

Digital and Social Media:



How to Create an Epic Presence in
the Community

Where do I even start?

Website Self Assessment

- Does your business have a website?
- Is it mobile friendly? (Smart Phones, iPads, Android Devices, Kindles, etc...)
- Is it accessible across all web platforms? (IE, Fire Fox, Google Chrome, Safari, etc...)
- Is it up to date?
- Is it user friendly?

(Y=Yes, N=No)

So What Does That Mean



Search Engine Optimization

- Is your business registered on Google Places?
- Are you keeping track of online reviews and addressing negative feedback?
- Does your website show up on the first page of Google, Bing or Yahoo in any keyword searches?
- Are you keeping track of your website analytics?

(Y=Yes, N=No)

So What Does That Mean

Google Idaho Falls Dentist

Web Images Maps Shopping More - Search tools

4 personal results. 150,000 other results.

Ads related to Idaho Falls Dentist

Idaho Falls Dentist - Idaho Falls Dental Services.
www.gentledentalcare-id.com/
Call us today at (208)-228-0512!

Top Idaho Falls Dentist 1 (888) 517 9603
www.idahofallsedationdentist.com/
Free Exam and x-rays 524-2300 Dr. Phil Harper-sedation dentist

Dentist - Idaho Falls Dental Services | legacyteeth.com
www.legacyteeth.com/
Call (208)-252-5968 now!
1685 Pancheri Dr, Idaho Falls, id
(208) 252-5968 - Directions

Idaho Falls Dentist | Family Dental Heal...
www.familydentalhealth.com/
7 Google reviews

Premier Dental Care
drandersonpremierdental.com/
Score: 30 / 30 - 11 Google reviews

Just 4 kiDDS
www.just4kiddsdentistry.com/
Score: 26 / 30 - 24 Google reviews

Park West Dental Care
www.parkwestdental.com/
2 Google reviews

Idaho Falls Dental Group
www.ifdentalgroup.com/
3 Google reviews

Taylorview Dental
www.taylorviewdentistry.com/
2 Google reviews

Channing Way Dental
www.channingwaydental.com/
Google+ page

More results near Idaho Falls, ID »
[Orthodontists](#) - [Pediatric dentist](#) - [Oral Surgeons](#) - [Endodontist](#)

Idaho Falls Dentist - Dr. Michael Tall : Family Dentistry : Cosmetic ...
www.michaeltalldentistry.com/
Idaho Falls Dentist Dr. Michael Tall has been practicing family dentistry and cosmetic dentistry in Idaho Falls for nearly 20 years. Phone: 208-522-1332. Address: ...

Idaho Falls Dentist | Dentist Idaho Falls ID
www.senavalleurdental.com/

Map for Idaho Falls Dentist



Ads

Dentist
www.davidmheningerdjusting.com/
Expert, Affordable Dental Care.
Call us today at (208)-228-0378!
3375 Merlin Dr, Idaho Falls, id
(208) 228-0378 - Directions

Idaho Falls Dentist
www.comfortbeautydental.com/
Idaho Falls Trusted Dentist.
Call us today at (208)-252-5897!
3550 Washington Pkwy
(208) 252-5897 - Directions

Dentist Mountain View CA
www.alluredentalcenter.com/
America's top-rated dentist.
Near you. Make an appointment now.

Dentist
www.davisscottid.com/
Comprehensive smile makeovers!
Call us today at (877)-263-0164.
3315 S Holmes, Idaho Falls, id
(877) 263-0164 - Directions

Idaho Falls Dentist
www.idahofallsoralhealthcenter.net/
Idaho Falls Dental Services.
Call (208)-252-6601 now!
333 S Woodruff Ave, Idaho Falls, id
(208) 252-6601 - Directions

Idaho Falls Dentist
www.idahofallsdentalgroup.net/
Expert, Affordable Dental Care.
Call (208)-244-6516 now!

Idaho Falls Dentist
www.appletreedental.net/
It's About The Potential!
Call (208)-357-4807 now.

So What Does That Mean

Google places

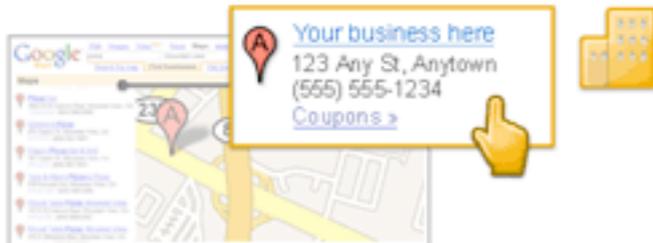


maps.google.ca

People search for products in your area...

Find your local listing...

...And connect to your business



SCORE OVERALL **26** 24 reviews [Scoring guide](#)

At a glance: just 4 kidds · movie theater · dental experience · waiting room · sedation

21 Reviews from everyone and 3 scores without reviews

Most helpful



[Jordon Hofman](#) reviewed 2 months ago

Quality Excellent

I love Just For KIDDS. My girls are always excited to go in, because the office itself is so fun. My daughter had to have her first filling today and I was very impressed with Dr. Higham and his staff. They are so good with kids, which is so important. I've been to other doctors in various fields who just weren't good with kids, and it makes the whole experience awful. I'm so glad I can take my kids to Dr. Higham and I appreciate all he does to make his office a VERY kid friendly environment.



[Karie Winder](#) reviewed 2 months ago

Quality Excellent

Dr. Higham and his office staff are the best!!! Besides the fact that he probably has the most AMAZING dental office out there for kids, and parents, his staff made my son feel at ease. They never made him do anything he was uneasy about. PLUS, when there was some dental work needed, Dr. Higham went out of his way to accommodate us. I highly recommend Just 4 Kidds.

[Lava & Chamberlain \(0.3 mi E\)](#)

[Directions](#)

[Edit business details](#)

OFFERS



New Patient Special
Expires: Nov 30, 2012

IS THIS YOUR BUSINESS?



[Manage this page](#)

[Settings](#) · [Help](#) · [Send feedback](#)

Search Engine Optimization

Pay Per Click(PPC) vs. Organic Results

The screenshot shows a Google search for "Idaho Falls Dentist". The search bar is at the top with the Google logo and search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools". The search results are divided into two main sections: "Ads related to Idaho Falls Dentist" and "Map for Idaho Falls Dentist".

PPC Results (Left Side):

- Idaho Falls Dentist - Idaho Falls Dental Services.**
www.gentledentalcare-id.com/
Call us today at (208)-228-0512!
- Top Idaho Falls Dentist** 1 (888) 517 9603
www.idahofallssedationdentist.com/
Free Exam and x-rays 524-2300 Dr. Phil Harper-sedation dentist
- Dentist - Idaho Falls Dental Services | legacyteeth.com**
www.legacyteeth.com/
Call (208)-252-5968 now!
1685 Pancheri Dr, Idaho Falls, id (208) 252-5968 - Directions

Map for Idaho Falls Dentist (Center):

A map showing the location of Idaho Falls, ID, with several red location pins labeled A through G. The map includes street names like W 17th S, Ma Rd, and Ammon. The map data is from 2012.

Organic Results (Right Side):

- Dentist**
www.davidmheningerdjusting.com/
Expert, Affordable Dental Care.
Call us today at (208)-228-0378!
3375 Merlin Dr, Idaho Falls, id (208) 228-0378 - Directions
- Idaho Falls Dentist**
www.comfortbeautydental.com/
Idaho Falls Trusted Dentist.
Call us today at (208)-252-5897!
3550 Washington Pkwy (208) 252-5897 - Directions
- Dentist Mountain View CA**
www.alluredentalcenter.com/
America's top-rated dentist.
Near you. Make an appointment now.
- Dentist**
www.davisscottid.com/
Comprehensive smile makeovers!
Call us today at (877)-263-0164.
3315 S Holmes, Idaho Falls, id (877) 263-0164 - Directions
- Idaho Falls Dentist**
www.idahofallisoralhealthcenter.net/
Idaho Falls Dental Services.
Call (208)-252-6601 now!
333 S Woodruff Ave, Idaho Falls, id (208) 252-6601 - Directions
- Idaho Falls Dentist**
www.idahofallisdentalgroup.net/
Expert, Affordable Dental Care.
Call (208)-244-6516 now!
- Idaho Falls Dentist**
www.appletreedental.net/
It's About The Potential!
Call (208)-357-4807 now.

Organic Results (Bottom Left):

- Idaho Falls Dentist | Family Dental Heal...**
www.familydentalhealth.com/
7 Google reviews
- Premier Dental Care**
drandersonpremierdental.com/
Score: 30 / 30 - 11 Google reviews
- Just 4 kiDDS**
www.just4kidsdentistry.com/
Score: 26 / 30 - 24 Google reviews
- Park West Dental Care**
www.parkwestdental.com/
2 Google reviews
- Idaho Falls Dental Group**
www.ifdentalgroup.com/
3 Google reviews
- Taylorview Dental**
www.taylorviewdentistry.com/
2 Google reviews
- Channing Way Dental**
www.channingwaydental.com/
Google+ page
- More results near Idaho Falls, ID »
Orthodontists - Pediatric dentist - Oral Surgeons - Endodontist
- Idaho Falls Dentist - Dr. Michael Tall : Family Dentistry : Cosmetic ...**
www.michaeltalldentistry.com/
Idaho Falls Dentist Dr. Michael Tall has been practicing family dentistry and cosmetic dentistry in Idaho Falls for nearly 20 years. Phone: 208-522-1332. Address: ...
- Idaho Falls Dentist | Dentist Idaho Falls ID**
www.senavallourdental.com/

PPC
Higher Click Thru Rates

Organic
Higher Conversion Rates

Social Media Self Assessment

- Does your business currently utilize SM?
- Do you have a SM strategic plan?
- Does everyone know and understand the SM plan?
- Are you keeping it updated regularly?
- Are you addressing fan feedback in a timely manner?
- Are you using more than one SM platform?

(Y=Yes, N=No)

Me Either...

Keep it simple stupid



How to Maintain Brand Integrity



Have a Strategy Put Together

Make sure that your online presence is cohesive and consistent with your brand. Whether you are posting to Facebook or writing content for your website, it should match the tone of your brand at all times.

Connect Your Platforms Together

Here are some examples of how to connect your various platforms together.

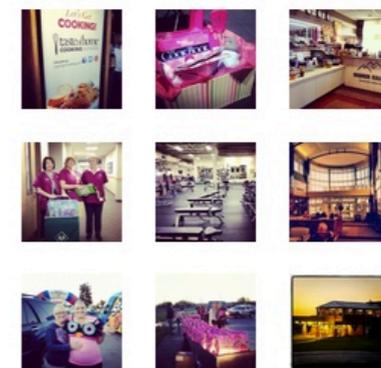


Welcome to Mountain View Hospital

The dedicated employees, staff, and physicians of Mountain View welcome you to our web site. We realize that you have a choice when seeking medical care. Our mission is to become the premier hospital in Southeast Idaho. You, your family members and your neighbors have already helped us to begin realizing that mission. Our family centered approach to your care as a patient is designed to make your experience with us one of the best healthcare experiences you will ever have.

Thank you for visiting us.

INSTAGRAM FEED





Facebook 101

 Atlantis Resort

[Wall](#) [Info](#) [Atlantis](#) [Bahamas](#) [Dubai](#) [Bahamas Activity](#) [»](#)

CLICK ABOVE TO BECOME A FAN! 

BAHAMAS:

[PARADISE ISLAND >](#)

[ACTIVITIES >](#)

DUBAI:

[THE PALM >](#)

[ACTIVITIES >](#)



BAHAMAS

DUBAI

ENTER

ENTER

Why use Facebook for my Business?

**Here are 7 great reasons
why you should!**



#1

Most of your customers or patients will be using Facebook, be where they are.



#2

Being on Facebook =
amplification of your
message/brand.



#3

**It can become a core part of
your customer service.**



#4

Humanize your business.



#5

Boost your online visibility.



#6

Measure your ROI.



#7

IT'S FREE!

Have a Strategy





Use Your Tools

Demographics

Gender and Age



Countries

75,00% France
7,59% Canada
4,91% Tunisie
2,68% Belgique
2,23% Maroc
1,34% États-Unis
0,89% Royaume-Uni
Plus

Cities

25,45% Paris
15,63% Boulogne-billancourt
5,36% Montreal

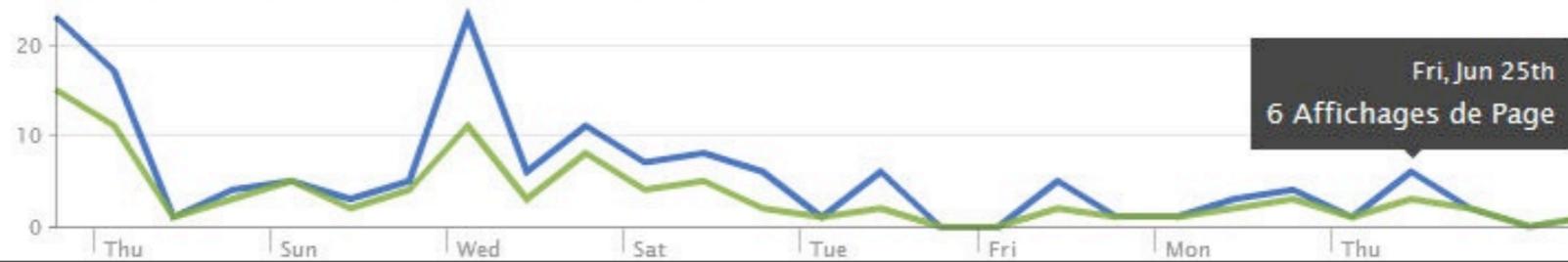
Language

75,89% Français (France)
12,05% Anglais (États-Unis)
5,80% Français (Canada)
4,91% Anglais (Royaume-Uni)
0,45% Suédois
0,45% Néerlandais
0,45% Espagnol (Espagne)

Activity

Page Views?

Affichages de Page Affichages de Page uniques



Be Creative!



TODAYS PRIZE!

Hit "Share" to win!

WE NOW OFFER FREE:

- Prenatal Water Aerobics
 - Prenatal Class
 - Keepsake 4D Ultrasound
 - Prenatal Yoga
- Delivering peace of mind...




Mountain View Hospital
 Getting you back to what you *Love*
A Physician Owned Hospital

For more information go to:
www.MountainViewHospital.org/PeaceOfMind



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Custom Facebook Pages



Non-Fan Landing Page

Fan Landing Page





Why Your Business Should Be on Youtube

1. YouTube is the #2 search engine (and owned by the #1 search engine, Google). By putting your videos on the YouTube servers, you are tapping into a large audience. YouTube is way above Yahoo and Bing in terms of number of searches. So if your video is on YouTube, you are more likely to get found.
2. YouTube videos are easy to embed in your blog, website and Facebook account. Views of your YouTube video embedded in your blog or website are included in the number of views on YouTube and the YouTube search engine gives priority to videos with more views.
3. YouTube videos are easy for others, the media and bloggers to embed in their online media which creates links to your website.
4. Video is well regarded by Google's search algorithm and is more likely to show up in the search results on Google.
5. 174 million internet users viewed online video last month, 59 percent of adults watch online video.
6. Your video might not go viral, but if it is educational or news focused then it may be forwarded to others in your target audience.

Why use Pinterest for my Business?

- Promote your blog
- Involve your customers/patients
- Inspire your customers/patients
- Show that your real people





Promote Your Blog

If you have an image on your blog, it's pinnable. For that reason alone, you should always add an image on each of your blog posts along with a "Pin it" button under each. Aside from that, readers are drawn to images and an interesting one encourages them to go on and read your article.



Involve

Having Pinterest boards is a new way to engage your customers online. Not only can they pin their favorite images to your boards, but they can comment on them and share them with their friends and followers. When people enjoy interacting with your website, they'll come back more often. This not only builds your relationship with website visitors, but it gives you far greater opportunities to showcase your products and services.



Inspire

Often people only see your products in one way and for one purpose. Pinterest boards give you the chance to inspire different ways to use your products through visuals.



Show Them Your Human

It's always difficult to make a personal connection with people online vs. face-to-face. By including both business boards and personal boards in your Pinterest account, prospects and customers get to see some of your own interests. They start to see the real person behind the business persona. Even if you are representing a large company, remember that customers are eager to know the real people behind the corporate face. If you're a small business or entrepreneur, this is even more critical.

Questions?

