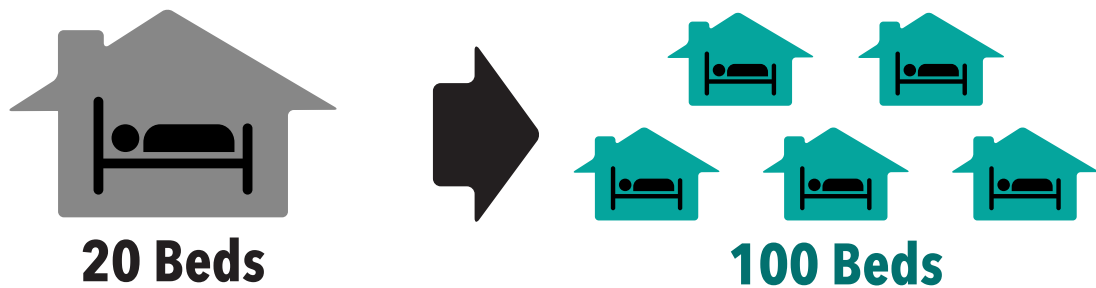
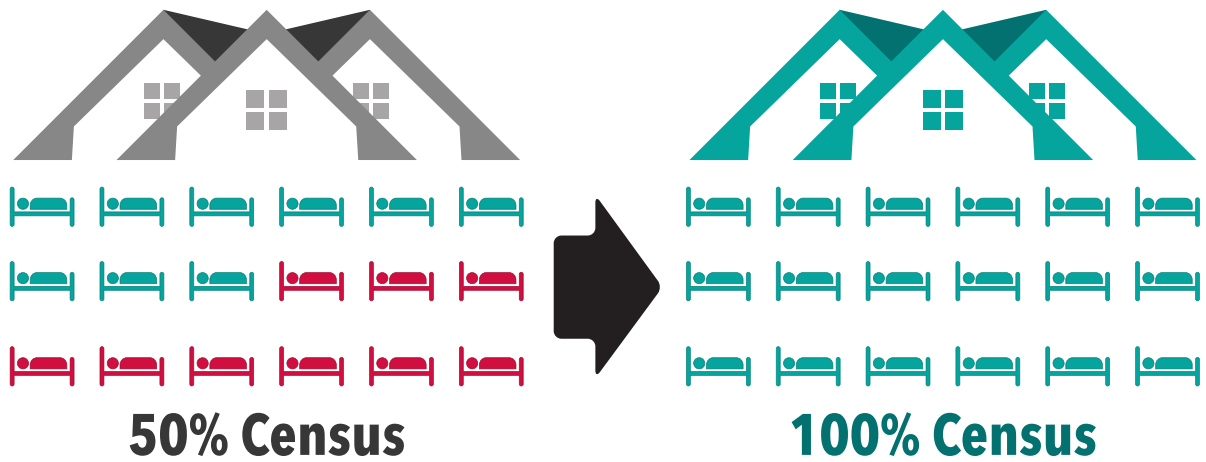


presents

Building a Better Drug Rehab Center Website



Introduction

Your website never sleeps. It's an employee who will interact with and educate your customers, and never take a sick day! Heck, it doesn't need health insurance either!

Your website is an important representative of your business.

Think of your website as a child for a moment: In the beginning it requires a lot of care and feeding. As it grows it requires occasional toys, but also becomes more self-sufficient. In college the expenses grow but the site is also now independent and able to contribute. A website is no different: in the beginning creating content for the site and organizing it all is a substantial amount of work. As the site matures, there's less daily upkeep even as it continues to improve the bottom line.

In today's world **we all have to become publishers**. Being a publisher requires very different skills than being a business owner or an LCSW. We have to be able to communicate our value propositions because it is what people seek when doing research in the drug rehab area.

Smart: invest in your drug rehab website

If you are in the addiction treatment space you need a website to compete. In today's competitive market, you need to become as good at lead generation as you are at treatment to thrive in this industry. There is a whole lot of competition in the addiction treatment space.

There is money to be made in drug rehab, as it can be a profitable niche, though, to be fair, many of us are more interested in helping people. Either way, making an investment in your website will help you provide the right fit for the addict. Attract the people you can help the most and you'll maximize your success.



Jim Peake has over 30 years of direct response advertising marketing experience. He was the catalyst for putting the Internet in the front page of every newspaper around the world for the first time with the chess event Grandmaster Garry Kasparov vs. IBM's Deep Blue super computer in the mid 1990's. Jim's main area of focus today is helping drug and alcohol treatment centers market their businesses in a hyper competitive market.

There are scores of reasons to make the investment in your website:

- 1) It's the gift that keeps on giving 24/7/365 - What employee can put in those kind of hours without a day off?
- 2) Your website is an asset, not an expense. The more time and energy you put into the website, especially on the content side, the more benefit you'll see.
- 3) The website is the first impression your prospects have, and it's a reflection on everything you do as a business.
- 4) The website is a critical aid to all referrals. People are savvy and before making purchases they now do research online. And they're only one click away from the competition. In a word, your website is a strategic asset.

Building a Great Website

There are lots of things you can do to improve your website, including:

- 1) Setting a Marketing Budget - If your monthly revenue is \$1 million, what should your monthly marketing budget be?
- 2) Keeping track of your website visitors - If you do not keep track of your visitors you'll never learn what they viewed and how they left.
- 3) Phone tracking - This is as essential as website tracking because most of your calls are coming in from the web, but how do you know?
- 4) Establishing Trust - What are you presenting to the visitor that will help them trust you and request more information?
- 5) Content - Your users are looking for current and detailed information. A website that has not been updated in months or years is dated and also will not rank well in Google.
- 6) Hosting - While this is usually last on the priority list, reliable website hosting, trustworthy backups and maximum site speed are essential.

- 7) Social Media – Social media sites are “outposts” and need to remain current too. Remember, there are a billion members on Facebook.
- 8) Design – If the website looks like it was designed by amateurs then potential customers can be turned off and leave without reading any of your marketing copy.
- 9) Distribution – There are many ways to get traffic to your website, but Pay Per Click Advertising (PPC) and Search Engine Optimization (SEO) are the best ways to build traffic for the short and long term.
- 10) Strategy and Budget – What is required for a website and marketing budget?

Keeping track of your website visitors

The easiest and cheapest way to track visitors is by utilizing both Google Analytics and Google Webmaster Tools. Both are free. Google Analytics can track both natural site traffic (“organic traffic”) and paid search results. If you are getting a lot of web traffic for the keyphrase “Florida Drug Treatment Center”, for example, then you can isolate the keyword, time and even their location.

Google Webmaster Tools tracks keywords, as well as incoming links to your website. Links are a big deal, but beware, if you buy links Google will eventually find out and your search-based traffic could diminish. Forward all Google notifications to your e-mail account in Google Webmaster tools so you know if any issues arise.

Make sure you configure these tools correctly, if you are not sure please contact us. If you don't, chances are you might never see important notifications.

Set up automated e-mail reports in Google Analytics and create customized dashboards. These reports can be sent daily or weekly. Goal conversions are also important, finding out how many users fill out web forms, for example, whether website traffic is up or down, and how many times did a video play. This also holds true with call tracking in Google Analytics.

Marketing Flow



Patient Leads and Phone Tracking

Phone tracking is critical because companies spend a small fortune getting prospects to their websites. Is the traffic you're buying converting? If visitors aren't picking up the phone, you need to fix it. Simple phone tracking is easy to do. Where it gets complex is integrating phone tracking with Google Analytics and your CRM system.

Problem is, there's a potential downside to sharing your phone data with Google. If Google knows your best converting traffic, could they manipulate their algorithms in ways deleterious to your business? At the same time their analytics packages are comprehensive and can be shared among your own team.

While Google has its own phone tracking system, it is both expensive and limited in capabilities. For example, you cannot score calls in Google's system. You can export the data into a spreadsheet then score the calls, but there is a lot of room for human error.

We believe that the secret to marketing your drug rehab facility is to score your calls. Good calls, bad calls, prospects, doctors, counselors, insurance companies, etc.

Revenue by CSR

Jen Smith \$4,700

Jack Roger \$10,500

Maria Denis \$1,500

[Rehab Call Tracking Metrics](#) is the industry-leading call tracking software. It lets you track search-engine-based and online-advertising-based calls, along with calls from social media properties like Facebook and Twitter, as well as offline calls from print, radio, billboards, even TV spots. Rehab Call Tracking Metrics integrates with Salesforce.com, a HIPAA compliant CRM system.

Lastly, Rehab Call Tracking Metrics also serves as a call center manager too, tracking the performance of your staff. How many calls, how long, who closed, how long before the call was picked up and much more are available.

Tracking Website Forms - Drug Rehab HIPAA Compliance

Visitor information and contract request forms should also be tracked. Google Analytics lets you track forms by setting up goals. You can tell where people came from and even the search keywords they put into Google.

If you are collecting personal data via web forms, it is highly recommended that you ensure your center is HIPAA compliant.

Do you know what the most valuable page is on your website? It's not the home page, it's your Thank You page! The website visitor has just requested more information. Thank them by giving them something of value: a special video, a handbook or similar. Give them something that both helps them remember your facility and moves them closer to admission.

Why Should a Website Visitor Trust Your Drug Rehab?

"Why should I trust you and your treatment center? My family is in crisis mode, I don't know you and someone I love has their life at stake."

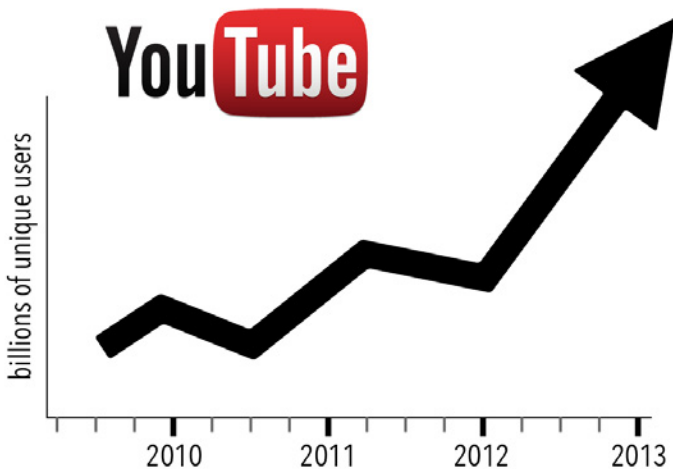
Shopping for addiction treatment is not an everyday occurrence. How can the treatment center gain the family's trust? There are many ways:

- 1) Branding – One of the most important elements of building trust.
- 2) Industry Reputation – Having therapists and other professionals send you patient referrals.
- 3) A professionally designed website – Your site should not look like a fast food restaurant, sports team or gossip site.
- 4) Articles to be published in magazines and newspapers.
- 5) Television – Gain visibility and post your interviews on your site.
- 6) Professional organizations – Be certified in the addiction treatment industry with recognized groups like [The Joint Commission](#).
- 7) Testimonials – Testimonials authenticate and "sell" better than any ad copy.
- 8) Videos – Let visitors tour your facility and meet the staff.

In fact, video is critically important. You become your own TV channel, you're the producer, writer and editor of all the content. You have complete control over your message. Does it require work? Yes. Does it require time? Yes. Can online video deliver results? Yes, big time!

Video is not only important for trust, testimonials, content, social media, search and advertising, but people prefer to click on buttons and watch vs. reading. If your video appears in a Google search result your likelihood of catching their attention is 50-100X greater than a simple text link.

Worlds 2nd Biggest Search Engine



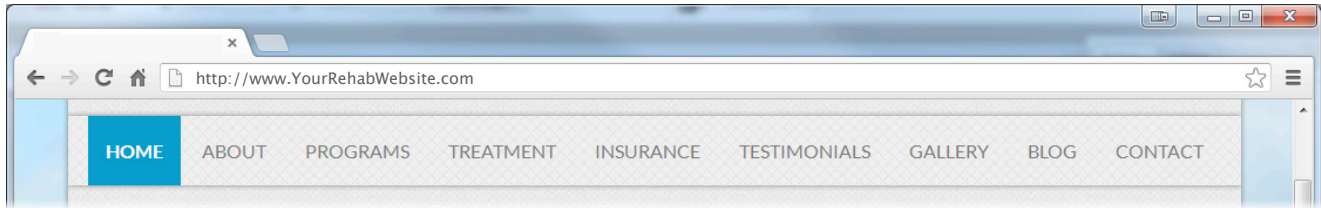
Content, Especially in Drug Rehab

The Internet is a huge mountain of information. There is so much online that it can be hard to find good information. All the best websites publish great content. Think ESPN or Wikipedia. Both websites publish lots of new content daily. Their content is also of very high quality so users keep coming back and so does Google, which ranks both of them high in search results.

Drug rehab sites need to do what companies like ESPN does; continually create great content in your field of expertise, addiction treatment. If you don't know what to write about, start by interviewing people. Content is also shareable: create a video for your site and you can share it on Youtube, Facebook and even Twitter.

The real benefit of content creation is when others share your content. If you have your own channel or website, you can publish whatever you want, so talk about current events, tying them back to your drug rehab center expertise.

Formatting Website Content for Google



In terms of building drug rehab websites, keep them simple and target multiple niches. For example, you could have individual sites for Equine Therapy, Location Based treatment facilities, Treatment for Teens, and Treatment for Men. When you put up these different sites, however, you do not want to call them all "ABC Drug Rehab". If you have a different house for men and its called Riverview then that needs to be "Riverview Rehab", not ABC Drug Rehab.

More detailed information should be available under each main navigation heading. If the center is part of a larger medical facility it usually makes sense to set up a separate site, tied to the main medical center site.

In larger organizations it can be a huge challenge to either add the business on a new domain or take the business off the main domain. If you want control of your lead generation you may want to consider this. It never hurts to have another piece of Internet real estate in the Drug Rehab space, adding an additional website is the easiest way to go.

Maybe you have more content than actually fits in the simple navigation scheme shown above. All the additional content can go into a blog. The blog then needs to be categorized properly under the different headings. Blogs are also search engine friendly and it is easy to get new content added to Google almost immediately after publication.

Worth knowing is that if you publish daily your content will have greater visibility than if you publish once per month. You want to create an authoritative website that publishes quality content: don't publish content for the sake of publishing content though, make sure you have information valuable to the reader.

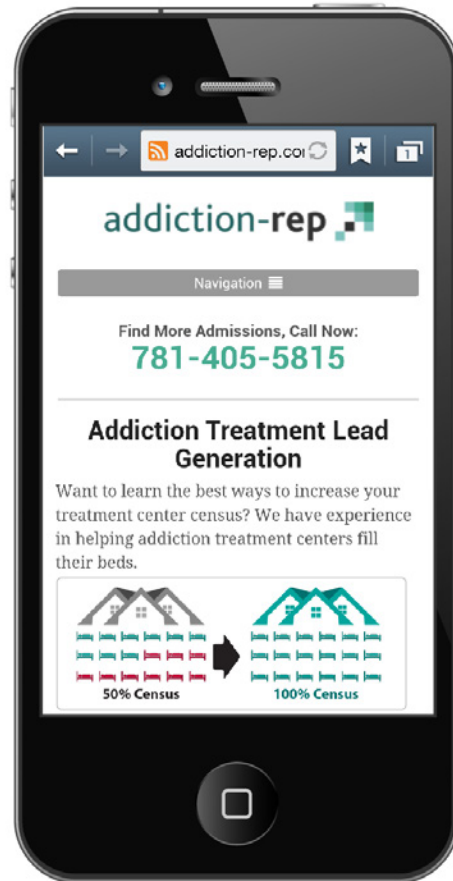
Formatting Content for Users

A significant portion of your website traffic comes from wireless mobile devices. Some clients see as much as 33%. Pay attention. Take a look at your website on an Android, iPhone and iPad to see what it looks like. If your website looks bad all that qualified traffic coming to your website quickly leaves again.

Google Analytics has made significant changes over the past year to make it easier to track mobile and social media. Mobile is growing at a rapid pace.

When formatting for Mobile, an easy tip: make sure your visitors can click to call you.

The website to the right was specifically designed for a mobile browser. It has the company logo, the call to action, the click to call number and a graphic image.



Technical Considerations

If you don't have [Google Analytics](#) and [Google Webmaster Tools](#) installed on your website then do so ASAP. This is absolutely critical. Without having these two tools enabling you to analyze site usage, you are just leaving the door open without knowing who is coming, how long they stay or why they leave.

Drug rehab websites are mostly for lead generation. In the "lead gen" environment it is common to use an open platform like Joomla, Drupal or Wordpress. We build all of our sites in Wordpress. Because it is search engine friendly, it scales and it is an open platform. What this means is if you change developers there are thousands who know Wordpress. It's also client friendly and your treatment center staff can easily publish additional content with minimal training.

Wordpress has its own administrative and maintenance requirements, and needs to be updated frequently. Some hosts can do this for you automatically or you can hire a [Wordpress developer](#) to keep your system current.

Website speed is also critical for users and search engines. Too many plug-ins and widgets will cause your site to load slowly. There are hundreds of web-based tools that can help boost website performance. Most of these are SEO tools.

There are also tools that can help you keep up on the competition. For example: [SpyFu.com](#) will let you know your competition's daily ad budget. [Compete.com](#) will give a benchmark on website traffic, and [Quantcast](#) offers some demographic data. [Google Webmaster Tools](#) can reveal how many inbound links your site has, and SEOMOZ's [Open Site Explorer](#) offers similar data for your competitors.

If you are not backing up your website and its content, you are at risk. Replacing pages after being hacked or having a system crash is one thing, but replacing content and comments is a lot trickier. You want all of your content. Set up a system to do the backups or hire a team who will back up your website and content daily.

Social Media - Outposts Delivering Traffic

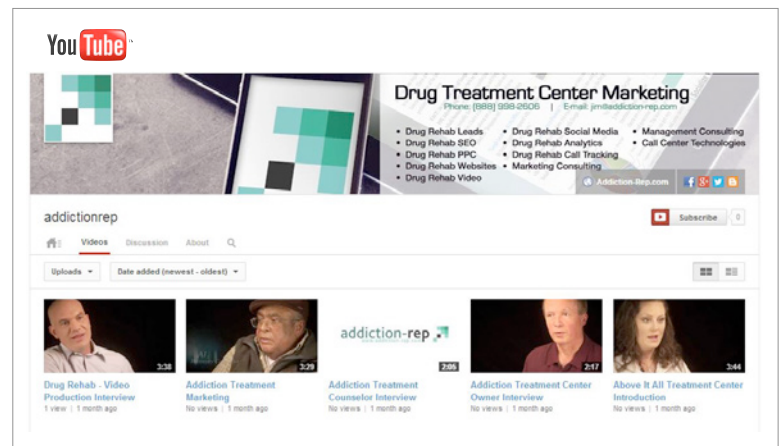
Social media traffic is highly trackable, both clicks and phone calls. We know of a couple of treatment centers getting leads from Flickr, of all places.

Tip: Use a separate phone number on each social media site. Use [Rehab Call Tracking Metrics](#) if you don't have a call tracking system.

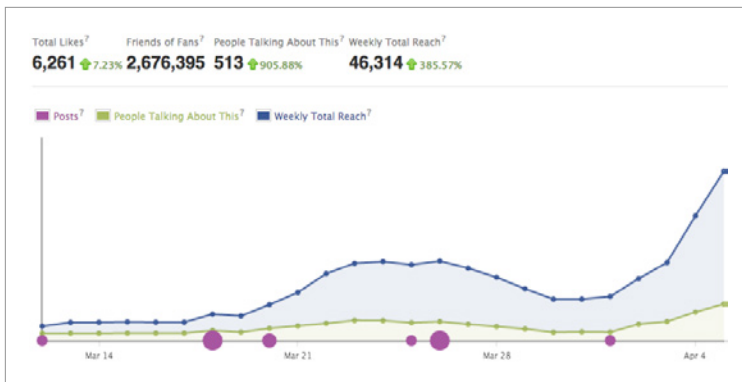


Social media is a necessary part of any online marketing efforts. Think of your website as the hub, with the spokes leading to different blogs and social media sites. Google is paying attention to your social media engagement which means it is smart to be doing it and doing it well. It's analyzing not how many followers your business has, but how many are interacting with or sharing your content.

YouTube Channels – YouTube is our favorite social media site. Video is the most valuable content and can also be embedded in any blog or website. Video can also be rated, commented on, and shared. When videos get a lot of views, good ratings and lots of shares they can show up in the search results too. If a video shows up in search it has a 50-100X greater chance of being clicked on than a text link.



Facebook Fan Pages – There are over one billion people on Facebook. Build a fan page and spend enough on Facebook marketing to ensure a respectable number of “Likes” to gain credibility.



Twitter – Twitter has reach. Twitter is excellent for announcements and article sharing. To gain more followers share other people’s messages, even if they are your competition. Interact with thought leaders in the industry and share industry statistics; people love stats.

LinkedIn Company Pages – LinkedIn is an important network both for connecting with professionals and for referrals. If you offer a unique service in the drug rehab area a presence on this site can help you get noticed by professionals or other centers.

Flickr – Google loves video and text, but it also loves images. Set up a [Flickr](#) account and start creating sets of images. Tag the image sets with keyword phrases that can then help those images show up in Google searches.

Drug Rehab Center Website Design

In today's world a user can hit the back button as quickly as they clicked the search result to get to your website. Creating an engaging and professional site is a must.

A family seeking treatment is pouring through a lot of information. It is up to the drug rehab website to take the burden of analysis away from the family and onto your site: Clear, simple and trustworthy. Here are a couple of design tips:

- 1) Have a professionally designed logo – Image = Trust.
- 2) Put your phone number front and center.
- 3) Have Trust Icons, and put them near the top of the page.
- 4) Add testimonials on the home page – Develops trust and lowers risk.
- 5) Add images of the treatment center facility on the home page.
- 6) Include a location map on the site – be real and show your actual location.
- 7) Include staff photos on the About section.

Some clients feel that they have to put all their content on the homepage, but that can backfire. You need to reduce information overload. Simple messaging, build trust and add a call to action that’s all that is really required. The only thing you want to do when the prospects get to the home page is call. Keep it simple!

Need a Rehab website designer? See RecoveryWebsites.com.

Buying Traffic for Your Drug Rehab Site

Advertising online is the fastest way to get qualified traffic to your website. It is also the most expensive way to get traffic to your website. It can be a very expensive education. First your website has to be optimized to convert visitors to prospects. Ads can run anywhere from \$1 to \$75 per click.

The challenge in drug rehab is that there are new companies moving into the space, companies that are driving up the cost of advertising. This is good for ad networks, but bad for treatment centers. Another challenge: treatment centers hiring online advertising professionals who have no experience in the rehab space. You end up paying while they're learning on the job.

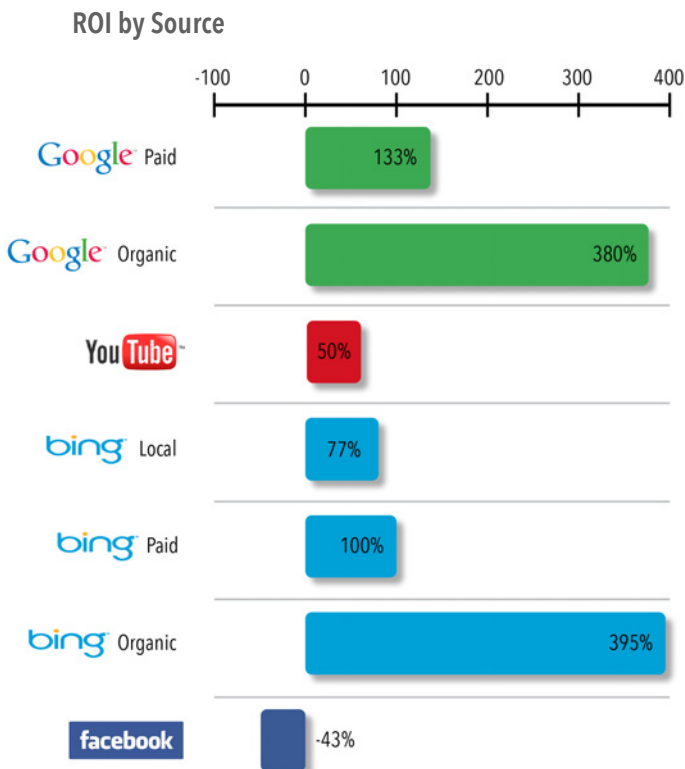
Buying Search Engine Traffic

It is not easy to optimize your site for search engines, especially in the highly competitive drug rehab space. Every rehab center really needs a team of experts to help them if they're going to be successful. Search Engine Optimization (SEO) is all about content. Google wants us all to publish high quality content, but who has the time?

What Google really cares about is links from other sites. They are the basis of how sites are ranked, with other signals like domain age, site maps, PageRank, comments, and social media shares. If you create great content you can get tons of people linking to you. If the incoming links are coming from good sites Google will start to push your webpage up in their search results.

The problem is that to gain popularity your treatment center needs to get creative. This requires time and expertise. It is also best to make sure that your keyword strategy is integrated with your SEO and social media strategy. A good social media strategy will get you additional inbound links. You will also want to do a [full website audit](#) before you make significant investments.

Lastly, in order to get those SEO friendly links you need to rank for hundreds of keywords, which requires a lot of quality, well written content.



Inbound Marketing



Drug Rehab Marketing: Strategy and Budget

Strategy requires planning and research. You need to do competitive research to effectively compete with their websites and activities.

The fastest way to develop a strategy is start with a website audit. You can then develop a strategy to determine which are the best resources inside or outside your firm to execute on the strategy.

It is best to break the strategy into two parts:

1. On Page – Content Creation and Management
2. Off Page – Driving Traffic to Website

Hire professionals to manage ad campaigns for you unless you know exactly what you are doing.

The on page website strategy is easy and we've discussed it in detail throughout this document.

Off page traffic is difficult and expensive. You can either pay for traffic using advertising or you can grow using SEO, which takes more time but has far greater long term benefits. Either way you will have to pay someone to manage the process. The challenge becomes identifying and analyzing the traffic that converts. For testing conversion-related changes to the site your sample size needs to be at least 200 phone calls per ad source.

Once you build a web page or upload a video it stays online forever. If others like it and link to it then it will become more visible in the search results. In order to support this strategy a strong website foundation needs to be laid, coupled with a strong offline marketing campaign to drive traffic to the site.

Conclusion: The Bottom Line

You have to spend money to make money is a true statement in the online world of drug rehab facilities. A website is just one piece of an overall marketing strategy. It can be the most important piece.

If you have a treatment center with 20 beds and you charge \$10K per month you will bring in \$200K per month in revenue. If it's up to your marketing efforts to fill those beds you will need to spend at least 20% of your gross revenue on marketing. In this scenario you are looking at \$40K per month for marketing. This includes someone to answer the phones, someone to create content, someone to manage SEO and someone to run online advertising campaigns.

For a brand new treatment center, 40% is a more reasonable expectation for the first 3-6 months.

You can try spending less than 20%, but remember that most drug treatment centers are struggling to keep a 50% census. Just as risky: treatment centers that are at full census, and curtail their marketing efforts. Their census drops and they then have too few prospects to return to that 100% mark. It is just smart to keep a steady stream of leads coming in. You can always wait list the best ones and refer the others to qualified partners.

The key takeaway: Don't wait to improve your existing marketing efforts! Execution is the key. Call us at 617.674.1487 and we'll get you on your way to 100% census today.

To Your Success!
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Bio:

Jim Peake has over 30 years of direct response advertising marketing experience. He was the catalyst for putting the Internet in the front page of every newspaper around the world for the first time with the chess event Grandmaster Garry Kasparov vs. IBM's Deep Blue super computer in the mid 1990's. Jim's main area of focus today is helping drug and alcohol treatment centers market their businesses in a hyper competitive market.

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