

# Dr. James R. McAnally

## Big Case Marketing Systems



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# Dr. James R. McAnally

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### Critical “must knows” for Online Dental Marketing; Especially for Elective Dentistry

Dear Colleague,

I know this message is a bit lengthy. It should be. In the near future you will likely make a significant investment in your online marketing to protect your future financial success, and I do not want you to make a mistake. The information laid out here will get you on track for both where things currently stand and for where they are heading for dentists. Those that read and act on this message will prosper. Those that do not will be greatly overshadowed by the elite that do.

Most dentists on the web will see their internet results worsen in the next twelve months due to the changes already underway unless they choose to take some very specific actions related to how the web is evolving.

If you want far better results than you are getting now or wish to maintain your current successful results for as long as you practice, you will be very interested in what I have to say.

**The good news: The internet continues to be a battleground that is still wide open for those that choose savvy strategies and who play to dominate their local market.**

Right now **30%+ of elective, complex case dentistry** (the big cases outside of insurance) are directly attributable to the internet efforts of those playing this game correctly, with good websites, good pay-per-click advertising and good search engine optimization.

Even if you personally are not using the internet, a growing proportion of the ideal patient (age 55+) is. While I cannot predict when (if ever) offline marketing will no longer be necessary, the online side is now too important to ignore or underestimate.

**Cookie Cutters Are Not Cutting It Anymore...**

Doctors affiliated with Big Case Marketing know very well that bargain bin, cookie cutter websites and “me-too” strategies sold by the mass market dental internet companies and being used by the majority of “the dentist herd” provide the exact same thing to every-one — meaning no one gets ahead. It is the same as back when all the Yellow Page ads

#### **A Major Change is Underway with Dental Internet Marketing**

The next twelve months will be a critical time on the internet as internet advertising and searches become far more competitive. 30% of patients seeking elective, large case dentistry choose practices based on that practice’s effective online marketing. Dentists who understand that the rules are changing and act will be the winners of Web 3.0.



Dr. James R. McAnally  
CEO, Big Case Marketing

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looked alike, and only a few astute observers asked why, with even fewer deciding to act differently to achieve superior results. This is a reason that our top level Elite program automatically comes with a deeply content-enriched website site.

Here is another big white lie coming from the “herd companies” selling to the majority of dentists who finally decide to get a website. The companies gush about how the doctor's practice will get listed on all kinds of website directory services, where patients go to look for dentists. However, the online yellow pages industry reports in their traffic numbers (those visiting the directory) that the “listing model” — attempting to be the one stop one source business directory (like in those good ole cash cow days of printed yellow pages) — does not work AT ALL on the internet. And the finger of “why” is being pointed at G-O-O-G-L-E!

If directory listings are not working for the massive yellow pages website, the method certainly is not working for any dental website builder promising results by getting your site on a bunch of dentist listing sites. Try it yourself; enter “dentistry (your town)” into Google and see how high in the rankings the local yellow pages listing (or other dental listing) service comes up. It probably does not even appear! Thus, all the website companies spouting about internet directory listings and their value is a bunch of hog-wash. Patients do not go there; They go straight to Google. You probably do the same when it comes to your searches!

Instead of going to a directory listing, customers are going to the search bar where all they have to do is type in something they're interested in at Google, and, Voila! Google almost always finds it for them. When Google can do the work for the patient (or you and I), they do not fart around going to some dental directory. The statistics bear it out ... They do not.

### **More Reasons Why Search is Going to Be Even More Important**

If that was not enough, there is another danger ahead. Each evolution of the web brings with it a new level of challenge and sophistication for getting the business in front of the intended customer. In dentistry, it is even more competitive than with “regular” business — just look at the number of dentists in your area. The next version of the web (Web 3.0) will be upon us within the next 18 months, and in this next phase search will become even more specific. This means customers/searchers will be herded to increasingly more exact search results based on what the search “sees” on your website. For this reason, it will be ever more critical for dentists to be positioned to win under the new rules to match their exact service (implants, sedation, cosmetics, etc.) with the search rules so their website gets in front of the exact desired patient.

### **What You Don't Know About Dental Web Competition...**

Mass market dental website companies provide the exact same websites and advertising strategies to anyone who wants them; That means your competition! Some internet savvy doctors even wind up having their results used against them, with their web company selling their improvements to the competition!

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### AND More Reasons to Be Concerned

If a practice does not have a website up by the time web 3.0 is in full swing, the "first mover effect" will be working against that practice in a big way. It will likely cost three to five times current rates just to get noticed and overcome the powerful business rule of whoever is early in the market gets a lead.

Why? The internet is like the old land-rush days. Those who established themselves early own more of the space forever than those that come later. Plus, it becomes more difficult to occupy space that others are sitting on first. In search this means being listed above (higher) those who were there first. This gets increasingly harder with each new level of web sophistication. The best news is that enough time still remains in Web 2.0 to allow you to more easily establish a dominate position in your local market place before the rules of 3.0 start closing the door. It also means you can establish a bigger lead over the competition.

### The Bottom Line Right Now

- 1) You have to have an effective website — One that is not a cookie cutter template provided in mass to hundreds or thousands of dentists.
- 2) Do not bother with anyone claiming that listing services are going to get you desired patients.
- 3) Google is all that matters.
- 4) As Web 2.0 winds down and Web 3.0 becomes reality the internet will be an even more dangerous place due to higher level of competition related to search. Those ignoring this new reality, even those with a great website, may soon be buried under all the other listings ... Which is the same as having no site at all.
- 5) **Success for Web 3.0 = Highly Informative Website + Optimum Configuration of the Site for Google Searches (SEO) + Tested Dental Based Internet Google Ads (PPC). If any one of the 3 are missing, you are toast.**

For the rest of the discussion, I will assume you have a very good website. If that is not the case, the services section will discuss options on what to do. If you are a member of the Big Case Elite Program, by all means, get your program website activated.

### Google, Search and Online Advertising:

The *Wall Street Journal* recently reported that Google is the gorilla, now controlling 80% of internet searches.

Last month there were over 47 million dentist related searches in the US alone. For the past 12 months that number is over 563 million! In contrast, the entire Yellow Pages industry printed only 540 million books last year. Web 3.0 will be in our faces (like it or not) in less than 18 months.

### Reasons to Stake Your Piece of the Internet Now.

Right now, with the right strategies, it is much easier to rise in the search rankings and to ultimately dominate the web in most markets. If you wait until Web 3.0 is too far along, you will likely pay three to five times what is needed right now for less results. For practices that wait too long, it is even doubtful they will ever catch up or be effective with getting elective cases from their online marketing!

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### First Page Ranking

To be on page 1 requires more than simply putting up a website. The pages inside the website have to be optimized for the phrases patients are using to search as these are ultimately the phrases and words that uses to Google match searches.

When you type something into Google search you see something similar to the graphic below. This particular search was "implant dentistry Seattle;" an important search phrase for me as that is my practice's focus and location. You will notice that my practice's website, dental911.us, shows up in the Google local business listing (the map) and comes up as the second listing in the naturals — the listings on under the map. Getting listed in those first few "natural listings" spots is a highly competitive game. Having that spot creates great amounts of jealousy among your competition as you are the one getting more patients!

### Google Search & the Natural Listings

While no one has to pay Google directly to be on the first page of the natural listings, it is not as simple as just having a site to get there. You could choose to forgo worrying about the natural listing and strictly buy pay-per-click ads

(more on that in a moment), BUT at least half of those searching **never click on ANY ad.** Thus, if you limit yourself to just online ads, some ideal patients will never see your site.

To get on the first page, or close as possible, it is critical to have an expert (with web AND dental knowledge) to optimize the website's computer code on the "back

end" (the part of your website that the public does not see, but the search engines do) so that it gets ranked higher on search results. In internet terminology, this is called Search Engine Optimization (SEO).

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### Local business results for **implant dentistry** near **Seattle, WA, USA**



- A. [Eastlake Dental - Alexander Shor DMD](http://www.eastlakedental.com) - [www.eastlakedental.com](http://www.eastlakedental.com) - (206) 325-7456 - [10 reviews](#)
- B. [Implants and Periodontics by Pawlowski Adrian, DDS, MSD](http://www.perioinnovations.com) - [www.perioinnovations.com](http://www.perioinnovations.com) - (206) 625-9358 - [2 reviews](#)
- C. [Implant Dentistry of Seattle](http://www.dental911.us) - [www.dental911.us](http://www.dental911.us) - (206) 298-3384 - [1 review](#)
- D. [Implant Dentistry of Wa](http://www.seattle-implants.com) - [www.seattle-implants.com](http://www.seattle-implants.com) - (206) 938-1113 - [More](#)
- E. [Seattle Periodontics & Implant: Farhat F Fred DDS](http://www.eperiodontist.com) - [www.eperiodontist.com](http://www.eperiodontist.com) - (206) 628-0404 - [1 review](#)
- F. [Schmidt William F DMD MSD PS](http://www.williamfschmidt.com) - [www.williamfschmidt.com](http://www.williamfschmidt.com) - (206) 242-6660 - [1 review](#)
- G. [Advanced Care Dental - Dentist in Tukwila](http://www.advancedcaredental.com) - [www.advancedcaredental.com](http://www.advancedcaredental.com) - (425) 251-6044 - [More](#)
- H. [Aesthetica Contemporary Dentistry](http://www.aestheticasmiles.com) - [www.aestheticasmiles.com](http://www.aestheticasmiles.com) - (206) 588-0714 - [3 reviews](#)
- I. [Implant Dentistry of Wa: Keenan Robert M DDS](http://maps.google.ca) - [maps.google.ca](http://maps.google.ca) - (206) 938-1113 - [More](#)
- J. [Aesthetic Dentistry of Bellevue](http://smilesofbellevue.com) - [smilesofbellevue.com](http://smilesofbellevue.com) - (425) 455-2424 - [7 reviews](#)

[More results near Seattle, WA, USA »](#)

### [Implant Dentistry of Washington](#)

13 Mar 2001 ... Resource site for dental **implant** treatment and general dental resources.

[www.seattle-implants.com/](http://www.seattle-implants.com/) - [Cached](#) - [Similar](#) - [🗨](#) [🔗](#) [✕](#)

### [Dr. James R. McAnally Implant Dentistry](#)

**Seattle Implant and Sedation Dentistry** by Dr. James R. McAnally ... of advanced dental **implant** and reconstructive services in one single office location. ...

[www.dental911.us/](http://www.dental911.us/) - [Cached](#) - [Similar](#) - [🗨](#) [🔗](#) [✕](#)

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### Google AdWords — Pay-Per-Click Online Advertising

After the naturals are tackled, there is another 50% of the search problem to deal with. That is those searchers (prospective patients) who search and then pick who they will do business via the online ads. To the right, is just such a search result. Google localizes to the location of the searchers — I was on vacation in Montreal when I was preparing this document, thus the Canadian ads. In fact, some of the same companies claiming to be experts do not even understand the localization rules and wind up buying ads that show up all over the country, wasting your marketing dollars as patients who will never see you click on the ad! The paid ads run down the right side of the computer screen when the Google results arrive.

3 years ago you could throw up almost any kind of online ad and get good results. Those days are **over**. Because of the changing nature of Web 2.0 and the number of dentists on the web attempting online advertising, there are more critical components with online ads than ever before, including what your ad says, what search terms patients are actually typing into Google, the time of day when the ads are displayed and where clicking on the ad actually takes the

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[Comprehensive Dental Care](#)  
Montreal's leading Restorative and Cosmetic dental studio.  
[www.ExquisiteSmile.com](http://www.ExquisiteSmile.com)  
Quebec

[Dr Ghassan El-Onsi, DDS](#)  
Downtown Montreal - Complete Care  
Invisalign Implants Zoom whitening  
[www.m3montreal.com](http://www.m3montreal.com)  
Montreal

[Carrefour Dentaire](#)  
Dentiste sans rendez-vous 7j/7  
Nettoyage, chirurgie, spécialistes.  
[www.carrefourdentaire.com](http://www.carrefourdentaire.com)  
Montreal

[For a Perfect Smile](#)  
Gentle Efficient Dentistry  
Plateau Mont-Royal  
[www.DrMargossian.com](http://www.DrMargossian.com)  
Montreal

[Daneault Dental Clinic](#)  
Everything it takes to provide you  
with a unique and healthy smile!

### Internet Search is Really About Two Things

Half of patients searching for dentistry will not click on an ad (because of the fact it is an advertisement), the remaining patients click on ads as they seem more appealing. If you ignore either type of searcher, you lose.

prospective patient (i. e. what specific page at your website). If you or your marketing expert is not addressing these factors, you are flushing you know what with your online advertising.

### Many Claim to Be “Dental Online Marketing Experts”

Having lived through my share of blood and guts, sinus lifts, crown preps, endos, IV sedations, full mouth rehabs, block grafts, etc., I always have doubts about anyone claiming to really know anything about OUR profession. I learned that the hard way, which is ultimately why the Big Case Programs came into being.

There are typically two obvious problems with all of the “experts” that approach you and me in this area:

#1: What do they know about dentistry? Regardless of their technical command of computer gizmos, if they have not been around dentistry intimately, there is a limit to how well they can adapt their skills to our problems as dentists. In other words, somehow they need to be connected to dentistry to know what our patients want.

#2: It is literally technically impossible to give 10 doctors in 1 market area a high level of excellent results using the same PPC and SEO strategies. The companies banging on the door never talk about this!

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If the strategies that really work to get listed on page one or two of the naturals and that work the best for pay-per-click ads are used beyond two to four doctors in one market area, the effect is rapid dilution. It is like thinking that you can take a pint of jet fuel, dilute it with a tanker truck of water and still expect combustion in the jet to get off the ground. When strategies that normally work very well on the internet get diluted by having too many dentists in one market using them, the result is so weak that competing, less complex strategies win the day. It is for that very reason that any expert you rely on cannot be working with more than a couple of dentists in your market. Exclusivity for results is a very BIG deal. Otherwise, your efforts will be a waste of time and money as your competitors will be doing the same things and watering down your results.

### Solutions

Herd like behavior and leaving it up to experts that do not know anything about dentistry are sure fire ways to quickly waste money and time and ultimately still lose the daily internet battle. That may be okay for many. but if you have gotten this far, it is very likely that you are not one to “moo” along with those willingly choosing to stay average. If you would rather choose a different path and get far better results, then you are ready for...

### Big Case Marketing's Secret Internet Weapon

For the past 5 years, if you had wagered money on my personal knowledge about advertising on Google for Web 2.0 compared to any other living practicing dentist on the planet, your money would be very, very safe. However, for Web 3.0 the stakes are so high that even I have had to acknowledge that the playing field is changing. For that reason, I actively sought someone out — Someone not just certified by Google, but someone who also has a dental background, and, as such, is more qualified than all the “me-too” companies selling to every dentist that knocks on their door.



That searching has resulted in my recruiting our “secret weapon.” Literally, someone who understands dentistry, understands all the components of dental websites, knows the search issues for Web 3.0 AND “gets it” when it comes to effective Big Case Marketing principles. That expert is Colin, and because of his unique mix of skills, he ensures success for doctors’ websites and strategies under our direction.

### Colin, The Google God™ for Advanced Dentists

*Gives Big Case Affiliated Doctors the Ability to Be Everywhere on the Internet*

### The Problem with Most Web Marketing for Dentists

Most of those claiming expert status in the three critical areas of internet advertising (websites, SEO and PPC), do not know jack about what we do on a daily basis, what works with dental case acceptance, the problems patients seeking elective dentistry have or what motivates those patients. *Technical expertise is not enough without the dental side to the equation.*

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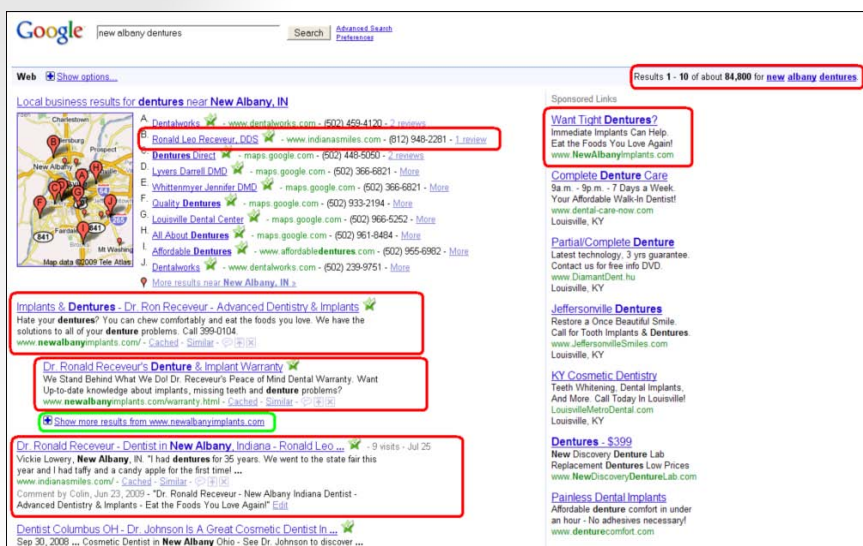
Colin's new and exclusive information for Big Case affiliated doctors for SEO and PPC is a market exclusive, so you can wield these tools against your competition without every worrying about the same weapon getting in the hands of 14 other dentists in town. He has even taken our exclusive designed-for-dentists-by-a-dentist online advertising campaigns, that required hundreds of hours of study and time to create, and improved upon them for better results. It is not unusual for Colin's strategies to push 15-20 complex case patients into consultations every month — That is basically one every day your practice is open. This is yet another glaring example of why effective web marketing is fully 1/3 the elective larger case puzzle.

Below is an example from one of our member's practices where Colin has deployed all the principle and strategies discussed herein for two very competitive terms "dentures" and "implants." **For this practice, you see multiple listings on PAGE ONE of Google's search results plus the TOP RANKED ads for Google AdWords. To achieve this kind of result, it will require 1) to have a great website (either the Elite Program Master Website or the Market Exclusive Site discussed at the end and 2) the Titanium, Platinum or Gold Package which works on every component of search and ads.**

### Big Case Marketing's Secret Internet Weapon

More than anyone else in dentistry, Colin combines a vast knowledge of Search Engine Optimization with "Big Case Style Marketing" to not only get you well-positioned on Google both (in the natural and paid listings), BUT to also convert website visitors to requestors of information and then into paying clients.

**Want to further add jet fuel to your website, search and pay-per-click results?**



One of the newest strategies Colin has also developed is incorporating professional grade video patient testimonials into your website AND getting patients to more frequently "raise their hand" to let you know they are interested in your practice — a tool that works both online AND offline. One of the most advanced video strategy Colin uses creates even higher rankings in the searches when he incorporates something called "The Power of Dental Implants" into your online and offline efforts. You can get a

preview of this powerful strategy at <http://tiny.cc/cJzre>. This is just one more important piece of the puzzle for unlocking the biggest cases (outside insurance) and ultimately causing more patients searching to choose you over every one else. It is also another key component of obtaining fees commensurate with

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your skill level — meaning at the fee level you choose!

Finally, adding the video strategy component with “The Power of Dental Implants” extends your practice’s reach well beyond the driving distance that usually limits most patients. In other words, Colin’s strategies will extend your expert status well beyond the typical geography that limits dentists.

### **Market Exclusivity and Waiting Lists**

The only way the results are predictable is to limit doctors in any given market area. It is the best way you can be assured that your site is ranked highly in the naturals and that your ads are more effective than your competitors.

If there is still a spot available in your market, you would be wise to grab one now. Once other doctors in your market area sign-up for Colin’s services, his services and strategies will no longer be available to you.

If your market is already taken, you can be put on the waiting list in case your market opens up for a small retaining fee. Additionally, because of the intensity of the work involved, only one doctor per month can activate certain packages.

Remember, Web 3.0 is a game changer. You can be or stay elite with us or look forward to seeing your practice squeezed out by others who act first.

Best,  
James

### **Prospect Follow-up Program:**

*The time-line for major dental purchases is often protracted and follows the universal sales rule of taking multiple exposures to a service or product before a prospective client will take action.*

For example, a person may look at your web site and even order that “Free Report” but still will not phone your office for an appointment. At that point the prospect either goes into hibernation only to emerge unexpectedly at a later time or perhaps will never follow up at all. In such cases, often estimated to be in 50% of instances or more, it’s what you do to “be there” when the prospect is ready to buy that makes all the difference.

In order to keep you in front of all of your prospects all of the time, Big Case Marketing offers a prospect follow-up program to keep in touch *CONSTANTLY*.

#### **Here’s how it works:**

- Prospects complete forms on your web site
- You get an E-mail with that person’s information on it.
- That same information automatically goes to Big Case Marketing to initiate a series of E-mails and mailings that will keep in touch with your patient on a regular basis. Dr. McAnally, has created a series of 27 powerful E-mail messages which you will edit and return to us for posting. They will be sent out to all prospects on a regular basis (determined by you).
- You may also blast an E-mail or video clip to your prospects at any time by just sending it to us.
- Mailings will go out on the same basis if you don’t want to take care of that function in-house.
- You may receive an up-to-the-minute list of prospect information whenever you want it.

This process saves you from having to keep extensive spread-sheet lists and keep your name in front of your prospect list.

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### Web Marketing Services

#### Websites

##### **Web-Site Basic:**

The site is based on <http://www.indianasmiles.com>. It includes an "autoresponder" system that puts your office in front of prospects again and again until they are ready to make an appointment.

*Basic Search Engine Optimization is included with this service*

##### **Mini Web sites - (independent sites for niche dentistry):**

Mini-sites are niche specific (i.e. implants, sedation, cosmetics). They achieve higher ranking than more general sites by current search engines and are more likely to elicit a response by prospects.

#### PPC -- Online Ads (Google AdWords Pay-per-Click)

##### **PPC Basic:**

This service is intended for offices wanting to **promote a single niche** (ie. implants or sedation). It is updated quarterly and intended for offices planning to invest \$1,000 per month or less in on-line advertising.

##### **PPC Deluxe:**

This service is intended for offices wanting to **promote up to 6 niches simultaneously**. Ads and key words are updated every two months. This option is intended for dentists planning to invest \$1,000 - \$3,000 per month in on-line advertising.

#### SEO -- Search Optimization to improve site ranking *This service aims to put you in the first few pages of search engine ranking by maximizing the search engine optimization of your web site.*

##### **SEO Basic:**

**Recommended for markets with a population of less than 100,000.** Will put your site at or near the top of local listings on Google and Yahoo.

##### **SEO Deluxe:**

**Recommended for markets larger than 100,000 in population AND** for those demanding the highest search rank possible in their market. If you want to dominate the rankings in your market in the natural listings, this is for you.

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### Web Marketing Services

#### Video Testimonial Packages

##### **Video - Basic:**

Includes a **one day video shoot for up to eight patients** with effective scripting to get patients to dramatically tell their stories.

##### **Video - Deluxe:**

Includes a **two day video shoot** for up to 16 patients with scripting. It also includes a half-day shoot with you and your staff to produce the [Power of Dental Implants](#) Promo DVD. The package includes 1,000 ready to use DVDs! This is the ultimate video secret weapon for building authority and trust for your elective dental services.

##### **Autoresponder Program:**

This service includes an **"autoresponder" system** that puts your office in front of prospects again and again by E-mail and snail mail until they are ready to make an appointment.

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### Web Marketing Services

#### Online Marketing and Video Packages

##### **Moon Rock Package (For those who want to go all the way)**

This ultimate package will dominate search and online ads and prove successful at converting prospects into paying customers via online and offline professional video. **It includes a complete custom web design, three mini-sites, Deluxe Search Engine Optimization, Deluxe Google AdWords PPC and the Deluxe Video Testimonial Package.** This "moon rock" is for those that want to absolutely decimate their local market by ethically taking all of the top search results. Your competition will be no where to be found! Limited to 1 new practice per quarter

##### **Platinum Package**

Includes a Basic Web Site, Deluxe Search Engine Optimization, Deluxe Google AdWords PPC and the Deluxe Video Testimonial Package. **This package offers the same power as the Moon Rock Package but without the multiple niche mini sites.**

##### **Gold Package**

Includes a Basic Web Site, Deluxe Search Engine Optimization, Deluxe Google AdWords PPC and the Basic Video Testimonial Package. **This package offers the same advantages as the Platinum option but with a 1-day video shoot and no DVD**

##### **Silver Package**

This package comes with a Basic Web Site, Basic PPC and SEO but without video