

ACHIEVING ONLINE MARKETING SUCCESS

Q&A WITH ALISON FROST, BUSINESS MANAGER

Q: What challenges in your business influenced you to look for a solution?

A: Being a fee-for-service practice in a suburb of Manhattan, we were looking for a dynamic website and a responsive provider. We're located in a very concentrated, highly competitive area and I have to make sure our website reflects the practice. We provide high-tech, high-end services to our patients and I wanted that to be communicated through our website.

Q: Did you have a previous solution that could no longer meet your needs?

A: Over the years we have been with other website providers, but the onus was always on me. ProSites is different. You're very easy to work with, and I speak with your SEO [search engine optimization] team several times a month to discuss campaigns and progress.

Q: What criteria did you have in mind for a solution?

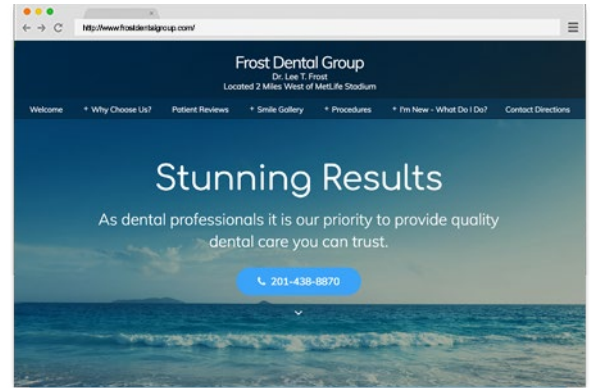
A: I wanted a provider that could change with us and stay abreast of the trends. In the dental business it's important to not become stagnant.

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

A: I'm always looking for ways to grow our marketing and ProSites is a full-service provider. I love that I can change our website skin at no additional cost. I thought the price was very reasonable, your Sales team was knowledgeable and didn't try to push or sell me on anything. You mirror our practice in terms of customer service and keeping your finger on the pulse of the industry. I get the hometown feeling, even though you're a big company, and personal service matters to me.

Q: What advice would you give dental practices regarding online marketing?

A: I recommend ProSites all the time. A dental practice's website is a key marketing component, and SEO is critical. I'm very thoughtful about where we spend our marketing budget and SEO is essential.



Service Highlights:
Pre-Designed Website
Premium SEO

Alison Frost, Business Manager
www.frostdentalgroup.com

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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.