

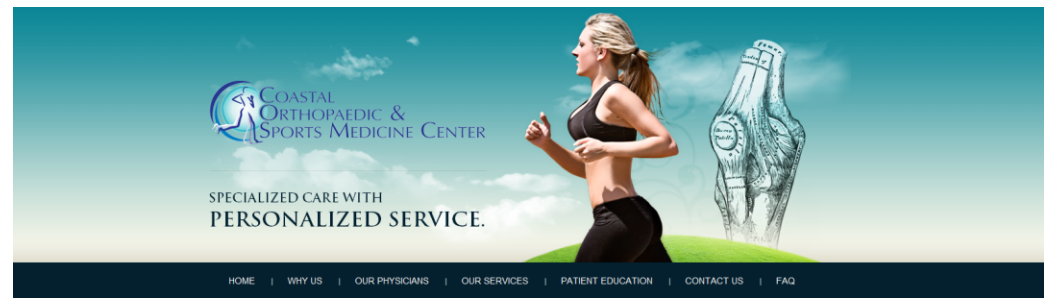
Internet Marketing Review and Proposal

Prepared for:

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Coastal Orthopaedic and Sports
Port Saint Lucie, Florida
www.coastal-orthopaedic.com

December 20, 2011

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Welcome to the Coastal Orthopaedic & Sports Medicine Center

Coastal Orthopaedic & Sports Medicine Center offers orthopaedic care for all ages and conditions. Whether your injury is a fracture, sports injury, or arthritic condition we want you to consider us your family Orthopaedic Physicians. We want you to know that we will always respond to any request to treat you—even if you were hurt and seen in an emergency room—you have the right to request the physician of your choice. We would be honored to be the physicians for you, your family, and your friends. No special referral is necessary—just your simple desire to have us care for you.

Our physicians are available to treat your orthopaedic needs as efficiently and comfortably as possible. Furthermore, our group practice enables us to offer convenient appointment times to fit even the busiest schedule and to ensure you that one of our doctors is always available. Coastal Orthopaedic & Sports Medicine Center was chosen to be the Florida Team Physicians for the New York Mets. At Coastal Orthopaedic—“Everyone is Treated Like A Pro”. With your convenience in mind, we’ve established offices in two locations.

Our main office is located at 7710 S. US Highway 1, Port St. Lucie, FL 34952 and offers on-site Physical Therapy, X-rays, and MRI (Magnetic Resonance Imaging) for all your needs. The Stuart office located at 2220 SE Ocean Blvd., Stuart, FL 34996 offers state-of-the-art digital radiography for lightning fast images.

For your personal preference, the physicians have hospital affiliations with Martin Memorial Health System, St. Lucie Medical Center, and Lawwood Regional Medical Center.

Our highly trained staff is always available to assist you. When phoning our office you will speak with a receptionist (not an automated service) who can assist you with your scheduling needs or questions. Our staff verifies your insurance and will advise you of any applicable co-pays or deductibles. We are providers for most major insurance companies.

Coastal Orthopaedic & Sports Medicine Center is open Monday through Friday, 8:30 a.m. to 5:00 p.m. Please contact the office of your choice to schedule an appointment. We look forward to serving your orthopaedic needs. (Port St Lucie) 772-335-5300 or (Stuart) 772-283-5500

Contact Us

St. Lucie: 772.335.5300

Stuart: 772.283.5500

PT & MRI: 772.878.8858

Resource Links

[Article: Shoulder Pain](#)

[Article: Outpatient Knee Surgery](#)

[Article: Solving Sports Injuries](#)

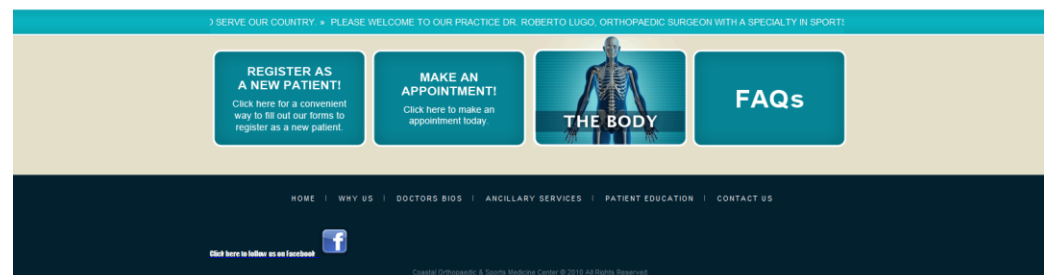
[Article: Fix Your Hip, Spare Your Muscles](#)

[Article: Make It Makoplasty](#)

[Makoplasty Video](#)



FLORIDA TEAM PHYSICIANS FOR THE
NEW YORK METS



[Admin Login](#)

Internet Marketing Key Terms and Concepts

Internet marketing is a discipline where we use a combination of online marketing tools and venues to get a business on the **first page** of a Google, Yahoo, Bing, etc. search results. All Internet marketing strategies are driven by specific **keywords** the best represent the business. There are two ways to achieve a first page search result. **A) Pay-Per-Click (PPC)** **B) Organic Search Optimization (SEO)**. Both are shown in the example below.

Google Internet Marketing vero beach fl Keyword used in the search Search

About 204,000 results (0.25 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Vero Beach, FL
Change location

All results
Related searches
More search tools

Ads - Why these ads?

Pay-Per-Click Advertising

Internet Experts - SEO, - PPC, PR & Social Media.
www.netrostar.com/InternetMarketing
We will Rank Your Site on the top!

Local Internet Marketing - Affordable + Complete Packages
www.theclickdepot.com/InternetMarketing
Free Consultation = (321) 252-4773
Search Engine Optimization - Pay Per Click Management - Local Search Marketing

Internet Marketing Degree | Rasmussen.edu
www.rasmussen.edu/InternetMarketing
Instructors w/ RealWorld Experience at Rasmussen-Florida!

Advertise On The Internet
www.google.com/AdWords
1 (877) 490 2352
Get Qualified Visitors To Your Site
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Internet Marketing
www.internetmarketingideas.co
for real people. Real info about
internet marketing-easily explained

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Internet Marketing is the Future.
Don't be left behind. Enroll Today!

Online Marketing eBook
www.unica.com
Discover Interactive **Marketing**

Organic Search Results (Ranking)

Get Results & ROI - Internet Marketing, SEO, Vero Beach Florida
www.wsiwebsalesnow.com/
Want to generate **online** leads and make more money? Call WSIWebSalesNow at 772-567-6768 to receive a **FREE Internet Business Check-up** (\$500 value).
From your Google Reader subscriptions

Vero Beach, FL - Internet Marketing, Internet Marketing in Florida
internetmarketingfl.boomja.com/Vero-Beach-FL-Internet-Marketing...
Line Drive **Marketing** P.O. Box 650411 **Vero Beach, FL** (772) 360-4161 The process is simple, one of our Search Engine Specialists will work with you and ...

How does a business earn a first page search result using PPC? (Initial Impact: 1 to 4 weeks)

1. Select a list of 100 to 300 keywords that best represent your business
2. Create a simple ad that will entice a searcher to click to get more information
3. Send these visitors to a specially designed landing page or your website to get more information
4. Create a landing page that encourages the visitors to come to your store, call you or fill out a registration form
5. Convert these new prospects into customers

How does a company earn a first page search result in Organic Search? (Initial Impact 3 to 6 months)

1. Careful selection of 10 to 20 specific strategic Keywords or phrases
2. Integrate and support the selected keywords on your website
3. Make your website easily accessible to the search engines
4. Promote and advertise your website online through video marketing, directory listings, link building, articles, press releases, social media, new website content, etc
5. Invest in search engine optimization every month to maintain your search engine visibility

Results: 3 to 6 Months

How does using Social Media help me promote my business online? (Initial Impact 6 to 12 months)

1. Social Media is the online equivalent to "word-of-mouth" advertising from the past
2. Acquiring a large number of followers creates a new and powerful communication path that can be used to promote your business
3. Communication through Social Media is instantaneous and your messages can be dispersed by any one of your followers
4. It allows you to engage your community in a dialog that supports a trusting relationship
5. An active Social Media presence is a key element in earning first page organic search results

How can I build my brand online?

1. Online display advertising is an excellent and cost effective way to build your brand image online
2. Social Media is a powerful tool that can be used to build your brand online
3. Pay-Per-Click advertising can deliver tens of thousands of impressions each month at a very low cost
4. Customer Review marketing can support and build your brand online

5. Video marketing is an excellent way to build your brand by informing and educating your community

Why is a first page search result so important to my business?

1. Online search for local businesses has replaced the printed yellow pages as a primary source for this information
2. Online search is the first place 80% of computer users go to find local businesses
3. Being present and easily found on the Internet is critical for any company interested in acquiring new customers
4. Businesses that appear at the top of the first page search results, receive the majority of the click-through traffic
5. Appearing of the first page of search results gives your business credibility and standing in the community

What should I do to Improve my web presence and earn a first page position for my best keywords?

Your success in achieving a first page position for your top keywords largely depends on your competition. If you have competitors that have actively optimizing their websites, engaged in social media and invested in online advertising your job of achieving top rankings will be difficult. However, there are strategies and tactics that can be implemented to shorten the time and lessen the expense of achieving first page results.

The following Internet marketing strategy is designed to help you achieve first page rankings for your best keywords as quickly and inexpensively as possible. The strategies listed will be implemented by fully certified and experienced professionals. We select the best talent in the world to build and manage your Internet marketing strategy. The progress and results from your program are tracked and measured monthly so we are fully accountable for our work. In addition, the face-to-face relationship we have allows us to develop a full understanding of your business and goals so we can achieve the best possible results.

Our strategic plan and recommendations are as follows:

In each segment of the plan we offer a specific strategy and three different service levels to choose from. In general, you can assume that each service level will be effective and provide a positive impact. However, the top level plans will allow us to do more and help us achieve faster results.

Ranking Analysis

Description: This report shows the positions of your website in the search engine results

For: Coastal Orthopaedic

<http://coastal-orthopaedic.com/>

Date: 12/20/2011

Created on: Tuesday, December 20, 2011 12:33:00 PM

Profile: Profile1

Last scanning on: 12/20/2011

Keyword	Google
what is orthopedics Stuart	-
hand surgery Stuart	-
joint replacement Port Saint Lucie	-
joint replacement Stuart	-
total knee replacement Stuart	-
knee operation Stuart	-
sportsmedicine Port Saint Lucie	-
knee replacement Stuart	-
knee replacement surgery Port Saint Lucie	-
knee replacement surgery Stuart	-
sports physical therapy Stuart	-
sports physical therapist Stuart	-
orthopaedic Stuart	-
shoulder surgery Stuart	-
physical therapy sports Stuart	-
physical therapy in sports Stuart	-
orthopedic center Port Saint Lucie	1
sports injury Port Saint Lucie	1
orthopaedic physicians Port Saint Lucie	1
orthopaedic center Port Saint Lucie	1
orthopedic center Stuart	3
what is orthopedics Port Saint Lucie	3
orthopaedic physician Stuart	8
hand surgery Port Saint Lucie	9
orthopaedic center Stuart	10
sportsmedicine Stuart	11
shoulder surgery Port Saint Lucie	12
physical therapy sports Port Saint Lucie	14
orthopaedic physicians Stuart	14
physical therapy in sports Port Saint Lucie	15
sports injury Stuart	15

Keyword	Google
orthopaedic Port Saint Lucie	15
sports physical therapy Port Saint Lucie	17
orthopaedic physician Port Saint Lucie	18
sports physical therapist Port Saint Lucie	19
total knee replacement Port Saint Lucie	24
orthopaedic associates Stuart	24
knee operation Port Saint Lucie	27
knee replacement Port Saint Lucie	28

Ranking change summary: Found: 23.

Premium Search Engine Optimization (SEO) Packages



Expect to improve:

Lead Generation ✓
Store Traffic ✓

In-bound Calls ✓
Brand Awareness ✓
Customer Communication ☐

On-Page Deliverables

Meta Tags Creation and Deployment | Site Map Creation and Submission | Robots.txt creation and updates | Google Analytics Setup and Integration | Image Optimization | Internal Link Creation | Addition of Social Media Links | Header Tags Creation and Deployment | Checks for Duplicate Content | Site Load Time Analysis | Comprehensive Broken Link Check | Setup of Google Webmaster Tools Console | 301 redirect as needed | Keyword Density Check on the Home Page.

Off-Page Deliverables

Manual Directory Submissions (Directories, Forums, Blogs) | Article Content Creation | Manual Article Submissions to Content Directories (Hyperlinks) | Addition of Articles as new Pages on the website | Press Release Submission (client provided) | Social Bookmarking Submissions | Creation of Business Listing on Google | Yahoo and Bing Local | Submission to DMOZ | Custom Back links.

Reporting Deliverables

Keyword Research Report | Competitive Analysis Report | Detailed Campaign Reports: Full Summary of Activity for the past 30 days every month | Campaign Recommendations and Next Step Report.

Basic	Pro	Pro-Plus
10 Keywords	15 Keywords	20 Keywords
Initiation Fee: \$500	Initiation Fee: \$750	Initiation Fee: \$850
Monthly Fee: \$750	Monthly Fee: \$1,295	Monthly Fee: \$1,650

Pay-Per-Click & Display Advertising



Expect to improve:

Lead Generation ✓
Store Traffic ✓

In-bound Calls ✓
Brand Awareness ✓
Customer Communication ☐

Pay-Per-Click Advertising

Your add will appear on: Google | Yahoo | Bing | Ask | Superpages | AOL Search | Detailed Reporting | Track Telephone Calls | Full Keyword Coverage | Ad Creation | Flexible Budget | Professional Management | Fast Return on Investment

Display Brand Awareness Advertising

Banner, Box, Vertical Ads | Animation | Custom Design | Appears on Dozens of Websites | Low cost per Thousand Impressions | Track Telephone calls | Track Website Visits | Can be Inserted in Specific Vertical Websites |

Display Re-Marketing Advertising - Ads are Displayed ONLY to your Website Visitors

Banner, Box, Vertical Ads | Animation | Custom Design | Appears on Dozens of Websites | Low cost per Thousand Impressions | Track Telephone calls | Track Website Visits

PPC	Brand Awareness	Re-Marketing
Initiation Fee: \$250	Initiation Fee: \$750 (includes ad creation)	Initiation Fee: \$750 (includes ad creation)
Management Monthly Fee: \$150	Management Monthly Fee: \$150	Management Monthly Fee: \$150
Placement Fee: 7%	Placement Fee: 7%	Placement Fee: 7%
Rec. Monthly Budget	Est. Monthly Budget: \$535	Est. Monthly Budget: \$535
Representative: \$725		
Competitive: \$965		
Prominent: \$1,450		

Social Media Packages



Expect to improve:

Lead Generation ✓

Store Traffic ✓

In-bound Calls ✓

Brand Awareness ✓

Customer Communication ✓

Setup and Weekly Original Content Creation and Posting

Twitter Account Setup | Facebook Account Setup | YouTube Channel Setup | Linked In Account Setup | Custom Facebook Posts | Custom Twitter Posts | Custom Linked In Posts & Group Submissions | Tracking and Reporting | Google Analytics | Client Provided Video Submissions

Custom Facebook, Twitter & YouTube Site Design: \$1,750

Custom Website Integrated WordPress Blog: \$795

Basic	Pro	Pro-Plus
	8 Posts Per Month	16 Posts Per Month
	Initiation Fee: \$750	Initiation Fee: \$750
	Monthly Fee: \$375	Monthly Fee: \$750



Website Hosting | Alterations | Maintenance

Expect to improve:

Lead Generation ✓
Store Traffic ✓

In-bound Calls ✓
Brand Awareness ✓
Customer Communication ✓

Website Hosting at our Secure Location

Hosting in our secure environment | 24/7 technical support | Fast website loading time | Support for all major website platforms | Email hosting

Website Updates and Alteration Projects

Full-service website development | All major website platforms | Conversion Enhancement | Search Engine Optimization Enhancement | Look & Feel | Content Management Systems | E-commerce sites | Integration with Business Systems

Website Technical Support

Content updates | Update features and functions | Operating system upgrades | Repair broken features and functions | Miscellaneous customer requests | Site function monitoring

Web Hosting	Website Update Projects	Website Technical Support
Initiation: \$350	Project Planning: \$100 per hour	Initiation: \$350
Monthly Option: \$45	Senior Developer: \$75 per hour	Hourly Rate: \$75 per hour
Annual Option: \$450	Developer: \$50	Monthly Contract: \$100 (2 hours)

Drive Traffic - Get More Patients						
Service	Basic		Pro		Pro-Plus	
	Initiation	Monthly	Initiation	Monthly	Initiation	Monthly
Search Engine Optimization SEO	\$500	\$750	\$750	\$1,295	\$850	\$1,650
Pay-Per-Click Advertising Admin Budget	\$250	\$150 \$725	\$250	\$150 \$965	\$250	\$150 \$1,450
Display Awareness Advertising					\$750	\$535
Total	\$750	\$1,625	\$1,000	\$2,410	\$1,850	\$3,785

Video Marketing			
	Bronze 1 Video	Silver 1 Video	Gold 2 Video
Video Services - Initiation	\$495	\$495	\$495
Video Services - Production & Editing	\$1,695	\$2,495	\$4,495
Total for Video	\$2,190	\$2,990	\$4,990



Drive New Business with Online Videos



WSI Professional Video - Client Rate Sheet

Bronze 1 - Video

One :60 second EDIT ONLY. We edit photos/screenshots with professional voice over. Owner writes script and provides high resolution photos.

Your Cost-\$1695

Silver 1 - Video

One: 1-2 Minute Deluxe Video. We send videographer to your location - owner or spokesperson does on camera script or interviews and we shoot cutaways of location and edit into the video.

Your Cost-\$2495

Gold 2 - Videos

Two: 1 - 2 Minute Deluxe Videos. We send videographer to your location - owner or spokesperson does on camera scripts or interviews and we shoot cutaways of location and edit into the videos.

Your Cost-\$4495

Platinum 4 - Videos

Three 1 - 3 minute Premium Videos and one :30 TV Commercial. Includes interview with owner, cutaways of location edited to professional voice over with graphics and original music.

Your Cost-\$7500

Custom Videos: 2-5 minute videos with full crew (Director, Cameraman, Sound, etc) and script =\$8500

or 3 Video Full Crew Package - Same day/Same location shoot = \$12,500

Can be Customized for multi-camera/multi-location shoot for additional charge

VIDEO STREAMING PLAYER FOR YOUR SITE (Does not use your bandwidth)

Free video player and streaming for existing clients

Player embeds directly on your website (Value \$1200)

References:

Michael Gardner, Community Relations Director, VNA Treasure Coast, Vero Beach, 772-567-5551

Services: Strategy Consulting, Analysis & Reporting, Search Engine Optimization, Content Copy Creation, Link Building, Pay-Per-Click

Brad Blaicher, General Manager, ConstructionReports.com, Scottsdale, AZ, 480-994-0020

Services: Website Development, Pay-Per-Click, Email Marketing, Search Engine Optimization, Strategy Consulting, Analysis & Reporting

Melody Ipolito, Kmetz Nuttall Elwell Graham, PLLC, Accountants, Vero Beach, FL, 772-231-6902

Services: Search Engine Optimization, Pay-Per-Click, Content Marketing, Analysis & Reporting

Matthew J. Schiermyer, Chiropractic Physician, Indian River Chiropractic, Vero Beach, FL, 772-978-7001

Services: Local Search Optimization, Reputation Marketing

Matthew Douglass, Ardsley Group, Indianapolis, IN, 317-259-0392

Services: Pay-Per-Click, Website Alterations, Landing page development, Analysis & Reporting

Bradley Reiner, DDS, Vero Beach, FL, 772-564-0724

Services: Search Engine Optimization, Website Development Coordination, Analysis & Reporting

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Robin Delgado, Robin Delgado Consulting, Fort Pierce, FL, 772-209-0466