

HELPING YOU... HELP MORE PEOPLE

IN THIS ISSUE...

# Why Keyword Research Still Matters

by Michael Guerin

About a year ago an acupuncturist in the greater Los Angeles area contacted me about her website.

**It wasn't generating any business for her, and she wanted me to review her site** (something, by the way, that I still do).

Anyway, after reviewing her site we had a chance to speak on the phone together. And about 5 minutes into our discussion she says "it seems that all you're focusing on is keywords?"

Well, that wasn't the case, exactly.

**But I ALWAYS start with keyword analysis for a simple reason...** if you're not targeting ACTUAL keywords your site will not get found, regardless of how pretty it is and how often you update it.

And that was certainly true in her case.

So what did she want?

Something pretty. In fact, she mentioned an award winning site and wanted me to check it out (I did).

Was it in her niche or industry? Was it a site about acupuncture? No. It was a site that was

focused on fashion – handbags I think, but I really don't remember.

That's what she wanted, and any talk about "boring" stuff like keywords or getting found online just wasn't something she was interested in hearing about.

And that's just too bad... for her.

Because **keyword research is STILL just as important as it was in the past.**

And here's why...

## Keyword Research IS Market Research

Let me explain.

Keyword research, when properly done, provides you with the EXACT language people use when searching for you online.

And this is important because once you know **WHAT they are looking for and the words they use to FIND what they are looking for** you can do two (2) things at the same time – better position your site to rank for those...



## How to Get More Clients Online

Are you frustrated by the lack of results from your own website? If so you'll want to know the **THREE essential components of converting visitors...**

■ page 3



## To Blog or Not To Blog...

What exactly IS blog marketing? And how can "blogging" more effectively help **you get more traffic (i.e. the right web visitors)** to your site...

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## From the Inbox...

Just the other day James Vera, CCH asked me a question regarding paid advertising that I thought needed a very detailed response...

*"I don't need a big detailed explanation and I understand a bit about pay per click and good ad words. However my question is, there is a hypnotist in CT named xxxx who has an orange (Ad) that comes up before her site. Her site is xxxxxxxxxxxx.com. Is that an expensive way of advertising since her site to be at the top of most pages when you search hypnosis Connecticut or hypnosis anxiety?"*

Ah, the promise, and inherent problem, of paid advertising.

This is a sticky point with a lot of people for the simple reason that you can set up an ad campaign in minutes (provided your credit card goes through), but **that doesn't mean you'll have an EFFECTIVE ad in place.**

I did a lot of work with clients regarding PPC (or pay per click advertising) back in 2008

and 2009. Back then ad costs were cheaper which meant it didn't take a lot of work or effort to get at least some bang for your buck.

Now? It's different.

That doesn't mean paid advertising can't work. In fact, I'm in the process of using Facebook to specifically target my "ideal client" and then offer them a free report.

The key is to **start with the end goal in mind first, and then work backwards from there.**

You then map out the specific steps or parts of your funnel BEFORE you even get your first ad up.

Sadly, the problem that people have when it comes to advertising online, or web marketing in general, is not having a clear end in view – some realistic goal for people to take when they land on your website.

**Everything is process driven...** meaning will they click your ad? And once they do will they take the next step with you on your landing page? Will they "opt in" and join your list? Will they sign up for your course, class, or seminar?



What do you want "them" ultimately to "do?" **You have to think this through – FIRST – before you spend the first cent.** After all, it's easy to pay for "Likes" to your Facebook page, but now what?

### DO YOU HAVE A QUESTION?

Send in your comments, questions, suggestions and article topics. I'd like to hear from you...

SEND ME AN EMAIL:  
[support@alternativemedicinnow.com](mailto:support@alternativemedicinnow.com)



*Eating right just got a whole lot easier... and tastier. Here are some simple recipes you can try at home.*

**Do you have a recipe you'd like to share?**

Send me an email [support@alternativemedicinnow.com](mailto:support@alternativemedicinnow.com) and I'll happily include your recipe in upcoming newsletters.

## Chopped Kale Salad, Anyone?

by Terri Nelson-Bunge

Recently, when wanting something to chew after having a fresh juice, I had a "chopped salad" light-bulb moment once I remembered I had baby kale in the fridge and half of an avocado left.

**The process is fast and simple, and the end result tastes so good.**

### Ingredients:

- Several handfuls of Baby Kale Leaves (you could use other greens if you like)
- 1/2 Avocado
- Juice of 1/2 Lemon
- A pinch more Sea Salt
- Crushed Rosemary
- Approx. 1 teaspoon of Extra Virgin Olive Oil
- Sweetener (see →)

### Preparation:

1. In my food processor, I put the following ingredients and mixed them all up:

**Dr. Oz suggests using Harissa Seasoning as a good fat burner, as it includes:** organic paprika, organic caraway, organic crushed red chili pepper, organic cayenne, organic coriander, organic cumin, organic garlic, organic peppermint and sea salt.

When I initially tasted the salad, while the texture was great it was a bit lemony! The 2 Medjool dates that I usually add to my chopped salads as the "sweet" to the "sour" would have brought the balance to this dish, but I didn't have any available.

So, I added a teaspoon of dehydrated organic cane juice, and that completely softened the strong lemon taste.

## TIPS TO GROW YOUR PRACTICE



## Is “Sales” Really a Numbers “Game?”

Getting more clients for your practice requires that people find you, or find out about you. And only a certain percentage of people will ultimately become your client, as I'll discuss in this article →



## Web Marketing Simplified...

Last month I wrapped up a Special Report on how to get more clients from online marketing. It's only about 28 or 29 pages long, so a quick read. And I kept it as non-technical as possible. **For more information see p. 4.**

## FAST FACTS

# 89%

Did you know that **89% of consumers turn to Google, Bing or another search engine** to find information on products, services or businesses prior to making a purchase or making a buying decision?

# 50%

Did you know that **approximately 50% of Americans use alternative medicine**? And though the medical establishment sees this as a problem or issue, it's good news for holistic practitioners.

# How to Get More Clients Online

by Michael Guerin

When it comes to web marketing there's no big mystery about what you need to happen.

Get more traffic. Or get the **RIGHT** kind of traffic. At least, **that's the starting point.** But then what?

Well, getting more clients online comes down to 3 essential elements:

- ➔ Get traffic
- ➔ Have a well-designed site
- ➔ Ask them to take the next step

**Yes, I know it sounds simple.** But the fact of the matter is that it doesn't require a degree in theoretical physics to figure out. The reason why so many websites fail to deliver results is not because people don't know **WHAT** needs to happen... rather, they have a hard time **executing the details.**

So let's explore the details a bit, shall we?

## Get Traffic

Getting more traffic to your site comes down to showing up on Google searches (and the other search engines) and paid advertising.

And when it comes to Google **you need to know which KEYWORDS folks are using when searching online, and then add those keywords to your site in the RIGHT way.**

With me so far?

Okay, so now that you've added keywords what's the next step? Updating your site on a regular basis with **NEW** content.

This part is key because Google rewards sites that are "active," not dead or static. Which is why it's so important to have a WordPress type website, because then you can easily add new content (i.e. posts) to your site.

As a good rule of thumb I would post at least 1 new article each month.

If you do this over time Google will reward you and you'll start to climb in the rankings. Now, I don't pretend that this is the last word on the subject, because this simple overview is just an introduction to SEO. However, **do this right and you're already way ahead** of 90% of other people (and websites) out there. (I'll include more articles in the future on how to get more traffic from Google).

Okay, next up is site design...

## Winning Web Design

I can't tell you how many sites I find online that fail when it comes to web design **BASICS.**

What do I mean by that?

I'm not talking about colors, logos or font types. I'm talking about the basics like **making it easy to find your contact information.**

In fact, just yesterday I was online and found an EFT practitioner in Colorado Springs. Someone filled out the "Request More Information" form on the Alt Med Site, and I was doing my best to track someone done for this person. And I finally stumbled upon Teresa's site.

The layout was Okay, font was easy to read and there were no glaringly obvious mistakes. Except for one... she didn't have a contact page. To make matters worse, **there was NO WAY to contact this person because I couldn't find a phone number, email address or web form anywhere.**

What a shame.

To make matters worse she filled her site with lots of links to other people's websites. And I guarantee you that anyone finding her site will do what I did, which is leave after a frustrating and fruitless 2 minutes of looking for a way to contact this person.

**Some simple tips** for you are...

- ➔ Make it easy to find your phone #
- ➔ Use fonts sizes that are easy to read
- ➔ Have a "Contact" page on your site
- ➔ Use a web form if you don't want to list your email address
- ➔ Don't link to other websites as "resources"

## Your “Call to Action”

This is going to seem incredibly simply and obvious, but **if you want someone to “DO” something once they land on your site, ask them to do it.**

Would you like them to call your office? Then tell them to give you a call if they'd like more information or they're ready to schedule an appointment.

Would you like them to complete your web-form? Then ask them to.

A “call to action” is simply the phrase or phrases you use to let people know what the next step is, such as “click here for more information” or “call me at ###-###-####.”

Whatever you want people to do, be sure to let them know what “IT” is.

**Does that make sense?**

### Final Thoughts

There are reasons why some websites “work” while other don’t.

And it can take time to fine tune all the elements of your site in order to get it to work for you.

The key is to not give up. It does take time to get this to work, but the payoff is worth it because once your site starts generating

“leads” or “referrals” you know that it CAN work for you.

Diagnosing the issues that are holding back your site is something that I happen to specialize in. And having turned around many “dead” websites I can tell you that it isn’t magic, nor is it mysterious.

In Teresa’s case 30 seconds on her site revealed at least 3 fatal flaws that are holding her back from getting clients.

So hang in there, OK?

**If you’d like me to review your site please visit: [www.bestwebpresence.com/review/](http://www.bestwebpresence.com/review/).**

Make sure you have Google Analytics installed. Check your traffic stats. Look at your site with the eyes of a web visitor (i.e. total stranger) to gain a fresh, and new, perspective. **Remember, your site is not about you... it should be about THEM.**

### GRAETEST MARKETING CHALLENGE?

**What is your greatest marketing challenge?** Feel free to share your issues, questions, concerns or challenges and I’ll happily answer you and, perhaps, write an article in response.

After all, sometimes you just “don’t know what you don’t know” and I’m here to help...

**SEND ME AN EMAIL:**

[support@alternativemedicinenow.com](mailto:support@alternativemedicinenow.com)

**VISIT ME ONLINE:**

[www.alternativemedicinenow.com/survey/](http://www.alternativemedicinenow.com/survey/)

# What is the “Lead Gen Triangle?”

by Michael Guerin

In case you didn’t already get a copy of my new Free Report “How to Get More Clients for Your Holistic Practice Online” let me review here some key points I raised in the first few pages... specifically my discovery of what I call the “lead gen triangle.”

By the way, you can download your copy here: [www.alternativemedicinenow.com/how-to-get-more-clients-online/](http://www.alternativemedicinenow.com/how-to-get-more-clients-online/)

Lead gen is short for “lead generation” and is a term used to describe getting “leads” or “referrals” through your site, either when someone calls for more information, or typically when someone completes a web form on your site.

Anyway, the “triangle” refers to 3 “sides” of web marketing that need to work together in order to “convert” web visitors into someone who is interested in working with you...

- Right Traffic
- Right Web Design
- Right Language

The first item, traffic, is fairly straightforward. After all, everyone knows that you need a consistent and steady flow of traffic to your site.

And there are essentially only two (2) ways to get traffic:

- Organic search traffic
- Paid traffic (i.e. advertising)

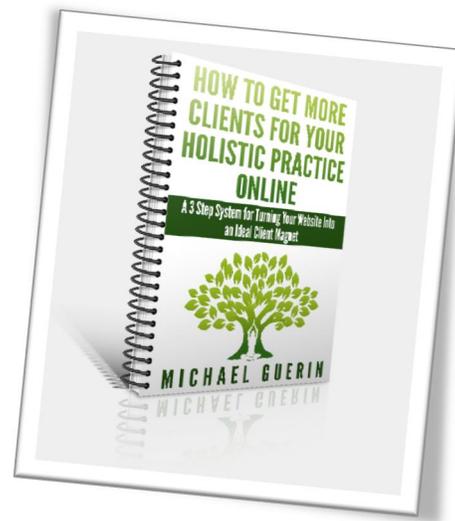
But just getting traffic isn’t enough.

After all, once people find you that’s not the end of the story. After all, **if people click the “back button” moments after landing on your site that doesn’t help you one bit.**

Finding you is only the 1<sup>st</sup> step in a PROCESS. And having the right web design is essential to get folks to “stick” on your site long enough to possibly get to know you.

Makes sense, right?

Even then, however, your site still has a 3<sup>rd</sup> job to do... and that’s make a connection



with people who interact with your content and get motivated to take the next step.

This can only happen based on your “copy” or language, the “what you say” and “how you say it.”

Language matters. And when you get all 3 parts of this right your site will attract more of the right people to your practice.

Would you like to learn more about how to effectively market your practice online? You can **join me for a LIVE, 5 Week Tele-class starting in September.** Simply email me for a topic outline and more details.

# To Blog or Not to Blog...

by Michael Guerin

**Blog. Blogging. What's all the fuss about?**  
And what does it REALLY mean anyway?

Well, I'm here to clear the air.

For starters, a "blog" simply refers to a type of website or platform that allows you to publish articles (posts) that are date and time stamped when you publish. And there's usually a built in "comment" section so people who find you can share their opinions regarding your post.

The idea is to **engage your web visitors**.

Some websites give you a free "blog" to start publishing on, such as blogger.com or WordPress.com.

The upside?

These platforms are free.

The downside?

The time, energy and effort spent "blogging" on these sites (and other free sites just like them) will do little to help you grow your practice.

That's because they lack the SEO tools needed to get found. To make matters worse, because they are hosting your content their site gets bigger (i.e. more pages) while your site remains stagnant. And should they ever change their Terms of Service (TOS) you could find all your content removed from their site, even if you did nothing wrong.

The solution?

**Turn your website INTO a blog site** by using WordPress as the framework for your site. In fact, I turned all of my websites into WP type websites back in 2008. And that change made all the difference.

## What is Blog Marketing?

Blog marketing simply means using a blog (or blog site) to market your practice.

Typically this happens by **posting NEW and ORIGINAL content to your website on a regular basis**, say once or twice a month.

The key is to make sure that the content you post is your own... don't simply copy and

paste an article you found elsewhere online and add it to your site.

For starters, this won't help you with Google since the article was already posted online (and most likely indexed). Secondly, this does little to showcase your expertise.

After all, the goal is not to simply copy stuff you found online, but to **ADD** something meaningful to the discussion.

## How to Write a Blog Post

Writing for the web really isn't all that difficult.

And here are some tips to help you write more effectively to both please the search engines AND people who find you online.

*Keep it simple.*

You want to **start with an introduction**, about 2 to 4 sentences at most, that will lead them into your main point.

*Focus on one topic or idea*

**Focus your post on ONE idea, topic or issue.** This will keep your focus narrow while making sure that you don't end up writing *Moby Dick*.

Shorter articles are better than longer.

Keep your word count between 500 and 700 words. That should be long enough to make your point.

*Use conversational language*

Forget 5<sup>th</sup> grade English class.

You want to write just like you speak. The idea isn't to win a grammar award, but to **make a CONNECTION with people who find you online**.

That's the point.

So make sure you focus on their problem, their need, their issue. Make your post about them and they'll love you for it.

By following these 3 simple tips your blogging efforts should begin to pay off for you.



## Share the Wealth

Hey, don't keep this all to yourself? After all, **sharing IS caring**. So if you're friendly with a couple of holistic practitioners how about sending this along to them, too (but only if you found it very valuable)...



## Want more leads online?

**Consider listing your practice on Alternative Medicine Now** (if you haven't already). For more information visit...

[www.alternativemedicinenow.com](http://www.alternativemedicinenow.com)

# Why Keyword Research Still Matters

Continued from p. 1

phrases while also creating content SPECIFICALLY TARGETED to address their needs, i.e. what they are looking for.

Here's what I mean...

When it comes to getting found on page 1 of Google this depends on the search phrases actually used by people when they search online.

Now, **the biggest problem people have is THINKING they know what phrases are being used** without ever looking up the specific search phrases as they relate to their practice.

Because when it comes to applying keywords to your site you either get it right, or you don't.

There's no points for "effort" or intent.

For example, here are some actual keywords (with search volume in parenthesis):

- ➔ Hypnosis ct (30)
- ➔ Ct hypnosis (20)
- ➔ Hypnosis in ct (110)

So which one listed above would YOU optimize your site for?

**The clear winner is #3.**

And the phrase listed above is **the EXACT phrase that get used when people search**

**online**, in this case 110 times a month.

So phrasing matters, how they word their search matters. Big time.

Do you see how important this is for getting found online? Because when websites don't show up on Google (and the other search engines) there is always a reason why.

And **typically the reason is POOR keyword targeting.**

One more example...

- ➔ Yoga tampa (590)
- ➔ Yoga in tampa (140)
- ➔ Yoga classes tampa fl (90)

The key to remember is that bigger isn't always better. You want a good search volume that matches what you do... specifically.

## Writing to an Audience

Another issue people have is what I call "blogging in the dark."

This typically happens when people post a lot of content on their site but then complain that nothing is happening, i.e. no one is calling their office or filling out their web-form.

Now, though on the one hand there's no such

thing as a "bad" blog post (since any content posted to your site updates it), on the other hand posting content directed to no one in particular or not focused on answering a question, or solving a problem, is very ineffective.

Here's what I'm driving at...

When you understand **WHY** people search online (i.e. to solve a problem, answer a question or find more information) and you know **WHAT** they are searching for, and **HOW** they describe that need, **you get an insight into their mindset.**

This gives you the ability to write content that **addresses THEIR specific situation.**

Do this right and people will find you.

And when they do find you they will most likely stay on your site because the content will be relevant to them.

Make a connection and they'll be more likely to contact your office because you "understood" them.

This is why keyword research still matters.

It truly is **THE foundation** that supports everything else you'll do online, and the only way to ensure that your website can actually work for YOU, instead of you working for your website.

**HPQ**  
Holistic  
Practitioner  
Quarterly

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