

ROGER BAUER
LOUISVILLE DENTAL MARKETING

SEARCH ENGINE



NINJA

DOMINATE THE
SEARCH ENGINES!

Louisville Dental Marketing SEO Exercise

For years, it has been rather difficult to project, with any degree of confidence, the potential value of front page Google listings.

That is until our buddies at AOL allowed some critical information to leak out to the public about search queries back in 2006.

The REAL Value of AOL's Leaked Data

Remember, back in 2006, AOL had an agreement with Google to supply search results for their AOL subscribers and user base.

With Google being the most widely used search engine on the planet, AOL's leaked information paves the way to uncover some fascinating numbers and improve your budgeting process from an Internet marketing perspective.

While the data may not be 100% perfect across the board, it does give us a way to reasonably project potential traffic, revenue, profit, and pay-per-click (PPC) budgets.

Who Clicks What During an Online Search Query?

If you look at the number of total search queries and contrast that with the number of clicks, you'll notice that a little over half (54.505%) of searches actually receive clicks.

Analyzing the data a bit further, you'll discover the following click through rates for front page organic Google placement:

1—22.965%

2—6.484%

3—4.632%

4—3.303%

5—2.679%

6—2.208%

7—1.860%

8—1.643%

9—1.553%

10—1.632%

Not All Search Queries Result in Clicks

Keep in mind that the click through rates outlined above are clicks to total number of searches ratios.

Louisville Dental Marketing SEO Exercise

Several articles, reports, and documents out there project the click through rates much higher because they don't factor in the nearly 46% of search queries that don't get clicked.

Why So Many Non-Clicks?

There are several reasons someone may not click on a search result when they perform an online query because they:

- 1) Elect to type in the URL directly and navigate to the site.
- 2) Choose to type in the URL of a PPC ad directly to navigate to that site.
- 3) Are merely doing research of the top results for a particular phrase.
- 4) Were not satisfied with the results so another search query was ordered up.
- 5) Chose to do something else.

Something You Already Knew: You Need to Be on Google's First Page

Taking the data a step further, 89.82% click on a result on the first page, and only 10.18 click on a result on the second page or beyond which means you need to be on page one if you want to achieve success with your search engine marketing campaign.

While the leaked AOL data isn't perfect or foolproof, it does give us business owners and marketing executives an opportunity to budget and analyze online marketing campaigns unlike anything before.

Conduct Your Own Online Marketing & SEO Exercise

While I admittedly know very little about your individual dental practice, you can take the information from the video and plug in your own numbers to arrive at the ROI and value of SEO for your business by going through this exercise with me.

Likely Front Page Google Web Traffic for Louisville Dentists

Start off with the amount of traffic likely generated from a front page listing.

Louisville Dental Marketing SEO Exercise

Louisville dentist

Traffic Estimates

Monthly: 6,600

Position	Organic	PPC
1	1,516	228
2	428	176
3	306	152
4	218	131
5	177	121
6	146	114
7	123	90
8	108	78
9	102	59
10	108	60

Source: AOL leaked data, SMB Consulting Analysis

So which Google placement did you select?

Suggestion: start off with a lower position first while my team and I work you up to the top.

[A] Enter the estimated traffic associated with that position here: _____

Website Conversion Metrics

First, consider the typical conversion rate for your website now. How many visitors typically convert into paying customers?

[B] Enter your current conversion rate here: _____

In the video, I assumed 1% which is likely a bit low, but you should know your own metrics far better than me. If you don't know your specific metrics off-hand, just use 1% for the sake of completing the exercise.

[C] Now calculate how many estimated new customers you could have each month with a front page Google listing [A x B] _____

Dental Client/Visit Value

Next you'll want to multiply your average visit value per customer with the number you just calculated (new customers generated by website traffic).

In doing some more digging, I realized the value used in the video (\$200) is extremely low, but that was done on purpose.

Louisville Dental Marketing SEO Exercise

If you can see the benefit of SEO even with the lowest possible conversion rates and per client revenue, the picture should be much brighter for your practice than my low end example.

Besides, you should know what your practice is getting out of each client visit better than me so use that number to calculate how much revenue would be coming in thanks to a front page Google listing.

[D] Enter your average per visit revenue here: \$ _____

New Revenue/Month Estimates

[E] Now multiply the values in [C] x [D] = \$ _____

What you see in [E] is the new client revenue per month you could generate with a front page Google listing for your chosen keyword phrase.

PPC Traffic Costs

The picture isn't quite complete yet. You owe it to yourself to calculate how much the same traffic generated by an organic front page listing would cost you with a pay-per-click (PPC) ad.

Keywords	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: February ?	Global Monthly Search Volume ?	Search Volume Trends (Mar 2009 - Feb 2010) ?
Keywords related to term(s) entered - sorted by relevance ?					
louisville dentist	\$2.61		6,600	8,100	

This is very easy. Simply take the value you entered into [A] and multiply it by \$2.61.

[F] Cost of Equivalent Traffic [A] x \$2.61 = \$ _____

What's the Verdict?

As you just proved to yourself in this brief exercise, SEO for Louisville dentists can **make you money** (see value in E), **save you money** (see value in F) and **minimize risk from "click fraud."** Click fraud is where someone bogusly clicks on your paid ad repeatedly to drain your budget so that the ad doesn't appear.

What values did you come up with? Ready to start making those values a reality?

You know what to do next ... head on over to the [SEO Services page and select a package right for your practice now](http://seNinja.com/services).

Louisville Dental Marketing SEO Exercise

About the Search Engine Ninja

Roger Bauer is President and CEO of SMB Consulting, Inc., a firm that provides savvy strategic marketing services and guidance programs for small to medium sized businesses. Roger is a prolific author and frequent speaker on internet marketing strategies and tactics to help companies achieve exponential growth. His national reputation as a thought leader exists because he combines complex theoretical and conceptual strategies with highly practical, simplistic, implementable solution-based thinking.



His unprecedented review and synthesis of hundreds of marketing studies, articles, books, podcasts, videos, events, and expert led training programs form the basis for his acclaimed marketing consulting services. Roger's track record of success along with his experience training and coaching a number of entrepreneurs and small business owners make him an increasingly sought-after consultant. He is the author of several eBooks, reports, and articles based on business strategy, marketing and search engine optimization.

In 2008, Roger created the "[Search Engine Ninja](#)" training program to provide small business owners, high performing sales representatives, and independent contractors with the skills necessary to accelerate their websites' positioning within the major search engines such as Google.

In 2009, Roger created a program entitled the "[Twitter Traffic Tornado](#)" which provides training on the skills necessary to build awareness and grow sales through Twitter, one of the hottest social media platforms on the market today.

Also in 2009, Roger began work on a program entitled the "[List Samurai](#)" which will provide the inside secrets and step-by-step guidance necessary to generate consistently qualified sales leads to build a profitable house marketing list that will pave the way to exponential sales growth. The program is scheduled to be released during the fourth quarter of 2009.

The client list for [SMB Consulting](#) includes several real estate agents, restaurants, salons, business coaches, and independent contractors for various industries. Their client base is nationally located throughout the United States of America, and the firm is located in Louisville, KY.

Roger holds a B.S. degree in Business Administration with Emphasis on Computer Science from [Sullivan University](#) in Louisville, KY and an A.A.S. degree in Computer Engineering Technology from [Sullivan College of Technology and Design](#).

You can connect with Roger in any or all of the following ways:

Louisville Dental Marketing SEO Exercise

Twitter: <http://Twitter.com/rogerbauer>

Facebook: <http://Facebook.com/roger.bauer>

Email: roger[at]seNinja.com

Phone: (502) 394-0460