

# DoctorsInternet

Helping Local Patients Find You

## WEBSITE DESIGN & INTERNET MARKETING FOR DENTISTS



LOCAL SEO



SOCIAL MEDIA  
MANAGEMENT



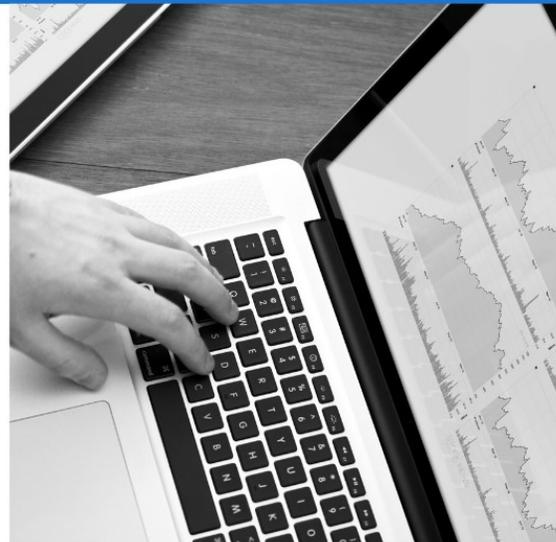
WEBSITE DESIGN



REVIEW GENERATION



SEARCH ENGINE  
MARKETING



**This booklet is intended for internal use**

**by DoctorsInternet.com**

**and**

**Patterson Dental employees only!**

**It should not be used as sales material for customers!**



## **FACTS ABOUT DOCTORSINTERNET.COM**

- Doctorsinternet helps dental offices grow their revenue by managing every aspect of a practice's online persona and uses cutting edge tools to help a doctor acquire new patients who are searching online. Services include SEO, Social Media, Website Optimization and a suite of additional services which are sold in packages (see Package Chart).
- Doctorsinternet works with around 2000 dental offices in the USA/Canada.
- Cutting edge technology including a suite of custom AI tools developed by DoctorsInternet to boost our client's performance.
- Doctorsinternet can work with a practices' existing website or can design a new website at no charge.
- While most dental offices have a website, most are either old, slow, do not show up in internet searches or do not appear well on smartphones where most people now search from.
- You cannot acquire new patients from those searching online if they cannot find you or if your review score is not very good. One of our goals is to get our clients to appear on page one of Google/Bing searches.
- One-year contracts with no money down. Most people spend about \$550/month or \$6600/yr. This is a no brainer since the average lifetime value of a new patient for most practices is around \$3000.
- Very little churn-90% of Doctorsinternet clients renew their contract.
- Concierge level customer service with one assigned account manager.
- Great SPIFF schedule-most common SPIFF is around \$450 per contract
- Only looking for warm leads-Just schedule a demo for your doctors-We will do all the work including the demo and contract.
- Run by dentists.
- At least 80% of dentists can benefit from Doctorsinternet.com services. We have set a limit of 3 general dentists as clients per zip code.
- 2 Free months of service if a client is referred by Patterson.
- When your doctors grow their practices, they grow their merchandise sales.



## WHY IS SELLING DOCTORSINTERNET.COM SERVICES BENEFICIAL TO A PATTERSON DENTAL TERRITORY REP?

- Substantial lump sum signing bonuses paid for each dentist who signs a contract. Bonuses typically average \$450 and are paid up front in lump sum.
- Ability for a Territory Rep to make this signing bonus with very little effort since DoctorsInternet.com is just looking for "warm leads" and will be responsible for closing all sales. Just scheduling a demo or walking a dentist over to DoctorsInternet.com's booth at a dental meeting, will earn Territory Rep their full bonus.
- Ability to help a Territory Rep's customers grow their businesses, helping cement relationships while increasing supply order volume.
- Once a doctor completes an online demo the Territory Rep gets credit for that customer even if they sign later on.
- All Patterson Dental referrals will receive two free months of service from DoctorsInternet.

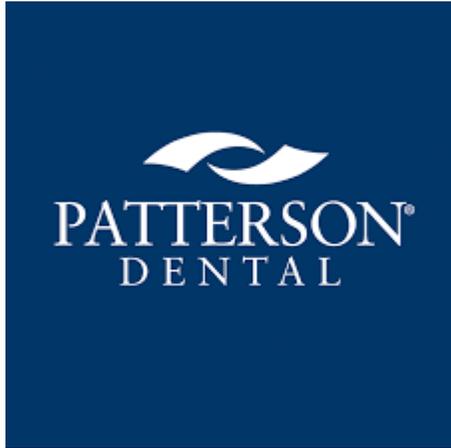


## **Examples of How Doctorsinternet.com can help a Patterson Dental Client**

- The doctor is really interested in growing their revenue by acquiring more new patients
- The doctor is not coming up in search results for the keywords important to that particular dental practice in its local area
- The doctor's website looks ancient, is slow, is not optimized or does not appear normally on phones and tablets
- The doctor is not using social media to help attract new patients and is not taking advantage of the fact that potential local patients are scrolling through social media all the time
- The doctor has very few 5 star reviews or even worse has a low review score
- The doctor's front desk is not performing efficiently

Package Perks	Starter	Visibility	Visibility Pro	Total Transformation	Platinum	Medallion
Free Mobile Responsive Website Design	✓		✓	✓	✓	✓
Website Upgrade Option Every 36 Months			✓	✓	✓	✓
Unlimited Content Changes to Your Website	✓		✓	✓	✓	✓
Specialty Specific Educational Library	✓		✓	✓	✓	✓
Domain Names, Hosting & Technical Support	✓		✓	✓	✓	✓
HIPAA Compliant Online Fillable Patient Registration Forms, Unique Office QR Code & Web Based Forms APP & Practice Portal	✓	✓	✓	✓	✓	✓
HIPAA Compliant Website Appointment & Contact Us Forms	✓		✓	✓	✓	✓
ADA Widget & SSL Secure Website	✓		✓	✓	✓	✓
Web Statistics & Analytics	✓	✓	✓	✓	✓	✓
Directory Listings Management	✓	✓	✓	✓	✓	✓
Review Generation	✓	✓	✓	✓	✓	✓
Real-Time Reputation Reporting	✓	✓	✓	✓	✓	✓
Review Answering, Review Viewing Portal & 5 Star Review Spotlight on Facebook		✓	✓	✓	✓	✓
Dedicated Marketing Account Consultant/Reviews Coach		✓	✓	✓	✓	✓
Email Marketing Management		✓	✓	✓	✓	✓
Facebook, Google Posts & Instagram Social Media Management & Weekly Posting		✓	✓	✓	✓	✓
Marketing Portal with Texting, Social Media Viewing & Reporting		✓	✓	✓	✓	✓
Advanced SEO & GEO using AI & Human Components with Question Query & Including Voice SEO		✓	✓	✓	✓	✓
Google/Bing/Yahoo Maps Optimization		✓	✓	✓	✓	✓
Educational Videos & Smile Gallery			✓	✓	✓	✓
Call Tracking & Extension Routing to Track New Patients/Customers		✓	✓	✓	✓	✓
ALESO Standard Content Creation Package		✓	✓	✓	✓	✓
ALESO Premium Content Creation Package				✓	✓	✓
Reviews Integration with Practice Management Software				✓	✓	✓
Google Ads Campaign Management*					✓	✓
Social Premium Package with Meta Ads & Meta Boost*						✓
Google Performance Max Package*						✓
Multi-Website Prospect Retargeting*						✓
	\$279/mo	\$599/mo	\$699/mo	\$899/mo	\$1299/mo	\$1999/mo

\*Cost of Clicks Paid Directly to Google, Meta, or Other 3rd Parties Additional



# Salesperson Commission Rate

## DoctorsInternet Package

	<u>Monthly Price</u>	<u>Total Commission</u>
▪ Starter	\$279/month	\$234.36
▪ Visibility	\$599/month	\$503.16
▪ Visibility Pro	\$699/month	\$587.16
▪ Total Transformation	\$899/month	\$755.16
▪ Platinum	\$1299/month	\$1091.16
▪ Medallion	\$1999/month	\$1679.16



## **SUMMARY OF THE SALES PROCEDURE**

### **I. Training**

Each Territory Rep (TR) will need to be trained on just the basics of DoctorsInternet.com services. Such training will be available via webinar (online each week at multiple times so as to be convenient for a TR). Training sessions will be under 30 minutes, and will include training on how to choose candidates to refer to DoctorsInternet.com, how to add new dentists for analysis and how to follow the sales cycle on a TR's referrals.

### **II. Choosing Candidates**

After training, a TR can refer some of their clients who they feel might benefit from Doctorsinternet.com services in one of two ways. A TR can talk to a doctor about Doctorsinternet.com services in an effort to schedule a demo. A TR can also submit in advance via email to [sales@Doctorsinternet.com](mailto:sales@Doctorsinternet.com) candidates from among their customers who they feel might be interested in DoctorsInternet.com services for an analysis before speaking to a doctor. Doctorsinternet.com estimates that its services can help about 80% of doctors who are analyzed. When submitting a customer, please submit:

- Practice Name, Doctor's Name, specialty, full address, Email and phone
- Website Address if possible
- Why they think this office would be a good candidate

When evaluating candidates, remember the following:

#### **Good Candidates**

- Successful dentists who can afford \$450-\$550 per month
- Dentists who are interested in marketing and growing
- Dentists who are good businessmen and businesswomen



- Dentists who are starting out

### **Bad Candidates**

- Doctors who are difficult to deal with on supplies-they will be much harder to deal with on marketing
- A doctor who complains about cotton rolls being \$2.79 instead of \$2.59
- Doctors who are often credit problems

### **III. Connection: Talking to the Doctor & Setting up an online demo**

After the analysis done by a DoctorsInternet.com associate, we will send the TR a “report card” with the findings of the analysis. The TR will then talk to the doctor using the points provided in the report card on how we can help that doctor. The TR’s only job will be to set up an online demo for the candidate using an online calendar (see link below). Once an online demo is scheduled, a TR's work is done as a DoctorsInternet.com will be responsible for both doing the online demo and closing the deal. The TR will be kept in the loop throughout the sales cycle. Again, the TR can also schedule an online demo for a doctor before the analysis by using the online demo link below.

### **IV. Online demo (done by DoctorsInternet.com)\***

**V. Contract signing (done by DoctorsInternet.com).** Notification of completed demos and signed contracts will be emailed to the TR.

**VI. Demo link-**The link below can be used to schedule demos, show success stories, show our portfolio of websites along with other info. We recommend keeping this link handy on your phone.

**[WWW.DoctorsInternet.com/Dental-PD](http://WWW.DoctorsInternet.com/Dental-PD)**



## **MEASURING SUCCESS**

The following 4 pages will give you an idea on how we measure success with each of our clients. Please note the following:

Page 1-Questionnaire about what keywords and phrases are important to an individual practice, what are the names of the surrounding neighborhoods and zip codes. We ask for this to be filled out during the onboarding process.

Page 2-A graphic showing the improvement of search performance

Page 3-A graphic showing improvement in 5-star review generation

Page 4-A graphic showing improvement in tracked new patient calls

# The Marketing Questionnaire

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## DoctorsInternet.com *Online Contact Form* —————

**Name:** Dr. Thomas E. Schmidt & Dr. Jay Lindsay

**Business Name:** Fredericksburg Dentistry, PLLC

**Address:** 814 S. Milam

**Zip:** 78624

**Type of Business:** General Dentistry

**Email:** [info@fredericksburgdentistry.com](mailto:info@fredericksburgdentistry.com)

**Keywords:** Dental Implants Wisdom Tooth Extractions Family Dentistry Pediatric Dentistry General Dentistry TMJ disorder treatment Root Canal Crowns Cosmetic dentistry

**Neighborhoods:** Boot Ranch Carriage Hills Stone Ridge Cross Mountain West The Preserve The Overlook at Bear Creek Windcrest Valley View Ranch Triple Creek Ranch

**Important Zip Codes :** 78624, 78636, 78631, 78028, 78643, 78618, 76856, 78013, 78006, 78606,

6/22

Google dental office 11746

All Maps Shopping Images News More Settings Tools

About 148,000 results (0.64 seconds)



Rating Hours

Kane Dental of Huntington 4.7 (63) - Dentist 135 W Jericho Turnpike - (631) 223-4647 Opens at 9:00 AM WEBSITE DIRECTIONS

Dental Office of Dr. Milhim and Associates No reviews - Dentist 953 New York Ave #4 - (631) 292-4465 Opens at 10:00 AM WEBSITE DIRECTIONS

Dental Arts No reviews - Dentist 234 W Jericho Turnpike - (631) 591-9200 WEBSITE DIRECTIONS

More places

Dentist in South Huntington | South Huntington Dentist | Huntington ...

https://www.dentistrybydesignny.com/ South Huntington, NY 11746 (631) 494-4748. Welcome to Dentistry By Design! At Dentistry By Design, the South Huntington office of Joseph I. Ayoub, DMD, we ...

11746 Dentist - Huntington Station, NY (11746) Dentists: Book ...

https://www.zocdoc.com Find a Dentist New York Long Island Dentists Dentists in New York 11746, NY; See Reviews and Book Online Instantly. Its free! ... Dentist. "Very helpful & friendly staff, comfortable office & dental..."

Super Smiles Pediatric & Family Dentistry - Huntington Station, Long ...

www.kidsupersmiles.com/ Super Smiles is a pediatric and family dental practice that provides dentistry for both children and adolescents in Huntington Station, Long Island NY.

Contact Us - Super Smiles Pediatric & Family Dentistry

www.kidsupersmiles.com/contact/ Contact our pediatric & family dentistry office if you have any questions on dental ... 560 E Jericho Turnpike, Huntington Station NY 11746; 1-888-915-7645

Wyandanch Dentist: Huntington Station Dentist | 11746 Dentist

www.preetikaguptadds.com/ Please browse through our website to learn more about our office and the services offered at Dental Arts. Feel free to call us for any additional information that ...

6/23

dental office 11746

All Maps Images Shopping News More Settings Tools

About 196,000 results (0.53 seconds)



Rating Hours

Dental Office of Dr. Milhim and Associates 1.0 (2) - Dentist 953 New York Ave #4 - (631) 292-4465 Open - Closes 6:30PM WEBSITE DIRECTIONS

Dentistry By Design, PC 5.0 (36) - Dentist 315 Walt Whitman Rd Suite 205 - (631) 494-4748 "The office staff keeps a very friendly environment." WEBSITE DIRECTIONS

Plosky Dental 4.9 (95) - Dentist 233 E Jericho Turnpike - (631) 427-4327 "I called your office and was given an appointment within the hour." WEBSITE DIRECTIONS

More places

Dentist in South Huntington | South Huntington Dentist | Huntington ...

https://www.dentistrybydesignny.com/ For the best dentist in South Huntington, make an appointment with us today by calling (631) 494-4748. ... Suite 205, South Huntington, NY 11746 (631) 494-... About - Services - State-of-the-Art - One-Visit

All City Dental Care - Dentist in South Huntington NY | Dr Yusupov

https://allcitydental.com/ Mar 2, 2018 - Dentist in South Huntington NY offering affordable financing options, so having a beautiful, confident smile is easier and more affordable than ... Dental Services - About Us - Reviews - Contact Us

Liliam Nay, DDS: Dentist Huntington Station, NY: Nay Dental

www.naydental.com/ ... or visit us at 26 West 11th Street, Huntington Station, NY 11746: Nay Dental. ... Dr. Liliam Nay of Nay Dental Practice in Huntington Station, New York, offers a ...

Super Smiles: Pediatric and Family Dentistry

Search Results

Before  
5/19/22



After  
5/19/23

About 3,900,000 results (0.40 seconds)

[landmark dental care](#)  
[www.landmarkdentalteam.com](http://www.landmarkdentalteam.com)

[Landmark Dental Care - Home | Facebook](#)  
<https://www.facebook.com> > ... > Dentist & Dental Office ▼  
Rating: 4.9 - 7 votes

Landmark Dental Care. Dentist & Dental Office in Pensacola, Florida. Eye Institute at Medical Center Clinic. Ophthalmologist. Emerald Oasis Day Spa and Salon. Day Spa. Poppell Orthodontics. Orthodontist. Advantage Dental Center. General Dentist. DJ P.O. DJ. Spink Dentistry. Naomi K. Steer Optical- Eye Doctors.

[Landmark Dental Care - 611 E Burgess Rd, Pensacola, FL ...](#)  
<https://www.yelp.com> : Health & Medical : Dentists : General Dentistry ▼

Landmark Dental Care  
5.0 **21 Google reviews**  
Dentist in the Ferry Pass, Florida

About 7,300,000 results (0.64 seconds)

COVID-19 safety info

<https://landmarkdentalteam.com>

[Landmark Dental Care](#)

Welcome to the dental office of **Landmark Dental Care** where you can find the best dentist in Pensacola. Call us at (850) 361-3832 to schedule your ...

<https://www.facebook.com> > floridadmd

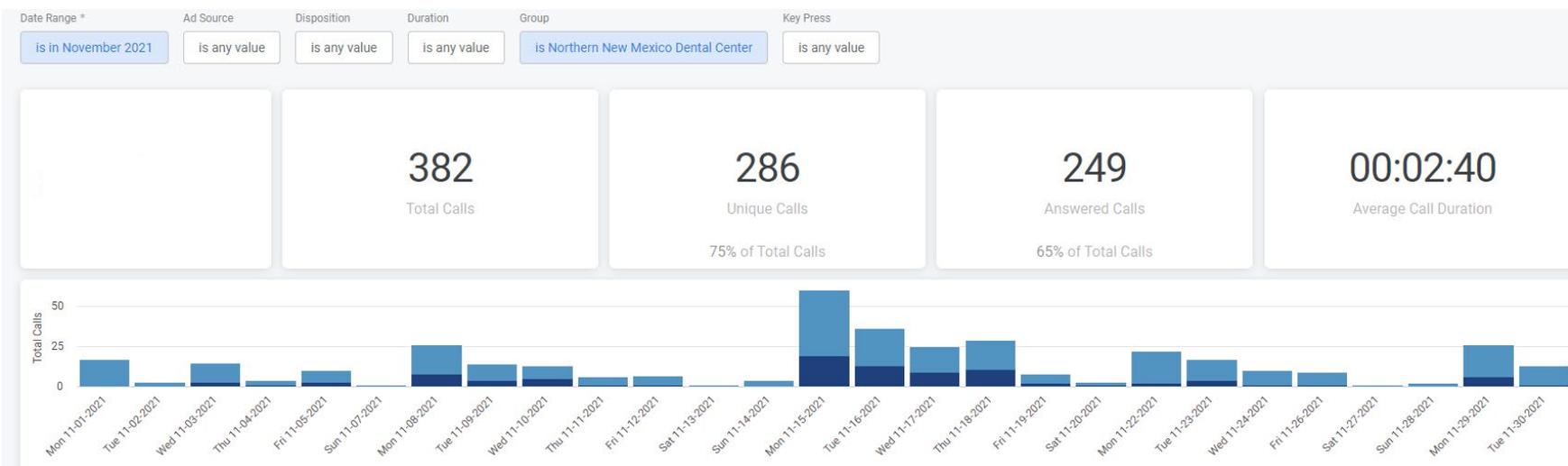
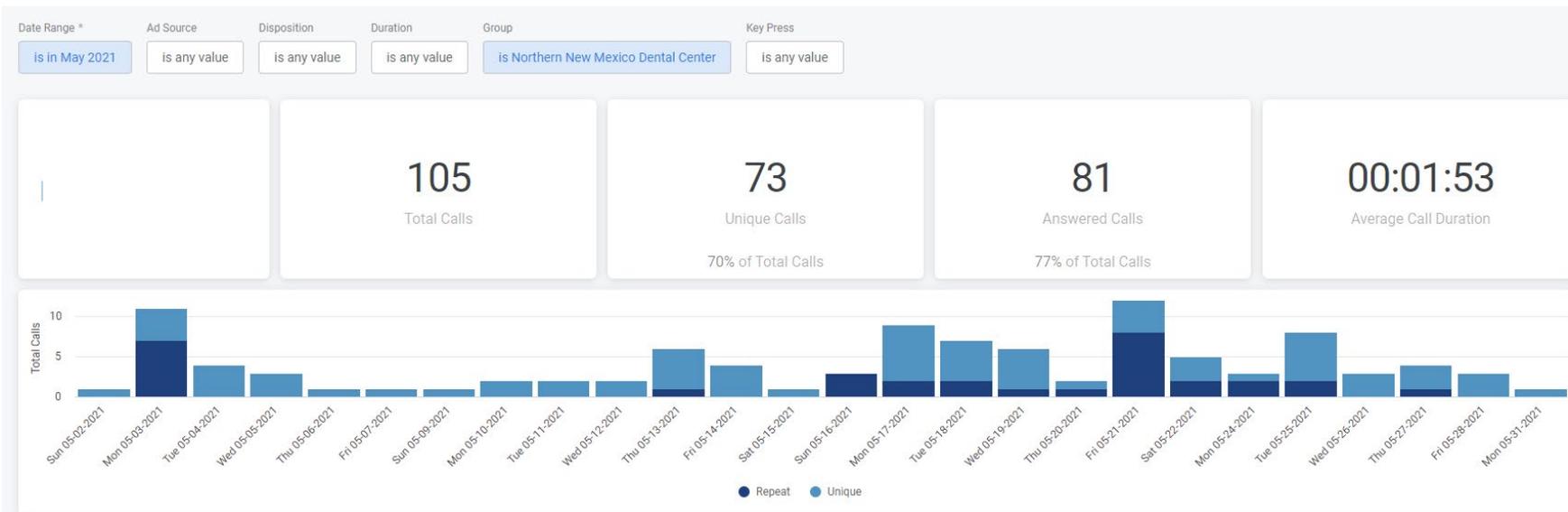
[Landmark Dental Care - Home | Facebook](#)

611 East Burgess Road, Pensacola, FL 32504. Get Directions · Rating · 4.7. (34 reviews) · 61 people checked in here · (850) 474-8816 · info@landmarkdentalteam.com.

★★★★★ Rating: 4.7 · 34 votes · Price range: \$\$

Landmark Dental Care  
4.8 ★★★★★ **290 Google reviews**  
Dentist in the Ferry Pass, Florida

# Call Tracking Results



# How to Get Started



\*Add the Patterson Business Services form to your cell phone. From this link you can schedule a demo and/or send a lead to DoctorsInternet. It is helpful if you schedule a demo yourself before submitting your lead.

[www.Pattersondental.com/services/business-services-rep-lead-form](http://www.Pattersondental.com/services/business-services-rep-lead-form)

- Scroll down and click on “Send Your Lead to DoctorsInternet”. This will ensure that you get credit for the lead.

\*We will keep you in the loop throughout the process of demo, contract and SPIFF

\*We will email you a Patterson Territory Rep manual with information about Doctorsinternet, SPIFF schedule, and much more.

\*You can reach out to our director of sales Anthony Vurro with any questions, including referrals and SPIFFs at:

[Anthony.Vurro@doctorsinternet.com](mailto:Anthony.Vurro@doctorsinternet.com) or at 239-940-0763



# DoctorsInternet Contact Information

❖ **Anthony Vurro**

**Director of Sales**

Anthony will be your main contact for issues such as submitting customers for practice analysis and all SPIFF related questions.

[Anthony.vurro@doctorsinternet.com](mailto:Anthony.vurro@doctorsinternet.com)

Direct Line: 914-236-5561

❖ **Joshua Gindea DDS**

**Senior VP Sales & Marketing**

Josh is a former dentist who has a unique ability to connect with dentists and will be the primary person doing demos and contracts for Patterson Dental customers.

[jgindea@doctorsinternet.com](mailto:jgindea@doctorsinternet.com)

Direct Line: 516-316-5973

❖ **PJ Dhanoa**

**Director of Internet Marketing**

PJ is extremely knowledgeable about all aspects of our business and internet marketing and manages operations.

[pjdhanoo@doctorsinternet.com](mailto:pjdhanoo@doctorsinternet.com)

Direct Line: 914-236-1703

**Request an online “Report Card” analysis: [pattersonleads@doctorsinternet.com](mailto:pattersonleads@doctorsinternet.com)**