



# Expand2Web

by Don Campbell

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## Expand2Web Podcast #4 PDF Edition

### Don Campbell Interviews Randy Hew - North Valley Optometry Case Study

**Don Campbell:** Hi Don Campbell here from [Expand2Web](#). And today my interview is with Randy Hew. And Randy's been a friend of mine for a long time and we've been working together for the past year on all kinds of stuff with Expand2Web. He built a really, really cool site for his wife's optometry business and did an amazing job on it. It's ranking in the top of Google searches right now for a competitive city and I just thought I'd interview him and ask him for some tips on what he learned in this process.

So stay tuned I think you're going to like this interview. It's really fun. I've got some good tips in here for local search and Word Press and websites and things like that and here's the interview.

Alright, well welcome Randy, it's good to have you, you know we kind of see each other every day anyway but this is kind of a cool little interview, I think it's important to get the word out of all of the, of some of the things that you've done for you know for your wife's site at [North Valley Optometry](#) dot com and for a lot of other businesses but you know what I was thinking today is just to start off just with what you do and then I wanted to ask you a few questions about how you turned North Valley Optometry into such a successful site for your wife's business. So, kind of explain real quick what sort of things you work on with me here at Expand2Web.

**Randy Hew:** Yeah, so I primarily, you know for the past year I have been working with Don in helping out with you know our clients for local search engine optimization and really beyond that and just how do you attract new patients by optimizing your web presence. And then together we work to try to, we work on a lot of different types of activities in regards to you know, how, promoting online reviews and also with doing web assessments and consulting, etc.

**Don:** Yeah so it's been pretty fun and we've got a, we've learned a lot of things and helped a lot of clients; it's been good times so. You know the one I was thinking we'd talk about today is, I was really impressed with how you first, when we first started working together about a year ago, you just dove right in and set up this website for your wife's business at North Valley Optometry in a pretty competitive market, right, I mean, you know [optometrists in San Jose](#), it's a city of over a million people with a large, you know suburb area and you know it took a couple of months but you got her ranking based on

kind of following some of the things that we do. And I was just wondering if you were to talk to a new business owner now who was kind of starting where she started what would be kind of three tips that you would give them to get them started?

**Randy:** Right, yeah, I mean, you know in regards to what we've been able to do for North Valley Optometry, with my wife's business, I mean she had zero web presence before we built her website. And I even actually talked to some other local or SCO consultants and they were saying, you know, "You might not even want to focus on San Jose Optometry as a keyword because it's so competitive."

**Don:** Right.

**Randy:** You know you want to focus on a smaller geography like the neighboring city is Milpitas and that's probably a lot less competitive. So, you know to be able to do a lot of the strategies that we talk about and implement them and then you know within you know three, four, five months we've been, we got some pretty good success out of it and you know today she's ranking for several keywords and you know it's really helped the business in attracting new patients.

**Don:** Yeah I mean she's ranking great now for a bunch of different keywords. So and I know you brought up some numbers, she's, you know she's seeing a lot of new patients just from the web, which is great, I mean, it's obviously the goal, so I mean what was your starting point? What would you say the first step, obviously you've got to build a website and.

**Randy:** Right, right. You know I think that was actually the very start of it. You know she didn't even have a website before.

**Don:** Right.

**Randy:** So you know just building a website was number one. And I think the nice thing about it was when I first met you is you're really understanding what's most important in a website and making sure it's a website that can be found, right? So not having a website where it's just a brochure or some kind of template but you know being able to optimize that website so you can get found on the keywords that are most important to you. So you know building a website on you know Word Press I think was really key, you know we used the small business theme that you have and that works really well. And then it came down to the analysis that we did, right? With the keyword searches and really understanding you know what are the primary keyword searches that, or the keywords that have the most volume in those searches, how competitive they were and then understanding, you know how do you do all the on page optimization you know for every single page, so you know that's, I'm kind of analytical by nature.

**Don:** Yes.

**Randy:** Being able to understand that and then go ahead and you know for every single page has a purpose, so the home page you know we have San Jose Optometrist, as you know the primary keyword and you'll see all through there in the H1 headers, in the H2

headers and you know the "All Tags" and the "Title Tags" and the meta description, everything that you do to optimize that page. You know we have those keywords in there. And then you know "Meet the Doctor," that's all about the eye doctor would be the keyword for that one so you know I think one of the things as far as building a website was just making sure it's optimized so it's easy for Google and the other search engines to be able to read.

**Don:** So really you're saying, you know not only building a website but building one that's set for a purpose, right? It's, you thought about the keywords that you want to go for, you've optimized the site, when people get there, there's a clear call to action on what to do and so.

**Randy:** Right.

**Don:** It sounds like that's kind of your first, the first order of business there, right?

**Randy:** Yeah, yeah. And you know I think also by having a personal picture on the home page and...

**Don:** Friendly.

**Randy:** Making it friendly, that also helps but you know before people can even have a first impression, they have to be able to find your website. So I think, that was one of the real key things early on as you know working with you and just understanding, OK, what is the first step in trying to get found, having your website get found on Google, that was a big deal.

**Don:** Yeah. And your analytical nature as you put it has helped us put a lot of process around this too. I mean I think it's really cool how that process of finding the keywords, coming up with the content plan and how you're going to optimize those pages you know is a pretty key thing. So, if that's number one then what is your second, I mean what would your second tip be for?

**Randy:** I think the next thing was really understanding about local search and how that works and how important citations are and understanding you know all of the different directories or really understanding, you know how that all works, right.

**Don:** What do you mean citations for people that might not have heard that term?

**Randy:** You know citations meaning you know how does Google and all the other search engines, where do they see your business, right? Where are you quotes "cited"? And you know it might be on a lot of different directories like Super Pages or on Yelp, on Insider Pages, you know there are all these big national directories. There are also local directories like San Jose dot com and community type of directories. And there's also vertical directories you know that just focus on eye doctors or optometrists or directories on different websites that promote or sell products for optometrists you know with.

**Don:** So you're saying you go after, you find out where you need to be listed, right, for this business, is that what you're saying?

**Randy:** Right, exactly.

**Don:** Yeah, OK. So.

**Randy:** So, as I was going through that and really understanding where is all the competitors, also where are they being listed and then seeing all these places where my wife's business isn't being listed. So I think that was the next big, the next biggest.

**Don:** Oh OK, A little competitive research there of what's going on.

**Randy:** And finding all these directories. And then adding her business listing was pretty key.

**Don:** And would you include the Google profiles and that stuff in this tip? You have to get...

**Randy:** Absolutely. The big four would be Google, Yahoo, and Bing, and Yelp, would be the most important local listings or directories I would say. And those are much more descriptive, as well. There's a lot more things that you could put in those directories. Also there's a validation of verification, as far as the business, too. Those have directories, and then you have these other directories where all you do is just submit the name, address and phone number, and then your website. And it just takes your basic information. But, being sited on as many directories or websites as possible, really seemed to have a big impact in the local rankings.

**Don:** How many directories do you need to be in?

**Randy:** I think we're probably in at least 50. Maybe more like 70. It's doing a lot of research and really trying to figure out where all of these directories are. And doing a lot of brainstorming too and talking to everyone that she does business with. Like all the different frame makers, contact lens companies, and those types of things. They all have websites. And they all have directories on them as well. We had to go back and make sure her name was on those directories. And that the name of the business, and the address, and phone number; those were consistent and accurate across all the directories.

**Don:** Right. So, we have building the website, and optimizing. And having a purpose for the website. And then we've got the local directories, and doing a little analysis there in terms of finding out where you need to be listed in all these directories. That's the second tip. What would your third tip be?

**Randy:** I think along the lines of citations it would probably be the online reviews. That would be the next big step. And it also counts as a citation. So that helped out a lot on two fronts. One, the more online reviews she started getting, the higher she started ranking in the local search results.

**Don:** But, I heard a lot of business owners are afraid to go after online reviews. Because they're afraid someone is going to leave them a bad one. Was she nervous about that?

**Randy:** Yes. She didn't want to ask for reviews in the beginning. I forced her into it. And it took a while before we actually felt comfortable in asking. How do you ask your customers for a review? You're not used to doing it. Trying to do anything for the first time is [inaudible 10:43] . But, I just kept reinforcing how important it was. And, actually, I started the review process.

**Don:** You jump started it for her.

**Randy:** Yes, I started it. Basically, I took a list of all of our friends and family that are customers of [inaudible 11:03] . And sent them out an email saying, hey, this is what we're doing, and how important online reviews are if you're coming to our business, and would you mind leaving a short review on one of these two websites. They're all legitimate reviews. They're all from actual clients. But, they're just very, very friendly. I started that and I sent it out to the 15 to 20 friends and family customers. And then she started seeing reviews popping up after a few weeks. So once we started getting that momentum, then she felt a little more comfortable and confident in asking the patients that she was seeing for eye exams, directly for a review.

**Don:** Now, you said she checks her online reviews...

**Randy:** Yeah.

**Don:** ...because they are coming in. Right? There's something like 40 or 50 of them now. Right.

**Randy:** Yeah. Yes. So, it's kind of neat, once you get a process going. Then, the dashboard that we have. She really likes taking a look at that. She'll get an alert notification. She gets that. She'll take a look at the dashboard and kind of try to figure out, where the review came from, who gave her the review.

**Don:** She went from not wanting to do it to kind of being hooked on it.

**Randy:** Yeah. She definitely sees the value in it. Once we started that and, actually, once we started getting maybe a little bit over 10 or 15 views, she started getting more calls then as well. Because I think, one, it helps from a local search perspective in being able to get found. Then, as a second thing, just from an online reputation point of view. I mean before, she had zero online presence or reputation. Now, she's got like 40 or 50 on a few different websites. When people search, they take a look at all of the reviews. They start reading through the reviews. That seems to make a big impact. She says there's a... I mean. There was a time, when she says that there's not a week that goes by that she doesn't get somebody that said, a new patient that said, "The reason they came is because they read the online reviews.

**Don:** Wow. That's cool. All right. So, you've got website optimized. You've got the local listings and citations. You've got online reviews. Those are pretty solid tips, I'd say, and,

obviously, they're working. So, what about a secret? Is there a secret? Is there a secret you've learned that you'd share with people that maybe a lot of people haven't heard of before or that you thought was kind of surprising, as you went through this?

**Randy:** I don't know if there's another quote secret. A lot of things are surprising that I'm finding out. There are a lot of other little things you can do to compliment, like advertising on Facebook, for example. That's probably helped a little bit. There's doing little pay-for-click ads that we've been able to do for really inexpensively, maybe only like five or 10 dollars a month. It helps with branding, because now we're listed three times on a Google search result.

**Don:** Interesting. So, you've got the local listing showing up, then an organic listing, below, and, now, a paid ad right side bar. Right?

**Randy:** Right. So, we're showing up three times on a search like [inaudible 14:08] optometrist. But, we rarely have to pay for the click through on these, on the pay-for-click ad, because we are also listed in the local and the organic section. So, very few people even click on them the right side.

**Don:** That's interesting one. That's an interesting little trick right. I think. You know?

**Randy:** Yeah.

**Don:** Just to be able to use those really light-weight pay-for-click campaign to help to pay for the organic listings. Right?

**Randy:** Exactly. Exactly. It's good branding. There's always new things' coming up like we'll have the local tags for example. So, we're trying that out.

**Don:** Right. Right. Yeah. Well, hey. Those were great, Randy. I mean. Thanks for sharing. I think her sites been doing really well. So, I'm hoping these tips could help other businesses too. And very insightful, I think. Do you have anything else you want to talk about what you're working on, before we wrap it up? Or, any last things for our listeners.

**Randy:** In regards to local searches and optimization, I think those are pretty the main things I would focus on. Then, after that, it's kind of just branching out and complementing it. Right? With social media stuff, videos are really big.

**Don:** Content. Like we did, content stuff. Right? Content plan, which is another piece...

**Randy:** Then, ongoing content. It's not a one-time shot either. Right?

**Don:** No.

**Randy:** These are things you have to continually do. You're building a relationship with Google. So, those would be the main things, especially for anybody that's looking to start.

**Don:** Good deal. Thanks for your time, and I'm sure I'll see you tomorrow!

**Randy:** Thanks. Thanks a lot man.

**Don:** Bye.

**Randy:** Bye.

**Don Campbell** is President of Expand2Web where he helps business owners create [WordPress Websites](#) that get top rankings in Google search results. Find out more on his Blog at <http://www.expand2web.com/blog/>. You can also follow him on Twitter [here](#).