

The Internet & Marketing

Presented by David Alexander
President, Opal Computing

<http://www.opalcomputing.com>

Designed for viewing
In Internet Explorer

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State of the Industry

- Google reported record revenues of \$1.256 billion for the **quarter** ended March 31, 2005, **up 93%** year over year – the great majority from online advertising
- Yahoo quarterly revenues ending June 30, 2005 were \$1.253 billion. Yahoo was up from \$832 million the prior year's quarter
- Growing revenues mean that the advertising works, or companies (most of whom look for measurable results) would not use it

Many paths *on the* Internet

- Blogs, RSS, Podcasting = Reaching to Your Audience
- SEO, Ads (PPC etc.), Web links = Getting Found by
Them
- Articles, Press Releases = Establishing Expertise
- Email lists, Newsletters = Repeated Positive Exposure
- E-Books, E-Commerce = “Easy” world-wide sales

Steps to Internet Success

F O C U S :

1. Design an SE-friendly, readable Web site
2. Match title, meta tags, content, headings, links
3. Break content into units of information - at page level for search engines, at item level for people
4. Provide actions for the visitor to take
5. Publish the site and list it with search engines (Google, Yahoo, others)
6. Create ad campaigns (Google examples)

Design an SE-Friendly Web site

(1)

The screenshot shows the homepage of the Health Industry Resource Group LLC. The website features a logo on the left, a navigation menu, a main content area with text and a photo, and a featured member section. Red annotations highlight specific SEO elements:

- Use text links:** A red circle highlights the navigation menu items: Home, Members, Meeting, About, Contact, News & Links, and HIRG Blog.
- Use right keyword density:** A red bracket highlights the company name and tagline: "Healthcare Business Services and Medical Business Consulting Health Industry Resource Group LLC Your New York and Tri-state Health Industry Experts".
- Changing content for "freshness":** A red arrow points to the "Next meeting" date: "Sep-23-2005 at 9:00am".
- Provide easy backlink:** A red circle highlights the "Add a Web link pointing to HIRG" link at the bottom left.

Other visible text on the page includes: "Log In", "Log Out", "Our Members", "Join Now!", "Benefits", "Healthcare Services, Healthcare Solutions", "Tired of wrong answers – or no answers? Call on Health Industry Resource Group LLC for solving your important healthcare business issues. That includes architecture, business development, engineering, finance, information technology, marketing, medical supplies, and more.", "Our HIRG experts are devoted to increasing the efficiency of healthcare – and to increasing the efficiency and success of your healthcare business.", and "Featured member: Commercial Resources Corp: CRC provides equipment financing and leasing services, nationwide, in the medical industry, as well as numerous other industries. Find out more..."

Medical Business Service site, <http://www.hirgny.com>

Design an SE-Friendly Web site

(2)



Healthcare Business Services and Medical Business Consulting
Health Industry Resource Group LLC
Your New York and Tri-state Health Industry Experts

Next meeting: [Sep-23-2005 at 9:00am](#)

[Log In](#) [Log Out](#)

[Our Members](#) [Join Now!](#) [Benefits](#)

Healthcare News and Links

See news: Choose your news: Max #: See resource links:

39 articles found, showing 20 Source: <http://www.merit.com>

Sep-7-2005	'Batch reading' mammogram rates	General rates
"	3D MRI useful in detecting	Legal major cancers
"	Racial discrimination harms	health, study

HIRG Blog: News & Press Releases

Updated by HIRG members, and including announcements and news of special interest

Metropolitan Health Administrators' Association Meeting September 15th, 6:00pm - 8:00pm

September 3rd, 2005

An active and collegial group, Metropolitan Health Administrators' Association, which is part of ACHE, is having its first monthly meeting of

Archives

[» September 2005](#)
[» August 2005](#)

Categories

Use combination of RSS feeds and Web log ("Blog") creation to increase both visitor traffic and search

Design a Readable Web Site

- Example: Empire Medical Billing (<http://www.empiremedicalbilling.com>)
- Use the [Wayback Machine](#) to see an old version of the *About Us* page
- Font sizes are too small, & there is little white space
- The About Us page is unattractive, with nothing to catch the eye, and the content is not especially interesting to a potential buyer

Empire Medical Billing

MENU
HOME
ABOUT US
SERVICES
BENEFITS
COST ANALYSIS
FAQ
LINKS

Tel: 716-347-0494
Fax: 716-347-6793

ABOUT US

Empire Medical Billing was founded in 1993. We realize that the key to a profitable operation lies in personalized and sensitive patient care. Our goal is to provide you with an effective and efficient billing service flexible enough to fit the needs of your practice, thereby leaving you with peace of mind and quality time to devote to your patients, family, and to yourself. Empire Medical Billing Service prides itself in delivering superior level of insurance claim processing, paper or electronic. We provide electronic billing for all insurance carriers, including Medicare, Medicaid, Blue Cross/Blue Shield and NEIC companies. Our medical billing system is equipped with all available specialty CPT, ICD-9 codes, to allow us to provide the same quality service for all specialties. We also provide a vast array of medical practice analysis reports, to allow you to better manage your medical practice operation. Above all, we can provide individualized service to meet your unique medical billing and practice accounting needs.

Empire Medical Billing
91-37 245th Street
info@empiremedicalbilling.com

email us: info@empiremedicalbilling.com © 2000 EMB. Site by [Exit59 Design](#)

Match Title, Meta Tags, Content, Headings, and Links

- **Title** = “Medical billing services from...”
- **Meta Tag Keywords** = “medical billing,medical billing software,medical claim billing,medical billing services,medical billing and coding,medical billing company...”
- **Content** = Empire Medical Billing Solutions Inc.
- **Headings** are <h1>, <h2>, ...<h4> tags, and are considered important by search engines
- **Links from other sites**, with text that includes some version of keyword terms, will increase the position of this site in the major search engines

Break Content *into* Units of Information

- Determine meaningful points that are truly of interest to your visitor (guarantees, exact record of reliability, certifications, reviews, etc)
- Avoid extra text
- Good to have:
 - white space
 - readable font size
 - sans-serif font
 - bullet points

Empire Medical Billing Solutions, Inc

HIPAA compliant

HOME
ABOUT US
SERVICES
BENEFITS
COST ANALYSIS
FAQ
CONTACT
Tel:(877) 347-0494
Fax:(877) 347-6793

About Us

Dear Provider:

Imagine, a day without the stress of dealing with insurance companies holding onto your money! Isn't it time for you to be freed up to focus on your practice, and to enjoy more free time? We at **Empire Medical Billing Solutions, Inc.** think so!

- We are **certified HIPAA compliant**.
- Our claims are **submitted accurately and timely, guaranteed**.
- We allow providers to **view their patient database** via the Internet.
- We promise that you will see a **significant increase in your cash flow**. We bill electronically, **aggressively pursue unpaid claims** with an outstanding record of reducing turnaround time for all of our clients.
- We pride ourselves in keeping up with the **latest technology and techniques** in the medical billing field.
- We will provide you with **detailed reports** on a frequent basis, allowing you to track account receivables and aging, or to customize a report that will suit your needs. Using these reports, we can make recommendations on ways to **increase your revenue**.

Provide Actions for the Visitor to Take

- Provide a form, not an email address – allows you to capture information, avoids spam
- Think carefully about fields you want – too many fields and you can scare away a prospect, too few and you allow too many “prospects”
- Provide a telephone number for those who want to speak right away; a toll-free number is preferred especially for national campaigns

• Empire Medical Billing Solutions, Inc. was **founded in 1993**, when James was approached by a doctor to help him manage his insurance billing. Since that day, Empire has grown from a one-person operation to a **large staff of experienced medical billers**. We are committed to paying attention to details and know the importance of using the correct ICD 9 and CPT codes.

Let us help you take charge of your billing today!

Your Name:	<input type="text"/>
Organization:	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>
<input type="submit" value="Submit"/>	

We are confident that by working together we can make a difference in your work life. Let us, the specialists, take your stress and give back money in return. We look forward to discussing this opportunity with you!

Sincerely,

James Maginn
President

Jay Chakroborty
Marketing Director

Publish the Site

- Google has a good page about getting listed:
<http://www.google.com/intl/en/webmasters/1.htm>
1
- The page includes a link [Add a URL](#) that shows where to submit a site to Google; does not guarantee a faster result; does not guarantee inclusion
- Yahoo also allows site submittal:
<http://search.yahoo.com/info/submit.html>
- If you have other sites that are listed by search engines linked to your site, you will be found

Create Ad Campaigns (Google, Yahoo...)

- Share of searches (searchenginewatch.com July 2005):
Google: 46.2%, Yahoo: 22.5%, MSN: 12.6%, AOL 5.4%, everyone else...
- MSN Search went live late in 2005; Bill Gates says it will take about one year more to equal the search result quality of Google
- AOL runs on Google data
- Let's look at Google...

Ad Campaign, Company # 1:

Successful Campaign, No Changes Over Time

Oct 1 2004 - Oct 31 2004 Go

<input type="checkbox"/> Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/> Medical Billing	Active	\$40.00 / day	270	19,845	1.3%	\$1.45	\$392.63	2.96%	\$49.08
Total	-	\$40.00 / day active campaigns	270	19,845	1.3%	\$1.45	\$392.63	2.96%	\$49.08

Aug 1 2005 - Aug 31 2005 Go

<input type="checkbox"/> Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/> Medical Billing	Active	\$40.00 / day	397	27,136	1.4%	\$1.57	\$622.46	2.02%	\$77.81
Total	-	\$40.00 / day active campaigns	397	27,136	1.4%	\$1.57	\$622.46	2.02%	\$77.81

- After initial setup, no additional changes were made
- Sales doubled from September 1, 2004 to September 1, 2005 due to Internet
- Bought a \$600,000 building, moved out of basement of home
- Increased staff from 16 to 25 (doubling billing staff), plus overseas staff
- > 90% of new business came via telephone, not online form (doctors...)

Ad Campaign, Company # 2: Successful Campaign, Under Further Development

Jun 1 2005 - Jun 30 2005 Go

Pause Resume Delete Edit Settings Show all campaigns

<input type="checkbox"/> Campaign Name	Current Status	Current Budget	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/> Medical Billing	Active	\$20.00 / day	353	65,133	0.5%	\$1.33	\$469.40	2.27%	\$58.68
<input type="checkbox"/> PA Medical Billing	Active	\$10.00 / day	0	0	-	-	\$0.00	0.00%	\$0.00
<input type="checkbox"/> NJ/NY Medical Billing	Active	\$10.00 / day	0	0	-	-	\$0.00	0.00%	\$0.00
Total - all 3 campaigns		\$40.00 / day active campaigns	353	65,133	0.5%	\$1.33	\$469.40	2.27%	\$58.68

June 1 – June 30, 2005

Aug 1 2005 - Aug 31 2005 Go

Pause Resume Delete Edit Settings Show all campaigns

<input type="checkbox"/> Campaign Name	Current Status	Current Budget	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/> NJ/NY Medical Billing	Active	\$10.00 / day	184	7,590	2.4%	\$1.68	\$308.41	2.17%	\$77.10
<input type="checkbox"/> Medical Billing	Active	\$20.00 / day	173	11,171	1.5%	\$2.02	\$349.04	1.73%	\$116.35
<input type="checkbox"/> PA Medical Billing	Active	\$10.00 / day	94	4,550	2.0%	\$1.52	\$142.48	0.00%	\$0.00
Total - all 3 campaigns		\$40.00 / day active campaigns	451	23,311	1.9%	\$1.77	\$799.93	1.55%	\$114.28

August 1 – August 31, 2005

In two months, quadrupled the click-through rate, slight increase in cost-per-click; cost per conversion doubled. Net result is more positive activity

Ad Campaign, Company # 2:

Changes in Keywords and Ads Improve Results (1)

<input type="checkbox"/> <u>Keyword</u>	<u>Status</u> [?]	<u>Max CPC Bid</u>	<u>Clicks</u>	<u>Impr.</u>	<u>CTR</u> ▼	<u>Avg. CPC</u>	<u>Cost</u>	<u>Avg. Pos</u>	<u>Conv. Rate</u>	<u>Cost/Conv.</u>
Search Total			175	17,865	0.9%	\$1.36	\$236.36	8.6	4.00%	\$33.77
Content Total [?]			127	38,031	0.3%	\$1.37	\$173.94	3.6	0.79%	\$173.94
<input type="checkbox"/> "medical billing services"	Active	\$1.75	2	48	4.1%	\$1.86	\$3.72	5.9	0.00%	\$0.00
<input type="checkbox"/> "medical billing"	Active	\$2.25	123	10,439	1.1%	\$1.22	\$149.40	7.2	1.63%	\$74.70
<input type="checkbox"/> "medical billing service"	Active	\$1.50	5	574	0.8%	\$1.48	\$7.38	6.7	0.00%	\$0.00

June 1 – June 30, 2005

<input type="checkbox"/> <u>Keyword</u>	<u>Status</u> [?]	<u>Max CPC Bid</u>	<u>Clicks</u>	<u>Impr.</u>	<u>CTR</u> ▼	<u>Avg. CPC</u>	<u>Cost</u>	<u>Avg. Pos</u>	<u>Conv. Rate</u>	<u>Cost/Conv.</u>
Search Total			103	4,981	2.0%	\$1.75	\$179.38	5.0	3.88%	\$44.85
Content Total [?]			0	0	-	-	-	-	0.00%	\$0.00
<input type="checkbox"/> medical billing service	Active	\$2.00	4	40	10.0%	\$1.28	\$5.10	4.5	0.00%	\$0.00
<input type="checkbox"/> NJ medical billing	Active	\$1.50	1	18	5.5%	\$1.26	\$1.26	7.2	0.00%	\$0.00
<input type="checkbox"/> PA medical billing	Active	\$2.00	1	19	5.2%	\$0.80	\$0.80	2.5	0.00%	\$0.00

September 1 – September 9, 2005 (updated 9/10/2005)

- Increased CTR from 0.9% to 2.0%, CPC only increased from \$1.36 to \$1.75
- Currently in the process of shifting to an 800 phone number to increase calls

Ad Campaign, Company # 2:

Changes in Keywords and Ads Improve Results

(2)

<p>Top Medical Billing Svc Approved & Certified med billing service; we get you paid promptly www.redi-medbillinginc.com 23 Clicks 0.6% CTR \$1.59 CPC Served - 6.2% [more info] Edit - Delete</p>	<p>Top Medical Billing Svc Approved & Certified med billing service; we get you paid promptly www.redi-medbillinginc.com 6 Clicks 0.4% CTR \$1.80 CPC Served - 2.3% [more info] Edit - Delete</p>	<p>Outsource Medical Billing Approved & Certified, USA medical billing service; get paid promptly! www.redi-medbillinginc.com Edit - Delete</p>
<p>Outsource Medical Billing Approved & Certified, USA medical billing service; get paid promptly! www.redi-medbillinginc.com Edit - Delete</p>	<p>Deleted Medical Billing Service Medical billing, paid. Our service guarantees you will be paid. www.redi-medbillinginc.com 6 Clicks 0.8% CTR \$1.38 CPC Served - 1.3% [more info]</p>	<p>Deleted Medical Billing Service Outsource your billing to overcome insurer resistance: we get you paid www.redi-medbillinginc.com 22 Clicks 0.7% CTR \$1.01 CPC Served - 5.0% [more info]</p>

June 1 – June 30, 2005

<p>Outsource Medical Billing Approved & Certified, USA medical billing service; get paid promptly! www.redi-medbillinginc.com 35 Clicks 2.7% CTR \$1.81 CPC Served - 11.6% [more info] Edit - Delete</p>	<p>Outsource Medical Billing Approved & Certified, USA medical billing service; get paid promptly! www.redi-medbillinginc.com 18 Clicks 1.8% CTR \$2.03 CPC Served - 8.8% [more info] Edit - Delete</p>	<p>Top Medical Billing Svc Approved & Certified med billing service; we get you paid promptly www.redi-medbillinginc.com 79 Clicks 1.3% CTR \$2.09 CPC Served - 52.3% [more info] Edit - Delete</p>
<p>Top Medical Billing Svc Approved & Certified med billing service; we get you paid promptly www.redi-medbillinginc.com 20 Clicks 1.3% CTR \$2.12 CPC Served - 13.9% [more info] Edit - Delete</p>	<p>Deleted Medical Billing Service Medical billing paid. We get money away from insurers into your hands. www.redi-medbillinginc.com 3 Clicks 2.2% CTR \$2.23 CPC Served - 1.2% [more info]</p>	<p>Deleted Medical Billing Service Reliable service: we take over your billing headaches and get you paid www.redi-medbillinginc.com 3 Clicks 0.7% CTR \$2.08 CPC Served - 3.6% [more info]</p>

August 1 – August 30, 2005

The best advertisement increased click-through rate from 0.6% to 2.7% due to testing, and improved ad text; other ads also increased similarly

Summary

- The Internet provides many avenues for communication and publicity
- Knowledgeable use of the Internet provides a low-cost method of reaching a large number of possible community members and customers

For more information, contact:

David Alexander

President, Opal Computing

(718) 343-4054

<http://www.opalcomputing.com>

