

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Worth Your Time, or Time to Cut and Run?

By Tom Foster, Founder and CEO of Foster Web Marketing



Yelp! Given its recent troubles, the review site's once catchy name now seems like a cry for help.

Over the past few years, controversy has tarnished Yelp's good name. Here are key controversies the local listing giant is facing:

Extortion

This is a serious accusation, but frustrated business owners have tried to fight back against Yelp's business practices. There is even a Facebook page titled "Yelp Extortion" dedicated to tracking Yelp extortion claims in the news.

Yelp will run competitors' ads on your page—competitors who have paid for advertisements. If you don't pay for your own ads, Yelp will refuse to remove your competitors' ads from your page. What Yelp's managers have done is manufactured a problem (competitor ads on your page) and then created a solution to the problem (pay us and we will take them down...at a cost).

In addition, Yelp has been accused of hiding (also known as "filtering") good four- and five-star reviews for businesses, then approaching these businesses and suggesting that they can unhide these reviews for a price. Conversely, businesses have also accused Yelp of offering to hide negative reviews for a price. Fake reviews on Yelp are also big business, further skewing business profiles for an unsuspecting public.

Shareholder Uproun

Extortion charges have caused shares in Yelp to tank. But before they tanked, top execs dumped their shares. As a result, Yelp's shareholders are now suing. According to an article from MarketWatch, the defendants allege that:

- Not all of the reviews on Yelp's website are authentic "firsthand" reviews.
- Yelp claimed that their algorithms were used to screen unreliable reviews, but in reality they tried to sell services designed to either suppress bad reviews or make them disappear altogether.

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Tips for Increasing Your YouTube Traffic

By Ellise Williams



You've put in the legwork, optimized your YouTube channel, and created a few informational and interesting videos—now what?

It's time to make sure that people are actually seeing those informational and interesting videos. While your video about the best home remedies for an ingrown toenail may not reach the viral success of a sneezing baby panda, you can still see great successes in terms of viewership.

Here are some tips and tricks for you to utilize when posting your videos on YouTube:

1. Title

The title is your video's 120-character elevator pitch. Your goal is to catch the eye of your viewer, making them interested enough to watch. Pick keywords that are searchable and relevant to your video.

It's recommended to only use geolocations or practice names when they fit or make sense. The title "Lititz Pennsylvania Lititz Podiatry Heel Pain Treatment Dr. Rem Jackson" looks far too much like spam, and is unlikely to be clicked. The title screams advertising, not information.

Remember that many of your viewers are not going to be searching for your specific practice name. They're going to be looking under the keywords that are most relevant to their specific concerns.

2. Description

Put your most important keywords in the first sentence! The first sentence will appear in a Google search and the keywords at the beginning of the description will be taken more into account.

Include your website URL, so viewers know where to go to find more information. You also want to make sure that your description

is...well...descriptive! Give people a summary of what they can expect to learn in the video.

3. Keywords

One of the most important things to do here is to take a step back from the "marketing" aspect of it all, and put yourself into the mindset of your potential viewer. If you had heel pain, would you be searching, "Plantar fasciitis treatment"? Probably not. You'd type something into Google like, "My heel hurts" or "How to treat heel pain".

You can use tools like Google Trends (<http://www.google.com/trends>) to determine the most searched keywords and compare them.

4. Promotion

I'd love to tell you that if you follow steps 1-3 to a tee, you can sit back and watch your video become wildly popular and bring in hundreds of new patients overnight. Unfortunately, things just don't work that way. Diligent promotion across your social media platforms as well as in your office, at health fairs or events, will help your video gain more views.

Just creating a video is never enough. If the optimization and marketing aspects are not completed, it is a wasted opportunity! Surround yourselves with team members who are excited to branch out into new methods of marketing, or get help from the Virtual Marketing Director Services team. For more information about how VMD Services can help you take your videos from acceptable to exceptional, contact Lori Hibma at Lori@TopPractices.com, or call (717) 626-2024. The world of video marketing is a vast one, and it's time for you to be a part of it!

As Head of our Multimedia Department, Ellise Williams manages the video and graphics teams for our Virtual Marketing Director Services. She works directly with Top Practices members, helping them create informative, branded, and conversion-worthy videos.



The Secret: What Great Leaders Know and Do

By Rem Jackson



Ken Blanchard and Mark Miller's book *The Secret: What Great Leaders Know and Do* is an outstanding (and short) read. I highly recommend it to everyone. Here is why:

Most podiatrists (most professionals and business people) really do struggle with being able to lead their staff and others around them. It's natural to have difficulty in influencing others. And that is what leadership is—influencing other people to take specific and appropriate actions. It's natural because most of us are not born leaders. Even born leaders need to learn how to be effective.

Here's the good news—YOU can learn this essential skill. Everyone can learn this essential skill.

Here's even better news—this simple book on leadership is very easy to read and extraordinarily simple in concept. In other words, you don't have to study for weeks to "get it." You can read this book in several hours at the most.

The authors use a simple acronym SERVE to outline the five key skills you need to significantly increase your leadership

abilities. I'm not going to lay them out in this article, but I will tell you that great leaders understand that in order to lead others, you need to serve others. This is a very mature approach to interacting with people and it just works.

It works brilliantly, and it will not only make you more effective, it will make you happier too. We are already studying this book and these concepts in great depth in the Top Practices Mastermind Group in our Monthly Mindset Calls.

The ability to lead others to do what needs to be done is one of the key differences in success and failure. Reading this book and implementing the insight you will get from it will make 2015 a much better year for you.



"Yelp: Worth Your Time, or Time to Cut and Run?" continued from page 1.

Because of these issues and the fact that Yelp didn't disclose these business practices, when the truth was revealed, Yelp's stock prices dropped and shareholders lost tons of money.

Shady? Yes! But...

It's clear that Yelp hasn't exactly been virtuous. But this doesn't mean that you should walk away. Despite the lawsuit and negative publicity, Yelp has somehow maintained its image with the general public as a trusted review site, and its popularity shows no signs of sinking. Not only that, but often we see Yelp profiles for businesses rank high on the first page of Google.

It is definitely worth your time to claim and optimize your Yelp listing. Just be sure to familiarize yourself with Yelp's terms of service, never solicit reviews, and if you find out that a patient has a Yelp account, suggest that he or she check-in to your establishment and leave feedback for you. Reviews from established Yelpers tend to stick around better than new accounts or reviews from people who aren't very active on Yelp.

But What About Paying for Ads?

If you're in a competitive area, you could consider trying Yelp ads. Just be aware that these ads can be very expensive, and you may not get a great return on your investment. You also won't get much analytical information about your ad performance from Yelp.

The bottom line? Don't ignore Yelp as your profile can rank very well for you—but don't spend too much time or money on it either. Just treat it as a necessary evil in today's online marketing world, and don't get sucked into sales pitches that sound too good to be true. They probably are.

Search for your business name on a regular basis to see which review sites show up on page one, and focus on getting feedback on those sites, whether they be Yelp, Healthgrades, Google+, or other related sites.

Tom Foster is the most accomplished Internet/Web/Social Media expert in the country. He is responsible for many of the practices in Rem Jackson's Top Practices Mastermind Group's ability to dominate their local markets online because he is Rem's personal internet marketing coach. Together, they have transformed the entire landscape of marketing online in the podiatry market. You can find out more at www.FosterWebMarketing.com.

TIPS FOR INCREASING YOUR YOUTUBE TRAFFIC



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The AAPPMM is Your Indispensible Partner in Surviving the Most Difficult Year

I call 2015 “The Most Difficult Year” because it is a watershed year for all medical practices, not just podiatry. The Affordable Care Act, ICD-10, Meaningful Use, these are just the tip of the iceberg of issues we are all facing. This year in their programs and meetings, the doctors of the AAPPMM, your colleagues, are committed to sharing the precise knowledge you need to make informed decisions about all the serious issues you face.

They are committed to sharing the very best practices in management, marketing, billing and coding, and much more. They are prepared to discuss the best solutions, the best ancillary services you can integrate into your practice, and the best ways to more effectively use what you have already tried to integrate into your existing practice. There is no need to tough this out by yourself when the AAPPMM is poised to offer you this help. The curriculum has been redesigned from the bottom up to focus on exactly what you need to solve your problems. Join hundreds of your fellow podiatrists, their key office staff, industry experts, and me at **all new locations (Tampa FL, Nashville TN)**. The AAPPMM is ready in 2015, the question is: Are you? Go to www.AAPPMM.org to get all the details.

