

# Google-Proof Your Website

**townie  
meeting  
VEGAS 2012**



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# Make Google Your Beotch!

**townie  
meeting**  
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# Today's Agenda

- What makes Google tick.
- How to make your website dance with Google.
- Make your website “sticky.”
- Get the patients you want!
- What do I mean by “Google-proof your website?”

Do I Need a Website?

**YES!**

# Do You Like My Website?



# OMG! Google changed! OMG!



# Chillax!

- Google didn't change (everything).
- Google implements about 500 IMPROVEMENTS per year.
- You don't have to start over.
- Stop chasing the latest fad.
- Hold on to your checkbook!

Here's how we do it.  
Let's get started!



# 3 Goals of a Website

- Get people TO your website.
- Get visitors to STAY on your website.
- Convert visitors to patients.

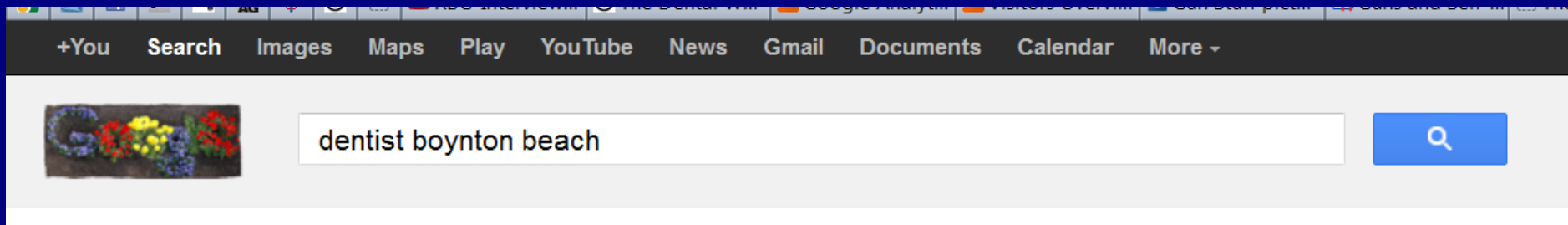
# Important Search Engines

- Google
- Yahoo
- Bing

# SEO vs. SEM

- Search Engine Optimization
- Search Engine Marketing

# Anatomy of Search Results





# Anatomy of Search Results



dentist boynton beach



Sign in

Search

About 365,000 results (0.29 seconds)



Everything

Images

Maps

Videos

News

Shopping

More

Greenacres, FL

Change location

Show search tools

Ads for **dentist boynton beach**

Why these ads?

[Jog Rd. Implant Dentistry | resslerdental.com](http://www.resslerdental.com/)

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

**Dental** Implants and Periodontics Replace missing teeth today.

[Care Dental Boynton Beach - Affordable dentist.](http://www.freedentalcleaning.com/)

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

Lab on Premises emergency. Cosmetic **dentistry**,

Boynton Beach  
(561) 364-2273 - [Directions](#)

[Single Visit Crowns - No More Multiple Visits or Temps](http://www.teeth4life.com/)

[www.teeth4life.com/](http://www.teeth4life.com/)

One Visit Crowns, Veneers or Onlays

[Boynton Beach Dentist | Cosmetic Denti...](http://www.palmbeach-smiles.com/)

[www.palmbeach-smiles.com/](http://www.palmbeach-smiles.com/)

Jan 15, 2012 -

★★★★★ 7 Google reviews

→ [Contact Us](#) - [Michael Barr](#) - [Special Offers](#)

[Boynton Beach, FL Dentist - Hugh B. Ro...](http://www.boyntondentist.com/)

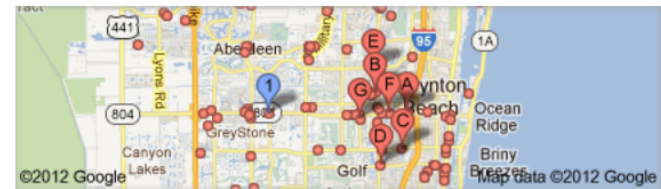
[www.boyntondentist.com/](http://www.boyntondentist.com/)

1 Google review

Suite 1, 650 W Boynton  
Beach Blvd  
Boynton Beach  
(561) 736-2377

901 North Congress  
Avenue  
Boynton Beach  
(561) 736-2377

Map for **dentist boynton beach**



Ads for **dentist ...** - Why these ads?

[Cosmetic Dentistry](http://www.boyntonbeachdentist.net/)

[www.boyntonbeachdentist.net/](http://www.boyntonbeachdentist.net/)

Dr. Steven Nadel has 30 years of  
expertise creating artistic smiles

1301 W. Boynton Beach Blvd.

(561) 732-8665 - [Directions](#)

[Aspen Dental](http://www.aspendental.com/)

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

Haven't Been To The **Dentist** Lately?

Aspen Can Help. Schedule Appt Today

[Lake Worth Dentist](http://www.familydentistpalmbeach.com/)

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

[Boynton Beach Dentist | Cosmetic Dentistry | Boynton Beach, Palm ...](#) ☆ - 70 visits - Apr 9

Serving all of Palm Beach County including: **Boynton Beach**, Boca Raton, ... General & **Cosmetic** Dentistry and 6 Month **Braces** - **Boynton Beach** & Palm Beach ...

[www.palmbeach-smiles.com/](http://www.palmbeach-smiles.com/) - [Cached](#) - [Similar](#)

[Porcelain Veneer Photos | Palm Beach County, Boynton Beach, West ...](#) ☆ - 18 visits - Apr 9

6 Month **Braces** and **Cosmetic** Dentistry in **Boynton Beach**, Palm Beach County, Delray Beach ... So, David made the one-hour drive north to **Boynton Beach**. ...

[www.palmbeach-smiles.com/veneer\\_photos.htm](http://www.palmbeach-smiles.com/veneer_photos.htm) - [Cached](#) - [Similar](#)

[+ Show more results from www.palmbeach-smiles.com](#)

[6 \(Six\) Month Adult Braces Palm Beach | Six Month Smiles | Boynton ...](#) ☆ - 10 visits - Apr 9

Palm Beach Smiles - **Cosmetic** Dentistry, Porcelain Veneers, and 6-Month **Braces** for **Boynton Beach**, West Palm Beach, Delray Beach, and Boca Raton ...

[www.palmbeach6monthbraces.com/](http://www.palmbeach6monthbraces.com/) - [Cached](#) - [Similar](#)

[Delray Beach Cosmetic Dentistry - Top Delray Beach Cosmetic ...](#) ☆

Delray Beach **Cosmetic** Dentistry Palm Beach County – Boca Raton – **Boynton Beach** ... Invisalign® is the invisible way to straighten your teeth without **braces**. ...

[www.palmbeachdentistry.com/](http://www.palmbeachdentistry.com/) - [Cached](#) - [Similar](#)

[Palm Beach Smile Makeovers | Cosmetic Dentist | Boynton Beach ...](#) ☆ - 2 visits - Mar 27

Palm Beach Smiles - **Cosmetic** Dentistry, Porcelain Veneers, and 6-Month **Braces** for **Boynton Beach**, West Palm Beach, Delray Beach, and Boca Raton ...

[www.palmbeachsmilemakeovers.com/](http://www.palmbeachsmilemakeovers.com/) - [Cached](#)

[Palm Beach Smiles - Cosmetic Dentistry & 6 Month Braces: November 2008](#) ☆

I am particularly interested in **cosmetic** dentistry and 6 (Six) Month **Braces**. I founded Palm Beach Smiles in 1994 in **Boynton Beach**. ...

[palmbeachsmiles.blogspot.com/2008\\_11\\_01\\_archive.html](http://palmbeachsmiles.blogspot.com/2008_11_01_archive.html) - [Cached](#)

[Gentle Dental Group of Boynton Beach in Lake Worth, FL 33463 ...](#) ☆

Gentle Dental Group of **Boynton Beach** appears in: Dentists, Orthodontics Dentists, **Cosmetic** Dentists, ... Accepting New Patients; **Braces**; Check-Ups; Cleaning ...

[www.superpages.com/.../Gentle-Dental-Group-of-Boynton-Beach-L0122890844.htm](http://www.superpages.com/.../Gentle-Dental-Group-of-Boynton-Beach-L0122890844.htm) - [Cached](#)

West Palm Beach-Ft. Pierce, FL

[Six month braces](#)

Orthodontists specialize in **braces**.

Find a local expert now!

[Braces.org](http://Braces.org)

[Palm Beach Cosmetic Dental](#)

Stop The Pain Of Dental Costs.

Area's Premiere Dentist.

[PalmBeachDentistOffice.Com](http://PalmBeachDentistOffice.Com)

West Palm Beach-Ft. Pierce, FL

[Ceramic Braces](#)

Metal Free bridges. In-house Dental Lab. Second Opinions Provided.

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

Boynton Beach, FL

[Invisalign Boynton Beach](#)

Get The Straight Smile You Want.

Call, Free Invisalign Consultation!

[BocaSmiles.net/Invisalign](http://BocaSmiles.net/Invisalign)

[\\$800 Off Invisalign Today](#)

Invisalign Expert in Delray **Beach**.

Call 561-283-3939: Free Consult.

[DentistOfDelrayBeach.com/Invisalign](http://DentistOfDelrayBeach.com/Invisalign)

3115 S Federal Hwy, Delray Beach, FL

# Factors Affecting Google Rank

- Longevity
- Keywords
- Content
- Page Optimization (SEO)
- Links



The one we can't change.

# Are You Already Listed?

- Google, Yahoo, Bing  
type in “site:yourdomain.com”

# Site:yourdomain.com

Web Images Maps News Shopping Gmail more ▼

MikeBarr88@gmail.com | [My Notebooks](#) | [Web History](#) | [My Account](#) | [Sign out](#)




site:palmbeach-smiles.com

Search

[Advanced Search](#)  
[Preferences](#)

Web

Results 1 - 10 of about 55 from palmbeach-smiles.com. (0.10 seconds)

Tip: If you see a  in your results, click on it to expand and show products, maps, and more without leaving the page.

## [Dentist | Palm Beach Smiles | Cosmetic Dentistry | Boynton Beach ...](#) - 55 visits - 12/29/07 ✓

Palm Beach Smiles is dedicated to cosmetic dentistry and 6 Month Braces. See before & after pictures of actual cases. Serving all of Palm Beach County ...

[Map of 650 W Boynton Beach Blvd, Boynton Beach, FL 33426](#)

[www.palmbeach-smiles.com/](#) - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)

## [About Our Office | Dentist | Boynton Beach, Palm Beach County ...](#) ✓

Learn about a unique private care dental office in Boynton Beach! Dr. Michael Barr of Palm Beach Smiles and his team will assure your comfort.

[www.palmbeach-smiles.com/about\\_our\\_office.htm](#) - 29k - [Cached](#) - [Similar pages](#) - [Note this](#)

## [Extreme Smile Makeover, Rejuvenation, and Reconstruction Photos ...](#) - 8 visits - 8/30/07 ✓

See amazing photos of actual Smile Makeover cases done by Dr. Michael Barr of Palm Beach Smiles.

[www.palmbeach-smiles.com/Smile\\_Reconstruction\\_Photos.htm](#) - 28k -

[Cached](#) - [Similar pages](#) - [Note this](#)

## [News - Palm Beach Smiles - Michael I. Barr, DDS](#) ✓

Get the latest news about Palm Beach Smiles and Dr. Michael Barr.

[www.palmbeach-smiles.com/news.htm](#) - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)

## [Emergency Dentist | Boynton Beach, West Palm Beach, Delray Beach ...](#) - 2 visits - 12/29/07 ✓

Got an emergency while traveling? Dr. Michael Barr of Palm Beach Smiles recommends these dentists across the country.

[www.palmbeach-smiles.com/dentist\\_referrals.htm](#) - 64k - [Cached](#) - [Similar pages](#) - [Note this](#)

## [FAQ - Palm Beach Smiles | Dentist | Boynton Beach, West Palm Beach ...](#) - 3 visits - 6/27/07 ✓

Frequently asked questions about Cosmetic Dentistry answered here! Palm Beach Smiles is your resource for Cosmetic Dentistry located in Boynton Beach.

[www.palmbeach-smiles.com/faq.htm](#) - 27k - [Cached](#) - [Similar pages](#) - [Note this](#)

## [Interesting Links | Dentist | Boynton Beach, West Palm Beach ...](#) ✓

Interesting Links recommended by Dr. Michael Barr of Palm Beach Smiles.

[www.palmbeach-smiles.com/interesting\\_links.htm](#) - 19k - [Cached](#) - [Similar pages](#) - [Note this](#)

# Site:yourdomain.com

Yahoo! My Yahoo! Mail Welcome, **Guest** [Sign In] Search Home Help

**YAHOO! SEARCH**   [Web Services API](#)

## Site Explorer

[Site Explorer Home](#) - [Feedback](#) - [Blog](#) - [Badge](#) - [Preferences](#)

**Results** Results 1 - 61 of about 61 - 0 sec.

Tip: Your "site:/domain:" query has been [redirected to Site Explorer](#). You can continue to [use normal web search](#) for other queries.

**Pages (61)** | [Inlinks \(8\)](#) Result Details:

Show pages from: **All subdomains** | [Only this domain](#) [Submit Webpage or Site Feed](#) | Export results to: [TSV](#)

1. [Dentist | Palm Beach Smiles | Cosmetic Dentistry | Boynton Beach, West Palm Beach, Boca Raton, Delray Beach, and...](#)  
[www.palmbeach-smiles.com](#) - 22k - [Cached](#)
2. [Porcelain Veneers - Palm Beach County, Boynton Beach, Boca Raton, Delray Beach](#)  
[www.palmbeach-smiles.com/veneers.htm](#) - 13k - [Cached](#)
3. [FAQ - Palm Beach Smiles | Dentist | Boynton Beach, West Palm Beach, Lake Worth](#)  
[www.palmbeach-smiles.com/faq.htm](#) - 26k - [Cached](#)
4. [Dental Crowns - Palm Beach County, Boynton Beach, Boca Raton, Delray Beach](#)  
[www.palmbeach-smiles.com/crowns.htm](#) - 14k - [Cached](#)
5. [Crowns | Palm Beach County, Boynton Beach, West Palm Beach, Boca Raton, Delray Beach](#)  
[www.palmbeach-smiles.com/crowns2.htm](#) - 14k - [Cached](#)
6. [Dental Tooth Teeth Bonding - Palm Beach County, Boynton Beach, Boca Raton, Delray Beach](#)  
[www.palmbeach-smiles.com/bonding.htm](#) - 12k - [Cached](#)
7. [Palm Beach Smiles | Site Map](#)  
[www.palmbeach-smiles.com/site\\_map.htm](#) - 17k - [Cached](#)
8. [Cavities | Palm Beach County, Boynton Beach, West Palm Beach, Boca Raton, Delray Beach](#)  
[www.palmbeach-smiles.com/cavities.htm](#) - 13k - [Cached](#)

# How Do I Get Listed?

- Mostly automatic. They'll find you!
- Some search engines allow you to submit your website.

# google.com/addurl



## Webmaster Tools

Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have a new URL, tell us about it here. We don't add all submitted URLs to our index, and we can't make predictions or guarantees about when or if submitted URLs will appear in our index.

URL:



# Google Places!

**Boynton Beach**, FL 33436 - Call 561 733 4004 - Also serving Delray Beach.

[Perfect Smile Dentistry - Wellington and Boynton Beach's premiere...](#)  
[www.perfectsmiledentistry.com/](http://www.perfectsmiledentistry.com/)

Perfect Smile **Dentistry** offers State of the Art **dentistry** to Wellington and **Boynton Beach**. Dr. Rasmi Akel and Dr. Barbara Bates are **dentists** who specialize in ...

[Boynton Beach Dentists in Boynton Beach FL Yellow Pages by ...](#)  
[www.superpages.com/yellowpages/C-Dentists/S.../T-Boynton+Beach/](http://www.superpages.com/yellowpages/C-Dentists/S.../T-Boynton+Beach/)

Results 1 - 25 of 208 – Directory of **Boynton Beach Dentists** in FL yellow pages. Find **Dentists** in **Boynton Beach** maps with reviews, websites, phone numbers, ...

[Boynton Beach Dentist | Aberdeen Dentistry | Family Dentistry ...](#)  
[www.myboyntondentist.com/](http://www.myboyntondentist.com/)

Family **Dentistry** in **Boynton Beach**, Lake Worth, Lantana, and Delray Beach.

Searches related to **dentist boynton beach**

<a href="#">dentist boynton beach mall</a>	<a href="#">psychologist boynton beach</a>
<a href="#">pediatric dentist boynton beach</a>	<a href="#">boynton beach dental care</a>
<a href="#">yellow pages boynton beach</a>	<a href="#">best endodontists boynton beach</a>
<a href="#">orthodontist boynton beach</a>	<a href="#">doctor ratings boynton beach</a>



[Advanced search](#)   [Search Help](#)   [Give us feedback](#)

[Google Home](#)   [Advertising Programs](#)   [Business Solutions](#)   [Privacy & Terms](#)  
[About Google](#)

# Google Places























Michael Barr

## Accounts

Account overview  
Profile and privacy  
Google+  
**Products**  
Language  
Data liberation

### Your products [Edit](#)

 AdSense	 AdWords	 Analytics
 Audio Ads	 Blogger	 Checkout
 Docs	 FeedBurner	 Gmail
 Google Groups	 Google Places	 Google+
 iGoogle	<div>Add or edit your local business listing on Google Maps</div>	 News
 orkut	 Picasa Web Albums	 Promoted Videos
 Reader	 Talk	 Voice

### Dashboard

Use Dashboard to view and manage the information stored in your Google Account.

[Sign in to Dashboard](#)

### Account Activity

Get interesting stats about your Google account.

[Go to Account Activity](#)

### Data liberation

Google lets you save a backup of your photos, profile information, Buzz posts and contacts to your computer.

[Liberate your data](#)

# Google Places




Connecting you with the places you love

 Rate and share places on Google



**Local recommendations - powered by you and your friends**  
Find, rate and share places you know to discover new ones you'll love.

Start rating 

 Get your business found on Google



**Claim your business listing on Google - for free**  
Sign up for Google Places, or login to learn insights about your business.

Get started 

## Related products

 **The ultimate pocket guide - right on your phone »**

Download the Places app for Android or iPhone.

 **Let customers look inside your business »**

Join the Business Photos pilot program.

 **Advertise online, quickly and easily »**

Attract local customers with the new Google AdWords Express.

 **Get online tools to help run your business »**

Business email, calendar, online docs, and more with Google Apps.

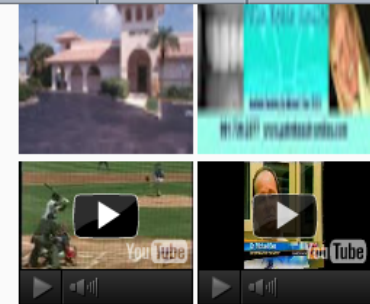
# Google Places

Places for Adults	Yes	
Porcelain Veneers	: Yes	<input type="checkbox"/>
Smile Makeover	: Yes	<input type="checkbox"/>
Metal / Mercury-Free Dentistry	: Yes	<input type="checkbox"/>
Cosmetic Porcelain Crowns	: Yes	<input type="checkbox"/>
Family Dentist	: Yes	<input type="checkbox"/>
Full Mouth Reconstruction	: Yes	<input type="checkbox"/>
White fillings	: Yes	<input type="checkbox"/>
Toothache Relief	: Yes	<input type="checkbox"/>
Root Canal Treatment	: Yes	<input type="checkbox"/>
Gum Treatment	: Yes	<input type="checkbox"/>
Dental Implants	: Yes	<input type="checkbox"/>
Esthetic Dentistry	: Yes	<input type="checkbox"/>
Cosmetic Dentures	: Yes	<input type="checkbox"/>
6 Month Braces	: Yes	<input type="checkbox"/>

[Add another](#)

Submit

## Videos:



(More)

(More)

## Other:

Teeth Whitening : Yes  
Braces for Adults : Yes  
Porcelain Veneers : Yes  
Smile Makeover : Yes  
Metal / Mercury-Free Dentistry : Yes  
Cosmetic Porcelain Crowns : Yes  
Family Dentist : Yes  
Full Mouth Reconstruction : Yes  
White fillings : Yes  
Toothache Relief : Yes  
Root Canal Treatment : Yes  
Gum Treatment : Yes  
Dental Implants : Yes  
Esthetic Dentistry : Yes  
Cosmetic Dentures : Yes  
6 Month Braces : Yes

## Reviews

[SIGN IN TO RATE](#)

Marion - Mar 26, 2012

★★★★★ **Who knew visiting the dentist could** be so pleasant. Dr. Barr, in addition to his impeccable **dental** skills and credentials, also possesses a caring and cheerful personality. Everyone in his office also goes out of their way to make your visit a positive experience. Since going to a **dentist** is a necessity, I have complete confidence that this is the best place to go for all your **dental** needs.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



VanessaSun - Mar 23, 2012

★★★★★ **I have been a patient of Dr.** Barr's for four years. I have sent my husband to him, who is now also a patient. Dr. Barr's work is impeccable. He is a perfectionist which is a great quality in a **dentist** because you always leave looking great! The office staff is great too as I get a reimbursement check from my insurance company within 3-4 weeks.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



Bob - Mar 22, 2012

★★★★★ **I have been a patient of Dr.** Barrs for more than 10 years and have always been extremely satisfied with all the work he has done and how well his staff treats his clients. I was referred to Dr. Barr by two friends who have been going to him since he opened his practice. I highly recommend him and his team.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



Pat - Mar 22, 2012

★★★★★ **My husband and I have been going to Dr.** Barr for about 5 years. He is a perfectionist, which I love! His work is beautiful and we would highly recommend him and Palm Beach Smiles. The office personnel is always so pleasant and professional. This is definitely the "Go To" guy if you want really perfect teeth and that great looking smile! Thank you Dr. Barr and believe me, we are both with you for the "long haul"!! Pat and Patrick

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



Patrick - Mar 22, 2012

★★★★★ **My wife and I have used Dr.** Barr for 5 years. He is a great **dentist**. You always look your best with him. Always up on the latest procedure.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

[More reviews \(2\) »](#)

# Google Places - Reviews

**Boynton Beach Dentist | Cosmetic Denti...**

[www.palmbeach-smiles.com/](http://www.palmbeach-smiles.com/)

Jan 15, 2012 –

★★★★★ 5 Google reviews

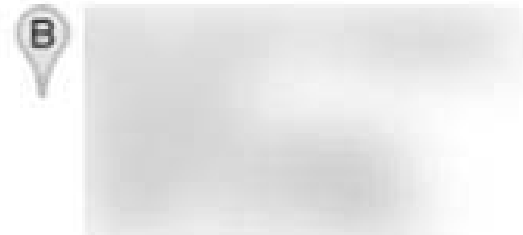
↳ [Contact Us - Michael Barr - Special Offers](#)

A 650 W Boynton Beach Blvd  
Boynton Beach  
(561) 736-2377

**Boynton Beach, FL Dentist -**

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

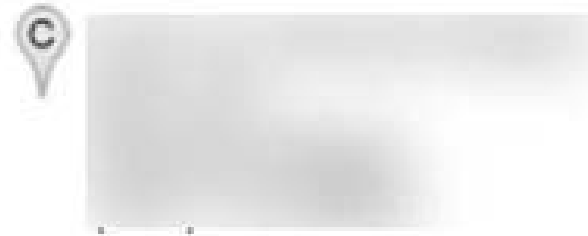
1 Google review



**dental implants Boynton Beach FL | Cos...**

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

2 Google reviews



# Google Places - Sitelinks

**Boynton Beach Dentist | Cosmetic Denti...**

[www.palmbeach-smiles.com/](http://www.palmbeach-smiles.com/)

Jan 15, 2012 –

★★★★★ 5 Google reviews

→ **Contact Us - Michael Barr - Special Offers**

**A** 650 W Boynton Beach  
Blvd  
Boynton Beach  
(561) 736-2377

**Boynton Beach, FL Dentist -**

1 Google review



**dental implants Boynton Beach FL | Cos...**

2 Google reviews



# Sitelinks

## [Palm Beach Smiles](#)

[www.palmbeach-smiles.com/](http://www.palmbeach-smiles.com/)

Jan 15, 2012 – **Palm Beach Smiles** is dedicated to cosmetic dentistry and 6 Month Braces. See before & after pictures of actual cases. Serving all of Palm ...

[2 Google reviews](#)

 650 W Boynton Beach Blvd # 1 Boynton Beach, FL 33426  
(561) 736-2377

## [Contact Us](#)

Contact the Boynton **Beach** Dentist.  
Ask the **Palm Beach** Cosmetic ...

## [About Our Office](#)

Learn about a unique private care dental office in Boynton Beach ...

## [Michael Barr](#)

Boynton **Beach** dentist, Dr. Michael Barr, is a nationally renowned ...

## [Smile Makeovers](#)

We provide Extreme **Smile** Makeovers for patients from all ...

## [6 Month Braces](#)

Learn about adult "Braces Done in 6 Months!" You can have a ...

## [Special Offers](#)

Special Offers at Palm Beach Smiles, office of Dr. Michael I ...

[More results from palmbeach-smiles.com »](#)

# Google Places - Maps

The screenshot displays the Google Maps interface with a search for "boynton beach dentist". The search bar at the top contains the text "boynton beach dentist" and a magnifying glass icon. Below the search bar, there are buttons for "Get directions" and "My places". The main content area on the left lists search results for "dentist near Boynton Beach, FL". The first result is "24 Hour Dental Emergency", followed by "Boynton Beach Dentists". The third result is "Palm Beach Smiles: Michael I. Barr, DDS", which includes the address "650 W Boynton Beach Blvd, Boynton Beach, FL", the phone number "(561) 736-2377", the website "palmbeach-smiles.com", and a category of "Dentist". It also shows a 5-star rating and a review snippet: "Who knew visiting the dentist could be so pleasant. Dr. Barr, in ...". To the right of the text is a small thumbnail image of the dental office. A red arrow points from this thumbnail to a red location pin labeled 'G' on the map. The map itself shows a street grid in Boynton Beach, Florida, with several red location pins labeled A through I. Key streets visible include Lawrence Rd, Old Boynton Road, Boynton Beach Blvd, and US Highway 1. Landmarks like Walmart Supercenter and Congress Community Middle School are also marked.

Google

boynton beach dentist

Get directions My places

dentist near Boynton Beach, FL

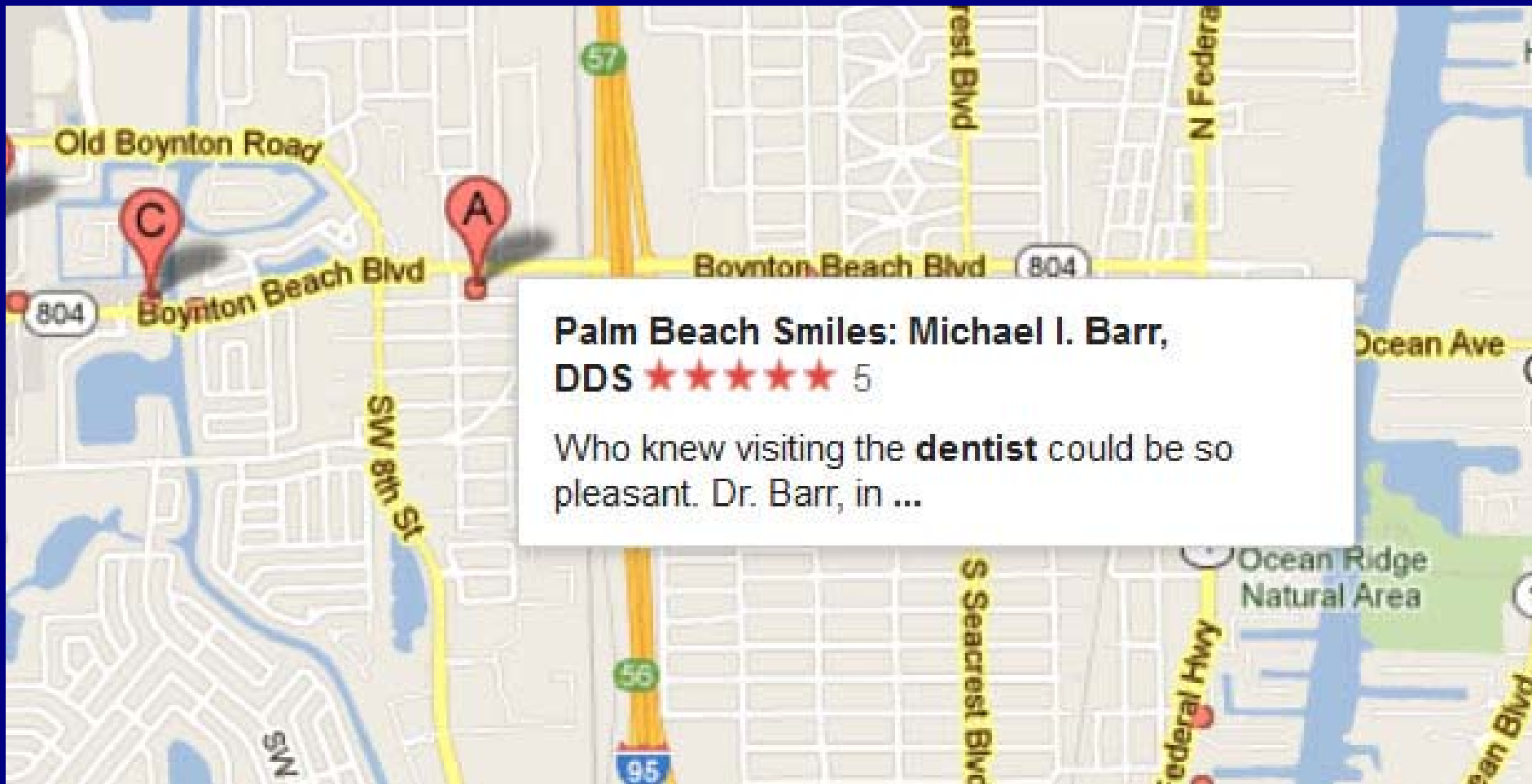
24 Hour Dental Emergency

Boynton Beach Dentists

**Palm Beach Smiles: Michael I. Barr, DDS** -  
650 W Boynton Beach Blvd, Boynton Beach, FL  
(561) 736-2377 - [palmbeach-smiles.com](http://palmbeach-smiles.com)  
Category: Dentist  
★★★★★ 5 reviews  
"Who knew visiting the dentist could be so pleasant. Dr. Barr, in ..."

Map showing Boynton Beach, FL, with various streets and landmarks. A red arrow points to a location pin labeled 'G' on the map.

# Google Places - Maps



# The Right Stuff

## Let's talk SEO!



# Keywords, Keywords, Keywords!

- Keywords are the building blocks of how a website gets noticed by search engines.
- Keywords are what consumers are searching for.
- Think like a consumer.

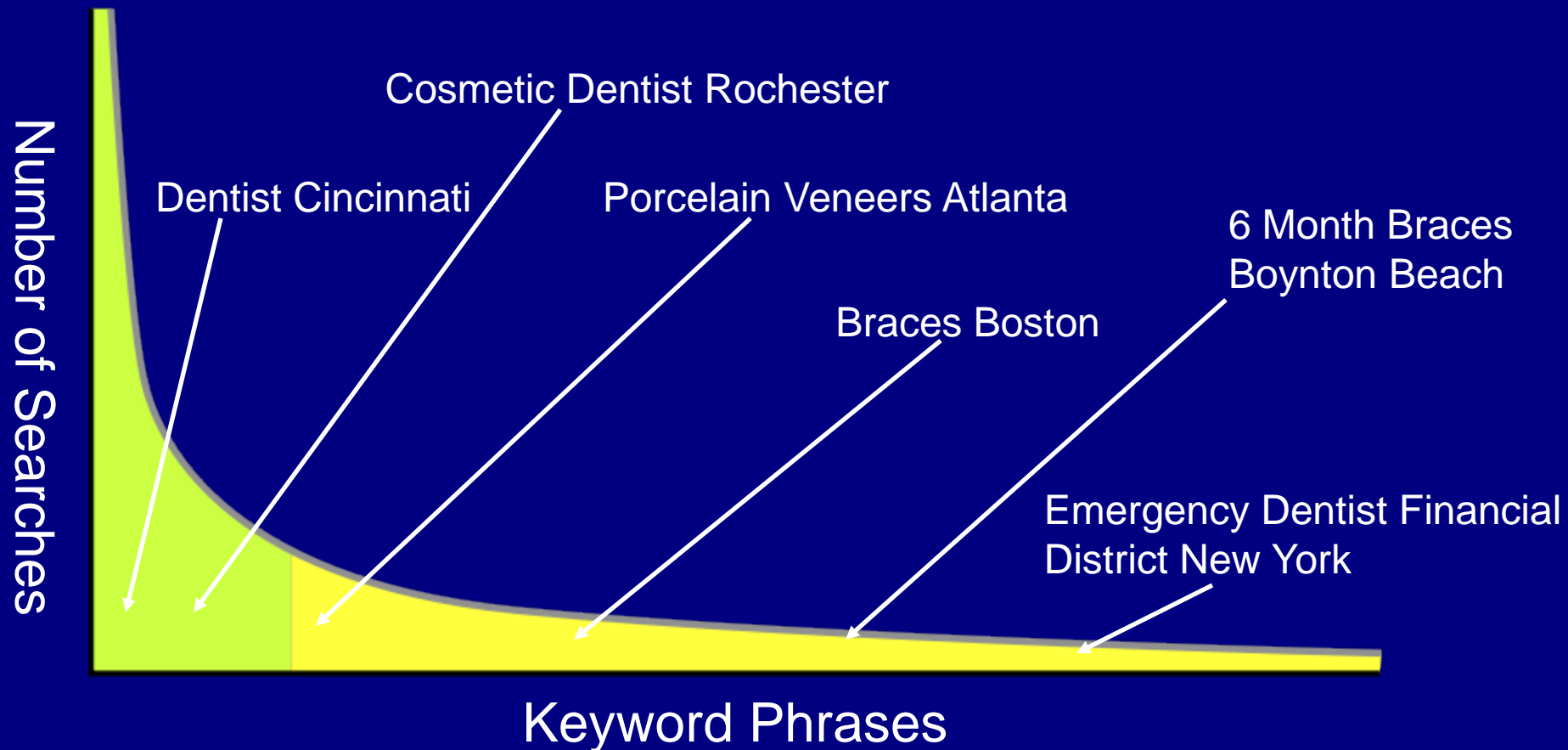
# Keywords, Keywords, Keywords!

- Build your site around keywords.
  - Domain
  - Content
  - Meta Tags
  - Links

# Content Is King!

- Unique content vs. canned
  - Write your own!
- Pepper your copy with keywords.  
BUT... don't use
  - “Blackhat” techniques
    - keyword stuffing
    - Invisible text
- Keep it fresh / updated.

# Long Tail



# Long Tail

- Focus on where there is less competition.
- Don't be everything to everyone.
  - Web searchers are usually very specific!
- Think “niche.”
- Create individual web “landing” pages for these niches.



“If everything seems under control, you're just not going fast enough.” – Mario Andretti

# What Are Meta Tags?

- Does this code in your web page matter?
  - Title Tag
  - Description Tag
  - Keywords Tag

# Title Tags

- Page title – appears in the blue bar at the top of your browser.
- Used by most search engines in indexing.
- 40 – 70 characters long.

# Title Tag



# Title Tag

cosmetic dentist boynton beach - Google Search - Windows Internet Explorer

http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLR,GGLR:2005-51,GGLR:en&q=cosmetic+dentist+boynton+beach

File Edit View Favorites Tools Help

Links DT EliseTalk Ferrari WRX PBS RD Google Google Analytics Google AdWords Yahoo! Dictionary Control Center Sign In Bank of America

Google C-cosmetic dentist boynton beach Go Bookmarks 70 blocked Check Look for Map AutoFill Send to cosmetic dentist Settings

Dentaltown - ... Keywords - G... Dentist | Pal... cosmetic de...

Web Images Maps News Shopping Gmail more MikeBarr88@gmail.com | My Notebooks | Web History | My Account | Sign out

Google cosmetic dentist boynton beach Search Advanced Search Preferences

Web Personalized Results 1 - 10 of about 129,000 for cosmetic dentist boynton beach. (0.29 seconds)

**West Palm Beach Dentist** Sponsored Link  
AdvancedDentalGrp.com State-of-the-art Cosmetic Dentistry With Care and Understanding

Tip: If you see a in your results, click on it to expand and show products, maps, and more without leaving the page.

**Boynton Beach Dentists in Boynton Beach FL Yellow Pages by SuperPages**   
General and Cosmetic Dentistry Check website for more info. 374 N. Congress Ave.

**Cosmetic Dentistry**   
Medical Leaders in Cosmetic Dentistry. Contact us today!  
Miami-Institute.com  
West Palm Beach-Ft. Pierce, FL

**Dentist | Palm Beach Smiles | Cosmetic Dentistry | Boynton Beach ...**   
Palm Beach Smiles is dedicated to cosmetic dentistry and 6 Month Braces. See before & after pictures of actual cases. Serving all of Palm Beach County ...  
 Map of 650 W Boynton Beach Blvd, Boynton Beach, FL 33426  
www.palmbeach-smiles.com/ - 23k - Cached - Similar pages - Note this

Map of 2300 S Congress Ave, Boynton Beach, FL 33426  
www.smilesbyglerum.com/ - 5k - Cached - Similar pages - Note this

**Cosmetic Dentist Boynton Beach - Premier Dental Care - David Green DDS**   
Cosmetic and family dentistry David Green DDS serving Boynton Beach Florida with state-of-the-art dentistry

Call Today For All Of Your Dental Care & Cosmetic Dentistry Needs.  
www.SmilesByHoffman.com

**FL Cosmetic Dentist**

Internet 100% 12:26 PM

# Title Tag Dos

- Keywords! Think like a consumer.
  - “Cosmetic Dentist Cincinnati”
  - “Children’s Dentist Boston”
  - “Implant Dentistry Las Vegas”
- Most important words first.
- Unique and relevant Title Tags for EACH PAGE!

# Title Tag Don'ts

- Not there at all!
- Poor choice of words, or lack of keywords.
  - “Welcome, Home, Index, About”
  - “Your Name, DDS”
  - “New Page 1”

# Title Tag Don'ts

- Keyword stuffing (you can repeat a keyword once).
- Stop words: “as, the, a, to” waste space.
- The same title tag on every page.
- Irrelevant title tag.



# Description Tags

- Page description.
- Used by many search engines in indexing. Some don't use it at all.
- Search engines MAY use it in the results page. (Google – yes and no)

# Description Tags

- If a search engine can't find relevant keywords in the page content, it may use the description tag.
- Up to 250 characters.


# Description Tag

Web Images Maps News Shopping Gmail more ▼ MikeBarr88@gmail.com | My Notebooks | Web History | My Account | Sign out


Google cosmetic dentist boynton beach Search Advanced Search Preferences


Web Personalized Results 1 - 10 of about 129,000 for [cosmetic dentist boynton beach](#). (0.29 seconds)

**West Palm Beach Dentist** ✓ Sponsored Link  
AdvancedDentalGrp.com State-of-the-art **Cosmetic Dentistry** With Care and Understanding

Tip: If you see a  in your results, click on it to expand and show products, maps, and more without leaving the page.

**Cosmetic Dentistry** ✓  
Medical Leaders in **Cosmetic**

**Dentist | Palm Beach Smiles | Cosmetic Dentistry | Boynton Beach ...** ✓  
Palm Beach Smiles is dedicated to cosmetic dentistry and 6 Month Braces. See before & after pictures of actual cases. Serving all of Palm Beach County ...  
 [Map of 650 W Boynton Beach Blvd, Boynton Beach, FL 33426](#)  
[www.palmbeach-smiles.com/](#) - 23k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Boynton Beach Dentist - Dr. Karen Glerum DDS** ✓  
Boynton Beach cosmetic dentistry bridges brite white smile south fl dentist Cosmetic  
Dentist Whitening Florida Surgery **Dentistry** filling implants boynton ...  
 [Map of 2300 S Congress Ave, Boynton Beach, FL 33426](#)  
[www.smilesbyglerum.com/](#) - 5k - [Cached](#) - [Similar pages](#) - [Note this](#)

**Cosmetic Dentist Boynton Beach - Premier Dental Care - David Green DDS** ?  
Cosmetic and family dentistry David Green DDS serving Boynton Beach Florida with state-  
of-the-art dentistry

West Palm Beach-Ft. Pierce, FL  
**Jupiter FL Dentist** ✓  
Call Today For All Of Your Dental  
Care & **Cosmetic Dentistry** Needs.  
[www.SmilesByHoffman.com](#)  
**FL Cosmetic Dentist** ✓

Internet 100%

# Description Tag Dos

- Keywords! Think like a consumer.
- Coherent sentences.
- Entice searchers to click on the link.
- Unique and relevant tags for each page.

# Description Tag Don'ts

- Not there at all!
- Poor choice of words, or lack of keywords.
- Keyword stuffing.
- A long list of keywords.

# Keyword Tags

- Was used by search engines in the past.
- Considered virtually irrelevant today.

# Black Hat Trickery

- Keyword stuffing.
- Invisible text (same color as background).
- Hidden links (very small images or a period).
- Unrelated / irrelevant keywords: sex, Brittny Spears, Tiger Woods, etc.
- Duplicate pages / mirror sites.
- Link Farms

# Black Hat Trickery

- What could happen:
  - Won't work.
  - Penalties that reduce your rank or even de-list your site.



# All About Links

- Inbound links
- Internal hyperlinks
- Outbound links

# Inbound Links

- Directories
  - Association sites
  - Manufacturers
  - Labs
- Link Exchanges.
- From other websites you own.
- Discussion forums – in your signature.

**High Ranking Sites  
Are Better!**

# Inbound Links

- The #1 way to get inbound links....

**Good Content!**

# How many links do I have?

*www.google.com/webmasters/tools/*

Dashboard	Overview » All domains		
Messages	Top 329 domains that have links to pages on your site.		
» Site configuration	Download this table	Download more sample links	Show 25 Rows 1-25 of 329 < >
▼ Your site on the web	Domains	Links ↕	Linked pages
Search queries	blogspot.com	166	21
Links to your site	facebook.com	129	2
Keywords	palmbeachsmiles.mobi	40	9
Internal links	askives.com	39	15
Subscriber stats	seoprofiler.com	29	10
» +1 Metrics	yahoo.com	23	2
» Diagnostics	siteluck.com	21	1
» Labs	studentdoctor.net	15	1
Other Resources	pipl.com	12	4
Help with:	palmbeachsmilemakeovers.com	10	10
Why doesn't Webmaster Tools data match data from other products?	aol.com	9	1
Linking to Google Analytics	merchantspan.com	9	3
Links to your site	lead411.com	9	8
Help center	Intuitalk.com	8	3
Search help			
Go			

# Internal Hyperlinks

- Contextual Links - Use keywords as “anchor text.”

“To learn more about porcelain veneers, [click here.](#)”

VS.

“To learn about how you can transform your smile, go to the [cosmetic porcelain veneers](#) page.”

- Don't over-do it.

# Outbound Links

- Useful?
  - Don't outsource your expertise / credibility
- Open in new (blank) window.
- Link Exchange.

# Be Yourself!



“If everyone feels comfortable with your idea, it isn’t an idea. It’s an imitation. Push beyond that toward the edge, toward something like a fingerprint – **something so distinctive it resonates powerfully with a few.**” - Harry Beckwith – *What Clients Love – A Field Guide to Growing Your Business*

# Content Is KING!

- Google wants RELEVANT content.
- Web searchers want RELEVANT content.

# Content Dos (technical stuff)

- Use actual text (not images of text).
- Use keywords in “headings” (larger text, H1 tags), bold, and bulleted formats.
- Important keywords higher on page (above the fold).

# Content Dos (copywriting)

- Tell stories! True stories.
- Be the expert.
- Be a problem solver.
- Share. Don't sell.
- Show. Don't tell.

# Content Dos (copywriting)

- Who is your target audience?
- Who are your ideal patients?
- Be a resource to them.

## Braces Done in Just 6 (six) Months!

### Six Month Smiles™ - Now Available at Palm Beach Smiles!

Sounds unbelievable, doesn't it?



(Tiersa's Smile Close-Up)

*"I have a beautiful smile thanks to you. Thank you so much for everything you did for me. Words can't describe, but my SMILE can." - Tiersa Murr*

Tiersa's smile always bothered her. And, about 7 months before her wedding, she decided to do something. Porcelain veneers would have been fairly aggressive to compensate for the degree of crookedness of Tiersa's teeth. And, Tiersa didn't have two years to spare for traditional orthodontics. **6 Month Smiles™** was the perfect solution. Her braces came off just in time for the wedding! That's Tiersa in the wedding photo!

## Porcelain Veneers by Palm Beach Smiles



*You can have a movie star smile!*



*From Zero To Sexy In Two Visits!*

Nature didn't give you a perfect smile? Do you wish you could wave a magic wand and have a smile that projects your true personality?

**Porcelain Veneers** are a breakthrough in cosmetic dentistry. Veneers are a thin, "shell" of porcelain that are bonded to your teeth. Veneers enable you to change the color, shape, and alignment of your teeth in just two visits in many cases.

Veneers are more durable than conventional "bonding." Because they are made of porcelain, they are very strong and are resistant to staining and chipping. An additional advantage of **Porcelain Veneers** is that they are a more conservative procedure than crowns.

**Porcelain Veneers** are a cosmetic treatment for a variety of dental conditions including:

- Spaces or gaps.
- Broken or chipped teeth.
- Stained or discolored teeth.
- Crooked teeth.

## 6 Month Braces Only at Palm Beach Smiles in Boynton Beach:

### A Smile You Can Be Proud of - In a Reasonable Amount of Time. Is it finally your turn?



Here's a recent case completed at Palm Beach Smiles in Boynton Beach. Tiersa wanted to look great for her upcoming wedding and didn't have much time. Porcelain Veneers would have to be rather aggressive, and 2 years of traditional braces was not an option for Tiersa. Here are before and after photos of a 6 Month Braces case:



Here's Tiersa on her wedding day!

Dr. Barr,

I want to sincerely thank you and your wonderful staff, Sandy, Jo-Ann and Gina, for giving me my beautiful new smile. I have wanted straight, white teeth ever since I can remember, but always put other things first. I truly believe everything happens for a reason, and the reason I didn't have this done sooner must be because I was waiting to find your office! When I found you on the Internet and saw your ad for Six Month Braces, I thought, wow, I will have to check this out! I am so happy I did. I not only have beautiful straight teeth, but have found a dentist for life!

In the past, I hardly ever smiled showing my teeth and certainly never in pictures. Now I can't stop smiling! This has truly changed my life and boosted my self-confidence beyond belief.

Thank you, thank you, thank you!!

# Content Dos

- Write / speak from the heart. Be yourself!
- Keyword density – if it feels clumsy, you've overdone it.
- Do your own photography.

# And a Few More Dos

- Informal vs. formal.
- Speak English!
- Bite-sized.
- Create separate pages for each marketable service.
- Consider blogging.

# Content Don'ts



# Write For People, Not Search Engines

The [REDACTED] Dental Studio is the dental practice of Dr. [REDACTED]. Dr. [REDACTED]'s trusted tradition of personalized, comfortable, quality dental care has made him one of the top dentists in Southeast Florida. With the latest technology in General and Cosmetic Dentistry, Oral Surgery, Endodontics, Periodontics, Dr. [REDACTED] is able to provide exceptional dental care in all phases of Dentistry. Dr. [REDACTED] and The [REDACTED] Dental Studio proudly serves patients from all over South Florida such as West Palm Beach, Royal Palm Beach, North Palm Beach, Miami, Boca Raton, Boynton Beach, Vero Beach, Fort Lauderdale, Wellington, Jupiter, Palm Beach Gardens and Stuart.

# Photography

- Use smiles and portraits.
- No retractors.
- Remember these photos are for normal people, not dentists!

# Not This!

## Advantages of dental implants:

Dental implants provide the longest lasting solution to missing teeth

Give you natural looking teeth and confidence to eat and smile

Dental Implants are more comfortable than conventional bridges and partial dentures. No wobbling teeth, no slipping or movement, as sometimes occurs with full or partial dentures. Implants eliminate involvement of adjacent teeth for support.

Protects your other, natural teeth. No need for drilling of surrounding teeth

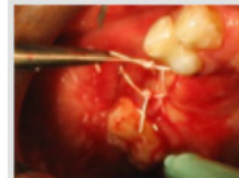
Help you keep your face looking healthy. When teeth are missing the surrounding bone begins to shrink. Dental implants drastically slow this process down

A remarkable procedure, implants can replace any or all of your teeth. The implant becomes integrated with the bone and acts like an artificial root which preserves and stimulates adjacent bone growth and density and ultimately supports a new tooth. The advantages of implants for patients with dentures are: denture stability, increased patient comfort, and confidence. Dr. [REDACTED] has years of formal training in implant surgery and restoration.

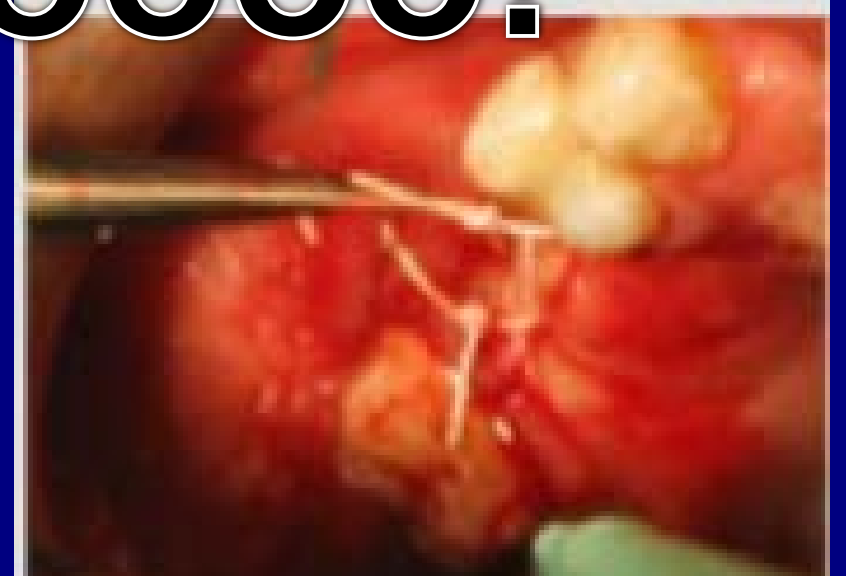
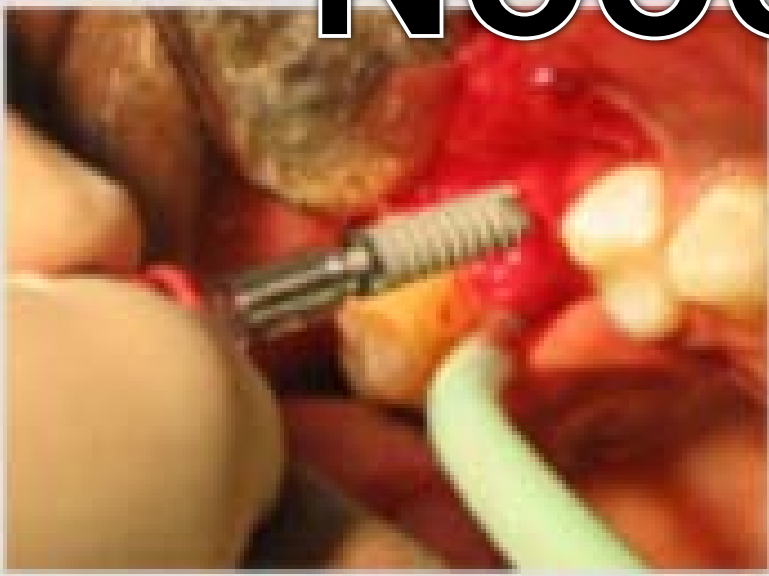


Click on Photo to  
View Larger

(image will open in a new window)



Nooooooooo!



# Nor This!



# Nor This!



# Yes!



OK!



# YES!





The Best Freakin'  
Dentist Ever!

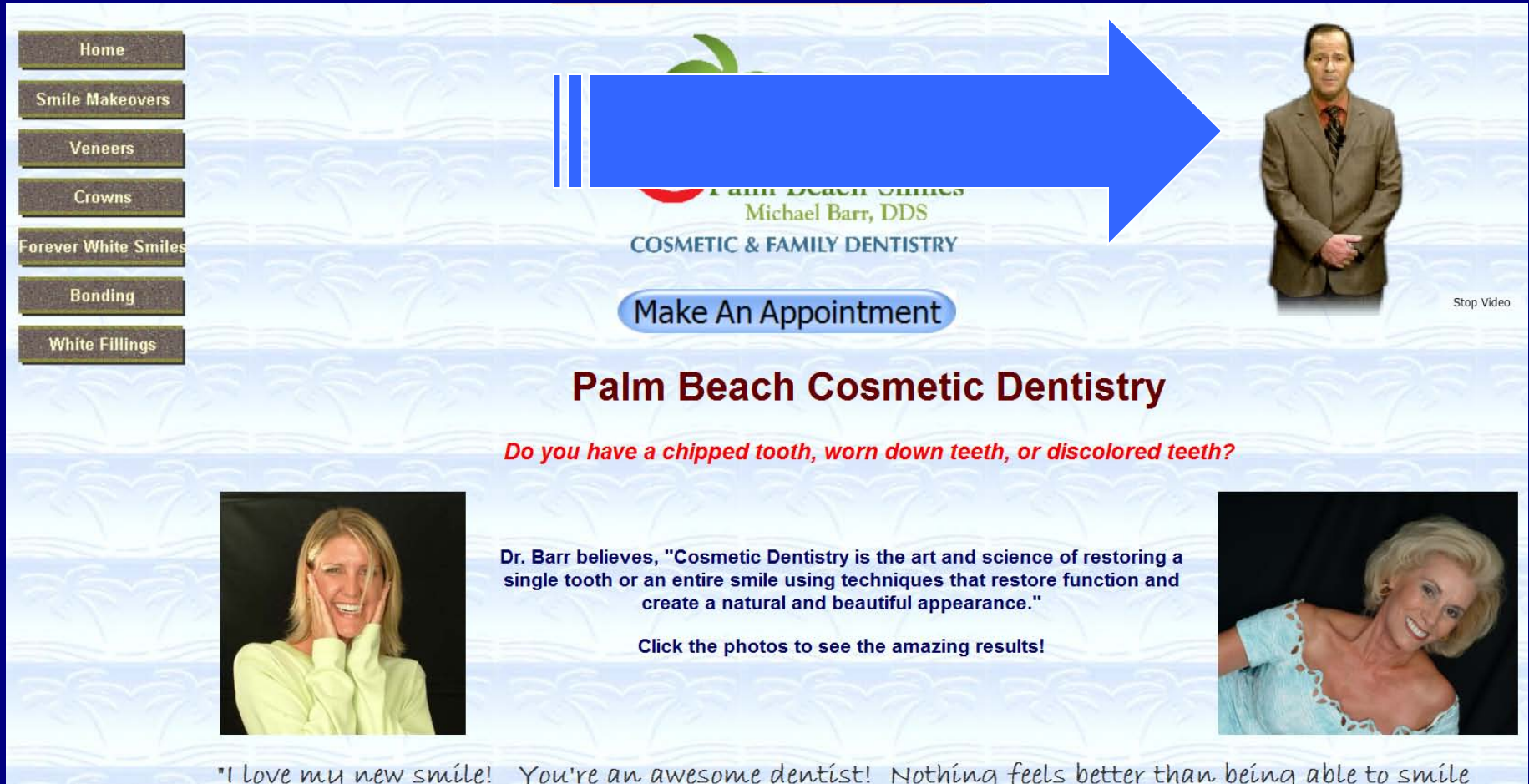
Palm Beach Smiles  
Michael I. Barr, D.D.S.  
**DENTIST**  
[www.PalmBeach-Smiles.com](http://www.PalmBeach-Smiles.com)

Dr. Mike Barr  
So Totally Rocks!

650



# Video



The screenshot shows a video player interface. On the left is a vertical menu with buttons for 'Home', 'Smile Makeovers', 'Veneers', 'Crowns', 'Forever White Smiles', 'Bonding', and 'White Fillings'. The main video area displays a website for 'Palm Beach Smiles' by 'Michael Barr, DDS', 'COSMETIC & FAMILY DENTISTRY'. A large blue arrow points from the menu to the website content. Below the website name is a 'Make An Appointment' button. To the right of the video is a small image of a man in a suit and a 'Stop Video' button. Below the video player, there are two photos of smiling women. Between these photos is text stating Dr. Barr's belief in cosmetic dentistry and a prompt to click photos for results. At the bottom of the video player is a quote from a patient.

Home  
Smile Makeovers  
Veneers  
Crowns  
Forever White Smiles  
Bonding  
White Fillings

Palm Beach Smiles  
Michael Barr, DDS  
COSMETIC & FAMILY DENTISTRY

Make An Appointment

**Palm Beach Cosmetic Dentistry**

*Do you have a chipped tooth, worn down teeth, or discolored teeth?*

Dr. Barr believes, "Cosmetic Dentistry is the art and science of restoring a single tooth or an entire smile using techniques that restore function and create a natural and beautiful appearance."

Click the photos to see the amazing results!

"I love my new smile! You're an awesome dentist! Nothing feels better than being able to smile"

New Patients, Inc.  
[www.NewPatientsInc.com](http://www.NewPatientsInc.com)

# Patient Testimonial Videos

Bryan talks to us about Six Month Smiles  
Cosmetic Braces

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

Carol Talks About Her Smile Makeover

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

# Copywriting

- You MUST contribute to it.
- Be yourself.
- Be interesting by answering the questions visitors have.
- Think “Problem → Solution.”
- Write about BENEFITS not FEATURES.

# Who is AIDA?

- A - Attention
- I - Interest
- D - Desire
- A - Action

# Creating a Slippery Slide

- Good headline.
- Strong lead sentence.
- Make it about the reader.
- You've got about 4 seconds to get the reader to “stick” around.

# There's More!

- Provide solutions to problems.
- Sell benefits not services or procedures.
- Sell the cure rather than prevention.
- People buy with emotion then justify with logic.
- Tell stories!!

## Tooth Extraction -

**CALL US NOW TO QUALIFY FOR THIS OFFER!**

**Internet Special expires 5pm 9/30/2009.**

Free Consultation\* plus 10% off initial procedure. Not to be combined with other offers.

Call [redacted] now to claim your special package before this offer

**Contact us!**



We encourage you to contact us with any questions or comments you may have. Please call our office or use the quick contact form below.

In a simple extraction, a dentist will grasp the tooth with forceps and rock it back and forth to loosen the tooth from the alveolar bone by breaking the ligaments that holds the tooth in place. When the tooth is pulled, a blood clot will usually form in the socket.

Tooth-Extraction.GIF (10917 bytes)

If the tooth is not fully erupted, it may be necessary to first remove some of the overlying gum and bone tissue in order to access the tooth.

In a simple extraction, a dentist will grasp the tooth with forceps and rock it back and forth to loosen the tooth from the alveolar bone by breaking the ligaments that holds the tooth in place. When the tooth is pulled, a blood clot will usually form in the socket.

Tooth-Extraction.GIF (10917 bytes)

If the tooth is not fully erupted, it may be necessary to first remove some of the overlying gum and bone tissue in order to access the tooth.

After the extraction, the initial healing period typically takes from one to two weeks, and some swelling and residual bleeding should be expected in

Send

Office location:



# Content Don'ts

- Stolen / plagiarized material.
- Canned material.
- Dangling pages – no way to return “home.”
- Don't “outsource” content by linking out to 3<sup>rd</sup> party information.

# Content Don'ts

- Flash Intro page
- Music
- Excessive animation

# Never, EVER Hot-link!

## White Fillings

This is an example of white fillings.

This Photo  
was illegally  
copied from  
another  
website  
(A very bad idea!  
Get your own photos!)



Before

After

# Other Goodies

## ■ Domain names

### – NO

- [www.MIBDDS.com](http://www.MIBDDS.com)

- [www.DrMyNamelsHardToSpell.com](http://www.DrMyNamelsHardToSpell.com)

### – YES

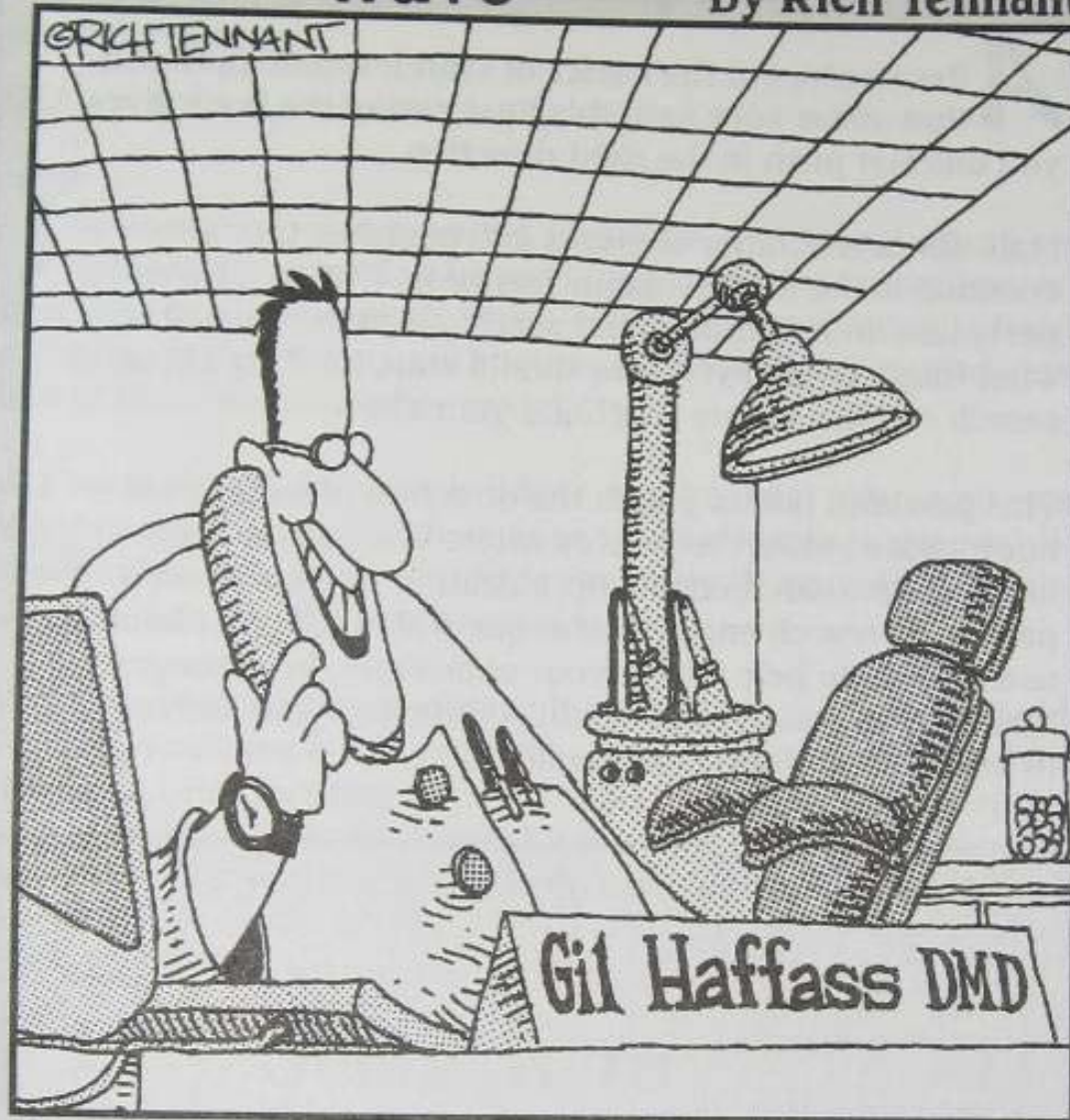
- [www.AdvancedDental.com](http://www.AdvancedDental.com)

- [www.SmileStylers.com](http://www.SmileStylers.com)

- [www.AtlantaDentalSpa.com](http://www.AtlantaDentalSpa.com)

# The 5<sup>th</sup> Wave

By Rich Tennant



"Good news, honey! No one's registered our last name as a domain name yet! Helloooo Haffassoralsurgery.com!"

# Other Goodies

- Domain names
  - Pass the “radio test”
  - Keywords (nice but not critical)
  - Brandable
  - Memorable
  - No hyphens
  - Don’t use your name.

# Other Goodies

## ■ Resources

- Google Analytics
- Google Adwords
- Google Webmaster Tools
- [www.copyscape.com](http://www.copyscape.com)
- Keyword tools

# I've Got a Website. Now What?

## ■ Tell everyone!

- On every piece of paper that leaves your office.
- Business cards.
- Radio, TV ads.
- Print ads.
- Practice letterhead.
- Street sign.

## ■ Get ANOTHER website! And, another!



“We're always somewhere in between  
We never taste, the sweet extreme” – Sammy  
Hagar, “*Both Sides Now*”

# Wrapping up!

- Google isn't "changing everything." No need to panic.
- Stick to the basics. Don't worry about the latest fad.
- Create your own original content.
  - Write for your audience. Google will like it.
- Create individual, optimized pages for your services.

# RevUpMyMarketing.com

## The Complete Website **Owner's Manual** For Dentists

Turn Your Website into a Patient Producing Machine



**Michael I. Barr, DDS**

# You Can Find Me

- [Dentaltown!](#)
- [TheDentalWarrior.com](#)
- [RevUpMyMarketing.com](#)
- [MyDentalDomain.com](#)

*Well, you can stake that claim  
Good work is the key to good fortune  
Winners take that praise  
Losers seldom take that blame  
If they don't take that game  
And sometimes the winner takes nothing  
We draw our own designs  
But fortune has to make that frame*

*So get out there and rock  
And roll the bones  
Get busy!*

**Michael I. Barr, D.D.S.**  
[mike@RevUpMyMarketing.com](mailto:mike@RevUpMyMarketing.com)  
[mike@TheDentalWarrior.com](mailto:mike@TheDentalWarrior.com)

