine. It's you if you suddenly noticed that you are hitting and exceeding your goals! It's you if you are actually having fun and enjoying life.

There Is an Iceberg Out There

Sorry to be Debby Downer here, but we need to talk.

In his book "Essentialism", Greg McKeown writes about "The Paradox of Success." Here it is:

Phase 1: When we really have clarity of purpose, it enables us to succeed at our endeavor.

Phase 2: When we have success, we gain a reputation as a "go to" person. We become "good old [insert name] who is always there when you need him", and we are presented with increased options and opportunities.

Phase 3: When we have increased options and opportunities, which is actually code for demands upon our time and energies, it leads to diffused efforts. We get spread thinner and thinner.

Phase 4: We become distracted from what would otherwise be our highest level of contribution. The effect of our success has been to undermine the very clarity that led to our success in the first place.

Oops.

He then says "Curiously and overstating the point in order to make it, *the pursuit of success can be a catalyst for failure*. Put another way, success can distract us from focusing on the essential things that produce success in the first place."

Like I Said, OOPS

So, here's the thing. I have seen this happen over and over and over. It has happened to me. It has happened to most of the people who have really succeeded that I know. It is the reason successful people so frequently say that they've built fortunes and lost them several times.

It's an iceberg that can take down your gleaming, beautiful Titanic.

Speaking of the Titanic, what didn't that big ship have? Answer: Radar. They just had really bored people sitting up high looking for icebergs and, if my viewing of the movie is accurate—they were going at a speed that was unsafe for those conditions because they could. They were the unsinkable marvel named Titanic.

Oops.

So, it is time to ask yourself—are you doing what you should do or are you doing everything you can do because you believe your own press about how you've got this whole business thing figured out? Whip out the radar and look closely at your own behavior. Look at the behavior of your key staff members. Look at your plans. See any icebergs?

Pick up this outstanding book—especially if you are doing really well...now.

We are always focused on issues like this in [The Top Practices Mastermind Group](#). Check it out and see if you should belong to a group of winners like our Top Practices.

Dedicated to your success,

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"Are you waiting for success to arrive, or are you going out to find where it is hiding?"

— Napoleon Hill



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ARE YOU SUCCEEDING? READ THIS.



See page one.

What You Missed in January If You're Not a Top Practice Member

Every month The Top Practices Marketing Mastermind Group is hyper focused on sharing exactly what you need to navigate the crazy medical environment you are practicing in. (See page one—*You Didn't Sign Up for This.*) The program is designed to be easy to use (not an obligation) and it is designed for you and your entire staff. You don't have to do this alone and you shouldn't do it alone. You can find out more about how Top Practices is rewriting success in podiatry practice at www.TopPractices.com. Here are just a few things you missed if you're not a member:

- The exact components of a successful marketing plan (for beginners) and how to get it organized and working for you.
- How to get the results you need from your staff.
- The most current issues in your local online search: what you need to be doing in 2015 and what you've got to stop doing so it doesn't tank you online.
- How to use email appropriately so your patients see it and take the needed actions, and how to make sure you don't get shut down by the Internet Service Providers for misusing email.
- The unbelievable importance of having a mobile website and how it needs to be integrated into all of your marketing. This is a huge issue now that more people are trying to find you on their phones and tablets than their computers.

This is just a partial list. And don't let it freak you out. There are answers to how to market well. Not only do we have those answers, we have the people who can make it all happen for you. There are benefits to membership. www.TopPractices.com.

