Guide to Online Marketing:
Update on Google Search and Member Tools

This webinar will go over member benefits such as:

- Free Member Toolkits: Social Media, SEO and Media basics
- Fresh content for social media, blogs, newsletters, websites and more
- Search Engine Optimization (SEO) using www.surgery.org
- Defining the new Google Algorithm and how it affects your online content

September 12, 2012 • 8:00 PM Eastern Time/5:00 PM Pacific Time
1 hour total - 45 minute presentation with 15 minute Q & A

All ASAPS Webinars are recorded and posted at: www.surgery.org/professionals/webinars
ASAPS Member Benefits

- **Continued Benefits**
  - Ask-a-Surgeon
  - Project Beauty
  - EPP – Enhanced Practice Profile*
  - Newsfeed on www.surgery.org
  - Social Media – Facebook, Twitter, LinkedIn

- **NEW Benefits**
  - Toolkits – Media, SEO and Social Media
  - Aesthetic Practice Builder
  - Photo Gallery on www.surgery.org
  - Update on Google Algorithm for Members

*Extra fee for website development and maintenance
American Society for Aesthetic Plastic Surgery

ASAPS ONLINE
MARKETING TOOLS

Exclusive Member Toolkits
Aesthetic Practice Builder

Robert Kessler, MD
Newport Beach, CA
Chair, Electronic Communications Committee
ASAPS Member Tool Kits

http://www.surgery.org/members/member-resources/practice-marketing-tool-kits
Media Success Tool Kit

The Media Success Monograph covers:

- How to reach out to the press
- How to conduct a good interview
- Highlight yourself as an ASAPS member
- Talking Points on popular topics
  - Breast Implants
  - Medical Tourism
  - Teen Plastic Surgery
- Contact the ASAPS Communications Office for any other Media or Press inquiries (Adeena Babbitt)

“A good interview can benefit your practice as well as the industry as a whole.”

- Adeena Babbitt,
  Director of Public Relations – ASAPS
The SEO Monograph covers the following:

- The “Language” of SEO
- Secrets of earning top rankings
- Google Do's and Don'ts
- Getting started with keyword research
- Web site content creation and guidelines
- How to choose an SEO vendor
- How Social Signals influence search rankings
- Local search marketing techniques
- How to build “Trust” in the Virtual World

“When you finish reading this, you will understand that SEO is not a mysterious code for computer geeks.”

- Ryan Miller
CEO, Etna Interactive
The Social Media Monograph covers:

- Why it’s important – Traffic, Contacts, Ranking
- Definitions and basics – Facebook, Twitter, LinkedIn, Google +, YouTube...etc...
- Creating a framework and strategy for posts
- How to stay relevant (18-34 and beyond)
- Key Benefits and Must Knows
- Risks and rules of the web

“When you give everyone a voice and give people power, the system usually ends up in a really good place.”

- Mark Zuckerberg, CEO & Founder of Facebook
Social Media & Online Marketing Made Easy

- Original Content for your blog and newsletters
- Top Stories that are being shared on Social Media
- News articles highlighting the Aesthetic Society
- Project Beauty – VIDEO, Blog and Contest!
- Aesthetic Practice Builder: Demonstration
THANK YOU!

ASAPS ONLINE MARKETING TOOLS
American Society for Aesthetic Plastic Surgery

ASAPS ONLINE
MARKETING TOOLS

Surgery.org Photo Gallery Enhancements

Michael Bogdan, MD
Southlake, TX
Vice Chair, Electronic Communications Committee
Surgery.org - Photo Gallery

The Photo Gallery accounts for nearly 50% off all site traffic
Photo Gallery: Overview

• A survey of enhancements and new features
  – Members
    • New “case” based structure for intuitive submission
    • Full web-based Submission Process (for photos & consents)
    • Direct credit (Links to practice web site & EPP)
    • Related cases (View more cases by this Doctor)
    • Search-Engine-Friendly text & meta data
    • Detailed roadmap for future enhancements
  – Consumers
    • Enhanced high-fidelity imagery
    • Enhanced design presentation & user interface
    • Enhanced categorization & usability
Photo Gallery: Taking Photos

• Best Practice: Taking Before & After Photography
  • Space Considerations
    — Set aside a place solely for clinical photography
  • Digital SLRs
    — Digital cameras are now standard for medical photography
  • Lens & Camera Usage
    — Always use the same camera, flash, lens & lighting
  • Camera Angles
    — There are only two camera positions; horizontal & vertical
  • Patient Positions
    — Ensure that patients use the same positions
  • Backgrounds
    — Use a seamless, single colored background – avoid gray & black
  • Taking Photos
    — Ask patients to remove all jewelry & makeup
Photo Gallery: Pre-Submission

• What to do before submission
  • Read the “How-To” guide located on surgery.org
  • Crop & Color-Correct Photos for Uniformity
  • Secure Patient Consent
    • Prepare Consent forms for web site submission as PDF
  • Choose an Appropriate Aspect Ratio
    • 2:3 (Portrait) or 1:1 (Square)
      • 2:3 – Face, Rhinoplasty, Combined Breast and Abdomen, Body
      • 1:1 – Breast, Abdomen, Combined Abdomen and Flanks, Legs
  • Prepare Case Details
    • Organize photos and case notes in preparation for submission
• Web Site Submission
  • Log into http://www.surgery.org/members and choose “Photo Gallery” from the Admin Menu
  • Use the “Create a new case” link to get started
  • Select a category & aspect ratio for your photos
    • Note: Aspect Ratio can’t be changed later: Choose Wisely!
  • Click on the text fields and fill in the requested information
    • Title, Description, Age, Height, Weight, Release Forms and Photos
Photo Gallery: Quick Facts

• New Photo Gallery Quick Facts
  • Where did my old photos go?
    • All legacy photos have been removed from the Photo Gallery
      • Poor resolution, Dated Cases
    • Submitting Photos to the Photo Gallery = higher visibility on surgery.org
      • Data shows that having an EPP in combination with submitting photos and answering questions leads to higher visibility


**Photo Gallery: Bonus Material**

- **Underrepresented categories**
  - Gain a competitive advantage by submitting to these categories
    - Body Contouring
    - Post-Bariatric
    - Cheek Augmentation
    - Facial Implants
    - Hair Transplantation
    - Chemical Peel Deep
    - Chemical Peel Light
    - Laser Hair Removal
    - Microdermabrasion
    - Micropigmentation
    - Skin Resurfacing
- **Photo Gallery: Demonstration**
THANK YOU!

Surgery.org Photo Gallery Enhancements
Local Search Update
Google Plus Brand Pages

Presented by
KEITH HUMES, CEO
- Rosemont Media, LLC
Keith Humes Background

- Internet Marketing with Surgeons Since 1998
- Currently The CEO of Rosemont Media, llc
- Search Engine & Social Media Marketing for Surgeons & Dentists
- Rosemont Media ASAPS Alliance Partner
- Enjoys Surfing and Offshore Fishing
Webinar Overview

- Brief history of Google Places & Transition to G+ Local.
- Google+ Profile – Your Key to Google+
- Google+ Brand / Business Pages
- “The Great Google+ Merge of 2012”
Local Search Ecosystem
Brief History of Google Local
Why Google Local? The 7 Pack
Google Author Tags

Plastic Cosmetic Surgery Lake Tahoe Reno
www.plasticsurgeryrenotahoe.com
by Tiffany McCormack - More by Tiffany McCormack
4 Google reviews
Tiffany McCormack, MD, FACS - Contact

Breast Augmentation Implants Lift Lake Tahoe Reno Nevada
www.plasticsurgeryrenotahoe.com/breast/augmentation
by Tiffany McCormack - More by Tiffany McCormack
Interested in breast enlargement or enhancement? Tiffany McCormack, MD is trained in all aspects of breast surgery and can work with you to achieve natural...
Google Places Goes Social

- 80,000,000 Google Listings Moved to G+ Local Social Network
- Must Join Google+ to Take Advantage of All Features
- G+ Profile Needed to Create G+ Page.
- Must Have a G+ Page to: Claim, Verify & Unify Local Listing(s) Across All Google Channels.
All Roads Lead Inside +
Example of G+Page Merged (w) Local
G+ & It’s Facebook Counterparts

- +1’s = Likes
- Posts = Status Updates
- Circles = Friends
- Home = News Feed
What’s New About Google Reviews?

- Visible To Everyone On The Web
- No More Anonymous Reviews
- 1 User Review Per Business
- Reviews Calculated On 30 Point Scale
Google+ Local Review Scores Explained

**Individual user scores** are based on a 0 to 3 point scale:

3  Excellent
2  Very Good
1  Good
0  Poor to Fair

**Scoring guide**

**Averaged scores** are calculated on a 30-point scale based on user reviews.

- 26 - 30  Extraordinary to Perfection
- 21 - 25  Very Good to Excellent
- 16 - 20  Good to Very Good
- 11 - 15  Fair to Good
- 0 - 10  Poor to Fair

Scores generated after 10 reviews
Coming Soon To G+

- New dashboard inside of G+ to manage Local Listing(s)
- New G+ Local Listing Guidelines
- Streetview for Business/Google Certified Photographer
- Vanity URL’s plus.google.com/rosemontmedia
Other News in the Local Ecosystem

- Apple Local Listings & Maps Scheduled Launch This Fall.
Closing Remarks

- Personal Google+ Profile must be created
- Verify your listing information & check your review score
- What is your plan to claim your Google+ Brand Page
- How are you going to generate positive reviews for your G+ Brand Page

- Thank you for your time today!
THANK YOU!

Local Source Update – Google Plus Brand Page
Next ASAPS Webinar:
Getting the most out of your Radar Resource

Wednesday, October 10, 2012 – 5:30 PM Pacific/ 8:30 PM Eastern
The Aesthetic Meeting

2013
New York

April 11–16, 2013
Jacob K. Javits Convention Center &
Marriott Marquis Times Square

The Surgeons. The City. The Possibilities.

www.surgery.org/meeting2013
Registration Begins December 2012