

# TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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## Moving from "E" to "P"

By Rem Jackson



I know, I know... I am ALWAYS recommending good books to read. I am guilty as charged on this point. But here's the thing, Very Successful People are always reading great books, articles, and blogs. The reason – "We want to know as much as we can so that we can continue to grow and explode our achievements," which leads me to page 179 of Gary Keller's "The One Thing."

### Entrepreneurial VS Purposeful

Keller argues very convincingly that "what got you HERE won't get you THERE" on page 179 of his remarkable book. You see, we all have natural gifts and talents that we use to achieve everything we do in all parts of our lives. We all are different and, no coincidence, we all achieve different results. We all also eventually hit a ceiling – the "entrepreneurial ceiling." This is the point at which our natural gifts and abilities will take us no higher. We have arrived at the outer limit of our abilities. It's often a nice place. It's comfortable.... for a while. The problem is that we then get stuck and drift in this place for, in some cases, a very long

time. Maybe even a lifetime. The reason is that we just don't know what to do, and we don't look for the help because we don't know that we should be.

He argues that the only way to break through this ceiling is to know our purpose. We need to know what we care about, what drives us, and why we get up and go to work every day. We need to know our purpose. If we know our purpose, then we know if we have achieved all we want to achieve. If we know our purpose, then we begin to look to others to find what we need to blow through the ceiling that has us stuck. We can then begin to see what is possible for us and move to make it happen.



We move from living at the limit of our skills to the vast vistas of our purpose. We move from "E" to "P".

This is exciting to some of us, not most of us. If you find that it is exciting to you, read Keller's incredible book and then join Top Practices because we are all focused on this every month and day of the year.

Dedicated to your Success,

*Rem*

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### Top Practices

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# A Blur of Wings: Understanding the Google Hummingbird Search Algorithm Update

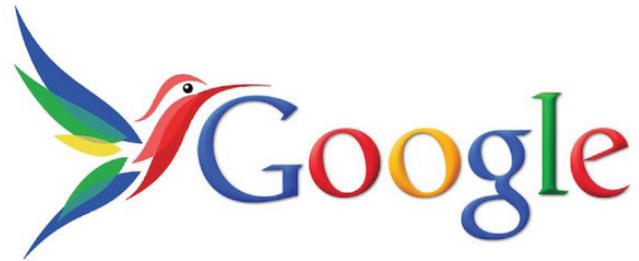
By Tom Foster, CEO, Foster Web Marketing



A hummingbird's wings move so fast that you can't even see them; it's a cool fact and an apt description for the new Google Hummingbird algorithm update—so named because, according to Google, it is “precise and fast.”

Like past updates, Google has left us in the dark about the specific changes to its search engine ranking formula, but recent variations in search engine results spotted by users have helped us understand some of what's new. Experts believe that Hummingbird will affect about 90 percent of Google searches worldwide; Google itself has said that this is the biggest change for its search algorithm in 12 years. Let's take a closer look at this little bird, and make an attempt to see how its wings move.

What is Google trying to accomplish with this major algorithm overhaul?



- **Context matters more than keywords.** With Hummingbird, Google is moving away from matching keywords to generate search results, and instead trying to figure out what the searcher really wants. To do this, it's using a variety of other factors, such as the user's profile, search history, and even the time of day. The writing has been on the wall for a while; the time when vanity keywords, like “New York Podiatrist” ruled is in the past.
- **Conversational search.** More and more searchers are speaking into smart phones and tablets to initiate searches—and people don't talk in keywords; they



## How Does Top Practices Work?

I get asked this question a lot and the answer is simple. You become a member of the Top Practices Mastermind Group by filling out the application. When it is accepted, you are in until you want to leave. No contracts, no minimum requirements – nothing. If you are getting value, you stay; if you aren't, you leave. **Easy.**

Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all **calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month.** So you never miss a meeting regardless of your schedule. In addition, I have a **30 minute private consult with each practice each month** focused on your practice only. The Top Practices website is a **treasure trove of resources available to you 24 hours a day** that will answer every question you have about marketing your practice.

**Easy.**

Finally, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish **everything you need in developing the tools you'll use to build and grow your practice.** We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. **Easy.**

**Just go to [www.TopPractices.com](http://www.TopPractices.com) to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at [Nicole@NicoleTully.com](mailto:Nicole@NicoleTully.com).**





talk in sentences. Users who ask a question can follow up their queries with another question. For example, a user might type, “How do I know if I need a doctor for my swollen ankle?” followed by, “Where is a doctor in Fairfax, Virginia?” Basically, Google is truly making an attempt to work with a user to solve problems and complete tasks, not just show them websites that contain certain keywords.

- **A focus on user intent.** Searches based solely on individual keywords don’t take into consideration what the user really wants—it only regurgitates sites that match those keywords. Simple keyword searches don’t just ignore the ultimate intent of the users, but they also reward websites that are overly focused on keywords. It’s Google’s hope that Hummingbird both hinders websites from gaming the system and helps users get the answers they want.

Okay, now that you understand what Google is trying to accomplish with Hummingbird, how will these algorithm changes affect your business and your business’ online marketing strategy?

- **Shift your focus to long-tail keyword phrases.** The days of putting your favorite keyword in every single sentence of content are long, long gone. Instead, focus

on longer, more conversational keywords. More than anything else, try to imagine what your ideal client is typing into Google’s search engine. Write down the questions that your clients ask you, listen to how they talk, and write in a way that will ensure they understand your answers. Make your content a conversation with your perfect client!

- **Optimize for mobile searches and voice searches.** Hummingbird recognizes that more and more people are searching from their smart phones. At the same time, people are using voice recognition software instead of typing in queries. If you want to have success in the search engine rankings, focus on answering frequently asked questions in a conversational tone.
- **Remember that content is STILL king.** Google’s final goal for its search engine is to find the best websites and the most accurate information for its users. Help Google achieve this goal with your high-quality, relevant, and unique content, and you will survive this update and all future ones!

“And he said someday I hope you get the chance, to live like you were dyin’.”

– Tim McGraw



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See page one.

# THE TOP 5 REGRETS OF THE DYING

Bronnie Ware wrote a book based on her experiences working with people who were dying. It's entitled, *The Top Five Regrets of the Dying: A Life Transformed by the Dearly Departing*.

**Number 5:** I wish I'd let myself be happier. (It turns out they realized too late that happiness is actually a choice.)

**Number 4:** I wish I'd stayed in touch with my friends.

**Number 3:** I wish I had the courage to express my feelings.

**Number 2:** I wish I hadn't worked so hard.

**Number 1:** I wish I had the courage to live a life true to myself; not the life others expected of me.

Life is a choice. It is YOUR life. Choose consciously, choose wisely, and choose honestly. Choose happiness.

