

42 North Dental Marketing Proposal

Presented By:
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What we will discuss...

- Online Marketing for Dentists
- The Magic Formula for Success
- Marketing Agency Landscape
- Healthcare Marketing (HCMKTG) Difference
- Case Studies
- Marketing Recommendations and Proposal



Online Marketing For Dentists

Have a question?

Email nash@healthcaremarketing.ca or call [1-888-611-2669](tel:1-888-611-2669)



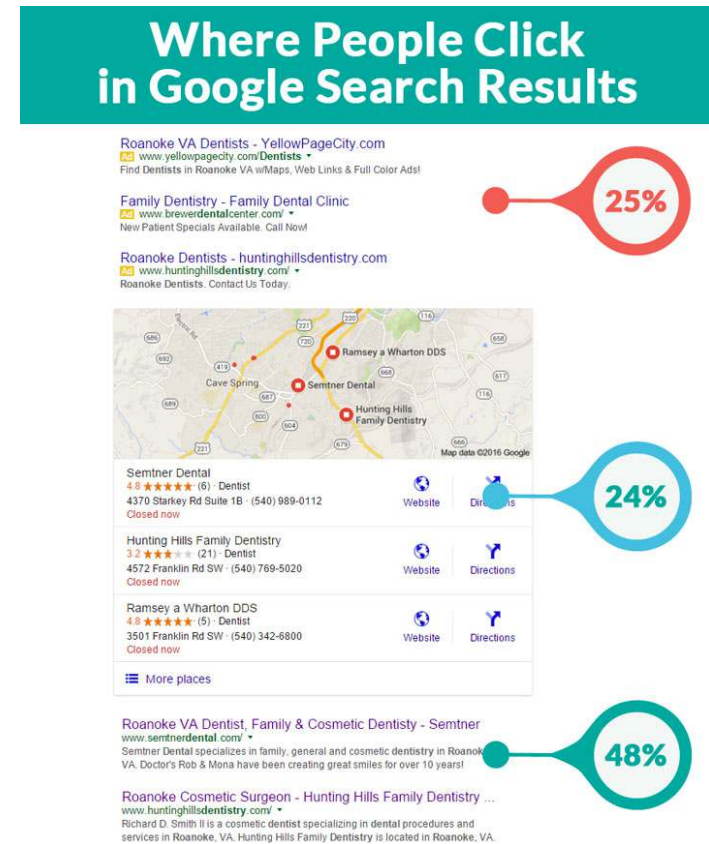
Online Marketing For Dentists Oversimplified

1. Show up at the top of Google for highly searched keywords (invest in SEO for long term success and paid ads when the cost-per-click is low)
2. Have a great website that converts clicks into calls
3. Have a great receptionist that converts calls into consults / new patient appointments



Understanding Click Distribution / PPC

- Around 75% of people searching will click on Google Maps Local 3 Pack or Top 3 Organic Results
- Around 25% of people will click on a paid ad
- Paid ads use a bidding system where you pay-per-click and cost varies based on competition
- SEO & map optimization is the best long term strategy predictable growth



How do you get to the top of Google Maps and Organic Rankings?

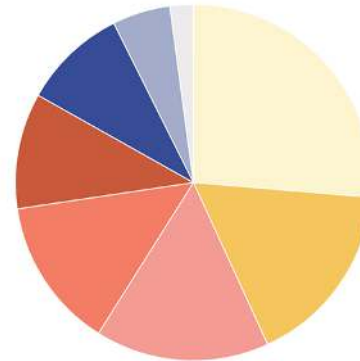
#1 Most Important SEO Factor = BACKLINKS

- A backlink is when a relevant website with authority hyperlinks keywords on their site back to your site
- Goal is to get a lot of high quality backlinks from a variety of high authority websites (like health blogs etc.)
- GOOD backlinks are EXPENSIVE and time consuming to get

#2 Most Important SEO Factor = ON SITE OPTIMIZATION

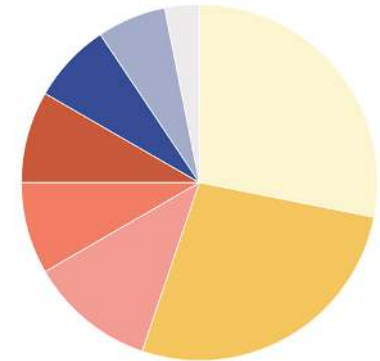
- Technical SEO like title tags, meta description, alt tags, internal linking etc.
- Keyword rich content
- Speed optimization
- Monthly blog posts and internal linking

Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) 25.12%
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 16.53%
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) 15.44%
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 13.82%
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 10.82%
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 9.56%
7. **Personalization** 5.88%
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 2.82%

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 27.94%
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 26.03%
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 11.5%
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) 8.85%
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 8.41%
6. **Personalization** 7.32%
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) 6.47%
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 3.47%

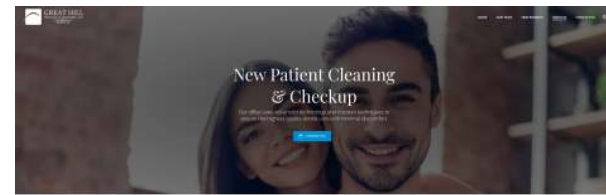
from Moz's 2018 Local Search Ranking Factors, <https://moz.com/local-search-ranking-factors>



How do you convert clicks into calls / emails?

Build a CONVERSION FOCUSED Website

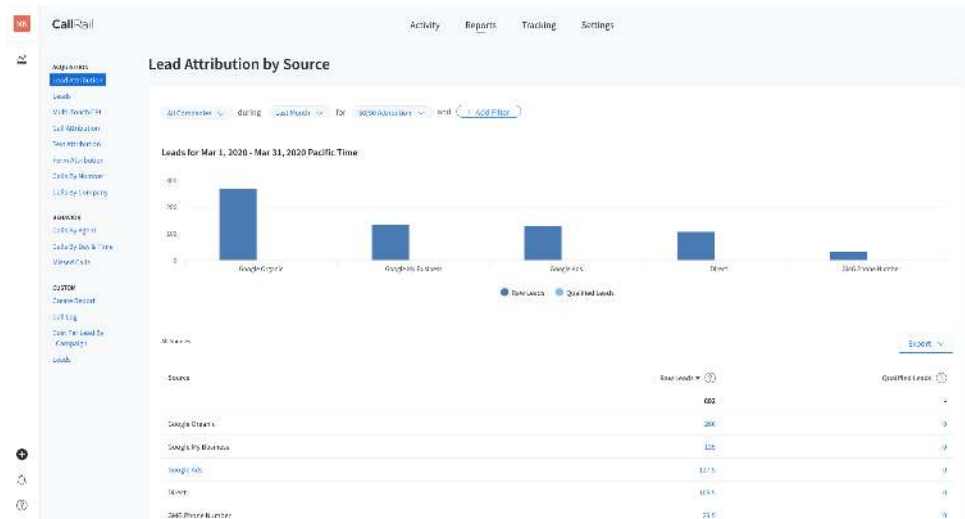
- Understand your audience's buying criteria
- Focus on a communication strategy and sequence that addresses those criteria
- Use review widgets and badges to build trust
- Use modern and clean design to create emotion and build trust
- Have call to action forms and buttons in the right places
- Make sure the website is awesome on mobile phones



How do you ensure your receptionist converts leads into new patients?

Tracking & Accountability

- Constant Training
- Call Recording
- Lead Tracking Spreadsheet or CRM
- Daily, Weekly, and Monthly Scoreboards
- Appreciation and praise for a job well done
- Provide encouragement and constructive feedback when improvements can be made



The Magic Formula For Success

Have a question?

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It's all about customizing the marketing plan...

1. Have a custom marketing strategy in place for each location and determine the mix of SEO and paid ads based on:
 - Keyword Research, Search Volume, and Competition
 - Current SEO Rankings and Estimated Cost Per Click
 - Marketing Budget vs. Growth Goals (short and long term)
2. Have the right team and tracking tools in place to measure results
3. Have a conversion focused website that is mobile friendly and SEO optimized



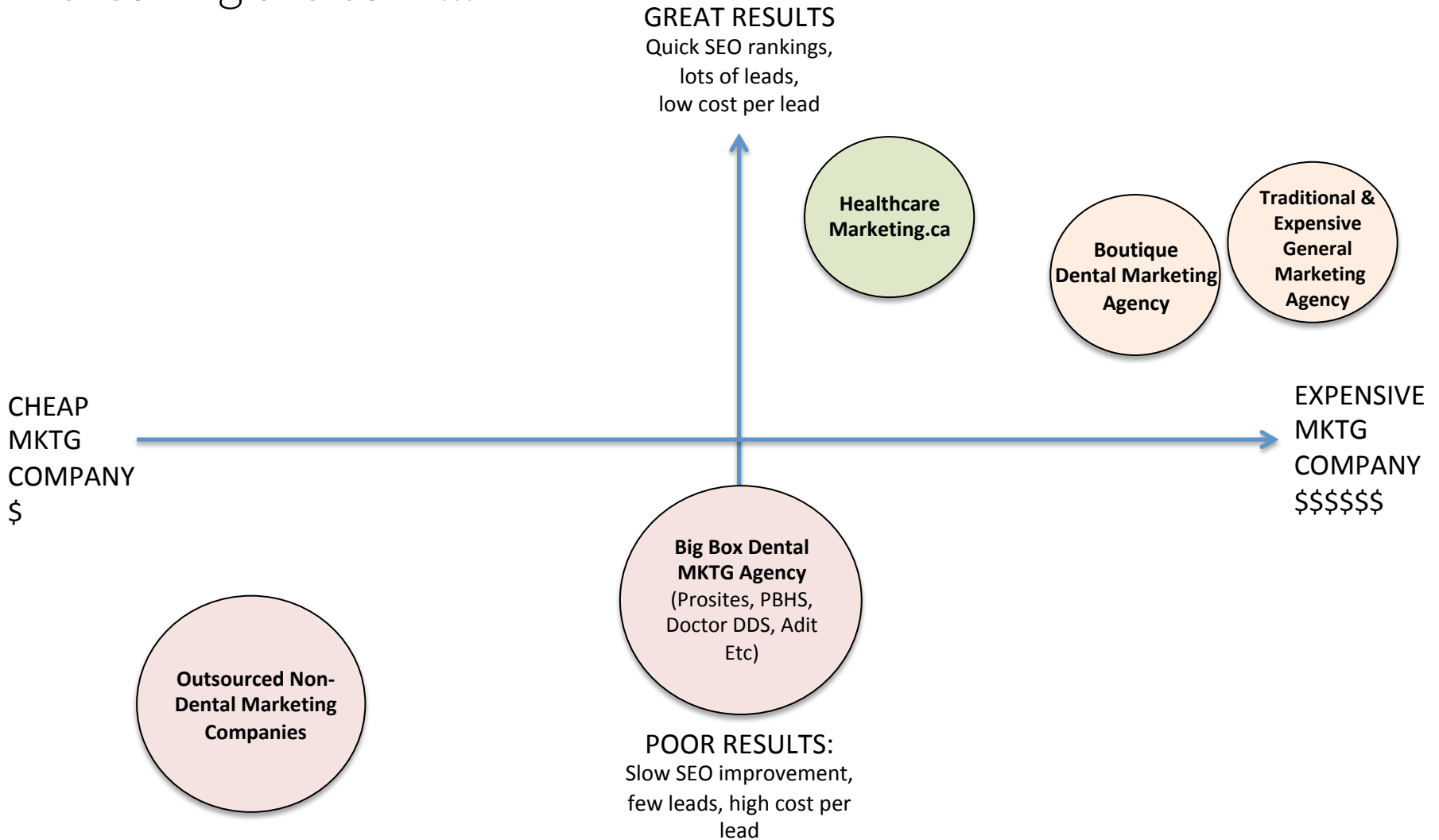
Marketing Agency Landscape

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Very few companies are able to deliver great results without breaking the bank...



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Nash started Healthcare Marketing to fill the gap between over priced traditional agency marketing and ineffective / dishonest dental agency marketing.



| Website Design Comparison | Big Box Dental MKTG Company | Expensive or Boutique Agency | Healthcare Marketing.ca |
|--------------------------------------------------------------------------------------------------|-----------------------------|------------------------------|-------------------------|
| Aesthetically Pleasing | X | ✓ | ✓ |
| Good Content / Communication Strategy | X | X | ✓ |
| Conversion Optimized | X | ✓ | ✓ |
| Wordpress backend built on reliable theme (that isn't too custom and susceptible to code breaks) | X | X | ✓ |
| Own your website with an affordable set up fee | X | X | ✓ |
| Quick turn around time | ✓ | X | ✓ |

| SEO Comparison | Big Box Dental MKTG Company | Expensive or Boutique Agency | Healthcare Marketing.ca |
|-----------------------------------------------------------------------|-----------------------------|------------------------------|-------------------------|
| High Quality Backlinks | X | ✓ | ✓ |
| High Quantity Backlinks | X | X | ✓ |
| Affordable Backlinks | X | X | ✓ |
| Excellent On Site Optimization | X | ✓ | ✓ |
| Only Senior SEO Technicians + Niche Specialists Working on Your Sites | X | X | ✓ |
| Fast Results | X | X | ✓ |
| Max 2 dentists / area and so that there aren't conflicts of interest | X | X | ✓ |
| Affordable | ✓ | X | ✓ |

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| Google Adwords Comparison | Big Box Dental MKTG Company | Expensive or Boutique Agency | Healthcare Marketing.ca |
|----------------------------------------------------------------------|-----------------------------|------------------------------|-------------------------|
| Highly Customized Campaign Strategy | X | ✓ | ✓ |
| In Depth Understanding of Dental Industry and Consumer Behavior | X | X | ✓ |
| Max 2 dentists / area and so that there aren't conflicts of interest | X | X | ✓ |
| Senior Adwords Technician | X | ✓ | ✓ |
| Excellent Tracking | ✓ | ✓ | ✓ |
| Low Management Fees | ✓ | X | ✓ |

| Org Structure and Biz Mentality Comparison | Big Box Dental MKTG Company | Expensive or Boutique Agency | Healthcare Marketing.ca |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------------|-------------------------|
| Not a sales / profit first organization. Focus on delivering value and ROI | X | ✓ | ✓ |
| Low overhead costs to drive down campaign cost without sacrificing quality | X | X | ✓ |
| No Contracts Required | X | X | ✓ |
| No bonuses or quotas that incentivizes sales teams to promote expensive or ineffective tactics | X | X | ✓ |
| Only senior technicians and niche specialists working on your campaign | X | X | ✓ |
| Highly customized campaigns based on keyword research, SEO rankings, cost-per-click, marketing budget, goals, and a strong understanding dental practice growth | X | X | ✓ |
| High quality, result oriented marketing for a fair price | X | X | ✓ |

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*The prior analysis was based on hundreds of personal experiences Nash has had working on behalf of his clients with big box dental marketing agencies and expensive traditional agencies.



The Healthcare Marketing Difference

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We've built our company around 3 core values...

- **Quality** – Results are everything. Every customer is a case study and needs to see a significant ROI.
- **Efficiency** – We understand that the only way for us to grow without sacrificing speed or quality is by optimizing our systems and processes and creating operational efficiencies.
- **No BS** – We believe in honest communication at all times. We always put our customers best interest ahead of our own and never sell marketing methods that won't deliver a ROI.



The Healthcare Marketing Difference...

- **Industry Knowledge**
 - Nash is the son of two dentists and has built their practice by over \$10M in the last 5 years
 - Nash is the co-founder of Connect the Doc (review and referral automation software) and founder of Healthcare Marketing. He has helped hundreds of dentists across North America grow their practice.
- **No Conflicts of Interest** - We work with a maximum of 2 dentists / area and don't compete against ourselves
- **Service Expertise** – We only specialize in Web Design, SEO, and Google Adwords. We have built strategic partnerships for everything else to ensure our customers can get everything they need without sacrificing quality.
- **Consistent, Predictable Results** – We have a proven process for practice growth that does not work for every practice. We are upfront with who we can help and never sell marketing packages that won't work.
- **Scalability** - We've created an org structure and workflow that allows us to scale quickly (20-30+ new customers / month) without sacrificing quality



Our Website Design Difference

- **Reliable Wordpress Theme** – We build all of our websites on a popular and paid theme NOT a custom designed theme. This means:
 - Free theme updates and upgrades forever
 - No code breaks with PHP and plugin updates
 - Significantly more secure overtime and less susceptible to being hacked
 - Constant theme optimization by the theme developers for better SEO results
 - Easy to use backend / page builder makes website edits easy, fast, and affordable
 - Very customizable to ensure high quality custom design at a fraction of the price and developed in much less time
- **Design Speed & Quality** – We've established a web design workflow that allows us to make fully custom websites in under a day
- **SEO Optimized** – All of our websites are extremely search engine friendly
- **Fast, Reliable Hosting** – All of our websites are hosted on SiteGround – a fast, secure, and Wordpress focused host
- **Conversion Focused** – Nash is involved with the communication and content strategy of every website to ensure a high conversion rate
- **HIPPA Compliant** – All of our websites SSL secured and have HIPPA compliant Forms



Our Google Adwords Difference...

- **Industry Knowledge** – Nash is the architect of all campaign strategy and his understanding of the dental industry and consumer decision process allows him to architect campaigns with a higher return on investment
 - Nash understands which procedures patients are willing to travel farther distances for to find the right fit. For example, Nash might only service general dentistry appointment ads to a 5 mile radius during office hours but might service porcelain veneer smile makeover ads to a 15 mile radius with a 60 day retargeting campaign.
- **No Conflicts of Interest** - We work with a maximum of 2 dentists / area and don't compete against ourselves
- **Conversion Tracking** – All of our ads campaigns are integrated with Google Adwords conversion tracking and CallRail phone tracking to measure results
- **Senior Ads Technician** – All of our campaigns are optimized regularly with a senior Adwords technician
- **Google Agency Partner** – We are a Google Agency partner with a direct point of contact at Google for additional campaign optimization and support
- **Reporting** – We can either set you up with a dashboard or send you monthly reports so that you are always aware of what is going on with your campaign



Our SEO Difference...

- **No Conflicts of Interest** - We work with a maximum of 2 dentists / area and don't compete against ourselves
- **On Site Optimization**
 - We build all of our websites on an extremely fast and SEO optimized Wordpress theme
 - Google loves our websites and SEO! 100% of our customers who invest in SEO have page 1 rankings
 - Other monthly on site optimization including a regular focus on title tags, meta descriptions, alt tags, headings, internal linking, content writing, blog posts, image optimization, speed optimization, anchor text analysis and more!
- **Backlink Network** - We have an excellent network of high quality backlinks. Since we buy in bulk we get discounted prices and pass those savings back to you
- **Niche Hiring** - We have SEO specialists with areas of focus to make sure we can do more with less. These specialists include content writers, infographic designers, backlink outreach, directory cleanup etc.
- **Scalability** - We've created an org structure and workflow that allows us to scale easily without sacrificing quality
- **SEO Ranking Reports** – We tracking your rankings and update your live SEO ranking report each month
- **Senior Technician** – All of our SEO campaigns are managed and worked on by a senior SEO technician



The #1 factor for SEO is BACKLINKS!

We are one of the few SEO companies that eats into our margins to buy backlinks for your success. We've built a strong relationship with over 100 high quality healthcare websites and negotiated bulk buying prices to maximize your ROI. Below is a list of a few:

| URL | Cost for Guest Post | Cost for Link Insertion | Ahrefs Traffic | Ahrefs DR | DA | PA | CF | TF | Niche |
|-------------------------------------------------------------------------------------------|--------------------------------|-------------------------|----------------|-----------|----|----|----|----|----------------------------------------------|
| http://dashofwellness.com | | \$35 | 180 | 13 | 36 | 34 | 33 | 7 | Healthy |
| http://www.womendailymagazine.com/ | \$75 (Price includes content) | | 297 | 57 | 56 | 47 | 38 | 31 | General |
| http://www.fitneass.com/ | \$100 (Price includes content) | \$80 | 1.2K | 44 | 53 | 42 | 40 | 13 | Health |
| http://healthiack.com/ | \$140 (Price includes content) | | 2.2K | 48 | 56 | 44 | 40 | 15 | Health |
| https://diethics.com/ | \$45 (Price includes content) | | 159 | 33 | 34 | 33 | 32 | 20 | Health & Nutrition |
| https://www.menprovement.com/ | \$110 (Excluding Content) | \$90 | 127K | 54 | 55 | 46 | 41 | 17 | Men Health |
| https://valentinbosioc.com/ | \$60 (Price includes content) | | 227 | 35 | 50 | 46 | 41 | 22 | Health & Fitness |
| http://miosuperhealth.com/ | \$25 (Excluding Content) | \$20 | 1.3K | 34 | 28 | 31 | 33 | 20 | Health & Nutrition |
| http://fooyoh.com/ | \$65 (Including Content) | \$55 | 4.4K | 64 | 67 | 49 | 48 | 19 | General |
| https://goodmenproject.com/ | \$250 (Including Content) | | 305K | 79 | 72 | 59 | 51 | 65 | Men/Health |
| https://harcourthealth.com/ | \$70 (Excluding Content) | \$50 | 1.1K | 66 | 52 | 41 | 49 | 32 | Health |
| https://www.wellnessgeeky.com/ | \$130 (Excluding Content) | \$80 | 14.3K | 42 | 38 | 44 | 44 | 48 | Health & Fitness |
| http://www.weightlogue.com/ | \$65 (Including Content) | \$50 | 271 | 24 | 28 | 30 | 27 | 19 | Health/Fitness/Weight Loss |
| http://www.doctortipster.com/ | \$85 (Excluding Content) | | 142 | 49 | 51 | 49 | 36 | 23 | Health |
| https://www.nighthelper.com/ | \$55 (Excluding Content) | \$40 | 1.4K | 43 | 56 | 49 | 43 | 23 | General |
| https://www.healthbenefitstimes.com/ | \$80 (Excluding Content) | \$110 | 14K | 54 | 52 | 42 | 37 | 15 | Healthy Food/ Health |
| https://thecompleteherbalguide.com/ | \$55 (Excluding Content) | \$35 | 4.6K | 46 | 48 | 42 | 39 | 17 | Health/ Herbal |
| https://www.askthetrainer.com/ | \$90 (Excluding Content) | \$85 | 4.4K | 61 | 53 | 51 | 42 | 30 | Health/Exercise/Workout |
| https://www.lorecentral.org | \$55 (Excluding Content) | | 19.9K | 14 | 36 | 33 | 33 | 8 | General |
| http://undepress.net/ | \$50 (Excluding Content) | | 567 | 12 | 35 | 31 | 34 | 6 | Depression/Motivation/Psychology |
| http://happybody.tv/ | \$50 (Excluding Content) | | 1.3K | 9 | 20 | 18 | 22 | 4 | Weight Loss/Nutrition/WorkOut |
| https://workouttrends.com/ | \$85 (Excluding Content) | \$70 | 10.8K | 39 | 38 | 38 | 33 | 13 | Workout/Health |
| https://yegfitness.ca | \$65 (Excluding Content) | \$60 | 9.5K | 34 | 34 | 35 | 37 | 14 | Health |
| https://www.whiteoutpress.com/ | \$45 (Excluding Content) | \$40 | 4.6K | 38 | 45 | 42 | 9 | 4 | General |
| https://curiousmindmagazine.com/ | \$70 (Excluding Content) | \$70 | 23.6K | 51 | 45 | 41 | 39 | 18 | Health/Psychology/Motivation/Family |
| https://thefrisky.com/ | \$65 (Excluding Content) | \$65 | 453K | 75 | 75 | 54 | 47 | 26 | General |
| https://www.theedgesearch.com | | \$35 | 16.8K | 25 | 34 | 37 | 38 | 19 | General |
| https://thepowerofsilence.co/ | | \$55 | 9.5K | 28 | 33 | 34 | 37 | 13 | -improvement, Psychology, Love, Relationship |
| http://www.antonio-carluccio.com/ | \$45 (Excluding Content) | \$40 | 1.4K | 31 | 42 | 38 | 19 | 19 | Food/ Recipes |
| https://cookinginstiletos.com/ | \$50 (Excluding Content) | \$40 | 2.1K | 46 | 51 | 46 | 12 | 9 | Food/ Recipes |
| https://foreignpolicy.org/ | \$60 (Excluding Content) | \$55 | 31.1K | 56 | 59 | 41 | 55 | 46 | General |
| https://healthmica.com/ | \$35 (Excluding Content) | \$35 | 401 | 8 | 26 | 16 | 22 | 4 | Health/Fitness/Food |
| http://www.thebestspanishrecipes.com/ | \$35 (Excluding Content) | \$35 | 1.3K | 1.9 | 28 | 25 | 20 | 6 | Food/ Recipes |

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The #1 factor for SEO is BACKLINKS!

If you look at column 2 and 3 you'll see that buying backlinks is expensive. Most SEO companies are too profit driven to buy them, which is why they aren't able to deliver results as quickly and need to lock you into a contract.

| URL | Cost for Guest Post | Cost for Link Insertion | Ahrefs Traffic | Ahrefs DR | DA | PA | CF | TF | Niche |
|---------------------------------------------------------------------------------------------|---------------------------|-------------------------|----------------|-----------|----|----|----|----|-------------------------------------------------------------|
| https://healthmica.com/ | \$35 (Excluding Content) | \$35 | 701 | 8 | 26 | 16 | 22 | 4 | Health/Fitness/Food |
| http://www.thebestspanishrecipes.com/ | \$35 (Excluding Content) | \$35 | 1.3K | 1.9 | 28 | 25 | 20 | 6 | Food/ Recipes |
| https://icharts.net/ | \$65 (Excluding Content) | \$60 | 9K | 70 | 63 | 47 | 47 | 23 | General/Health/Auto/Biz |
| https://www.healthworkscollective.com/ | \$125 (Excluding Content) | \$125 | 6.7K | 62 | 53 | 52 | 42 | 18 | Health/Wellness/Biz |
| https://www.veteranstoday.com/ | \$135 (Excluding Content) | | 51.2K | 72 | 71 | 60 | 55 | 33 | Veterans/Military |
| http://www.letsbegamechangers.com/ | \$65 (Excluding Content) | | 2.4K | 63 | 61 | 47 | 38 | 18 | General |
| http://blogwritr.com/ | \$25 (Excluding Content) | \$20 | 9.7K | 32 | 31 | 35 | 25 | 9 | General |
| https://www.atebits.com/ | \$85 (Excluding Content) | \$85 | 9.2K | 71 | 60 | 54 | 48 | 20 | General |
| https://www.therxreview.com/ | \$70 (Excluding Content) | \$45 | 4.8K | 48 | 47 | 50 | 38 | 14 | Health/Crossfit |
| https://scoopempire.com/ | \$110 (Excluding Content) | \$110 | 18K | 55 | 60 | 46 | 39 | 19 | General |
| https://www.lcarscom.net/ | \$60 (Excluding Content) | \$60 | 2K | 44 | 44 | 42 | 29 | 40 | General |
| https://fallbrook247.com/ | \$45 (Excluding Content) | \$45 | 4.4K | 5 | 22 | 35 | | | Health/ Fitness/ Lifestyle/ Hair |
| https://hannaone.com/ | \$50 (Excluding Content) | \$50 | 4.0K | 15 | 37 | 29 | | | Food/ Recipes |
| https://worthgram.com/ | \$85 (Excluding Content) | \$85 | 11.9K | 32 | 31 | 36 | | | General |
| https://kamadevayoga.com/ | \$45 (Including Content) | | 5K | 27 | 32 | 30 | | | Health |
| https://fitforthesoul.com/ | \$50 (Excluding Content) | \$50 | 3.0K | 29 | 26 | 31 | | | Healthy Living/ Yoga/ Nutrition |
| https://footgood.com/ | \$45 (Excluding Content) | \$45 | 1.3K | 5 | 12 | 24 | | | Foot/ Foot Massage/ Foot Spa |
| https://top5critic.com/ | \$45 (Excluding Content) | \$45 | 1.7K | 3.4 | 16 | 27 | | | General |
| https://www.readersdigest.co.uk/ | | \$95 | 39K | 63 | 60 | 54 | | | Magazine/ General |
| https://neconnected.co.uk/ | \$105 (Excluding Content) | \$60 | 3.3K | 54 | 50 | 38 | | | General/ Business/ Travels/ Auto/ Sports/ Property |
| https://www.theexeterdaily.co.uk/ | \$60 (Excluding Content) | | 6.7K | 50 | 50 | 42 | | | Magazine/ General |
| http://beinglike.com/ | \$45 (Excluding Content) | \$45 | 1.4K | 7 | 20 | 27 | | | General/ Health/ Nutrition/ LifeStyle/ |
| https://infolific.com/ | \$125 (Excluding Content) | | 5.1K | 56 | 45 | 43 | | | General/ Health/ Money/ Tech/ Pet/ Travel |
| https://www.hngn.com/ | \$125 (Excluding Content) | \$110 | 7.0K | 73 | 71 | 51 | | | General/ Health/ Business/ Tech/ Science/ LifeStyle/ Sports |
| https://www.natureworldnews.com/ | \$130 (Excluding Content) | \$110 | 17.7K | 74 | 73 | 50 | | | News/ Health/ Tech/ Travel/ Science/ Nature |
| https://www.scienceworldreport.com/ | \$120 (Excluding Content) | \$100 | 1.5K | 71 | 67 | 48 | | | News/ Health/ Science/ Tech/ Nature |
| https://www.counselheal.com/ | \$120 (Excluding Content) | \$105 | 9.5K | 59 | 62 | 51 | | | Mental Health/ Physical Health/ Therapy/ Tech/ News |
| https://www.youthhealthmag.com/ | \$120 (Excluding Content) | \$105 | 2.8K | 48 | 55 | 38 | | | Health/ Diet/ Nutrition/ Fitness/ News |
| https://www.foodworldnews.com/ | \$120 (Excluding Content) | \$105 | 3.8K | 52 | 58 | 40 | | | Health/ Food/ Healthy Food/ News |
| https://www.meetrv.com/ | \$75 (Excluding Content) | \$75 | 46.6K | 49 | 45 | 45 | | | Health/ Home/ Auto/ Legal/ Tech/ General |
| https://omniabiologics.com/ | \$65 (Including Content) | | 26 | 26 | 21 | 28 | | | Health/ CBD/ LifeStyle |
| https://charasscientific.com/blog/ | \$65 (Including Content) | | 20 | 60 | 35 | 32 | | | CBD/ Health |
| https://www.wphealthcarenews.com/ | \$60 (Excluding Content) | \$55 | 4.8K | 52 | 38 | 38 | 37 | 18 | Health |

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We also use INFOGRAPHICS to get you high quality backlinks...

Unlike other SEO companies, we also invest in designing infographics for your SEO campaign which then get featured on other websites and resources with high domain authority. We currently have almost 40 paid and free infographic backlink partners.

infographicsarchive.com 56 Paid
submitinfographics.com 53 Paid
infographicixdirectory.com 45 Paid
infographicpost.com 46 Paid
infographicplaza.com 49 Paid
infographicjournal.com 56 Paid
best-infographics.com 52 Paid
infographicdatabase.com 42 Paid
infographicexpo.com 28 Paid
infographicsking.com 37 Paid
infographicsposters.com 47 Paid
infographicszone.com 48 Paid
aniartdesign.com 28 Paid
infographiclist.com 52 Paid
infographicbee.com 47 Paid
ucollectinfographics.com 39 Free
winfographics.com
visual.ly 69 Free
allinfographics.org 45 Free

coolinfographics.com 58 Free
dailyinfographic.com 61 N/A
discoverinfographics.com 40 Paid
elearninginfographics.com 58 Free
goodinfographics.com 33 Paid
graphs.net 54 Free
info-graphic.co.uk 41 Paid
infographic-directory.com 41 Free
infographiclove.com 46 Paid
infographicportal.com 46 Free
lkrllc.com 29 Paid
onlyinfographic.com 45 Free
pureinfographics.com 47 Paid
reddit.com/r/Infographics/ 84 Free
submitvisuals.com 30 Free
topinfographic.com 39 Paid
treegraphic.com 29 Free
videographic.com 43 Free
visulattic.com 30 Free
safeandhealthylife.com



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Our Monthly SEO Packages Includes...

- Google My Business Optimization
- Keyword Research
- On-Site SEO (Title Tags, Meta Descriptions, Alt Tags, Headings, Internal Linking, Content Writing & Optimization, Anchor Text Analysis etc.)
- Monthly On-Site Blog Posts & Internal Linking
- Google Search Console Set-Up & Optimization
- Citations Clean Up
- Citations Building
- Infographic Design
- Infographic Custom Outreach & Backlink Building
- Anchor Text Analysis & Planning
- Competitors Analysis
- Guest Posting (Backlinks)
- Niche Edits (Backlinks)
- Website Speed Optimization
- Monthly Reporting



Case Studies

From customers in the United States who signed up with us in the last few months...



Every marketing company is going to have a few good case studies. With us, all of our customers have good case studies.

The only reason we have delivered a 100% success rate to date is because we only work with practices that we know we can help and we stick to what we are good at – Website Design, SEO, and Google Adwords (no social media, direct mail, print, etc.)



From outside the top 50 to #1-#5 for top keywords in under 4 months!

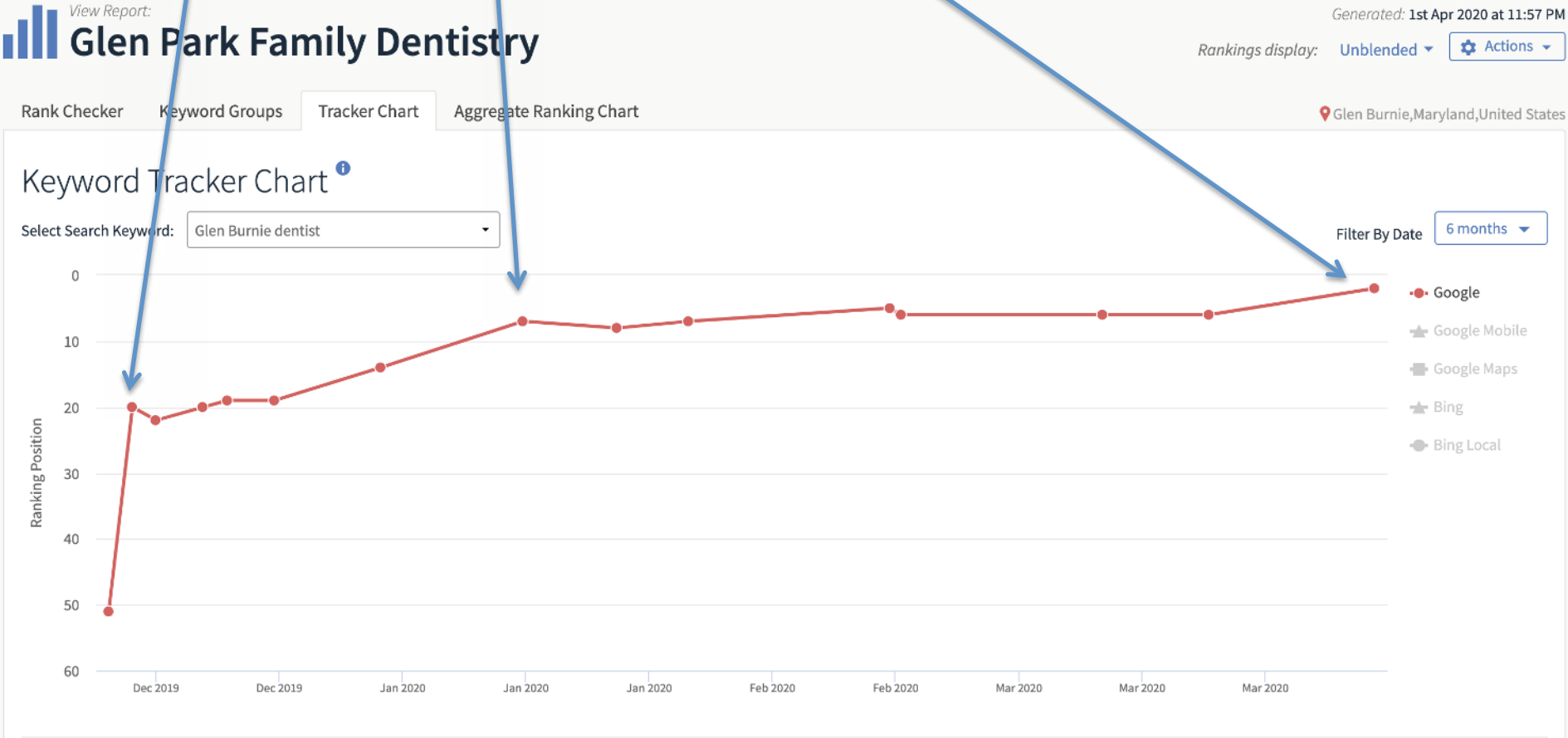
| KEYWORD | SEARCH VOLUME | START | CURRENT |
|--------------------------|---------------|-------|---------|
| "dentist Glen Burnie" | 170 | #50+ | #5 |
| "dentist in Glen Burnie" | 170 | #50+ | #1 |
| "Glen Burnie Dentist" | 170 | #50+ | #2 |
| "Glen Burnie Dental" | 170 | #50+ | #4 |



New Website Launch

Backlink Campaign

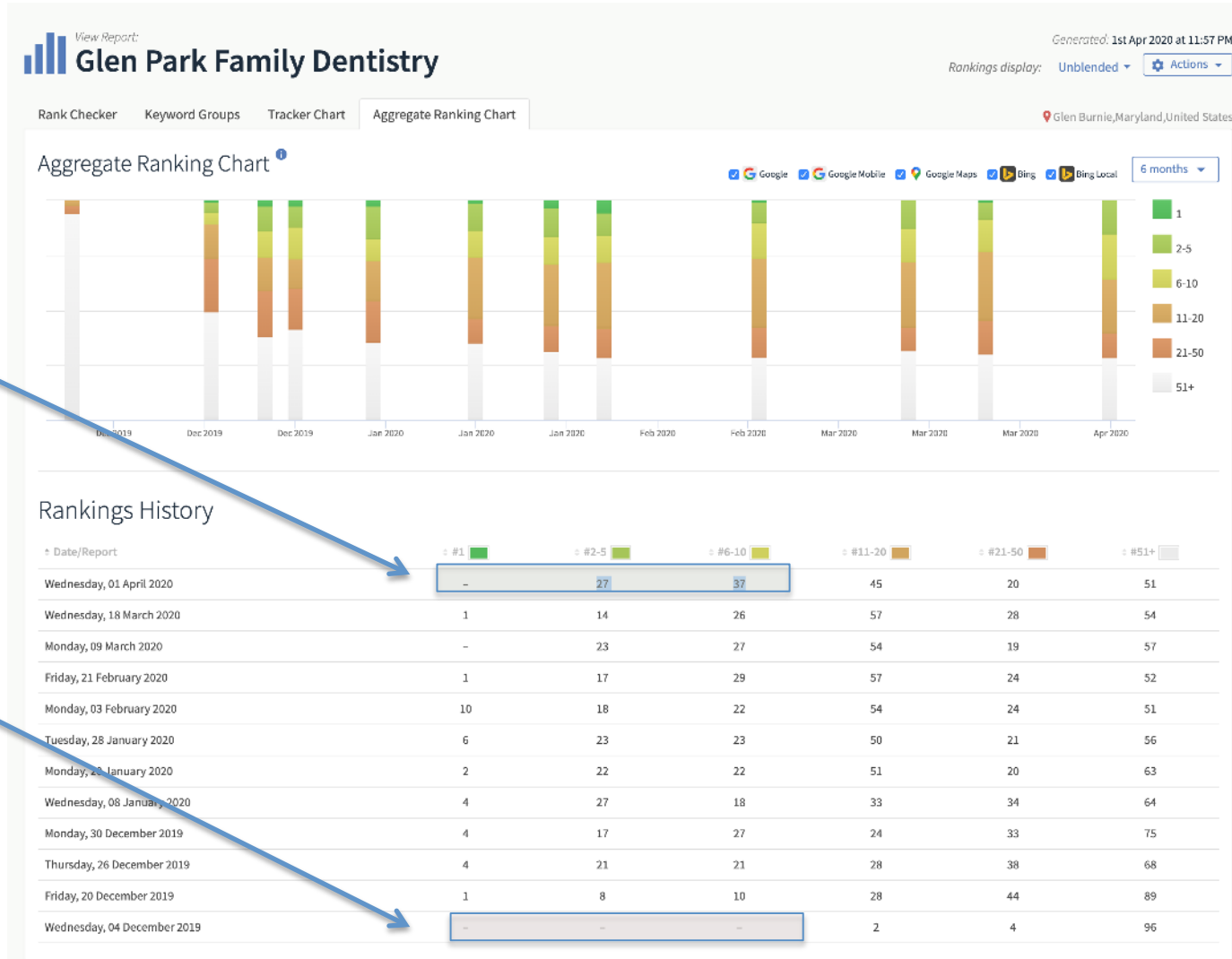
Continued Optimization → #2 in 4 months!



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After a few months they have 64 keywords in the top 10

When we started they had 0 keywords in the top 10



Inside the top 3 for every important keyword in less than 3 months...

| KEYWORD | SEARCH VOLUME | START | CURRENT |
|-----------------------|---------------|-------|---------|
| "dentist Weymouth" | 140 | #6 | #2 |
| "Weymouth dental" | 140 | #5 | #2 |
| "Weymouth dentist" | 140 | #3 | #2 |
| "dentist Weymouth MA" | 140 | #2 | #1 |
| "Weymouth MA dentist" | 140 | #13 | #3 |

The number of clicks you get increases by 30% each improved spot. So if they were getting 20 clicks for ranking #6, that will increase by 120% to 44 clicks for ranking #2. That works out to roughly 4 more leads each month (24 extra clicks x 17.5% avg conversion rate = 4.2 extra leads).





#6 to #2 in 2 months for the most popular keyword “dentist Weymouth”

View Report: **Columbia Square Dental**

Generated: 2nd Apr 2020 at 6:39 AM

Rankings display: **Unblended** Actions

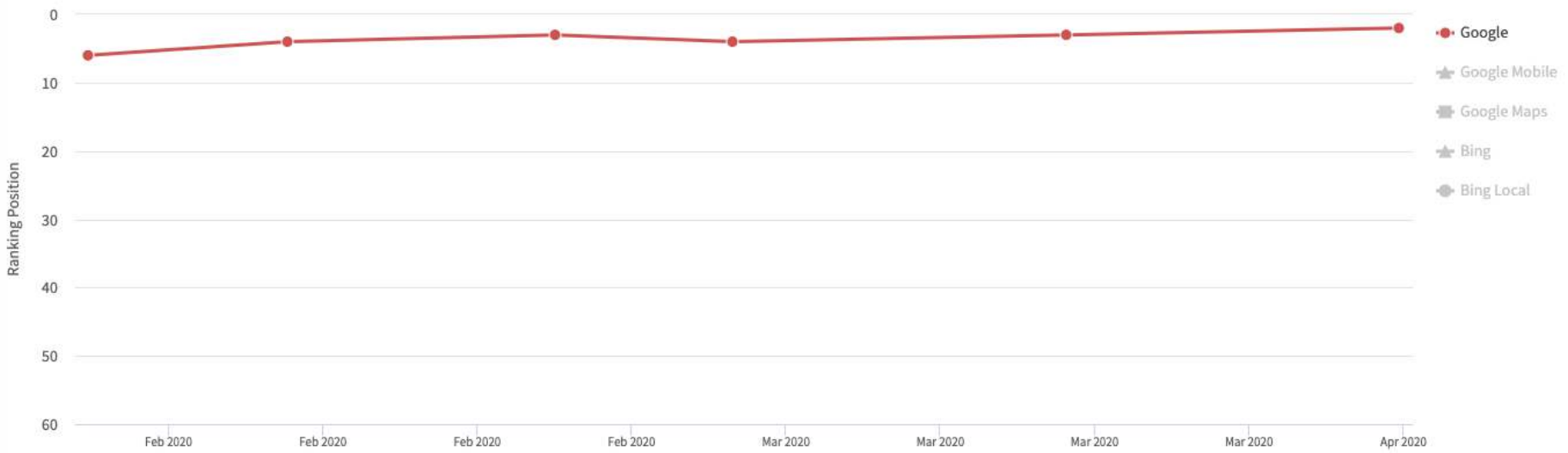
Rank Checker **Keyword Groups** **Tracker Chart** Aggregate Ranking Chart

Weymouth, Massachusetts, United States

Keyword Tracker Chart ¹

Select Search Keyword: **dentist weymouth**

Filter By Date **6 months**



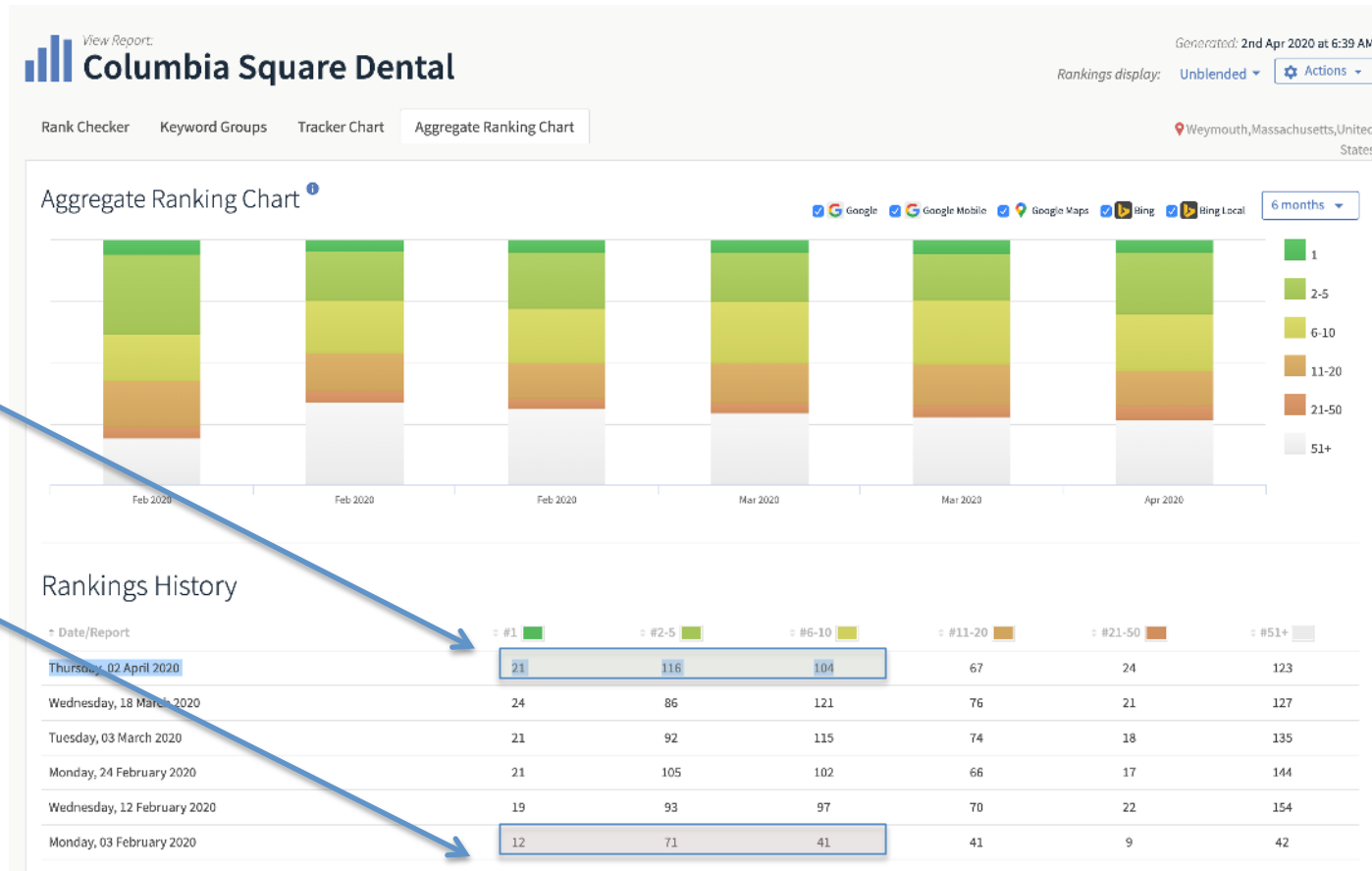
Have a question?

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After 2 months they had 21 #1 rankings, 116 #2-#5 rankings and 104 #6-10 rankings

When we started they were doing okay with 12 #1 rankings, 71 #2-#5 rankings and 41 #6-10 rankings



Perry FAMILY DENTAL CARE

Perry Family Dental Care hired us to take over their Google Adwords Account because their previous agency was paying \$25/ click and not doing a very good job with reporting / feedback. After conducting some keywords research, we determined that Google Adwords wasn't sustainable as a long term strategy and offered them a 1 month free SEO trial to show them that we could deliver SEO results quickly.

After the first month we were able to get their Google Adwords cost per click down from \$25 per click to \$6/ click and get them from page 2 of Google to Page 1.

| KEYWORD | SEARCH VOLUME | START | CURRENT |
|--------------------|---------------|-------|---------|
| "dentist Keene NH" | 210 | #11 | #6 |
| "dentist Keene" | 70 | #10 | #5 |
| "dentist in Keene" | 70 | #13 | #8 |

**Perry Family Dental elected to not buy a website, so these results would be even better with our SEO friendly website!



Here are a few more case studies for practices we have been helping for more than a year in VERY competitive markets...





Ranks #1 for just about everything and growing their practice by over \$800,000/year.

| KEYWORD | SEARCH VOLUME | START | CURRENT |
|----------------------------|---------------|-------|---------|
| "Surrey Dentist" | 1600 | #50+ | #1 |
| "Dentist Surrey" | 1600 | #50+ | #1 |
| "Emergency Dentist Surrey" | 210 | #50+ | #1 |
| "Dental Implants Surrey" | 230 | #50+ | #1 |



840

new patients / Yr from Google



\$ 82

Cost Per Acquisition



\$ 840000

additional short term revenue / yr



\$ 11.6

dollars back for every \$1 invested

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Just sold their practice for over \$1M more than expected thanks to year over year growth!

| KEYWORD | SEARCH VOLUME | START | CURRENT |
|-------------------------------|---------------|-------|---------|
| "Dentist Vancouver" | 2900 | #33 | #3 |
| "Emergency Dentist Vancouver" | 450 | #42 | #1 |
| "Dentist Vancouver Downtown" | 390 | #22 | #2 |
| "Downtown Dentist" | 210 | #13 | #3 |



120 +

Leads / Month



\$ 53.6

Cost Per Lead



\$ 700000

additional revenue generated / yr



\$ 14

dollars back within 1 year for every \$1 invested





Markham Dental
General and Cosmetic Dentistry

Generated an extra \$450,000 of additional revenue in year 1!

| KEYWORD | SEARCH VOLUME | START | CURRENT |
|----------------------|---------------|-------|---------|
| "Markham Dentist" | 880 | #30 | #1 |
| "Dentist Markham" | 1000 | #47 | #2 |
| "Invisalign Markham" | 70 | #10 | #1 |
| "Dental Implants" | 120 | #50+ | #3 |



574

new patients in Yr 1 from Google



\$ 134

Cost Per Acquisition



\$ 450000

additional revenue generated in Yr 1



\$ 7.45

dollars back for every \$1 invested in Yr 1

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Marketing Recommendations For 42 North Dental

Have a question?

Email nash@healthcaremarketing.ca or call [1-888-611-2669](tel:1-888-611-2669)



We've conducted a comprehensive analysis of each 42 North location and determined which locations we can help best...

NOT THE BEST FIT

- New Haven Dental Group (New Haven)
- Meriden Dental Group
- *Four Town Dental*
- *Torrington Dental Care*
- *All Dental Center*
- *Santavicca Dental Professionals*
- *SCDG - Ansonia*
- Family Dental Practice of Bloomfield
- Newington Family Dentistry
- *All Dental of Westborough*
- New Haven Dental Group (Branford)
- Dynamic Dental
- Gillis Dental
- Northborough Dental Associates
- Browne Goetz & Miraglia
- SCDG - Southbury
- Willow Run Dental Associates
- New Haven Dental Group (Woodbridge)

CAN HELP

- Great Hill Boston
- Fresh Pond Dental
- First Line Dental
- Sunrise Family Dental Care
- Great Hill Somerville
- Comprehensive Dental Associates of Central Connecticut
- Aveni Dental
- Great Hill Braintree
- Great Hill Peabody
- Great Hill Chelmsford
- Canal Side Family Dental

*Businesses that are *italicized* might be a good candidate down the road. Further discussion required.



Our Proposal

We believe in earning your business and demonstrating our speed and quality. Here is how we would like to get started.

1. Start with Website Design, SEO, Adwords for all Great Hill Dental locations
 - Build a new website for each location and the parent website
 - Monthly SEO (as outlined prior)
 - Google Adwords Campaign for each location (after things are back to normal from COVID-19) Everything is low set up fees (you own the website), no contracts, etc → We want to earn your business!
 - *We would mix the existing website content with new conversion website content and overtime with SEO work on making sure that each site has organic content (from an SEO point of view we don't want o
2. Measure SEO improvements immediately after launch
 - We'll have all the SEO reporting set up
 - We can also add in call rail or some kind of call tracking software
3. Design and launch the next 6 websites and marketing campaigns
 - Monthly SEO / Google Adwords campaigns
4. On-going campaign optimization and reports

*You can determine what your Google Adwords budget is for each location (I have some suggestions) or you can give us a budget for all locations and we can split it up for you



We've customized a marketing plan and budget for each location based on search volume, current SEO rankings, and current average cost-per-click

| Location | Website Set Up Fee | SEO Budget/month | Suggested Adwords Spend / m | Adwords MGMT Fee/month | Total Monthly Marketing | SEO Estimates for "dentist + [city]" based on current rankings, search volume, and competition |
|---------------------------|--------------------|------------------|-----------------------------|------------------------|-------------------------|------------------------------------------------------------------------------------------------|
| Great Hill Boston | \$1000 | \$1500 | \$1400 | \$300 | \$3200/m | Page 1 in 12 months |
| Great Hill Somerville | \$1000 | \$500 | \$1050 | \$300 | \$1850/m | Top of page 1 in 3 months |
| Great Hill Braintree | \$1000 | \$250 | \$1050 | \$300 | \$1600/m | Top 3 organic in 3 months (already #1 in maps) |
| Great Hill Peabody | \$1000 | \$750 | \$1400 | \$300 | \$2450/m | Top 3 in 6 months |
| Great Hill Chelmsford | \$1000 | \$500 | \$1050 | \$300 | \$1850/m | Top 3 organic in 6 months (already #3 in maps) |
| Great Hill Parent Website | \$0 | \$0 | \$0 | \$0 | \$0 | N/A |
| Total | \$5000 setup | \$3500/m | \$5950/m | \$1500/m | \$10,950 | |

Have a question?

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After you are happy with Great Hill results, we can add in additional locations

| Location | Website Set Up Fee | SEO Budget/month | Suggested Adwords Spend / m | Adwords MGMT Fee/month | Total Monthly Marketing | SEO Estimates for “dentist + [city]” based on current rankings, search volume, and competition |
|-----------------------|--------------------|------------------|-----------------------------|------------------------|-------------------------|------------------------------------------------------------------------------------------------|
| Fresh Pond | \$1000 | \$1000 | \$1400 | \$300 | \$2700/m | Page 1 in 6 months |
| First Line | \$1000 | \$1000 | \$1050 | \$300 | \$2350/m | Page 1 in 6 months |
| Aveni Dental | \$1000 | \$1000 | \$1400 | \$300 | \$2700/m | Page 1 in 12 months |
| Comprehensive Dental | \$1000 | \$500 | \$1050 | \$300 | \$1850/m | Top 3 in 3 months |
| Sunrise Family Dental | \$1000 | \$500 | \$1050 | \$300 | \$1850/m | Top 3 organic in 6 months |
| Canal Side | \$1000 | \$500 | \$1050 | \$300 | \$1850 | Top 3 organic and maps in 3 months |
| Total | \$6000 setup | \$4500/m | \$7000/m | \$1800/m | \$13,300 | |

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Additional Considerations...

- You own the website for the \$1000 set up fee
- I am not charging a set up fee for SEO or Adwords (partnership special)
- Month-month agreements (no 1 year contract)
- Hosting/ maintenance included in monthly marketing
- Google Adwords Spend is what I recommend based on current cost-per-click. You can choose the budget based on cash flow and capacity (especially post COVID).
- You keep all SEO work done (you don't lose it if you leave)



Estimating New Patient Results For Google Adwords...

1. Calculate Estimated # of Clicks: Take the budget and divide by estimated cost per click (which varies from city to city based on competition → Ex: \$1400 Ad Spend ÷ \$8 per click = 175 clicks)
2. Calculate Estimated Conversion Rate: Take # of clicks and multiply by .35 (average # of prospects who get to the contact page) then .5 (average # of prospects who get to the contact page who call or email) and then by .68 (average conversion rate of your receptionist) → Ex: 175 clicks × .35 × .5 × .68 = 21 New Patients
3. Determine Short Term ROI by multiplying the # of new patients by the average first year spend (\$1000) and dividing that by the budget → 21 new patients × \$1000 = \$21,000 ÷ \$1400 Ad Spend = \$15 to \$1 Short Term ROI



Great Hill Dental - Estimated Adwords Results Per Month

| | Boston | Somerville | Braintree | Peabody | Chelmsford |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|
| Suggested Adwords Budget | \$1400/m | \$1050/m | \$1050/m | \$1400/m | \$1050 |
| Google Ads cost per click range | \$8 - \$20 | \$8-\$30 | \$7-\$20 | \$8-\$21 | \$5-\$14 |
| Estimated Ads Traffic | 175 | 131 | 150 | 175 | 210 |
| Est. Leads / m | 31 | 23 | 26 | 31 | 37 |
| Est. Cost Per Lead | \$45 | \$46 | \$46 | \$45 | \$28 |
| Est. New Patients | 21 | 16 | 18 | 21 | 25 |
| Est. Cost Per Acquisition | \$67 | \$65 | \$58 | \$67 | \$42 |
| Est. Short Term ROI | \$15 to \$1 | \$15 to \$1 | \$17 to \$1 | \$15 to \$1 | \$24 to \$1 |

*Conversion rate may vary from campaign to campaign and is based on average conversion rates of current Healthcare Marketing clients. It is calculated by estimating a 35% click to contact page, 50% contact page to call (or email), and 68% call to appointment (reception conversion).

*Cost per click also varies and generally goes up overtime as competition increases

Have a question?

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Other Practices - Estimated Adwords Results / Month

| | Fresh Pond | First Line | Aveni | Comprehensive | Sunrise | Canal Side |
|---------------------------------|-------------|-------------|-------------|---------------|-------------|-------------|
| Suggested Adwords Budget | \$1400/m | \$1050/m | \$1400/m | \$1050/m | \$1050/m | \$1050/m |
| Google Ads cost per click range | \$11-\$30 | \$5-\$15 | \$10-\$25 | \$4-\$15 | \$3-\$10 | \$5-\$20 |
| Estimated Ads Traffic | 127 | 210 | 140 | 263 | 350 | 210 |
| Est. Leads / m | 22 | 37 | 25 | 46 | 61 | 37 |
| Est. Cost Per Lead | \$64 | \$28 | \$56 | \$23 | \$17 | \$28 |
| Est. New Patients | 15 | 25 | 17 | 31 | 42 | 25 |
| Est. Cost Per Acquisition | \$93 | \$42 | \$82 | \$34 | \$25 | \$42 |
| Est. Short Term ROI | \$11 to \$1 | \$24 to \$1 | \$12 to \$1 | \$30 to \$1 | \$40 to \$1 | \$24 to \$1 |

*Conversion rate may vary from campaign to campaign and is based on average conversion rates of current Healthcare Marketing clients. It is calculated by estimating a 35% click to contact page, 50% contact page to call (or email), and 68% call to appointment (reception conversion).

*Cost per click also varies and generally goes up overtime as competition increases

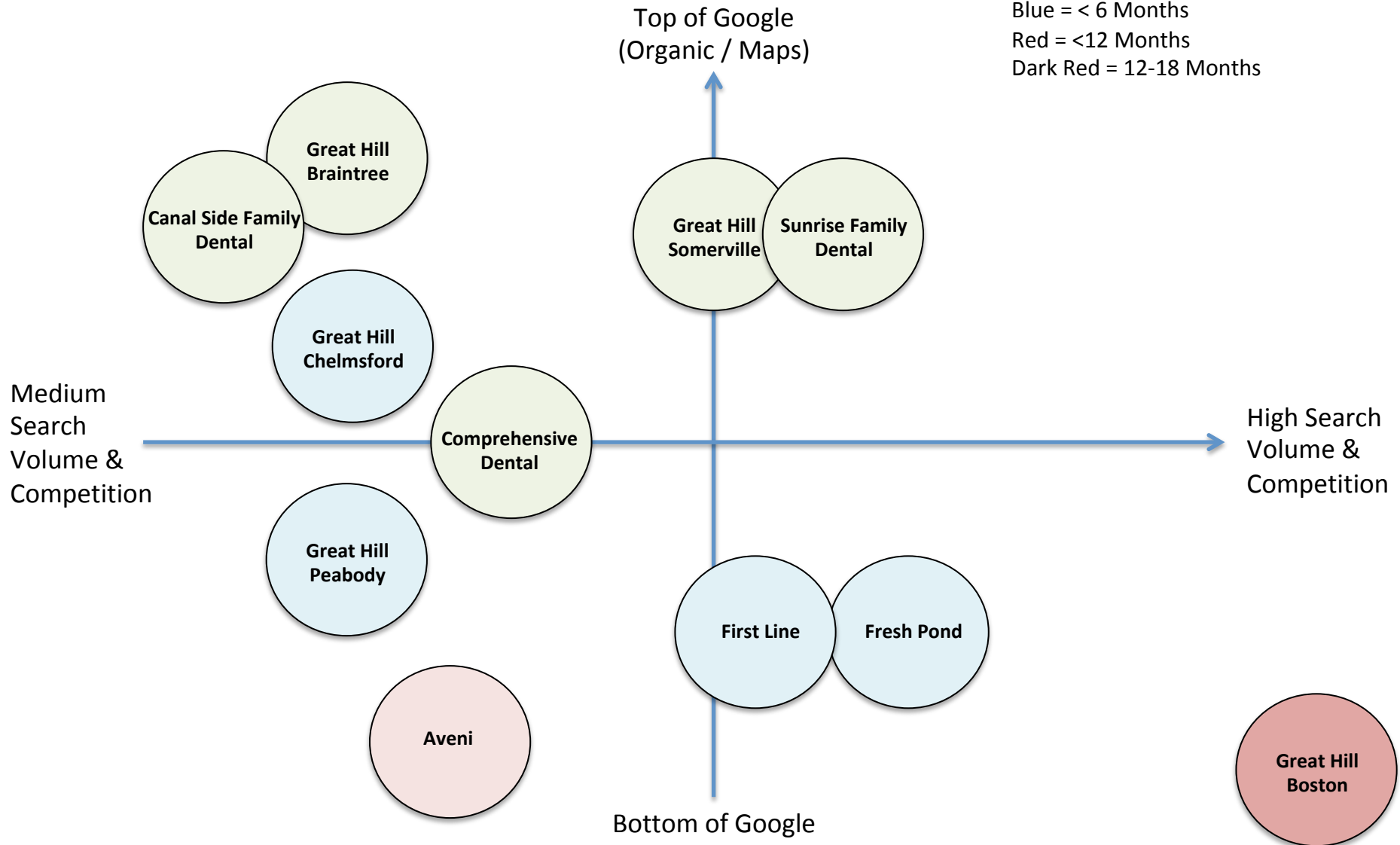
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Current SEO Landscape

Time Estimates to Google Top 3:
Green = < 3 Months
Blue = < 6 Months
Red = <12 Months
Dark Red = 12-18 Months



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SEO Considerations...

- 66% - 75% of people searching on Google ignore the ads and click on either a map or organic listing
- Overtime SEO gets better (due to more people searching and improved SEO rankings) and Google Adwords gets worse (due to competition inflating bid prices)
- While we focus on the most competitive keywords like “dentist + [city]” you will also rank for longer tail keywords “who is the best dentist in [city]” etc. so results for SEO are generally much better than Adwords overtime but also tougher to forecast



Timeline, Payment Schedule, and Resources...

Have a question?

Email nash@healthcaremarketing.ca or call [1-888-611-2669](tel:1-888-611-2669)



Timeline

- Week 1 – Finalize campaign strategies and invoicing details + Build Great Hill location website theme
- Week 2 – Build and do onsite SEO for all 6 Great Hill sites
- Week 3 – Launch all new sites and do Google My Business optimization. Re-submit sites to Google Search Console. Launch all Adwords campaigns.
- Week 4 – Campaign Optimization, SEO report / summary at end of the week to show ranking improvement for new sites
- Week 5 – Build and do onsite SEO for next 6 locations
- Week 6 - Launch next batch of new sites and do Google My Business optimization. Re-submit sites to Google Search Console. Launch all Adwords campaigns.
- Week 7 - Campaign Optimization, SEO report / summary at end of the week to show ranking improvement for new batch of sites
- Week 8 – All campaigns will be in full force with regular optimization and reports

**We can accelerate this schedule by 2 weeks if you want us to build and launch the sites same day and pre-approved.



Payment Schedule

- Week 1 – \$5000 for Great Hill Website Setup
- Week 3 – \$5000 monthly recurring for SEO and Google Ads Management starts, \$5950 (or whatever you decide for your Google Adwords spend) to go directly to Google for Ad Spend
 - Invoice date will be during the 4th week of the month that we are in so that you are all paid up before the 1st of the next month
- Week 5 - \$6000 for website set up fess for next 6 locations
- Week 7 - \$6300 monthly recurring for SEO and Google Ads Management starts, \$7000 (or whatever you decide for your Google Adwords spend) to go directly to Google for Ad Spend
 - Invoice date will be during the 4th week of the month that we are in so that you are all paid up before the 1st of the next month



Resources

- Online Proposal, Resources, and Video Presentation - <https://www.healthcaremarketing.ca/42-north-dental/>
- US Case Studies - <https://www.healthcaremarketing.ca/us-case-studies/>
- Detailed Marketing Audit with SEO Ranking Reports - <https://www.healthcaremarketing.ca/42-north-audit/>
- Sample Great Hill Location Site (still needs some work) - <https://greathillboston.nkmediahosting.com/>



Thanks for taking the time to read this proposal!

Please contact Nash at 1-778-323-7866 or
nash@healthcaremarketing.ca with any questions or to set up
a call.

