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Links/Tools

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## PERKS OF BEING A K&L CLIENT

Some of you may have noticed a new perk with your website hosting account. We are now giving a full year of search engine submissions if your invoice is paid within a certain amount of days. Since we began this back in March we have seen a great success and our clients who are receiving this bonus incentive are also reaping the rewards!

Beginning at the end of this month we will also be rolling out a 6 and 12 month search engine submission package for those that have not qualified for the incentive bonus.

Our search engine submissions are done monthly and each domain is submitted with all URL's within that domain to over 10,000 search engines world-wide.

Another perk of course is

keeping our clients informed of what's going on within the world of internet marketing.

If you are new to our newsletters, you might want to look at past issues to see what you have missed so far!

Do you know someone who needs a website? As an unadvertised special we are offering the following referral perks:

**Search Engine Submission:** Refer a customer to us that orders 1-2 pages and receive a full year of search engine submissions for your website. This will be added on to any submissions you might have already.

**Free 2 hours of website management:** Maybe you would like to freshen up your

content or maybe you want to add a page (content page only, does not include form pages). Refer a customer to us that orders 3 to 4 pages and receive 2 hours of website management which will include text content changes, or maybe an additional page. (Can only be done for websites we have designed and is good for up to 2 hours of our time.

**Free Form Page with email results configured.** Refer a client who orders 5 or more pages to us and receive a free form page which is configured to send form data results to your email. Gather additional information from your potential client.

For additional information on this referral service, email us at [linda@klmediallc.com](mailto:linda@klmediallc.com)

## LIMITATIONS OF A WEB-DESIGNER

Every once in a while a client will purchase a website and immediately ask, "Where is my website." I completely understand this question, especially with a client that is new to the business and does not quite understand the steps involved with creating a website. I would like to take this opportunity to clarify the position I take when designing websites for

medical billing companies. Yes I know medical billing and I also know website design. However I don't know YOUR business. While I am here to guide you in the steps in creating your websites, I have my limitations due to legal liabilities. One of the things I can't do is write your content for your website. Let's look at this

practically, while I know the business, your business is a reflection of YOU and your services. I'm happy to guide you and advise you on things I think might need some rewording. Ultimately it is your responsibility to write your own content. Another thing a web-designer should never do is take content or design from another website regardless of who supplies it.



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## DON'T ASK... TELL!

Having designed so many medical billers websites has given me a great opportunity to size up what works and what doesn't. I found that some of the most common marketing techniques apply such as never starting out a paragraph or sentence with a question. State facts, not ask questions. For example, why ask a doctor if he is tired of claim rejections? Of course he is tired of them! Rather than asking this mundane question, instead consider stating a few points such as : "If you are tired of endless claim rejec-

tions, and low reimbursements, XYZ Medical Billing Solutions is the solution for you." This tells your site visitors that you are confident in your services, you don't need to ask the obvious.

Let's look at another. Rather than ask "Do you want more time to spend with your patients rather than on tedious insurance billing and problems?" Well this is a loaded question for sure. First of all, doctors probably want more time period! So rather than be so descriptive by asking

them what they want to do with that time, why not simply state "Gain more time for yourself and your patients by using XYZ Billing Service!"

Again you are stating a fact you are confident in and it shows.

This can be said of all your marketing materials and not just your website. These small statements of fact can be powerful present and should be front and center on the first page (home page) of your website.



Don't ask your potential questions. You are there to educate and provide your website visitors with the image of confidence and assurance.

**Don't Ask... TELL!**

*I just found out that my company name is available as a domain name but I already have my website, what do I do?*



## A BETTER DOMAIN NAME COMES ALONG

If a better name comes along that's great, but do you scratch the one you have or create another website? No that's not very practical. Your website if you took the time to market it is already out there in the search engines, the last thing you want to do is lose that presence. So what can you do? Register as many domain names as you want, visit the login of your domain registrar and simply "point" those names to your current

website. That's the simplest solution and the most cost effective.

As an added bonus you can even submit the new URL's to the search engines since they forward to your website that's already out there. No harm , no foul. You can even use the additional submissions to submit to different categories and track the results in your website statistics. See which categories are bringing

you the most traffic.

I have approximately 80 domain names all pointing to 5 or 6 current websites. Domain names are very inexpensive (\$8-\$10 a year) and adding a forward is just a few dollars more.

## FIVE INTERNET MARKETING TECHNIQUES THAT WORK



1. Track and watch your website traffic! Most hosting providers offer traffic statistics for their customers. If you are a K&L client, your stats can be found within your control panel. Particularly you want to analyze your stats for such things as; where your visitors are leaving your site, where are visitors coming from. Perhaps if they are leaving mostly on a particular page, consider revising that page or freshening it up a little.
2. Link to non-competing but quality companies in your industry. This is pretty straight forward advice. Some good links for a medical billing company would be links to claim forms, coding books, or publications that might interest physicians.
3. Keep your content fresh! Many internet browsers will mark a page to re-visit. You want your website to be one of them. Keep your informa-
4. Stand out! Create a web presence for your business that stands out and calls visitors to action. Create offers, incentives or maybe even a contest!
5. Compare your site to other sites that rank higher in the search engines. Find out what they are doing to rank higher and see if you can't learn a trick or two!

## COMMON OR NOT-SO-COMMON MISTAKES MADE WITH A WEBSITE

Naturally, I have seen a few common or not so common mistakes made on websites and some I have made myself. Below I will outline some of the more common mistakes. Some are not so obvious.

1. HIPPA or HIPAA? They sure look similar don't they, however this mistake is probably the biggest one I've seen and made myself. Watch for spelling errors!
2. Using both the first person and second person inconsistently. This is another common error made. Choose how you want your company to be portrayed. If you are a small company or a one-person business
3. Stating your fees and/or being too detailed with your pricing. This is sort of dangerous in our industry since there are so many variables needed to price our services. It's best to stick with such wording as "cost efficient", "affordable" or a simple statement on how your
4. Copying someone else's website or design! This happens much too often for my taste and trust me when I say that doctors or office staff looking for a medical billing company have probably noticed this. Create your own unique presence and don't take such an incredulous and libelous risk.
5. Don't use annoying pop-up ad's, especially be careful about linking to sites that contain pop-up ad's.
6. Don't use free hosting where your domain name is ridiculously long and the hosting provider is more interested in advertising than anything. You get what you pay for!

## TO FLASH OR NOT TO FLASH...?

There is no question that if used correctly Flash Animation can make your website sing! The trouble is going overboard. While flash helps improve the look of your website there are some down-sides to using it throughout an entire site. One such down side is functionality and search engine friendliness. Flash code tends to get a bit messy when it comes to meta tags. Flash can also cause pages to load slower and leave dialup

customers frustrated. If you have your entire website in Flash be sure your web designer keeps in mind that you want your site to be search engine friendly and the code should be clean!

### STAY AWAY FROM SITE TEMPLATES AND WEB SITE BUILDERS!

While the price might be right and the templates might be nice to look at, there are many pitfalls to templates and website builders. First remember that these are site templates so the same

design is floating around in cyberspace quite a few times over! With website building software on a hosted service provider most likely your site is proprietary to that hosting solution which means if you want to switch hosting providers you can't take your design with you.

If you must use flash, keep it simple (remember in our last issue... KISS!) a doorway page or a small animated portion done in flash can be just as effective as a full website in flash, your customers will appreciate the fast loading time and search engines will pick up on nice clean code!

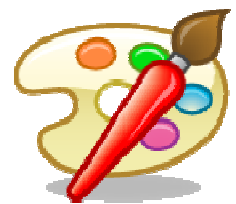


## WHAT'S IN A COLOR?

Colors are often the first thing people notice when they visit a website. Bright colors can easily cause a person to leave your site immediately. **Loud backgrounds** are especially annoying since they divert the eye from the content and focus of the website. Even the most well written website can tank if colors are off. Try also to stay **gender neutral** with your colors, stay away from too many pinks, mauve's or purples and if using neutral colors such as blue, try to stay with navy bkue or sky blue and break up the color with another color. Your content should be clear and easy to read and the eye should float naturally to the content.

Consider keeping your text in the whitest area of your site. Remember to try and stay away from animated clip art or clipart that is too distracting.

Try to remember that your color scheme is not just about what **your** favorite color is, keep your website visitors and market in mind when choosing a color scheme. **Blue** for example is very professional, however **COBALT Blue** is too bright and very distracting. Likewise the color "**red**" can invoke frustration, anger, if using red be careful to choose a darker more neutral red and only as a contrast color, it should not be the only color an eye picks up on. I can usually get a feeling about color after I talk with a potential client and I like to give suggestions on various color schemes.



Choose colors that are **soothing**, **professional** and **not so hard** on the eyes!



Do you have an idea or something you would like to see in our next issue? Email me at [linda@klmediallc.com](mailto:linda@klmediallc.com)

## Technical Support

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## ARE YOU CHECKING YOUR EMAIL?

I've seen this many times. A client who has never had a website and maybe has had the same email address with AOL for years, obtains a website, sets up their domain email, the email is displayed on the website, forms are setup to gather data and send it to that email and the client never checks their email.

It's fine if you prefer to have all of your mail directed to an email address you have been using steadily over the years, but if that's the case, display THAT email on your website or you are going to miss out on potential customers!

In addition to missing important email, not checking your email allows the email box to get cluttered and depending on the space allocated to you by your hosting provider it wouldn't be too long before a potential client receives the dreaded "Mail Delivery Failure" and that is never good for

business. Utilizing your domain email is simple. If you prefer getting all your mail at one spot, consider an email client such as Microsoft Outlook or Outlook Express. Both have features that allow you to configure unlimited email accounts, mail from any account you want and download mail all in one spot. If you are constantly on the road or away from home, then you might want to consider using your hosting providers web based email client. Just be sure you understand that these web based clients can be very generic and lack some bells and whistles you might find helpful in arranging and organizing your business mail.

Another solution is to forward your website email account to the account you are used to checking frequently. Again there are some down sides to this method as well. For one spammers love mail forwards because it allows them to loop through several locations to get to you. Second, if you receive

an email to your account for example "Hotone@aol.com" you won't be able to reply from your website email account but rather from that AOL address, and in many cases that might not be very professional or appropriate.

Consider all your options before you decide which email address you wish to display professionally. Also consider the method you want to use the most and how you want to manage your email. I particularly like the organization that Microsoft Outlook offers me as I can setup many different folders, tasks and even reminders. It also integrates nicely with my contact management software. If I am on the road I like to use LogMeIn so that I don't have to go all over the internet to get my mail from my hosting provider and ISP's web based email client. I simply log in and get my mail from my work computer. For more information on LogMeIn, visit [www.logmein.com](http://www.logmein.com) for more information on Microsoft Outlook, visit [www.microsoft.com](http://www.microsoft.com)

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