

DEDICATED TO YOUR SUCCESS

Keywords That Kill

By Tom Foster, CEO Foster Web Marketing



Gone are the days when you could focus on a handful of keywords or key phrases, plug them into your content, and win the search engine marketing game.

Now, using keywords is a subtler art. If you want to learn how to use keywords the right way, let's start by talking about how and where keywords can go wrong in your website content.

4 Keyword Mistakes to Avoid on Your Website

1. Keywords with awkward implications. Are you accidentally giving off “crystal healing” vibes? Now, we don't have anything against crystals, but frequent use of “alternative medicine” keywords may give the wrong impression. Even if potential patients might search for some of these keywords, you have to be careful about what they might mean to your readers in context.

2. The same keywords over and over. While your homepage and practice area pages benefit from major target keywords, it's overkill to stuff those same keywords into every piece of content. This is called “keyword cannibalization” and leads to multiple pieces of your own content competing against each other. The real “meat” of your content should be written for your perfect patients, and powerful key phrases and keywords will naturally arise.

3. Overused, clichéd keywords. Leaning too much on broad, general keywords for your podiatry practice—“New Jersey podiatry” for example—puts you in direct competition with tons of other podiatrists. While having a handful of major target keywords is fine, you should aim to build an information-rich website that uses a variety of relevant keywords. The traffic you get for less competitive keywords and “long-tail” key phrases might even outperform your “old standards.”

4. Keywords based on industry jargon. The medical industry is full of jargon that might be used by colleagues, but not by clients and their family members. Don't spend a lot of time emphasizing keywords that will only bring in other doctors. Instead, do a little keyword research and decide which keywords work best for your practice.

Not sure where to start?

Visit FWMdoctorAnalysis.com, and we'll help you identify which keywords are working for your practice, and which keywords could be hurting your rankings!

Dedicated to the TRUTH about marketing,

Tom Foster, CEO Foster Web Marketing

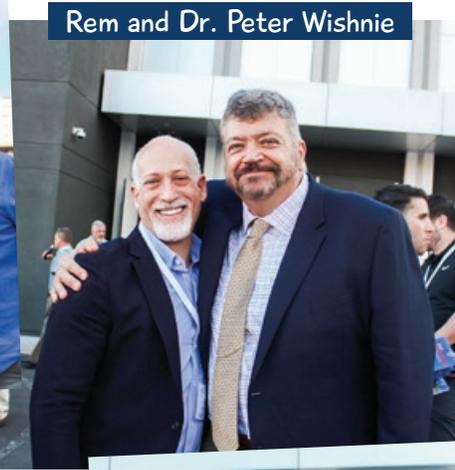
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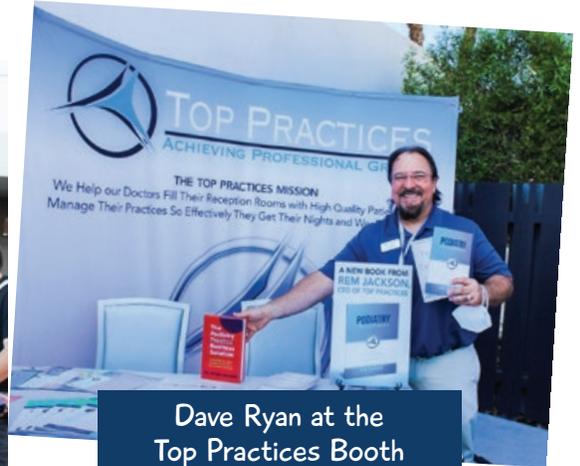
There is Nothing Like Being in a Room with Like-Minded People!



Dr. Jason Wilkes and Team



Rem and Dr. Peter Wishnie



Dave Ryan at the Top Practices Booth



Rem with Diane Jackson Co-Founder of Top Practices and Dr. Marjorie Miller-Khawam and team



↑
Rem and Tina Del Buono



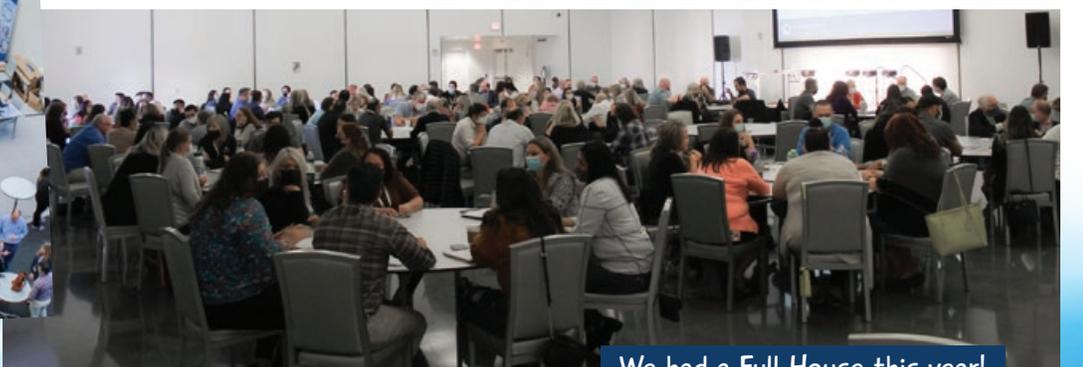
Rem with Tom Foster, CEO of Foster Web Marketing



Yes our Exhibit "Hall" was outside!



↘
Rem with Drs Tom Pignetti and Fernando Fernandez and team



We had a Full House this year!

This Year the Top Practices Summit Was Better Than ever.



Rem and his goals for the Summit

Jamie Kelly of Foster Web Marketing Opens on Saturday morning



Marketing Tips That Just Work

Rem with Dr. Breck Tiernan winner of the Top Practices Drive Award



Rem with Dr. Lee Glimore winner the Top Practices Innovator Award



Rem and Dr. Andrew Schneider winner of the Top Practices Innovator Award



Rem with Dr. Kathy Chou winner of the Top Practices Heart Award



Rem and Dr. Jenny Sanders winner of the Top Practices Heart Award



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(SEE PAGE ONE)



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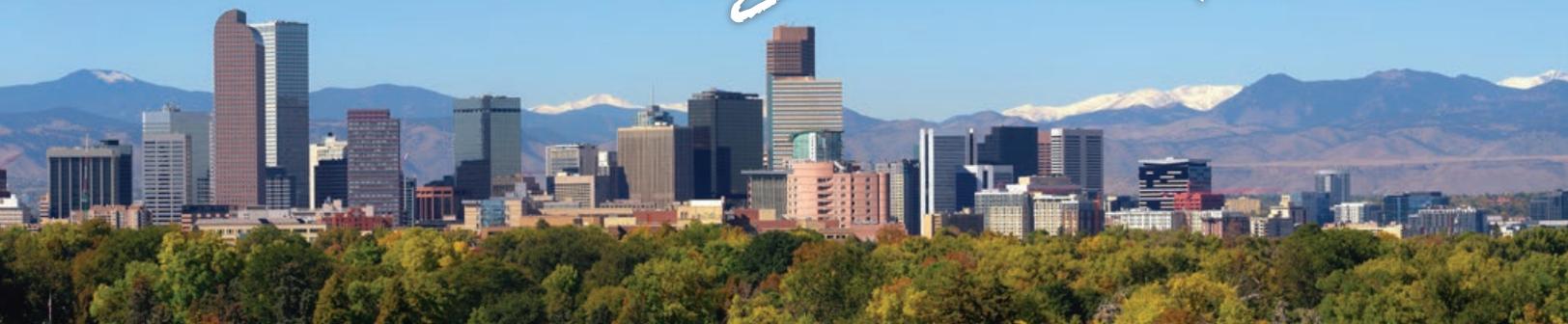
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