Secrets of Driving Traffic to Your Website
Paul Taubman

Pat: Hello and welcome to Legal Nurse Podcast. This is Pat Iyer and I have with me today Paul Taubman who's president of Digital Maestro. Paul and I have been connected for probably seven or eight years. We met at a coaching event and discovered at that event that we were working about 20 minutes away from each other and had never met.

Paul has been a real great asset in my life since. He's an expert in WordPress; he has deep familiarity with WordPress websites. He's been building websites and working online since the mid 1990s. Paul started with simple computer codes and now works with a great deal more sophisticated technologies. He creates websites for his clients. He encourages visitors to engage with him through blogging, blog challenges and a number of other techniques.

I know that the legal nurse consultants listening to this have heard me talk in the past about WordPress as an important aspect when you're thinking about a website. I'd like to start Paul by welcoming you to the show.

Paul: Thanks Pat. I just want to let you know that when you said that we've known each other for seven years my first thought was "Oh my gosh, that's like eons on the Internet". When you made reference to the fact that I've been doing sites since the 90s now I really feel old, so thank you for a nice introduction.

Pat: Well you're not that old, Paul. I think we all have discovered that age is relative as we get older. Our definition of old keeps changing.

Paul: Yes, but when we're talking about being online in the Internet that's even more accelerated than dog years I think.

Pat: That's true and I realized the other day when I was thinking about it that I have had a website for 20 years. My first website was in 1996. It was definitely not a WordPress website. It was all code and very

funky looking, but let's talk about how you got started with WordPress.

First of all for the people in the listening audience who don't know what WordPress is, could you explain what that is?

Paul: You mentioned when you started you built your website in something that wasn't WordPress. Probably back then the only thing we had was HTML and that's one way that you can build a website. You can build it in HTML. You can build it in other platforms like Joomla or Drupal or ASP. There's just a whole bunch of different ways that you can build a website. You get to choose which way you want to do that when you decide that you are going to have a website.

WordPress is the most popular way today to build a website. It's a way that you can build it and then easily maintain it going forward so you can add content, images, articles, blog posts and all that kind of good stuff in a relatively straight forward, simple manner.

Basically if somebody can write an email, use Microsoft Word or a word processor they can maintain a website with content going forward once it's built. That's what WordPress is and it's been around for several years now. It had many different iterations. It's just a great way for people to get started going online.

Pat: I know that you got started with websites as you said in the 1990s probably around the same time that I was talking about in 1994, 1995 and 1996 when people were becoming aware of the ability to use websites and the Internet as a way to communicate. The Internet started off as something that was not available for the common man, for wont of a better word. We sort of infiltrated and took over.

How did you evolve into becoming an expert on WordPress?

Paul: I certainly didn't start out trying to be the expert in WordPress because it didn't even exist at that time. I remember when I first started and built my first website I contacted a publisher of a printed directory. Because at that point Google and search engines like Yahoo didn't even exist. There were physical books that were directories of websites. I remember contacting them to see how I could get my own

website in there. Back then WordPress didn't exist. It wasn't around and it was just straight HTML.

I started out building sites. I won't give you the whole 40 hour story of this, but I had clients who I built sites for and I was maintaining them. At about that time I guess the late 90s or early 2000s the real big buzzword that started was *ecommerce*. You don't really hear that as much today as you did back then because the Internet was just starting. People were realizing that they could make money off of it. They could sell things through ecommerce. That's when the whole big Internet marketing push really started coming.

I decided that I was going to look into learning about what this ecommerce and this Internet marketing was. I actually took a course. The course that was offered was all about how to market your products, how to build a website and everything that you needed to do. It was an A to Z type of course.

During that course they were teaching people how to build their websites with WordPress. But being the snob that I was I was like, "I don't need this WordPress stuff. I'm a real developer. I actually code." That was what my background was. I had a technical background in computer programming. I decided to take this course and just learn all about the marketing aspects and apply it to what I'm doing with my websites.

When I took the course I learned a ton of stuff. I was thick headed and I really just concentrated on the marketing aspects. The beauty about this particular course was that I was allowed to take it again. Every time you take a course even if it's the same information you're in a different place. You have grown and you know more. I thought that I might take it again and see what else I could pick out of it.

As the course was getting ready to start, maybe a day or two before, I had this brilliant insight. I was like, "You know these people who I'm taking the course from they're the experts. If they're telling me that I should do this WordPress thing, let me at least check it out. Let me go through this course again with a new eye to learning WordPress." I

kind of hunkered down. I put my ego aside. I took the course and I learned about WordPress.

Somewhere in the middle of that learning I had this brilliant epiphany of, "Oh my gosh, this is a great tool". Once I build a site for somebody my own clients will be able to log-in and make the changes themselves. They didn't have to rely on me if they decided that they wanted to have sale next week or if they wanted to put up a promotion. They didn't have to contact me and have that whole back and forth business that we used to do. I would be able to teach them how to change the content because it was relatively simple enough once they knew. It would just make things so much better for me, so much better for my clients and it was just a great solution.

After that point I've converted all of my clients but one to WordPress and they are going full force. From that point on I became a student of WordPress and learning. There's always learning. The amount of studying and time that I put into it just has naturally turned me into the expert that I am.

Pat: That's a wonderful description of an evolution and also of an epiphany that you were not initially ready to hear the message, but then when you heard it really made sense to you. That's so much of what learning is today.

I know that people who have websites are focused on presenting their credentials for their business. This is the focus for the people who are small business owners. One of their big concerns is how to get people to see their website.

How do they get traffic to come to their websites? In this case, legal nurse consultants want to share with their prospects, their attorneys. They wish to attract clients to show what they can do to help the attorney. Can you share with us some of the common ways that people can get traffic to come to a website?

Paul: Sure. I think one of the myths that is out there is the Kevin Costner *Field of Dreams* quote where they say, "If you build it, they will come. If you build it, they will come." People will think I'm going to

have a website built or I'm going to build it myself, have my online real estate and people are just going to come to my door.

That's really not the truth. You can have a website out there, but if nobody knows about it they're not going to find you. They're not going to come to your door. That's why traffic is so important. When you build your website really that's only Step 1 of a whole bunch of different things that have to happen in order to be successful online.

You do a lot of publishing and writing with your books right Pat and you know that simply writing the book is not the end of everything. You have to promote it. You have to get the word out. In some cases people do book tours. There's a whole plan in place in order to become a successful author. The same thing is true with your website.

Specifically talking about traffic the simplest way is just to tell people. Let them know that you have a website. We usually start out by sending an email to our friends and family saying, "Hey go check out my website." In a sense that's a form of traffic. People are going to your website.

The next thing that you want to do once people give you their opinions and everything, and you start to see what happens is that you can do things with social media. A lot of times people pooh-pooh social media thinking it's just a fad or nobody is really doing things with it. Social media and promotions of websites to drive traffic to get people to your website is really a great way to do it.

The thing about social media (and by social media I'm talking about Facebook, LinkedIn and Twitter) you can easily tell people about your website, what you're doing, what you have on there and provide a link back to your website or back to that blog post or article.

If you're on Facebook, you automatically have an audience of people that are your friends, contacts or business associates and the same thing with LinkedIn. When you publish something on your wall or you post an article in there, you can have a link back to your website and people will find you that way.

These are very cost effective ways because there's no cost to it. You can send out a tweet on Twitter to people and let them know that

here's a great article. Include an image so it will catch their attention. That itself will get people to your website.

There are other ways of course where you can actually pay for advertising. You can do things on Facebook or Google, Facebook Ads or Google Ads. You have probably seen these when you log into Facebook on the side. The thing with Facebook and Google Ads and different types of advertising is that you really can get targeted to the audience that you want to reach.

When you just post on your Facebook wall who's going to see it? Just some of your friends, family and acquaintances. Not everybody is going to see it. If legal nurse consulting is your niche and you want to attract and work with attorneys, chances are the people that you interact with on Facebook may not be all attorneys. You may think if I just post it on my wall all my friends and family are going to see it, but that's not going to get me business.

When you actually pay for that traffic or pay for those ads you can say, "I want to show this ad to attorneys in this particular geographic area with this type of specialty." You can really narrow down the demographics of who is going to actually see your ad. When they see that, they're going to click on it and that can drive traffic to your website.

There's several different ways of doing it. That's just using social media and doing some advertising. I can continue on if you want more.

Pat: I think that's a great start. It sounds to me as if you have to have some thought process and some skills in order to be able to get that traffic to your website. What are the skills that you think are critical to be able to implement that kind of plan?

Paul: My first thought was they're not critical, but they're really nice to have. If you put some thought into your target market that you want to attract, yes that's going to help. Do you need the skills? You are going to start probably with no skills in the beginning and kind of learn along the way or you can hire somebody to help you with that.

Some skills that have been critical in getting effective website traffic: one of the things you need to concentrate and think about going back to your point is, "What's your timeframe?"

A lot times people say, "I just wanted to use free traffic." Free traffic is absolutely beautiful. Nobody will say, "no" that they don't want free traffic. Anything you can get for free is generally a good thing.

You will get organic results in Google, meaning when you put your website up there when Google finds it and when Google indexes it. When somebody types in "Legal Nurse Consultants in New Jersey" it's not a sure thing that your website will automatically be found and ranked highly in Google. If you don't do anything, if you don't pay and you're just looking for that free traffic kind of thing, it will happen but it's going to take a long time.

Everything is a tradeoff. You can do this or you can do this and everything has their consequences along with it. If you stick with the free traffic method it will work, but it will take you a long time. If you go with paid traffic, that's almost like instant results because you're paying to get that traffic to your website. You can learn how to do advertising well. You can start to look into it and set aside a small budget, (and we're not talking these Madison Ave. size budgets). You can actually start marketing things for as little as $5 a day on Facebook.

Think about who your target audience is going to be and what your timeframe is. If you're a legal nurse consultant now who is also working a full time job, maybe doing all that advertising would not be advantageous. One of the big setbacks we can have as a small business is that spurt of growth that we're not ready for. You may be working full time and doing this on the side to start building up. If you get a big heavy case load from many attorneys at once, that's not going to be good for you. That's going to be a stressful situation. However, if you are doing this full time or three-quarters time and you really need an influx of business, certainly that paid traffic is going to help you significantly.

Pat: That's a great point because I don't think we often think about the ebb and the flow. Getting a whole bunch of cases at one time can be not the blessing that we may expect it to be.

I remember at one point in my legal nurse consulting business that we were working on volumes of cases. They were all related to people who were suing because of defective devices that were put in their bodies. It was like an elephant that took over every bit of space in our office when the truck pulled up and offloaded 24 copy paper case size boxes with medical records in them.

It swamped everything else in our practice, so I think that's a great point to remember. If you are gearing up and really pushing hard for marketing to get business in, you have to be prepared for handling the business. It's not enough to get the cases in the door. It's what you do with them, how you distribute them, how you work with subcontractors if that's your model and then how that fits in to the other parts of your life.

Paul: Exactly and you said it perfectly. It's the ebb and flow. It's being ready. It's funny that we're talking about websites right now and yet we're talking about your business practice. We're talking about your advertising. We're talking about having a steady flow of jobs coming in that are manageable and not overwhelming. It's taking a look at the big picture of everything that you're doing and managing it all together.

Pat: Yes and the dilemma I think for an independent legal nurse consultant is that they really don't have much control over the thought processes of their clients. The clients of a sudden decide that they're going to clear their desks, send work out to their legal nurse consultants and they all come in at one time.

To get back to the website traffic concept, I know we talked about in part about free traffic versus paid traffic and perhaps one of the myths that legal nurse consultants have about website traffic that it's easy to get people to come to their website. They will just be found organically. Are there any other myths that you encounter that people have about the idea of website traffic?

Paul: Yes I mentioned before that if you build it they will come, but it's not going to happen. We talked about the paid traffic. You don't just want anybody coming to your website. People think if I can just get eyeballs on my website or if I can just get people there. Let's take it like a real life example that everybody can relate to.

If you have a physical retail store selling office supplies and you had 20,000 people come to your store in a month. If those 20,000 people are expecting to buy shoes you're probably not going to get as much sales that you think you're going to get out of those 20,000 people. Now some people might be there looking for shoes and think that back to school is starting and let me pick up some supplies, but the majority of people are going to come in and they are going to leave.

When we talk about traffic the real myth is that you don't want traffic, what you really want is qualified traffic. You want people who are interested in what you're doing, people who are going to be good fits for you as a legal nurse consultant in your field to come to your website.

We narrow it down and say you have 1,000 attorneys come to your website. If you're specifically a legal nurse consultant who deals primarily in neonatal care and your attorneys that are coming to you are DWI specialist that's still not a good fit. It's great that they are attorneys, but it's not within the field that you're looking for.

Always concentrate on qualifying to traffic. Again with the Facebook advertising, you can greatly narrow it down to that specific niche of the people that you're looking for. There are sources of traffic that are paid that you can buy that are extremely cheap like very cheap, but that's not targeted at all. It's great that you can get 100,000 people to your website, but they all can be completely unrelated to anything that you have to do.

Pat: 100,000 accountants, bankers, realtors or that type of thing.

Paul: Mommy bloggers or gamers, so it's just anybody who's out on the Internet. Some of these places will have a way to send them to your website and because it's automated it really doesn't cost that much.

So how do they make money? In volume and that's why they can make it so cheap.

Pat: An excellent point. What are some of the secrets of being effective in getting website traffic?

Paul: Some of things that we've already talked about. It's not just traffic. It's quality traffic. Traffic is not a once and done type of thing. You don't think, "Okay this morning I wake up, I'm going to get my traffic and then the rest of the week I can hunker down and do the work." Traffic is part of your sales funnel. It's a process of getting people in and then once they are in you have all the work to follow-up with them, develop the relationships and etc.

You need to be getting traffic on a consistent basis to your website. When we talk about traffic we're not just talking about cold traffic because that's kind of another secret that people think about. They always think traffic means new people coming to your website for the first time. The truth of the matter is it's more cost effective to keep a current client or customer and sell them something else. Having the repeat business from that person will cost you less to do that than to acquiring a brand new customer that you have never worked with.

Never forget your current base of clients and customers when you're thinking about additional work. You can put them in some sort of follow-up series, email them or whatever your process is to let them know about additional things that you're doing.

You might start out with an attorney who just sends you a case and is only asking for your opinion. That's all they ever ask you. You can then contact them later and say, "By the way we also offer these additional services. We can testify for you. We can be the expert witness." Just list all the different types of services that you offer because if they're happy with what you've done for them in one capacity there's a good chance that they are ready to hire you for something else.

Keep in mind that your current base is always a great place that you can refer them in terms of specifically traffic. Send them to a page on

your website that talks specifically about other things that you do. That's going to be a great effective way of getting people to your site.

Another kind of secret that people don't really like to do is get involved in various online and offline groups or communities. Facebook has all kinds of groups. Even on various different websites they have forums or chat areas. You go there, participate and answer questions. A lot of times it's a chat area or a bulletin board area where you post a question and other people can answer it. You can have what's known as a signature line. It would put your name. It will allow you to put your business, as well as your website.

That's a perfect place to do some really soft advertising because when you post your answers to people, when you help people, they are going to see that information. They are going to go, "Wow, that's really good information. Let me click on a link to find out what else he or she does."

That's a great way to get people back to your website. You're just helping people out. You're doing what you normally do and the benefit is that you're getting that additional exposure.

As you do that online you can also do that offline. Attend some events and some networking where your clients are going to be. Let them know about you and give them your card. Tell them that they can go to your website for more information. Always be promoting your website.

I would say the last thing that you can do that's a nice simple thing and I know that you have this in yours Pat is that at the bottom of your email make sure you have your website. Don't just sign it, "Thanks, Paul." At the bottom of my email I have ways for people to contact me. I have my website. I have some social media and any way that people can contact me because people like different mediums. People like to work in different areas. Some people really like to reach out just on Twitter. Some people are just email. Some people are phones. Any way to contact me I put that at the bottom of my email and certainly having my website on there is one of them.

Pat: Those are terrific tips Paul. Is there anything else that you would like to share with us before we wrap this up?

Paul: Probably about 12 more hours of stuff. We can talk about this all day. I can't believe we're already out of time.

Pat: If people want to be able to connect with you, what would be your website?

Paul: My website is www.DigitalMaestro.com. We harmonize your online strategy and you can find us over there. We have a contact page that you can fill out. I'll be happy to reach you, return your calls, emails or whatever suits you best.

Pat: Terrific.

This is Paul Taubman who is the president of www.DigitalMaestro.com and definitely a person that you should connect with. Contact Paul if you have questions about WordPress, if you are interested in having a WordPress website and you don't have control over your own website because you have a webmaster who needs to make all the changes for you that need to be done on your website. Connect with Paul. I'm sure he will be happy to talk with you to make your life easier.

Paul: Yes if anybody actually wants to chat about your website we actually offer complimentary web audits. You can actually just go and sign up for that at www.DigitalMaestro.com/webaudit. We can set up a time and just talk about your website. If you don't have a website, we can talk about what you need specifically for your business and what you're doing.

Pat: Thank you so much for spending your time with us Paul. I appreciate your expertise.

Paul: You are very welcome. It's always a pleasure speaking with you Pat.

Pat: Terrific. Thank you so much.

Related Product

Paul and I teamed up to create an online course called How to Create a Wow Website. It unlocks the secrets of WordPress and allows you to gain control over your website.

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We also reveal how many website owners are **targets for legal action** due to copyright violations. It is not legal to use any image you find on the internet. You will learn what you can and cannot put on your website to provide that much needed protection! You can use these techniques to **quickly achieve success** with your own website.

Get information about the course at http://legalnursebusiness.com/wow

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Episode 19
Wonderful WordPress Websites for Legal Nurse Consultants
Pat Iyer

Welcome to Legal Nurse Podcast. This is Pat Iyer. Today, in Episode 19, I am going to be talking about Wonderful WordPress Websites for Legal Nurse Consultants. Why do I call them wonderful? Because there are wonderful things that happen you your business as a legal nurse consultant when you have a website.

1. When You Have a Website, Your Business Never Sleeps
The typical business hours are Monday – Friday from 9 am – 5 pm. Your company's website is like an employee who is working non-stop, 24 hours a day, 365 days a year. That is all the time! No need to worry about holidays, weekends, sick days, time zones, countries, traffic jams… You will always be open on the web! You are in business all across the world 24/7, 365 Days a Year – that's sweet! Attorneys may find your website at any time of the night or day - one important reason why legal nurse consultants must have a website.

2. You Can Reach New Markets with a Global Audience
The world is getting smaller. Anyone halfway across the world can access your website. Time zones don't matter. No one knows how big or small you are based on your website – you are now able to compete with larger LNC businesses!

3. You Can Change Your Sales Materials in an Instant
When you create a new brochure, you generally will print (at a minimum) 100 copies. Typically, you might even create 1,000 of these documents. Making a change to these materials may result in recycling the paper and starting over!

I will not forget the time I created a thousand copies of a brochure and I had three different versions of that brochure. I had 3000 copies of those brochures. They were being delivered by a truck and wheeled into my office when one of the nurses in my company came into my office to resign. That brochure, which had her name and picture on it, was obsolete even before it was unloaded in my office.

A website is easier, cheaper and quicker to update than print material. Its capacities are almost limitless which allows you to provide users with more comprehensive information. This will save you money on printing and distribution costs as well.

This last point is really key. One of the things entrepreneurs love is the ability to change your direction in a moment's notice. That could be your competitive advantage! In order to be able to do this, you need to know how to create and maintain a website. Many people realize the importance of having a presence online, although I still encounter LNCs who do not understand why legal nurse consultants must have a website. Using a website to represent your business is crucial in order to market on the internet.

In the past, getting training to do this required technical skills and knowledge of HTML and programming. But not today!

When you have a wonderful WordPress website, you can make the changes in your WordPress site. That's right! Even if you don't have experience with websites. You do not need a web developer who is not available when you need help, or someone to write code. YOU can make changes whenever you want or need to make a change.

If you currently have a website you cannot change or are thinking of getting a new site, you may be asking yourself, "What type of platform do I need? Why should I use WordPress for my website?" If you have an interest in starting a website and you are unsure of which platform to use to run it, you should do yourself a favor and choose WordPress. There are other platforms that you can use but WordPress should be your choice. And it is for over 25% of all websites are now built with WordPress!

Here are three reasons why any other option would be a huge mistake.

WordPress is easy to use
One problem that people have with some platforms is the level of difficulty. When things are overly complicated, it makes it much harder for them to manage their site as well as they could. WordPress is very simple to use. Setting things up, managing them and keeping everything updated is a breeze.

Second, there are lots of ways to customize the look of your website

There are thousands of themes available for your wonderful WordPress website, which means that you will not be stuck using some generic looking template. The best thing about this is the fact that many of them are free. When using some platforms you are forced to use a plain theme unless you are willing to pay a premium; this is not the case with WordPress.

Third, many techies love to write code for free website plugins

When you are creating a website, it is a good idea to do everything you can to make it more appealing. There are countless plugins available to those with WordPress websites, and it would be a huge mistake to ignore this. There are some plugins that you will have to pay for if you want to use them, but I have found that is really the exception. There are many others that can be used without you paying anything at all.

There is no reason to consider any other platform when you are creating a website. After reading this, it should be perfectly clear to see why WordPress is so popular. It is easy to use, it is customized, and has lots of plug ins. As you have heard, over 25% of the websites in the world are built on WordPress. Do yourself a favor, follow all of the thousands of people who sign up every day and learn more about WordPress. You will not regret it.

What does it take to have a successful website? You may be wondering "Am I really capable of handling this?" I think there are three things that legal nurse consultants need.

First, you need expertise

You have to have something to say that your audience will read. Do you have valuable experience as a legal nurse consultant? Do you possess specialized knowledge? Can you use your knowledge to help people? Do you understand the needs of your website visitors? Can you look at the world through their eyes? I think legal nurse consultants are particularly good at that. We translate medical information for attorneys so that they understand what is in that stack of medical records.

Next, you need writing skills
You have to be able to put together sentences in an understandable way. This is a strength many LNCs possess. On a website, you are writing for people, not for search engines. Your website pages should be coherent. Some will disagree with me and point out that typos and poor grammar do not matter on the Internet. I disagree. I think that is an excuse for being sloppy. People who have proofreading skills will spot the errors, which will detract from your message.

Third, you must be willing to learn
There are two times to learn new skills: now and when it is too late. Technology changes; websites change. Someone is sitting in front of a computer right now designing something to enhance Word Press websites. Some of us feel very inadequate when it comes to technology and others of us get excited by the chance to try something new.

How much business are you losing by not having a website, or not having one that clearly communicates with your audience? How much money are you spending to have someone else maintain your website? Take control. I consider knowing how to maintain a WordPress website as a crucial skill for independent LNCs.

In Episode 18, you heard Paul Taubman talk about driving traffic to a Wordpress website. Paul and I have taught two courses together to teach LNCs how to start and maintain a WordPress website. Paul Taubman has been teaching people about computers since he was in fifth grade. I maintain 4 WordPress websites. If an aging baby boomer can do it, so can you!

Related Product

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