How to Get Prospects to Visit Your Website without Relying On SEO

By Trey Ryder

With search engines, you face at least two problems:

**PROBLEM #1:** The dentists who get the first few positions usually get the inquiries. The remaining dentists are left paying for websites that produce little.

**PROBLEM #2:** Even if you rank high, your search results are mixed among those of your competitors, so patients can easily get distracted and miss your site altogether.

Fortunately, you can bring prospects to your website without search engines and without the potential for confusion. Here’s how:

**STEP #1:** Load your website with educational articles that have teaser titles. People are drawn to helpful information written in list form. When you add educational articles, in addition to increasing your relevance in search engine rankings, you create a highly desirable website.

**STEP #2:** Invite prospective patients to visit your site where they can read your articles. Offer the articles in every type of communication, including

- **Classified Ads.** Invite prospects to your website through classified ads. Your entire ad could be as simple as this: “Missing Teeth? Discover the Permanent Treatment Option” at www.yourwebsite.com.

- **Display Ads.** If you want more space than a classified ad -- or think your prospects may not read classifieds -- design a small display ad. Make powerful use of black and white graphics to seize your reader's attention. In addition, include a closely cropped photo of your face with good eye contact and a warm, engaging smile. (Nothing draws a reader's eyes to your ad faster than your eyes looking back at the reader.) Depending on the size of your ad, you could include titles of many articles. Each title acts like a fishhook in the lake. You can't be sure which bait will cause your prospect to bite, but all it takes is one good title to motivate her to visit your website.

- **Yellow Page Ads.** In you still use yellow page ads, offer articles that your prospect can read on your website.
• News Releases to the Media. Write a news release about a key issue in implant dentistry. At the end of the news release, announce that you have published three articles, listing each by title. Then tell the reader he can call your office to receive free copies by mail, or visit your website at www.yourwebsite.com.

• Newsletters. In every issue, invite prospects to read articles on your website. You might also want to feature a different member of your dental team in each issue. Be sure to include a photo and note some interesting personal tidbit like their favorite local restaurant or sporting activity.

• Seminars. In your seminar materials, include a flier that lists articles on your website.

• Referral Sources. Send a mailing to your past patients and referral sources alerting them to new articles on your website -- and inviting them to direct friends and colleagues to your site.

• Email Signatures. Consider offering an article and including its title in the signature to your email. You might include something like: Visit www.yourwebsite.com to read “5 Tips for Keeping Your New Teeth Clean.” Your URL by itself may not motivate a prospect to go to your website. But when you alert her to an important article that discusses one of her current problems, she has a good reason to visit you site.

• Envelope Inserts with Outgoing Mail. Prepare an insert about 1/3 the size of an 8.5" x 11" sheet that announces new articles on your website. Include this in all outgoing correspondence and, on the insert, invite the recipient to pass it along to a friend or colleague.

In addition to offering articles, you can also use the above methods to invite prospects to your website so they can (1) ask you a question by email, (2) send you facts about their dental concerns, (3) subscribe to your practice’s newsletter, (4) register for your next seminar, (5) read your latest newsletter, (6) request an evaluation - whatever you think will motivate them to visit your site.

SUMMARY: Don't depend only on search engines to bring prospects to your website. Also, don't depend on your web address alone to motivate prospects to visit.

Instead, make your prospects an irresistible offer -- something they can't refuse -- which they'll discover on your website. Then put the offer in ads, newsletters and announcements. This will erase the confusion factor from search engines and increase the number of qualified prospects going to your site.

Trey Ryder specializes in Education-Based Marketing for professional practices. He offers three free articles by e-mail: 17 Fatal Marketing Mistakes Professionals Make, Marketing Secrets of Superstar Professionals and 7 Secrets of Dignified Marketing. To receive these articles, send your name and e-mail address to trey@treyryder.com and ask for his free packet of marketing articles.