

# ACHIEVING ONLINE MARKETING SUCCESS

## Q&A WITH DR. THOMAS TIPPINS, URBANDALE DENTISTRY

**Q: What challenges in your business or industry influenced you to look for an online marketing solution?**

A: About 10 years ago my Office Manager said, "We need a website." So, my computer guy created a website, but it was ugly and we weren't ranking well in search results.

**Q: What criteria did you have in mind for an online marketing solution?**

A: My only criteria was that I wanted it to rank on page 1 of Google's search results, and that's where I am.

**Q: How did you search for a solution to your problem? (i.e. asked peers for recommendations, researched online, etc.)**

A: I knew my current site wasn't working, but I didn't know what to do about it. I happened to come across another practice's website that was the most beautiful site I had ever seen. I scrolled down to the bottom and saw that it was from ProSites. So, I looked up other ProSites' websites and they were all beautiful. The next day I called ProSites.

**Q: What did you find most attractive about ProSites and/or our solution(s)?**

A: The first thing that stood out was the aesthetics. As a client, I also like the web editor, which allows me to make changes - I use it all the time. Plus, the people I talk to at ProSites are very friendly and extremely helpful.

**Q: What benefits have you experienced from working with us?**

A: Now when people search for Urbandale dentists, my practice is at the top of Google's search results.

**Q: What specific results have you seen from implementing our solution(s)?**

A: I don't think my previous website ever brought in a patient, but with ProSites we average 30 new patients a month from our site.



**Service Highlights:**  
Pre-Designed Website

Dr. Thomas Tippins, Urbandale Dentistry  
[www.urbandaledentists.com](http://www.urbandaledentists.com)

**Now when people search for Urbandale dentists, my practice is at the top of Google's search results.**

ProSites is the largest provider of website design and online marketing solutions for dental professionals. Our comprehensive suite of online marketing solutions includes website design, search engine optimization, social media management, and pay-per-click advertising.

To learn more, call (888) 932-3644 or visit [www.ProSites.com](http://www.ProSites.com).