



Presentation of the
American Dental Marketing On Line
(ADOL)
suite of services

Objectives for This Meeting

- Present The Keys To Successful Web-Based Marketing
- Present The ADOL Suite of Services
- Suggest Ways in Which ADM can assist Referred Clients to Implement and Maintain the Service to ensure Client Satisfaction

The 3 Keys to a Successful Site

- Attract the Visitor
- Generate the Lead
- Convert the Lead



Attract The Visitor

- Conventional Strategies
"bricks to clicks"
- Online Search Will Continue to Increase
 - Google® , Yahoo! ® and MSN® record over 300 Million internet searches per day
 - Even Yellow Page analysts report that 70% of the time individuals use the Internet instead of the Yellow Pages when searching for a local service

Natural Search vs. Pay-Per-Click

The screenshot shows a Google search for "chicago dentist". The search bar is at the top with the Google logo and navigation links. Below the search bar, the results are categorized into "Web" and "Local results for dentist near Chicago, IL".

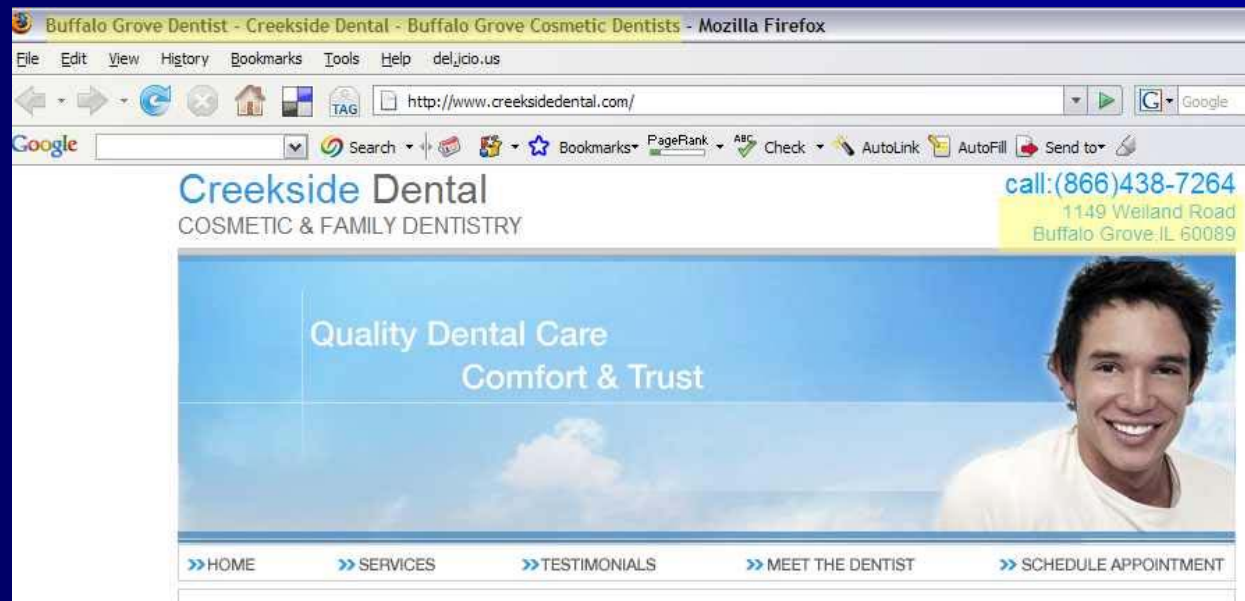
Web Results:

- Sponsored Links (Red border):**
 - Lincoln Park Dentist** (www.drsood.com) - Cosmetic & General Dentistry in the heart of Lincoln Park
 - Dental Salon in Chicago** (www.dentalsalon.com) - \$99 whitening, insurance accepted, parking validated, state-of-the-art
 - chicago dentist** (www.1800dentist.com) - Find a Pre-Screened Dentist in Your Area. Start your search now!
- Local results for dentist near Chicago, IL:**
 - American Dental Hygienists** - 3.1 miles NE - 444 N Michigan Ave # 3400, Chicago, 60611 - (312) 440-8900
 - Swedish Covenant Hospital** - 9.0 miles N - 5140 N California Ave, Chicago, 60625 - (773) 878-8200
 - Codel Adrian DDS** - 5.7 miles N - 1209 W Diversey Pkwy, Chicago, 60614 - (773) 327-8550
- Natural Search Results (Green border):**
 - Chicago Dental Society**
Names and information about members practicing in Cook, Lake and DuPage counties; includes links to individual web sites. Dental health information, quizzes ...
www.cds.org/ - 32k - Sep 26, 2006 - Cached - Similar pages
 - Chicago Dental Society :: Midwinter Meeting**
Chicago has more four-star restaurants than any other city in addition to a wide ... Privacy Policy: The Chicago Dental Society will not share information ...
www.cds.org/www/index.wa4 - 36k - Cached - Similar pages
- Sponsored Links (Red border):**
 - Chicago Smile Spa**
A great smile is the one accessory you never leave home without.
www.chicagosmilespa.com
Chicago, IL
 - Chicago, IL Dentist**
Enhance Your Smile & Your Life. Advanced Cosmetic Dentistry.
www.studiosmiles.net
 - Chicago Dentist**
50% off on all Major Procedures. General/Cosmetic/Emergency Dentist
www.chicago-dentist.us
 - Chicago Dentist**
Drs. Woldman & Rizman: Cosmetic & Preventative Dentists Near Chicago
www.hoffmansmiles.com
 - Dentist Chicago, IL**

Green = Natural Search Results

Red = Pay-Per-Click (PPC Results)

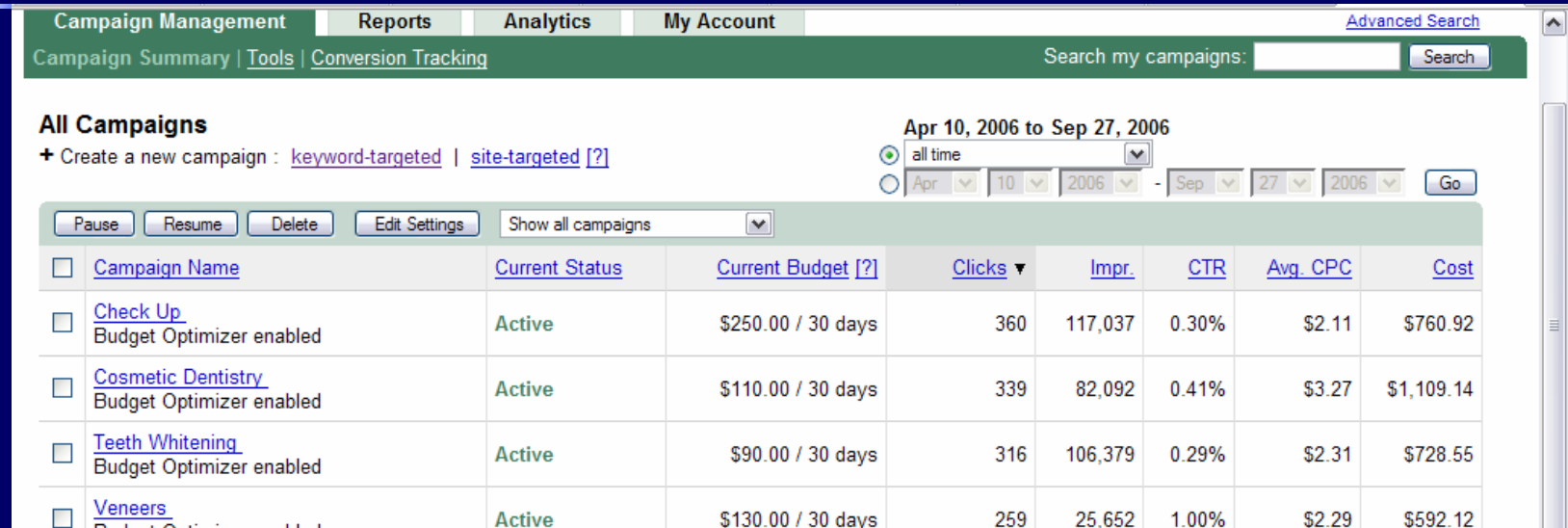
Natural Search Results



Some Important Factors

- The Title Bar is Most Important Change You Can Make
- Address Indicates that this is a Local Business

Pay-Per-Click (PPC)



The screenshot displays the 'All Campaigns' section of a Google AdWords account. It includes a search bar for campaigns, a date range filter set to 'Apr 10, 2006 to Sep 27, 2006', and a table of active campaigns. The table columns are Campaign Name, Current Status, Current Budget, Clicks, Impr., CTR, Avg. CPC, and Cost. Four campaigns are listed: 'Check Up', 'Cosmetic Dentistry', 'Teeth Whitening', and 'Veneers', all with 'Active' status and 'Budget Optimizer enabled'.

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget [?]	Clicks ▼	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Check Up Budget Optimizer enabled	Active	\$250.00 / 30 days	360	117,037	0.30%	\$2.11	\$760.92
<input type="checkbox"/>	Cosmetic Dentistry Budget Optimizer enabled	Active	\$110.00 / 30 days	339	82,092	0.41%	\$3.27	\$1,109.14
<input type="checkbox"/>	Teeth Whitening Budget Optimizer enabled	Active	\$90.00 / 30 days	316	106,379	0.29%	\$2.31	\$728.55
<input type="checkbox"/>	Veneers Budget Optimizer enabled	Active	\$130.00 / 30 days	259	25,652	1.00%	\$2.29	\$592.12

- ❑ Essentially, you bid for advertising space when people enter certain search terms
- ❑ Google is by far the most used (adwords.google.com)
- ❑ Don't overbid! It's not critical to be first on the list
- ❑ Make sure you are only advertising locally