

# Complete Local Internet Marketing Strategy

## for Audiologists & Hearing Aid Dispensers

We combine internet marketing consultants, audiologists and graphic design experts to give your practice the competitive edge. Our program includes the following components:

### Professional Website Design with Interactive "Lunch and Learn" Presentation

- Customized homepage with "flash" banner
- Audiovisual interactive "lunch and learn" presentation, including sections on how you hear, hearing loss, diagnosis and treatment. Highly professional relevant content!
- Customized contact us page
- Customized audiological services page
- Customized about us page
- Customized digital hearing aids page with up to five sub pages for your specific brands
- "Electronic literature rack" for your documents and forms, i.e. HIPPA statement, practice brochure, new patient forms, coupons, etc.<sup>1</sup>
- One extra custom webpage based on your specific needs, i.e. testimonials, FAQs, special offers, what's new, hearing accessories
- Site map page (for search engine optimization)
- See example at [www.fairfaxaudiology.com](http://www.fairfaxaudiology.com)

### Search Engine Optimization Included

- All web pages are "optimized" giving you a chance to be found, for free, in search engines like Google, Yahoo and MSN.
- Registration in Google, Yahoo and MSN local search
- Site map submittal to Google, Yahoo and MSN

### Basic Annual Maintenance Included

- Up to four hours of programming time included per year. This will cover most small website changes, i.e. staff changes, contact information revisions, addition/modification of hearing aid lines.
- Low-cost & fast development of additional new pages<sup>2</sup>

### OPTIONS

- Localized pilot pay-per-click advertising program. This is the only way to ensure first page visibility in Google and Yahoo for your website. Our program includes hundreds of keyword search terms selected specifically for your practice. Price varies. See <http://www.net-powerinc.com/ppc.htm> for more information.
- Website hosting including branded email service and setup. Price is \$300 per year. See separate brochure for complete information.
- Domain name acquisition & registration, \$35 per year.
- E-commerce and shopping cart setup. This creates an online storefront for sale of batteries and hearing aid accessories. Price varies.
- Tracking software installed on your website. Price is \$350 per year, or free with the localized pilot pay-per-click advertising program. See <http://www.net-powerinc.com/measuring.htm> for more information.

<sup>1</sup>Must provide documents in electronic format, i.e. PDF, Word, etc.

<sup>2</sup>Most pages custom designed & optimized at \$300 per page