

# How To Make Your Website Rock: **SEO and Website Optimization \*(with TP, FWM, & DSS)**





- **Attracting your perfect patients to your website and practice**
- **Signing up the RIGHT patients you want for your practice (\$\$\$)**
- **Money spent on marketing that doesn't work**
- **Implementing Rem's "4 Pillars of Marketing"**





## Your Controlled Environment

**Your website is the hub for all of your marketing. It is your very own controlled environment.**

It is THAT Important - You can maximize that power or you can waste it.

- ▷ Campaigns (after events, ads)
- ▷ Offers
- ▷ Authority/Brand
- ▷ Promotions



# Build A Thriving Practice

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INSTITUTE

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Home of the World's Only  
**Advanced Minimally Invasive™**  
Foot & Ankle Surgeries

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- <https://www.shenandoahpodiatry.com/>
- <https://www.joelfosterdpm.com/>
- [toppractices.fosterwebmarketing.com](https://toppractices.fosterwebmarketing.com)

**“ These websites look amazing.  
But you’re website needs to do  
more than just look great. It  
needs to perform.**





# Search Engine Optimization (SEO)



**Search Engine Optimization (SEO)** is constantly giving your website a makeover to help it show up higher and more often in search results when people look for things online.

It involves making changes to your website's content, structure, and other factors so that search engines like Google can understand it better and rank it higher, making it easier for people to find your website when they search for related topics or services that you offer.

**The goal of SEO is to increase the visibility of your website and attract more visitors, ultimately leading to more perfect patients.**



# Search Engine Optimization (SEO)



Search engines rank websites using complex algorithms that analyze various factors to determine the relevance and quality of a website's content.

While the exact details of these algorithms are closely guarded secrets, here's a simplified overview of how search engines generally rank websites:



# Search Engine Optimization (SEO)



**Keywords and Content:** Search engines examine the words and phrases used on a webpage to understand what the page is about. They look for keywords that match the user's search query.

**Relevance:** The search engine assesses how closely the content on the webpage matches the user's search intent. Websites with more relevant content tend to rank higher.

**Quality and Authority:** Search engines consider the credibility and authority of a website. Websites with reputable backlinks (links from other trustworthy websites) and high-quality, informative content are often seen as more authoritative.

**User Experience:** Factors like website speed, mobile-friendliness, and overall user experience play a role. A well-optimized, user-friendly website is more likely to rank higher.

**Page Structure:** Search engines analyze the structure of the webpage, including headings, subheadings, and other formatting elements that help organize the content.



# Search Engine Optimization (SEO)



**Page Load Time:** Faster-loading pages are preferred by users and search engines alike. Websites with slow loading times may be ranked lower.

**Mobile Compatibility:** With the rise of mobile devices, search engines prioritize websites that are optimized for mobile viewing.

**Social Signals:** While not the primary ranking factor, social media activity can indirectly influence rankings by increasing a website's visibility and engagement.

**Geographic Location:** For local businesses like podiatrists, search engines consider the user's location to provide relevant results. Local SEO practices help businesses appear in location-based searches.

**Freshness of Content:** Websites that regularly update their content are often viewed as more relevant. Fresh and up-to-date content can lead to higher rankings.



## Key Components of SEO



### On-Page Optimization:

- Page titles, meta descriptions, and header tags.
- Significance of high-quality, relevant content.
- Importance of user experience and mobile responsiveness.

### Off-Page Optimization:

- Backlinks and their impact on search engine rankings.
- Building a strong online reputation through reviews, citations, & social.



## Local SEO a MUST for Podiatrists



- Local SEO for location-based businesses like podiatrists is relevant.
- Google My Business and other local directories is very important.
- Consistent NAP (Name, Address, Phone) information is critical.
- Reviews are a must!



## Get a Website Analysis:

# Is Your Website Dying and You Don't Know Why?

Let us conduct a comprehensive analysis of your website, marketing, and online presence.



[Get Your Marketing Analysis](#)

Protected By Google reCAPTCHA | [Privacy](#) - [Terms](#)



# Website Analysis: Why You Need It

- **Technical Analysis:**
  - Evaluation of website speed, mobile-friendliness, and site architecture.
  - Impact of technical issues on user experience and search rankings.
- **Content Evaluation:**
  - Assess content quality, relevance, and keyword usage.
  - Consistent engaging and informative content.
- **On-Page and Off-Page SEO Analysis:**
  - Review of meta tags, header tags, and backlinks.
  - Importance of aligning on-page and off-page strategies.
- **Bonus: Local SEO Analysis**



## Optimizing Website Content

- 5 Quick tips for creating engaging and relevant content:
  - Use patient-friendly language.
  - Address common podiatry concerns.
  - Publish patient success stories.
  - Incorporate keywords naturally.
  - Add images and videos for visual appeal.



## Local SEO Implementation

- How to optimize for local search:
  - Claim and verify your Google My Business.
  - Encourage patient reviews.
  - Get listed on relevant local directories.



## Measuring Success with Analytics

- It's important to track your website performance.
- Use Google Analytics for monitoring traffic, bounce rates, and conversions.
- Data will guide ongoing optimization efforts.



## Continuous Improvement

- SEO is an ongoing process.
- Do regular content updates and website maintenance.
- Keep your website up-to-date with search engine algorithms.



# DSS is Your Website Wrench

- All-in-One Solutions vs. Piecemeal Approach
- More effective
- More secure
- More efficient
- Built in AI
- **What's right for you?**



Website  
Designer



Content Management  
System



Local Marketing  
Platform



Customer Relationship  
Management (CRM)



Video  
Management



Reputation  
Management



Lead  
Management





SEO  
Audit



# Real Data = Real Results


 **338**  
Total Leads  
↑ 19% from 283 (Prev 30 Days)  
VIEW MORE +

 **18.13K**  
Total Users  
↓ 16% from 21,517 (Prev 30 Days)  
VIEW MORE +

 **1.86%**  
Conversion Rate  
↑ 41% from 1.32% (Prev 30 Days)  
CALCULATED BY LEADS / USERS


 **183**  
Total Leads  
↑ 42% from 129 (Prev 30 Days)  
VIEW MORE +

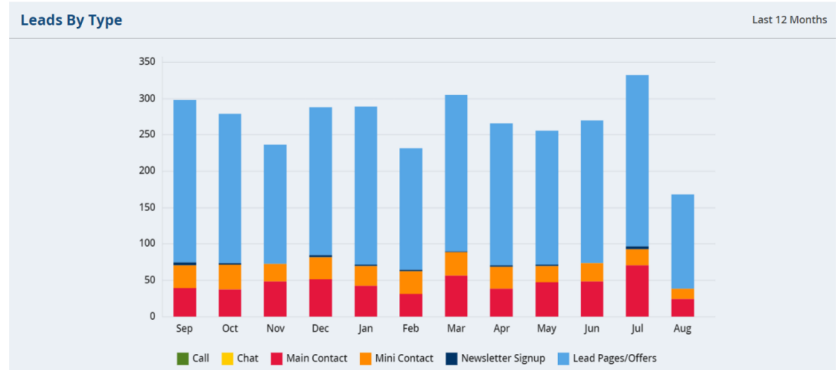
 **15.26K**  
Total Users  
↑ 7% from 14,284 (Prev 30 Days)  
VIEW MORE +

 **1.2%**  
Conversion Rate  
↑ 33% from 0.9% (Prev 30 Days)  
CALCULATED BY LEADS / USERS

 **128**  
Total Leads  
↑ 10% from 116 (Prev 30 Days)  
VIEW MORE +

 **5,055**  
Total Users  
↓ -1% from 5,104 (Prev 30 Days)  
VIEW MORE +

 **2.53%**  
Conversion Rate  
↑ 11% from 2.27% (Prev 30 Days)  
CALCULATED BY LEADS / USERS





# All-In-One Digital Marketing Suite

## Tools To Help You Grow

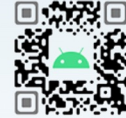
- HIPPA Compliant CRM (emails, campaigns)
- Social media scheduler with built in AI
- Local Listing Sync to manage your local SEO
- Text/email review generation

## Expert Support

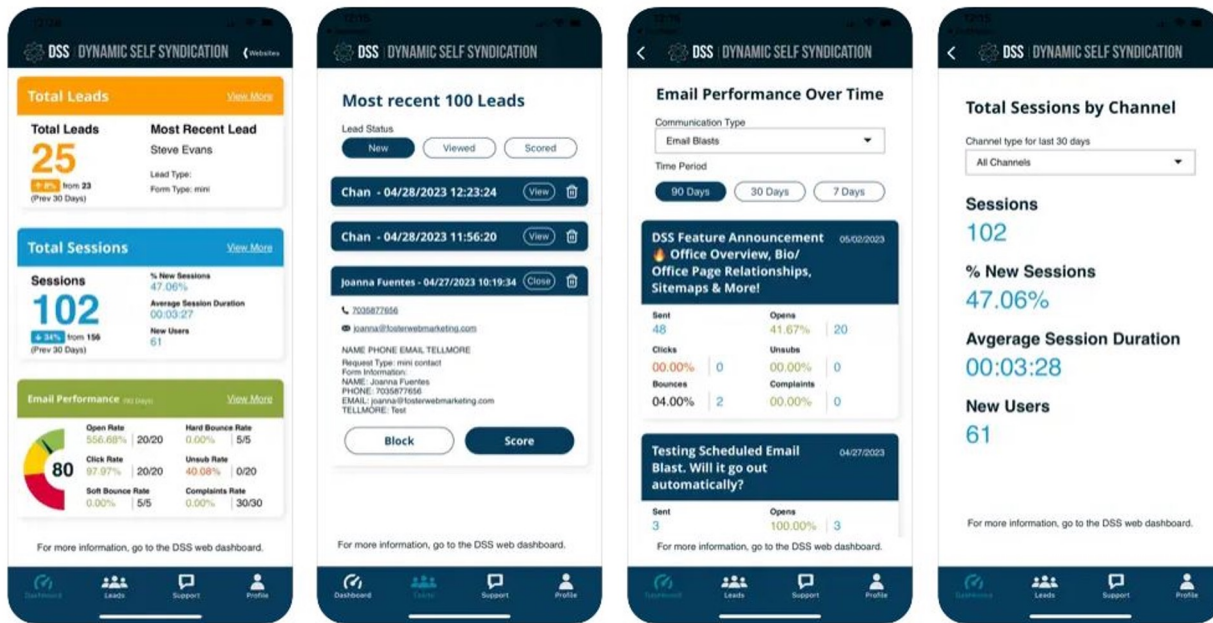
- Pro Podiatry SEO & Content writers
- IT support
- Video publishing synced with YouTube
- Book writing
- PPC creation & management

# Introducing the Brand-New DSS Mobile App

Lead and performance tracking is the key to keeping new clients in your pipeline and new profits rolling in. Download the new DSS app today to gain instant access to the most important tracking features of DSS, right on your phone or tablet.



# Make New Patient Appointments From Anywhere



## What Makes Us Different?

- Podiatry focused - we can do all of this for you or coach you.
- We know podiatry and have the experience.
- We strategize so your digital marketing can be maximized throughout all of your marketing pillars.
- On-team developers- make changes as needed everyday to keep your site up, fast and attracting visitors.
- **Coaching with the one and only Jessica!**



# Summit Special:

■ **FREE Summer School (\$800)**

■ **FREE Elite “live” Conference (\$1,500)**

■ **FREE Coaching with Jessica (\$3000)**



“

The results I have gotten are simply amazing. My practice is consistently ranked number one on Google and I receive at least one new patient a day from my website.



*Dr. Peter Wishnie*

“

The team at Foster Web Marketing is second to none. In addition to building a great website, they have the “back end” taken care of where I can add or change my content at any time. So each week I’m posting blog posts, articles, and videos straight to the site.



*Dr. Andrew Schneider*

I couldn’t recommend Foster Web Marketing highly enough!

“

Outstanding company with top notch service. They really care about your success. I have worked with a number of different companies in the past and none can compare to Foster Web Marketing. Thanks guys!



*Dr. Thomas T. Pignetti*

“

I just opened a new practice in NYC and I knew I needed to go to the BEST team for amazing service! Foster delivered in so many ways and their team built a first class web page and has been there to help me every step of the way! If you are looking for the best in the game then I def recommend FOSTER!



*Dr. Brad Schaeffer*

“

Great service from website design, SEO, PPC ads, and more! I have greatly enjoyed working with the Foster Web Marketing team, especially John and Craig, and look forward to seeing continued positive results for our podiatry office. They do not disappoint!



*Dr. P. Roman Burk*

“

Foster Web Marketing has elevated my website . Now my website not only represents my practice but it also generates new patient visits and continues to improve my SEO.

Their software and knowledge are top notch...but their people are even better. Foster Web Marketing is excellent!



*Dr. Joseph Ripepi*

“

The FWM team is knowable, kind and takes the time for their customers. Each person I have been introduced to along the way has been extremely helpful but also honest on what improvements I can make- then they assisted me to get the job done.



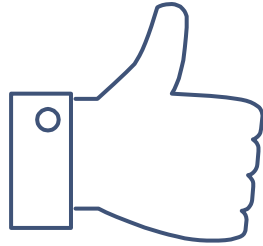
*Christiana Malacara*





# Questions?





# THANKS!

Any questions?  
Come to our Booth!