

# Marketing Your Neurofeedback Practice: Advanced Workshop

A Workshop Presented With  
**Stress Therapy Solutions**

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Joe Bavonese, PhD  
Uncommon Practices  
[www.uncommonpractices.com](http://www.uncommonpractices.com)  
(800) 940-0185

# Download Workshop Slides at:

<http://uncommonpractices.com/sts.html>

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# Marketing Your Neurofeedback Practice: Advanced Workshop

*Workshop Goals:*

**Help More People, Make More Money**

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# Marketing Your Neurofeedback Practice: Advanced Workshop

## Workshop Outline

- Overview of Basic Business Principles
- Pay Per Click Advertising with Google AdWords
- Pay Per Click Advertising with Microsoft Bing
- Pay Per Click Advertising with Facebook
- Search Engine Optimization (SEO)
- Social Media Marketing
- Creating and Distributing Effective Videos
- Action Plan for Success



# Review of Key Business Principles

# Key Business Principles

## 1. CREATING YOUR USP (your Unique Service Proposition)



# Key Business Principles

Elevator Speech Exercise:

1. CREATING YOUR  
USP (your Unique  
Service Proposition)

“You Know How [*problem*]?”

Well I [*benefit, in terms of  
specific behavioral, emotional  
or relational change*]”

# Key Business Principles

## 2. BUSINESS PLANNING

*He who fails to plan,  
plans to fail.*



# Key Business Principles

## 2. BUSINESS PLANNING

- How Many New Intakes Per Month?
- How Many Clients Per Month for Each Service?
- How Much Total Revenue Each Month & Year?

# Key Business Principles

## 3. TRACKING YOUR RESULTS



# Key Business Principles

Know Your Key Metrics!

## 3. TRACKING YOUR RESULTS

- Number of phone inquiries per month
- Number of email inquiries per month
- Track specific referral sources – how many from each?
- Conversion rate of phone/email inquiries to paid session
- Number of new clients per month
- Number of sessions per month
- Average Income & Expenses Per Month, Quarter and Year

# Key Business Principles

## 4. THE ONLY THREE WAYS TO GROW A BUSINESS





# Key Business Principles

## 4. THE ONLY THREE WAYS TO GROW A BUSINESS

- More Clients
- More Transactions per Client
- Increase Average Transaction Value

# Key Business Principles

## 5. LIFETIME VALUE OF A REFERRAL



# Key Business Principles

## 5. LIFETIME VALUE OF A REFERRAL

### The Lifetime Value of a Referral

This is one of Jay Abraham's core principles, one that has been copied by many business and marketing consultants and teachers. It goes like this (with an example):

Write down:

1) your average fee per session: [e.g. \$100] \_\_\_\_\_

2) your average length of sessions: [e.g. 20] \_\_\_\_\_

3) Simply multiply these 2 numbers together: [e.g. \$2000] \_\_\_\_\_

This number, \$2000, is **the *average* Lifetime Value of every new client who walks into your office**. Some clients come for one session, others come for years, but this number represents the average.

**Application:** this is how much you can afford to spend to acquire one new client and not lose money.

**Application:** calculate the value of a business training or tip that results in just *one more referral per month* than you would have gotten on your own:

*Example:*

\$2000 x 12 extra referrals per year =  
**\$24,000 extra income every year for the rest of your career.**

# Key Business Principles

6. GETTING A NEW CLIENT WHO HAS NEVER HEARD OF YOU IS **AT LEAST FIVE TIMES MORE EXPENSIVE** THAN GETTING AN EXISTING CLIENT TO DO ANOTHER SERVICE WITH YOU



# Key Business Principles

6. GETTING A NEW CLIENT WHO HAS NEVER HEARD OF YOU IS **AT LEAST FIVE TIMES MORE EXPENSIVE** THAN GETTING AN EXISTING CLIENT TO DO ANOTHER SERVICE WITH YOU

- Your Database is Your Goldmine

-What System Do You use to Keep Track of Client Contact Information?

-How Often Do You Contact Past or Present Clients (with permission) ?

# Key Business Principles

## 6. REACTIVATE PAST CLIENTS!

- Electronic Newsletters are the least expensive way to stay in touch with potential clients (or current clients, to let them know about additional services)

-[www.constantcontact.com](http://www.constantcontact.com)

-[www.mailchimp.com](http://www.mailchimp.com)

-[www.verticalresponse.com](http://www.verticalresponse.com)

# Key Business Principles

## 7. UNDERSTANDING MARKETING



# Key Business Principles

## 7. UNDERSTANDING MARKETING

This is really it in a nutshell:

**They need something, you are offering something:  
Is there a match? Is it a good fit?**

That's what good marketing allows both sides to figure out.



# Key Business Principles

## 8. THE FOUR-STEP MARKETING FORMULA

- **Problem statements** - Focus Attention
- **Benefits** - Create Hope and Motivation to Act
- **Features** - Establish Trust and Credibility
- **Call to Action** - Tells the Person Seeking Help What to Do Next

# Key Business Principles

## The Marketing Formula

- A technique is not a benefit, but a feature
- A benefit is a specific change in feelings, behaviors or relationship patterns
- Confusion is the enemy of a good marketing campaign – clarity and curiosity are your best friends

# Key Business Principles

## Example:

**Problem Statements** - are you having migraine headaches? Nothing really helps to reduce the pain? Missing work and family time because of your migraines?

**Benefits** – Many people have found that they have been able to significantly reduce or even completely eliminate their incidence of migraines after five to ten sessions with me

**Features** - I am certified in a proven, safe, innovative state-of-the-art brain technology called NeuroHeadAche Matrix Method (NHAMM). NHAMM is based on ten years of research.

**Call to Action** - for more information about how NHAMM can help you get immediate relief for your migraines, call 248 899 9090; email us at [relief@nhamm.com](mailto:relief@nhamm.com) or text us at 248 899 9595

# Key Business Principles

Additional Items Specifically for  
Neurofeedback Practitioners

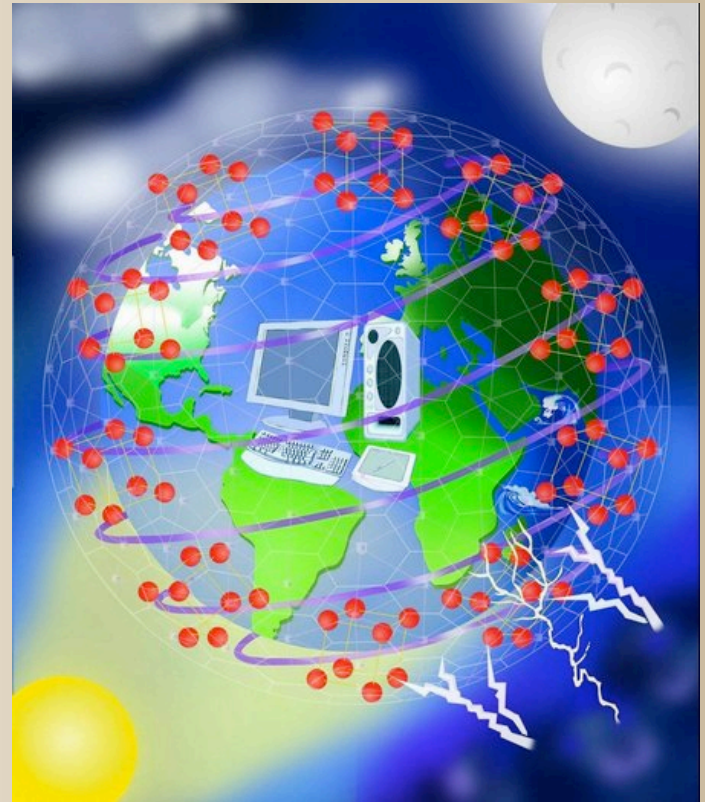
# Key Business Principles

1. Setting Clear Expectations on Intake
2. Creating an FAQ Page
3. Providing Post-Session Feedback that Something is Happening
4. Offer 10 - 20 Session Package Pricing

# Internet Marketing

## Internet Marketing

- The fastest, easiest, least time-consuming way to find clients who fit your USP



# Internet Marketing

- You MUST Learn How to Get Found on the First Page of Google





# You Can Dominate the Local Search Market

Google marriage counseling royal oak mi Search Advanced Search

Web Show options... Results 1 - 10 of about 14,800 for marriage counseling royal oak mi


**Marriage Counseling Michigan | Family Counseling Michigan Marriage ...**  
27172 Woodward Avenue, Suite 200, Royal Oak, MI 48067. (248) 546-0407. Special Interests: Couples counseling, marriage counseling, couples work. Ann Arbor - Bloomfield Hills - Clinton Township - Detroit  
[family-marriage-counseling.com/directory/michigan.htm](http://family-marriage-counseling.com/directory/michigan.htm) - Cached - Similar

**Couples Therapy - Individual, Couples, Marriage Counseling and ...**  
Couples Therapy or Marriage Counseling is a very useful modality of help for couples who are experiencing ... Royal Oak, Michigan 48067 (248) 546-0407.  
[www.relationship-institute.com/couplestherapy.cfm](http://www.relationship-institute.com/couplestherapy.cfm) - Cached - Similar

**Individual, Couples, Marriage Counseling and Psychotherapy in ...**  
We provide marriage counseling, relationship therapy, couples counseling, premarital counseling, ... Suite 200, Royal Oak, Michigan 48067 (248) 546-0407.  
[www.relationship-institute.com/couplesresources.cfm](http://www.relationship-institute.com/couplesresources.cfm) - Cached - Similar

Show more results from [www.relationship-institute.com](http://www.relationship-institute.com)

**Local business results for marriage counseling near Royal Oak, MI**

A map of Royal Oak, Michigan, showing several red location pins. The pins are labeled with letters: G, E, A, C, D, B, J. The map includes street names like Woodward Ave and E 13 Mile, and landmarks like Red 9 Golf Course and Detroit Zoological Park. The map data is from 2005.

A. Christine C. Cantrell, PhD., LP, LLC - [www.christinecantrell.com](http://www.christinecantrell.com) - (248) 591-2888 - 4 reviews

B. Kort Joe MA MSW - [www.joekort.com](http://www.joekort.com) - (248) 399-7317 - 1 review

C. Payson Eleanor a CSW - [www.eleanorpayson.com](http://www.eleanorpayson.com) - (248) 548-0306 - More

D. Sheri Noga, MA, LMSW - [www.royaloaktherapy.com](http://www.royaloaktherapy.com) - (248) 584-4640 - 7 reviews

E. Adams Luann RN LCSW LMFT - [www.luannadams.com](http://www.luannadams.com) - (248) 546-0079 - 1 review

F. Relationship Institute - [www.relationship-institute.com](http://www.relationship-institute.com) - (248) 546-0407 - More

G. Eastwood Clinics - [maps.google.com](http://maps.google.com) - (248) 288-9333 - More

H. Archway Associate - [www.a-atherapy.com](http://www.a-atherapy.com) - (248) 543-2220 - More

I. Champion Jan LMSW ACSW - [maps.google.com](http://maps.google.com) - (248) 542-3448 - 1 review

J. Clappitt Hanna D MA LLP - [maps.google.com](http://maps.google.com) - (248) 545-7081 - More

More results near Royal Oak, MI >

**Counseling Royal Oak**  
Therapy Royal Oak, MI. Joe Bavonese, PhD. Licensed Psychologist Email: Contact Joe  
Phone: 248 546 0407, Marriage Counseling; Individual Psychotherapy ...  
[www.theravive.com/cities/mi/counseling-royal-oak.aspx](http://www.theravive.com/cities/mi/counseling-royal-oak.aspx) - Cached - Similar



# Pay Per Click Advertising:

## The Most Effective Way to Get Your Target Market to Visit Your Website

# Pay Per Click Advertising:

- No Long Term Commitment
- You Set the Budget
- You Decide on the Search Terms
- You Decide When the Ads Run
- You Only Pay When You Get a Visitor to Your Website

# Internet Marketing

- How to Get On the First Page of Google...  
in Just One Day!

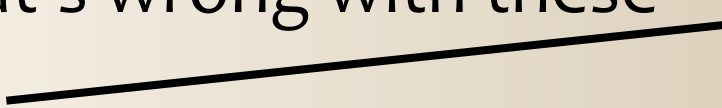
## Pay Per Click Ads

- Google AdWords
- Google AdWords Express







# Google AdWords



## The Pay Per Click Ad Leader...


- **Difficult, steep learning curve**
- Campaign settings by default not set up for success
- Complete control over keywords, prices, time of day that ads run
- Crucial to test different headlines and ad copy
- **QUIZ:** What's wrong with these headlines? 



Ads

**[Practical neurofeedback](#)**    
[www.brain-trainer.com](#)  
Info, hardware, software, training, free tools and listserve. 1-stop!

**[Cognitive Solutions](#)**    
[www.helpford.com](#)  
Psychotherapy and **Neurofeedback** in **Chicago**  
2409 N Clybourn Ave, Chicago, IL

**[Zengar NeuroOptimal™](#)**    
[www.zengar.com](#)  
Most Advanced **Neurofeedback** System  
Powerful. Easy to use. Effective.

**[Biofeedback/Neurofeedback](#)**   
[www.thoughttechnology.com](#)  
35+ Yrs of Biofeedback Excellence  
Design, Manufacturing & Sales

**[EEG Neurofeedback](#)**    
[www.mmneuro.com](#)  
Improve Sleep, Focus, Mood, & more.  
Mid-Michigan **Neurofeedback**, Okemos.

# adwords.google.com

## AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.



Sign in

Google

Email

Password

Sign in

☒ Stay signed in

[Can't access your account?](#)

### How it works

[Reach more customers](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

### You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

### Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

### You attract customers

People can simply click your ad to make a purchase or learn more about you.

[Sign up now](#)



Keywords are what people search for on Google.



Your ad appears beside relevant search results.



# adwords.google.com



## Help

[Tips for getting your ad on Google](#)

[Help Center](#)

Go

## Need more assistance?



Call **1-877-721-1737** for free campaign set-up.

Mon - Fri, 9am - 9pm ET. [More](#) or [request a callback](#)

Create Google Account

Set time zone and currency

Verify account

## Create Google Account

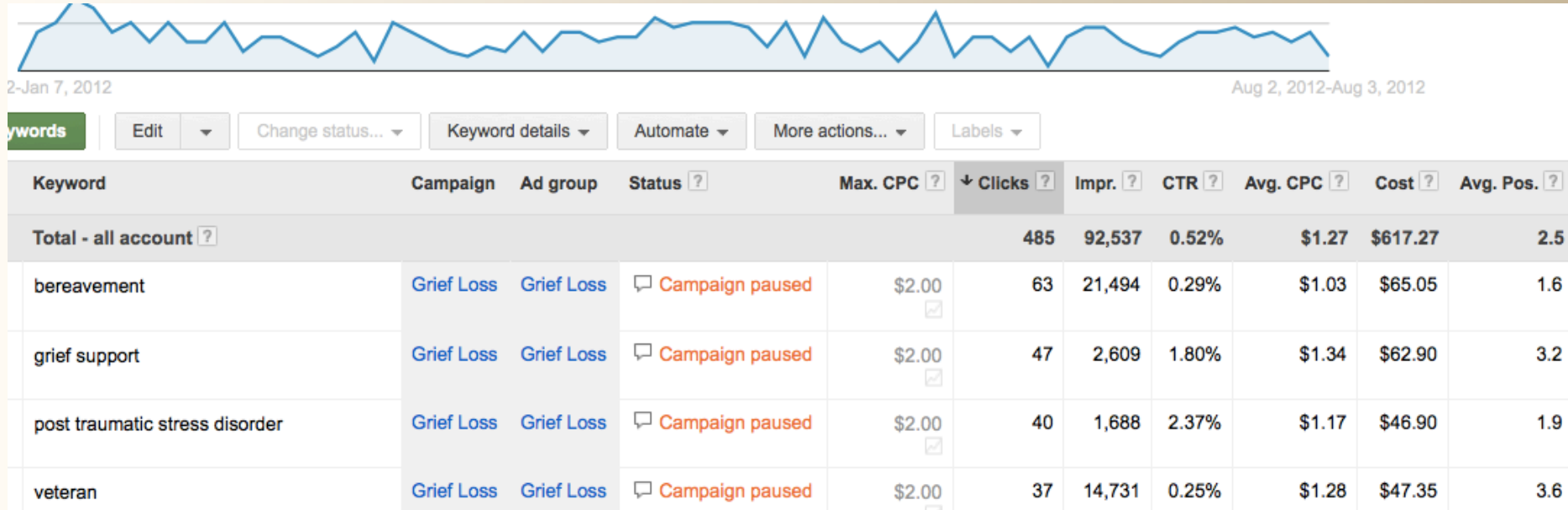
Hello, and welcome to Google AdWords. We're glad to have you on board! We need your account.

To begin creating your AdWords account, choose the user name and password you want to use.

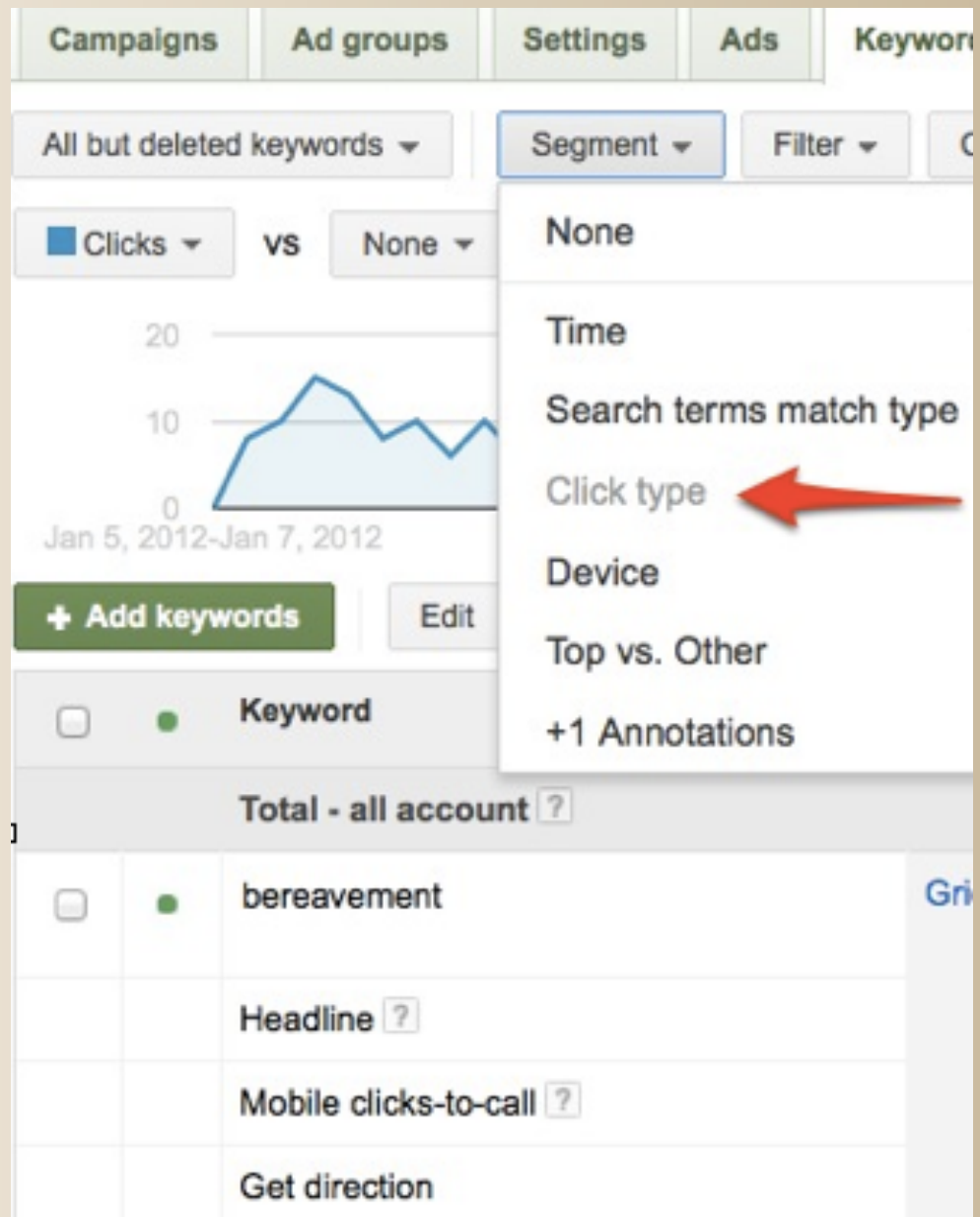
### Which best describes you?

- ☐ I have an email address and password I already use with Google services like Gmail.
- ☐ I do *not* use these other services.

# adwords.google.com



# Click Type





# Device

The screenshot shows the Google AdWords interface with the 'Keywords' tab selected. A dropdown menu is open for the 'Segment' button, showing various annotation options. A red arrow points to the 'Device' option. The background shows a line graph for 'Clicks' vs 'None' from Jan 5, 2012 to Jan 7, 2012, and a table of keywords including 'bereavement', 'Computers', 'Mobile devices with full browsers', and 'Tablets with full browsers'.

Annotations available in the dropdown menu:

- None
- Time
- Search terms match type
- Click type
- Device (highlighted with a red arrow)
- Top vs. Other
- +1 Annotations

Keyword	Device
bereavement	Grief
Computers	
Mobile devices with full browsers	
Tablets with full browsers	

# Location on Search Engine Results Page

The screenshot displays the Google Ads 'Keywords' management interface. At the top, navigation tabs include 'Campaigns', 'Ad groups', 'Settings', 'Ads', and 'Keywords'. Below these, a filter bar shows 'All but deleted keywords' and a 'Segment' dropdown menu. The 'Segment' menu is open, listing options: 'None', 'Time', 'Search terms match type', 'Click type', 'Device', 'Top vs. Other' (highlighted with a red arrow), and '+1 Annotations'. In the background, a line graph shows 'Clicks' (blue line) over the period 'Jan 5, 2012-Jan 7, 2012'. Below the graph is a table with columns for 'Keyword' and 'Total - all account'. The table lists the keyword 'bereavement' and its performance across different search engines and devices.

Keyword	Total - all account
bereavement	
Google search: Top	
Google search: Other	
Search partners: Top	
Search partners: Other	
Google Display Network	

# Find Keywords You Paid For

<input type="checkbox"/>	Search term	Match type <sup>?</sup>	Added/Excluded <sup>?</sup>	Campaign	Ad group	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>
						485	92,537	0.52%
<input type="checkbox"/>	post traumatic stress disorder	Exact match	Added	Grief Loss	Grief Loss	18	420	4.29%
<input type="checkbox"/>	grief counseling	Broad match	None	Grief Loss	Grief Loss	9	104	8.65%
<input type="checkbox"/>	post traumatic stress symptoms	Phrase match	None	Grief Loss	Grief Loss	8	29	27.59%
<input type="checkbox"/>	dealing with grief	Exact match	Added	Grief Loss	Grief Loss	7	36	19.44%
<input type="checkbox"/>	sympathy poems	Broad match	None	Grief Loss	Grief Loss	6	22	27.27%



# Select Negative Keywords

Campaign level		Keywords   <a href="#">Keyword lists</a>
<div>Add ▾</div>		<div>Edit</div> <div>Delete</div> <div>Download</div>
<input type="checkbox"/>	↑ Negative keyword	Campaign
<input type="checkbox"/>	advice	<a href="#">Grief Loss</a>
<input type="checkbox"/>	article	<a href="#">Grief Loss</a>
<input type="checkbox"/>	book	<a href="#">Grief Loss</a>
<input type="checkbox"/>	books	<a href="#">Grief Loss</a>
<input type="checkbox"/>	cards	<a href="#">Grief Loss</a>
<input type="checkbox"/>	cheap	<a href="#">Grief Loss</a>

# Use Ad Extensions

Ad groups

Settings

Ads

Keywords

Ad extensions

Dimensions

▼

View: Call Extensions ▼

All but deleted ▼

Segment ▼

Filter ▼





Columns ▼

Download

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for ads that have triggered. [Learn more about ad extensions statistics](#)

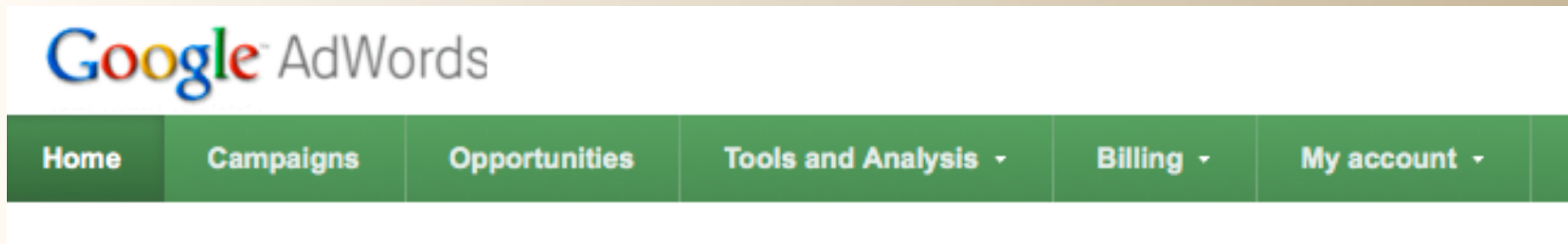
+ New extension

Delete

<input type="checkbox"/>	 	Ad Extension	Status	Clicks 
<input type="checkbox"/>		(810) 282-4093 Uses forwarding number	Approved	25
Total - all extensions				25

# adwords.google.com

## How to Create a New AdWords Campaign



# adwords.google.com

## How to Maintain/Update Your AdWords Campaign

- Average Position on Page
- Types of Clicks
- Adding to Negative Keyword List
- Types of Devices
- Split Testing Ads
- Keyword Insert Headlines
- Updating Bid Prices
- Ad Extensions: Call, Location & Sitelinks
- Use Correct Campaign Settings

## Key Elements in Your Landing Page

**Your Landing Page Should:**

- **Not Be Your Home Page**
- **Be Very Specific to the Theme/Niche of The Ad**
- **Contain a Clear 'Call to Action' - With Phone Number, Email and Text Options**



# adwords.google.com

## **Why You Should Bid HIGHER for Mobile-Only Smartphone Clicks:**

- **Google Controls 97% of Search on Smartphones and Tablets**
- **Up to 35% of Searches Now Occur on Smartphones or Tablets**
- **Potential Clients Can CALL YOU When Clicking on a Smartphone Ad**

# adwords.google.com

## Why You Should Bid HIGHER for Mobile-Only Smartphone Clicks:

<input type="checkbox"/>	Device	Bid adj. ?	↓ Clicks ?
<input type="checkbox"/>	Computers		571
<input type="checkbox"/>	Mobile devices with full browsers	+ 100%	439
<input type="checkbox"/>	Tablets with full browsers		53

# Mobile Search is Increasing Every Month

Be Sure Your Website Formats Correctly  
on an iPhone or Android Smartphone!

To See How Your Website Looks on a Smartphone, go  
to:

<http://quirktools.com/screenfly/>

or

<http://www.howtogomo.com/en-gb/d/test-your-site/#getmo-meter>

# Mobile Search

Here are two Mobile Site Creators:

<http://gomobi.info/>

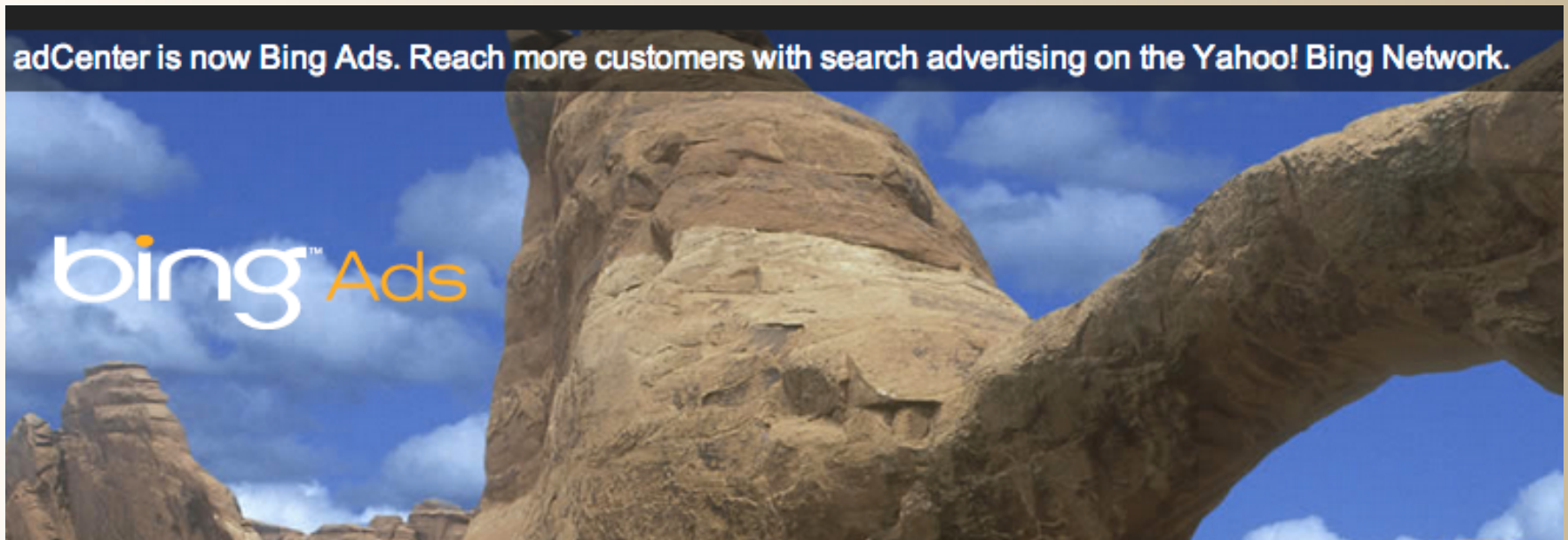
or

<http://www.dudamobile.com/>




# Microsoft Bing Pay Per Click Ads

bingads.microsoft.com

# Bing Ads



# How to Create a New Bing Ads Campaign



Home**Campaigns**OpportunitiesAccounts & BillingReportsImport from Google AdWords

CUSTOMER: RELATIONSHIP INSTITUTE / ACCOUNT: RELATIONSHIP INSTITUTE

## Create a campaign

Create an ad and enter your keywords to start advertising with Bing Ads.

### General settings, ads, and keywords

#### CAMPAIGN SETTINGS

Campaign name:\*

Neurofeedback

87 characters remaining

Time zone:\*

Select a time zone

?

Campaign budget:

0.00

Daily (USD)

?

☒ Daily budget options

Language: What language do your customers speak?

# Facebook Pay Per Click Ads

facebook.com

*Ads Are Totally Independent  
of Your Personal Profile*



- **Facebook** passed Google in Daily Visits, March 2010
- Facebook: 1 billion active users; 380 million access via cell phones
- Average Visit on Facebook: 20 minutes, longest of any website
- Privacy Concerns! **Don't trust ANYTHING Facebook ever says about Privacy!**
- You can Establish a Purely Business Profile
- You Can Also Create a “Business Page” within Facebook



# Facebook Pay Per Click Ads

Advantages over Google AdWords:

- precisely targeted profiles;**
- lower price per click;
- picture/graphic can be included;
- more words in ads

Estimated Reach

**74,140** people

- who live in the **United States**
- who live within 50 miles of **San Diego, CA**
- **exactly** between the ages of **35** and **64** inclusive
- who are **female**
- who **graduated from college**

# Facebook Pay Per Click Ads

BUT Some Big Disadvantages over Google Pay Per Click:

- People are NOT searching for help
- You are reverting to the 'Interruption Marketing' model of the 20th
- So it requires MORE clicks per inquiry

# Facebook Pay Per Click Ads

SAMPLE ADS: —————→

Are Facebook Ads for You? Free  
quiz: <http://isfbforme.com/>

**Sponsored**[Create an Ad](#)

**No. 1 Website Design Firm**  
softwaredevelopersindia.com  


Professional Web design company with 175+ Developers. Silicon Valley firm, Low Pricing from India, Call 408.805.0003

**ResponseDynamite.com**  


8th Highest paid Internet Marketing consultant in Atlanta (unverified) is sharing his marketing trade secrets. Register Free.

Like · 1,377 people like this.

**Earn a grad degree at WMU**  
wmich.edu  


Obtain a master's degree in social work, occupational therapy, or counseling at a Western Michigan University location today!

**TherapyNotes.com**  
therapynotes.com  


Best practice management system for mental health. Notes, scheduling, and much more. Try one month free!

# Facebook Pay Per Click Ads

## Key Factors:

- The Image
- The Headline

Both Must **Grab Attention**

**Sponsored** [Create an Ad](#)

**No. 1 Website Design Firm**  
softwaredevelopersindia.com



Professional Web design company with 175+ Developers. Silicon Valley firm, Low Pricing from India, Call 408.805.0003

**ResponseDynamite.com**



8th Highest paid Internet Marketing consultant in Atlanta (unverified) is sharing his marketing trade secrets. Register Free.

Like · 1,377 people like this.

**Earn a grad degree at WMU**  
wmich.edu



Obtain a master's degree in social work, occupational therapy, or counseling at a Western Michigan University location today!

**TherapyNotes.com**  
therapynotes.com



Best practice management system for mental health. Notes, scheduling, and much more. Try one month free!

# Facebook Pay Per Click Ads

- Targeting Can Also Include Family Status - Ideal for Working with ADHD Children - So Only Those Parents Will See Your Ads

Activities	▶	<input type="checkbox"/> Engaged (<1 year)
Business/Technology	▶	<input type="checkbox"/> Engaged (<6 months)
Ethnic	▶	<input type="checkbox"/> Expecting Parents
Events	▶	<input type="checkbox"/> Newlywed (<1 year)
Family Status	▶	<input type="checkbox"/> Newlywed (<6 months)
Interests	▶	<input type="checkbox"/> Parents (All)
Mobile	▶	<input type="checkbox"/> Parents (child: 0–3yrs)
Movie/Film	▶	<input type="checkbox"/> Parents (child: 4–12yrs)
		<input type="checkbox"/> Parents (child: 13–15yrs)
		<input type="checkbox"/> Parents (child: 16–19yrs)

# Facebook Pay Per Click Ads

## Creating a New Ad Campaign

[www.facebook.com/ads/create](http://www.facebook.com/ads/create)

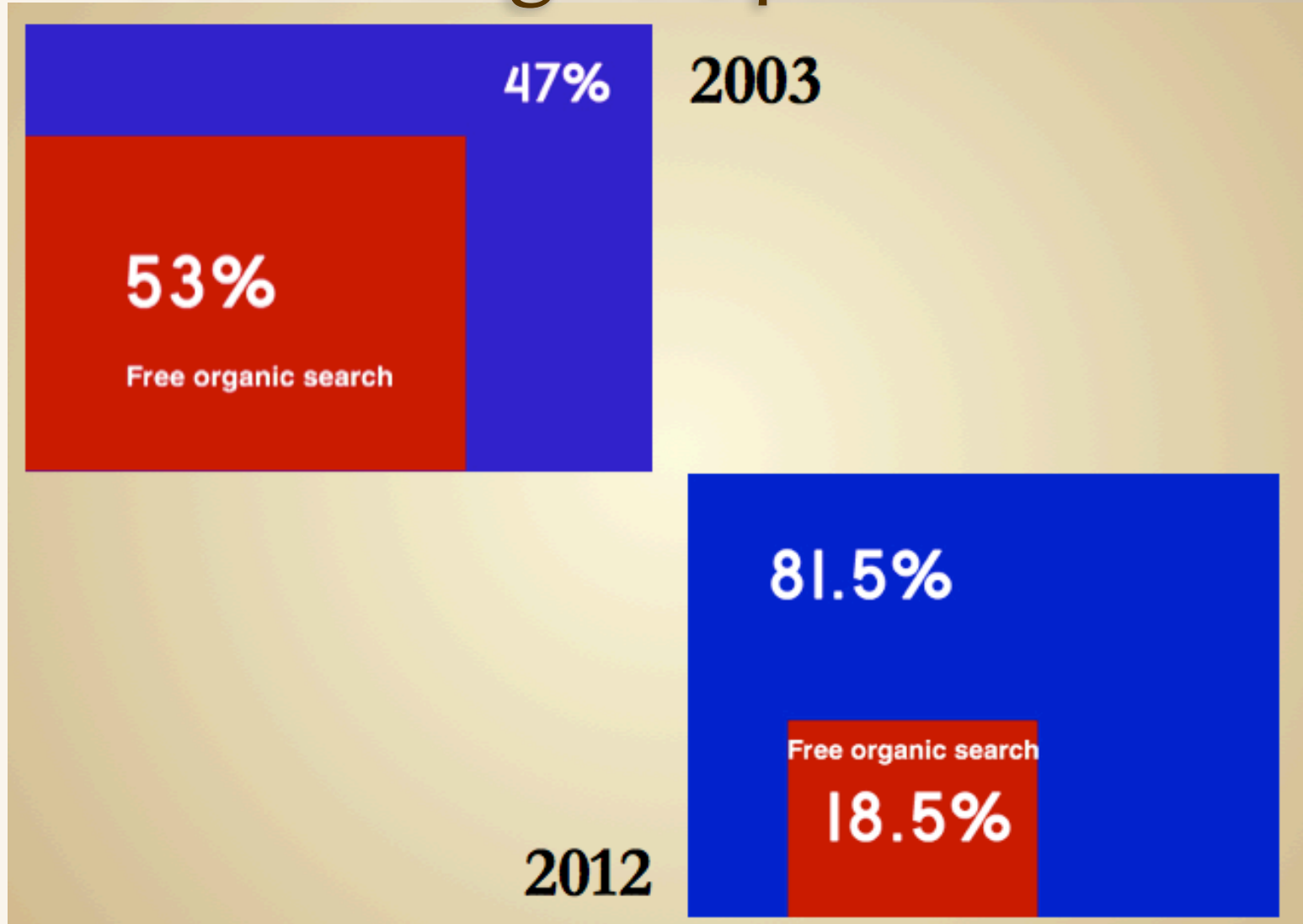
# Search Engine Optimization

- SEO – to increase free, organic search
  - Meta tags
  - High Search Keywords for Your Area of Specialization
  - Domain Name
  - Inbound Links
  - Lots of Good Content





# Search Engine Optimization



Ads related to **counseling los angeles ca** ⓘ

### **Couples Therapy - Saving Relationships For 20+ Years**

[www.saveyourrelationship.com/](http://www.saveyourrelationship.com/)

You owe it to yourself to call me.

About Fred Tallisman, MFT • Contact Fred • Testimonials • Home Study Course

### **LA Couples Counseling - ChangeThruTherapy.com**

[www.changethrutherapy.com/Couples](http://www.changethrutherapy.com/Couples)

Help for Conflict, Communication, Intimacy • Aaron Buckwalter, LMFT

Map of 2nd Floor, 143 N. Larchmont Blvd., Los Angeles, CA  
(323) 799-4130 • Directions

### **LA Couples Therapist - santa-monica-couples-therapist.com**

[www.santa-monica-couples-therapist.com/](http://www.santa-monica-couples-therapist.com/)

Highly Effective Couples Therapy With Warmth, Humor and Compassion

### **Los Angeles Therapists, Psychologists, Counseling Los Angeles ...**

[therapists.psychologytoday.com/.../LosAngeles-Therapists.htm...](http://therapists.psychologytoday.com/.../LosAngeles-Therapists.htm...)

20+ Items • Psychology Today: Find a Therapist Los Angeles California ...

11340 West Olympic Blvd. Suite 355. Los Angeles, California ...

921 Westwood Boulevard Suite 232. Los Angeles, California ...

### **Southern California Counseling Center**

[www.sccc-la.org/](http://www.sccc-la.org/)

2 Google reviews

Contact Us • Train At SCCC • Get Help Now

### **Counseling Los Angeles - Theravive**

[www.theravive.com/.../la/counseling-lo...](http://www.theravive.com/.../la/counseling-lo...)

8 Google reviews

### **Richard Cohn PhD, MFT**

[richardcohn-mft.com/](http://richardcohn-mft.com/)

6 Google reviews

### **The Ness Counseling Center, Inc.**

[www.thenesscenter.org/](http://www.thenesscenter.org/)

Google+ page

### **Women's Clinic & Family Counseling Center**

[www.womens-clinic.org/](http://www.womens-clinic.org/)

3 Google reviews

### **Los Feliz Therapy Center**

[therapycenterca.info/los-feliz-ca/](http://therapycenterca.info/los-feliz-ca/)

Google+ page

### **Alana Orman LCSW**

[alanaorman-lcsw.com/](http://alanaorman-lcsw.com/)

5 Google reviews

### **Los Angeles Therapists & Marriage Counselors, Psychologists in ...**

[www.goodtherapy.org/Los-Angeles-Therapy.htm](http://www.goodtherapy.org/Los-Angeles-Therapy.htm)

GoodTherapy.org is the best website to find a therapist in Los Angeles, CA. Browse profiles

... Helping People Find Therapists & Advocating for Ethical Therapy ...

### **How can I find low cost or maybe even free therapy in Los Angeles?**

[askville.amazon.com... United States > Los Angeles > CA](http://askville.amazon.com...)

8 answers • Sep 22, 2009

Los Angeles > CA ... Similar Questions: find low cost free therapy Los Angeles ... They

have free medical, dental and short term therapy.

### **Southern California Counseling Center - Los Angeles, CA**

[www.yelp.com... Counseling & Mental Health](http://www.yelp.com...)

★★★★★ Rating: 4 • 9 reviews

9 Reviews of Southern California Counseling Center "I walked into this place and ended up getting a smooth transitional space to consider what I needed to ...

Ads

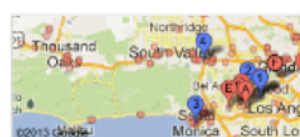
Psych Today

Google Places

Good Therapy

Amazon

Yelp



Map for counseling los angeles ca

Ads ⓘ

### **Marriage Counseling**

[gsep.pepperdine.edu/psychology](http://gsep.pepperdine.edu/psychology)

Earn your Masters of Psychology

at Pepperdine. Get info & Apply Now

Pepperdine University has 146 followers

on Google+

### **Counseling in Pasadena**

[www.jeremymast.com/](http://www.jeremymast.com/)

Healing, hope for couples, families

& individuals. Free consultation.

### **Christian Counseling**

[www.bohary.org/Counseling](http://www.bohary.org/Counseling)

Let us help you experience

Healing, Growth & Well-Being!

### **Top W Hollywood Therapist**

[www.networktherapy.com/WilliamConti](http://www.networktherapy.com/WilliamConti)

Compassionate, intuitive Therapist.

Anxiety/Depression/Relationships

7611 Norton Avenue

(213) 880-8262 • Directions

### **We Treat Anxiety**

[www.insightgroup.org/](http://www.insightgroup.org/)

Insight Psychotherapy Group

Helping you find a better path

### **Psychotherapist**

[www.ginnywinn.com/](http://www.ginnywinn.com/)

Licensed Marriage Family Therapy

Relationships, hypnotherapy

610 Santa Monica Boulevard #224

(310) 302-1139 • Directions

### **Affirmative Therapy**

[www.mgliberatorimft.com/](http://www.mgliberatorimft.com/)

Caring, concerned and affirmative

therapy to maximize your potential.

### **Lynn Krown, MFT**

[www.lynnkrown.com/](http://www.lynnkrown.com/)

1 (877) 952 9002

Create the Love & Life You Want

Free initial consultation

15503 Ventura Boulevard #390A

(818) 754-8277 • Directions

See your ad here »

Ads

Ads

# Search Engine Optimization

- Meta Tags - the most important thing you can do for free to get listed high on Google

- 'View Source' in your browser to see them all

- Title Tag most important (up to 70 characters)

- Description Tag 2<sup>nd</sup> most important (up to 160 characters)

- Keyword Tag is WORTHLESS

# Search Engine Optimization

Sample Meta Tags – **VIEW SOURCE**  
In your Browser

```
<!DOCTYPE HTML PUBLIC "-//IETF//DTD HTML//EN">
<html>
<head>
<title>Michigan Avenue Neuropsychologists</title>
<meta name="verify-v1" content="x//vCDp/wTqGyy5a+7zskqSWHds2s/O
<meta name="description" content="Neuropsychology Services-Spec
<meta name="keywords" content="psychology, clinical psychology,
```

# Search Engine Optimization

Sample of a Good Title Tag - Max 70 Characters  
*(with highest search keyword first):*

**ADHD Neurofeedback,  
Anxiety Depression Therapy  
Counseling in Denver**  
*(69 characters)*

# Search Engine Optimization

Sample of a Good Description Tag -  
Max 160 Characters

*(with most crucial message in the first half):*













**Counseling, Psychotherapy and Neurofeedback for  
ADHD, Anxiety, Depression, Trauma, Couples,  
Children and Families in Denver Colorado  
with Dr. Lance Jones  
*(154 characters)***

# Search Engine Optimization


- Get High Search Keywords with Google Keyword Tool
  - Find the link for this tool by searching in Google for “keyword tool”

# Search Engine Optimization

- Sample Keyword Research Results

<input type="checkbox"/> Keyword		Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/> depression			11,100,000	11,100,000
<input type="checkbox"/> anxiety			6,120,000	6,120,000
<input type="checkbox"/> panic attacks			673,000	450,000
<input type="checkbox"/> panic attack			550,000	368,000
<input type="checkbox"/> anxiety disorder			450,000	301,000
<input type="checkbox"/> disorder anxiety			450,000	301,000



<input type="checkbox"/>	☆ <b>neurofeedback</b>	33,100
Go to page: <input type="text" value="1"/> Show rows: <input type="text" value="50"/> <input type="button" value="1 - 1 of 1"/>		
[-] <b>Keyword ideas (100)</b>		
<input type="checkbox"/>	<b>Keyword</b>	<b>Local Monthly Searches</b> 
<input type="checkbox"/>	☆ <b>neurofeedback</b> therapy	2,900
<input type="checkbox"/>	☆ <b>neurofeedback</b> autism	590
<input type="checkbox"/>	☆ <b>biofeedback</b>	74,000
<input type="checkbox"/>	☆ <b>neurofeedback</b> games	170
<input type="checkbox"/>	☆ <b>adhd neurofeedback</b>	4,400
<input type="checkbox"/>	☆ <b>neurofeedback</b> add	590
<input type="checkbox"/>	☆ <b>what is neurofeedback</b>	33,100
<input type="checkbox"/>	☆ <b>neurofeedback</b> training	1,300
<input type="checkbox"/>	☆ <b>eeg biofeedback</b>	1,900
<input type="checkbox"/>	☆ <b>neurofeedback</b> depression	260
<input type="checkbox"/>	☆ <b>neurofeedback</b> certification	210
<input type="checkbox"/>	☆ <b>bio feedback</b>	49,500
<input type="checkbox"/>	☆ <b>neurofeedback</b> side effects	480
<input type="checkbox"/>	☆ <b>neurofeedback</b> system	390
<input type="checkbox"/>	☆ <b>neuro feedback</b>	27,100

Desktop/Laptop Searches  
for “Neurofeedback” and  
Related Keywords:

# Desktop/Laptop Searches for “ADHD”:

Show Ideas and Statistics for

Desktop and laptop devices

Filter keywords

Local Monthly Searches

>=

Remove

+ Add another

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

About this data

Download

View as text

More like these

Sorted by Keyword

Columns

Search terms (1)


<input type="checkbox"/>	Keyword	Local Monthly Searches
<input type="checkbox"/>	★ <a href="#">adhd</a>	1,220,000

# Search Engine Optimization

- Google Places – free to create a profile



Connecting you with the places you love

 Rate and share places on Google

 Get your business found on Google



**Local recommendations - powered by you and your friends**

Find, rate and share places you know to discover new ones you'll love.

**Claim your business listing on Google - for free**

Sign up for Google Places, or login to learn insights about your business.

Start rating



Get started



# Google Search: “neurofeedback Denver”

**ADHD-ADD: Age 7 to Senior | neuroAgility.com**

[www.neuroagility.com](http://www.neuroagility.com) +1

qEEG & **Neurofeedback Denver**-Boulder Promoting sustained, flexible focus

[+ Show map of 3773 Cherry Creek N. Drive and nearby neuroagility.com locations](#)

**Practical neurofeedback | Brain-Trainer.com**

[www.brain-trainer.com](http://www.brain-trainer.com) +1

Info, hardware, software, training, free tools and listserve. 1-stop!

**Neurofeedback Systems | Stens-Biofeedback.com**

[www.stens-biofeedback.com](http://www.stens-biofeedback.com) +1

Advanced Wireless Nexus-10 – the hot new generation of technology

**Denver Neurofeedback**

[www.denverneurofeedback.com/](http://www.denverneurofeedback.com/)

**(FREE GOOGLE PLACES PROFILE)**

**Neurofeedback** trains the brain directly and is often referred to as exercising the brain. Computer feedback enables the brain to learn new patterns to function ...



7500 W Mississippi Ave Ste A-30 Hours: Sun Closed; Mon-Fri 8:00am–5:00pm; Sat 8:00am–3:00pm

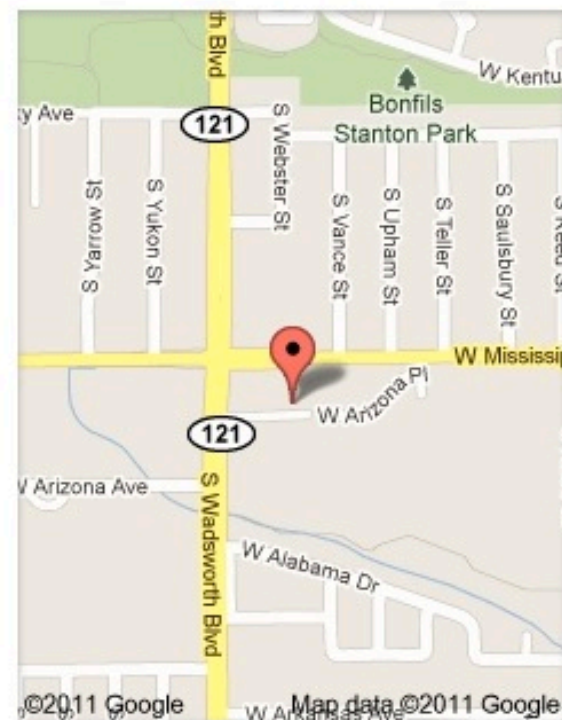
Lakewood, CO 80226

(303) 862-6863 Bus: S Wadsworth Blvd & W Mississippi Av

Place page - Write a review - Directions - Is this accurate?

**Rocky Mountain Neurofeedback and Counseling | Denver | Golden ...**

Ads



Ads

**(Pay Per Click Ads)**

**Neurofeedback at Home**

[www.smartbraintech.com](http://www.smartbraintech.com) +1

\$595 Complete System

Improve Attention - Concentration



# Search Engine Optimization

Create a Profile on Google Maps/Places

<http://www.google.com/business/placesforbusiness/>

Create a Profile on Microsoft Bing Maps/Places

<https://www.bingplaces.com/>

Both Profiles Needs to be Verified

- By immediate phone call with a PIN #
- By a postcard mailed to your office address with a PIN#

# Search Engine Optimization

To Get a Free Report on How Your Website is Doing Regarding SEO, go to any of these sites:

[www.woorank.com](http://www.woorank.com) (*online*)

<http://www.juxseo.com/> (*online*)

[www.seoquake.com](http://www.seoquake.com) (*requires download and installation*)

# Search Engine Optimization

To Get a Free Report on How Many Inbound Links Your Website has, go to:

[www.opensiteexplorer.org](http://www.opensiteexplorer.org) (online)



OPEN  
**SITE EXPLORER**  
The Search Engine for Links

Enter a URL to start searching 43 billion URLs and 9.2 trillion links

http://

SEARCH

Also: [www.ahrefs.com](http://www.ahrefs.com) and

[www.getlisted.org](http://www.getlisted.org)

# Website Analytics

To Get a Free Report on Everything You Wanted to Know About Your Website Visitors, Go To:

[www.google.com/analytics](http://www.google.com/analytics)



## Visitors Overview

Oct 6, 2011 - Nov 5, 2011 ▼



**3,657 people visited this site**



**3,980 Visits**



**3,657 Absolute Unique Visitors**



**6,588 Pageviews**



**1.66 Average Pageviews**



**00:01:28 Time on Site**



**70.83% Bounce Rate**



**89.57% New Visits**

## Visitor Segmentation



**Visitors Profile:** languages, network locations, user defined



**Browser Profile:** browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash



**Map Overlay**

Geolocation visualization



**Try Google Ad Planner.**

Understand the demographics and behaviors of your website's visitors.

# Mobile Devices

Oct 6, 2011 - Nov 5, 2011



## These mobile devices sent 342 visits via 8 operating systems

Site Usage		Goal Set 1		Views:		
Visits <b>342</b> % of Site Total: 8.59%	Pages/Visit <b>1.71</b> Site Avg: 1.66 (3.51%)	Avg. Time on Site <b>00:01:29</b> Site Avg: 00:01:28 (2.03%)	% New Visits <b>83.63%</b> Site Avg: 89.57% (-6.64%)	Bounce Rate <b>66.96%</b> Site Avg: 70.83% (-5.46%)		
Operating System		Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Android	152	1.99	00:02:07	78.29%	58.55%
2.	iPhone	95	1.47	00:01:07	84.21%	76.84%
3.	iPad	68	1.69	00:01:10	91.18%	61.76%
4.	BlackBerry	13	1.08	00:00:09	92.31%	92.31%
5.	iPod	7	1.00	00:00:00	85.71%	100.00%
6.	SymbianOS	5	1.20	00:00:06	100.00%	80.00%
7.	Nokia	1	1.00	00:00:00	100.00%	100.00%
8.	Sony	1	1.00	00:00:00	100.00%	100.00%

# Converting Traffic to Inquiries

- Keys to Conversion

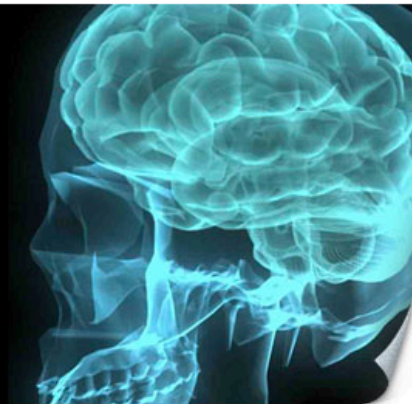
- Make Your Home Page About the Potential Client, Not About You
- Specialize (you may only have 10 seconds to convince me you can help)
- avoid tiny fonts
- Have a Clear Call to Action:  
What Do You Want the Visitor to Do Next?

## Categories:

10 Signs of Alcoholism
ADHD
Adolescent Psychology
Anxiety
Are You Stressed Out?
Articles
Autism
Bariatric Surgery
Depression
Depression Checklist
Does your child or student have attention problems?
Drugs and Alcohol
Early Indicators of Learning Disabilities
Gerontology
Goal Setting
Kindergarten Readiness
Learning Disabilities
Managing Anxiety
Parenting
Psychological Testing
PTSD
Six Parenting Tips



THINK OF  
THE POSSIBILITIES



ABOUT US

WHAT IS NEUROFEEDBACK

ALLIED COUNSELING

LINKS & RESOURCES

PATIENT REGISTRATION

TESTING

CONTACT US



Call Now: (847) 615-1425

*Welcome to the web site of*  
**NEUROFEEDBACK - BIOFEEDBACK OF CHICAGO**

Thank you for visiting Neurofeedback Biofeedback of Chicago. Our site offers you complete information about Neurofeedback and what it is. Learn about our staff, the services we have to offer and where we are located. **Contact us** today to find out more or call us at (847) 615-1425.



**PATIENT REGISTRATION**

Save time and download the forms needed before coming in. We have forms from New Patient Registration to Office Policy Statements. Fill out the forms and then print or email them prior to appointment. **CLICK HERE**



**CONTACTING**

**NEUROFEEDBACK - BIOFEEDBACK OF CHICAGO**

Get Turn by Turn Directions, Phone Numbers and our Email Address. We are located at:  
37 Sherwood Terrace, Suite 102, Lake Bluff, IL 60044 **CLICK HERE**



# NEUROHEALTH ASSOCIATES

Specialists in Pediatric and Adult Neurocognitive Disorders

## Neurofeedback...maximizing your brain's potential.



477 E. Butterfield Rd, Suite 310, Lombard IL 60148  
Phone: (630)-969-3ADD (3233) | Fax: (630) 969-3310

About Our NHA Professionals

Clinical Neuropsychology - A Guide for Patients & Families

Brain Waves 101: Neuroscience of Behavior

Brain Mapping ADD/ADHD and Related Disorders

The 6 Different Subtypes of ADD

Treating the Brain Without Medication

Neurofeedback and Cognitive Therapy

How Does It Work?

Advanced Neurotechnology: Enhancing Brain Ability

Before & After Treatment

Brain Map Comparisons

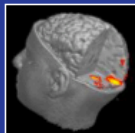
School/Academic Consultations

General Biofeedback: Q & A

Getting Started : Q & A

Contact Us

Home



International Society for Neuronal Regulation

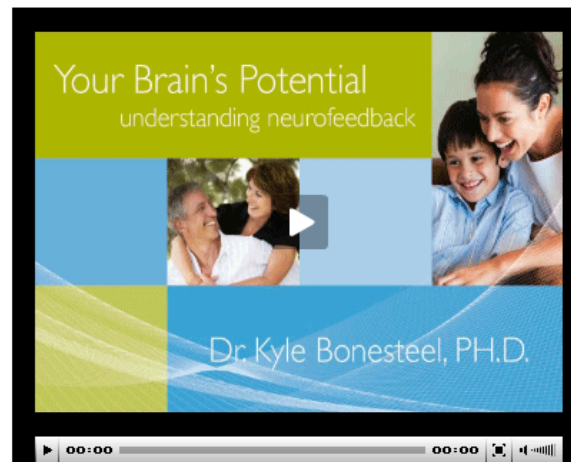
National Academy of Neuropsychology

EEG & Clinical Neuroscience Society

EEGInfo.com

Home

### Effective Treatment Always Starts With a Comprehensive Examination and Accurate Diagnosis



#### Meet Our Director: Diplomate, American Academy of Clinical Neuropsychology Dr. Kyle Bonesteel

Our Director, Dr. Bonesteel, is one of only 32 board certified neuropsychologists in the state of Illinois (as of 8/10), recognized as a Diplomate of the American Academy of Clinical Neuropsychology. This high distinction requires a PHD in clinical neuropsychology, a specialized post-doctoral fellowship at a major medical center, and successful completion of a rigorous set of



#### NeuroScience Research

Read the Latest Research

The ADD/ADHD Resource

[Neurofeedback](#)

[Cognitive Therapy](#)

[EEGInfo](#)

The Doctors of NEUROHEALTH ASSOCIATES have been featured on the WGN Medical Report, Chicago Tribune, and WGN 1160 AM for their





# The Balanced Brain

## Neurofeedback Clinic

[Home](#)[About Neurofeedback](#)[Our Services](#)[Q & A](#)[Research](#)[Contact Us](#)[Links](#)[Videos](#)

### Your brain.

It determines who you are and controls how you function in the world. It governs all your physical, mental, emotional and intellectual behaviors. But your brain can be out of balance and disregulated. There are many causes. Genetics, stress, illness and injury, trauma, poor nutrition and toxic substances can all contribute and the result is poor function. Lack of focus, migraines, impulsive behaviors, learning disabilities, it's a long list.

The good news is that Neurofeedback can help!

Whatever we do in our lives, doing it well requires training. We can train our bodies to perform. Well, the brain is no exception. A brain out of balance can be restored and a balanced brain can be trained to perform better. We finally have the technology to show you measurements of your brain's processes, in real time, that are usually outside of your awareness. We can show you how to train your brain to perform better and relieve debilitating symptoms.

***Click on the image to the right for an introduction to Neurofeedback and what it can do for you.***



003512

# Family Counseling *And* Neurofeedback Center

[Dr Dastrup](#)[About FCNC](#)[Treatments](#)[Contact](#)

## Iowa Courthouse

Dr Dastrup's office is built with remnants from a historic Iowa courthouse. Click [here](#) to discover more.

Family Counseling & Neurofeedback Center (FCNC) is dedicated to helping families, couples, individuals, adolescents and children become happy and successful.

Helping people help themselves is our primary concern. FCNC provides intensive focused treatment for those who need health care answers for enhancing their lives, personal growth and relationship issues, and for finding their authentic true self.



## NEUROFEEDBACK

[What is Neurofeedback?](#)

[Benefits of Neurofeedback](#)

[Neurofeedback & Relationships](#)

[Alcohol & Drug Addiction](#)

[Anger Management](#)

[Anxiety & Worry](#)

[Asperger's Syndrome](#)

[Attention Deficit Disorders](#)

[Bipolar Disorder](#)

[Depression](#)

[Fear](#)

[Headache](#)

## NEUROFEEDBACK



*This powerful brain-based technique has been successfully helping clients around the world for more than 30 years.*

Neurofeedback, also known as EEG Biofeedback or Neurotherapy, is a groundbreaking technique that challenges the brain to a higher level of performance. This powerful brain-based technique has been successfully helping clients around the world for more than 30 years. It is non-invasive and offers dramatic results for a multitude of symptoms.

### How it works

We "listen in" on brainwave activity through electrodes applied to the scalp—a painless, non-invasive procedure you may be familiar with if you've ever had an electroencephalogram (EEG). We then process the signal by computer and extract information about key brainwave frequencies. We show the ebb and flow of this activity back to the person, who attempts to change their brain's activity level, increasing or decreasing it, depending upon the specific focus. We present this information to the person in the form of a game, so the person is effectively playing a game with his or her brain. Eventually the brainwave activity is "shaped" toward more desirable, more regulated performance. The frequencies we target and the locations on the scalp where we listen in on the brain are specific to the individual and to the conditions we are trying to address.

### How long does it take?

Each session depends on the treatment.

### How long does it last?

Neurofeedback involves learning by the brain and if that brings order out of disorder, the brain will continue to use its new capabilities, and thus reinforce them. Matters are different when we are dealing with degenerative conditions, like Parkinson's or the dementias, or when we are working against continuing insults to the system, as may be the case in the autism spectrum. In such cases the training needs to be continued at some level over time. Allergic susceptibilities and food intolerances make it more difficult to hold the gains.



# Mindy Fox, MFT & Neurofeedback Practitioner Los Angeles, California

*Specializing in treatment of Anxiety & PTSD.*



[Home](#) [Anxiety](#) [Attention Deficit Disorder](#) [Blog](#) [Contact Info](#) [EMDR](#) [Neurofeedback \(EEG\)](#) [Peak Performance](#) [PTSD](#) [Resources](#)

## About Mindy Fox, Licensed Marriage & Family Therapist, Lic. # MFC31637

Two offices located in the Los Angeles, California area:

**2665 30th St. #217, Santa Monica, CA 90405**

**3820 Del Amo Blvd. #301, Torrance, CA 90503**

The process of change often begins with personal crisis and can lead to personal transformation. Mindy works with you to effectively release and change negative limiting beliefs, undesirable patterns, and resolve old issues that keep you from moving forward.

Mindy has over *18 years of experience* as a licensed marriage and family therapist. Her expertise in psychotherapy, EMDR, and neurofeedback helps her treat clients with: attention deficit disorders, post-traumatic stress disorder, anxiety, and depression issues.

### Recent Posts

- [Music Therapy and Neurofeedback](#)

### Recent Comments

- [Family Therapy](#) on [About Mindy Fox, Licensed Marriage & Family Therapist, Lic. # MFC31637](#)
- [dating advice](#) on [Contact Info](#)
- [dating advice](#) on [Contact Info](#)
- [dating advice](#) on [Contact Info](#)
- [conveyancing solicitors](#) on [About Mindy Fox, Licensed Marriage & Family Therapist, Lic. # MFC31637](#)

### Archives

- [September 2010](#)

# Dr. Leah Lagos

BIOFEEDBACK | NEUROFEEDBACK | THERAPY | (SPRINGFIELD, NJ 07081 & NEW YORK, NY 10086)



## LEARN MORE

- \* [Home](#)
- \* [Biofeedback](#)
- \* [Neurofeedback](#)
- \* [Stress Assessment](#)
- \* [Therapy](#)
- \* [Links & Resources](#)
- \* [About Dr. Lagos](#)
- \* [Contact](#)

## CONTACT

**Dr. Leah Lagos**  
(646) 770-1702  
675 Morris Avenue  
Suite 202  
Springfield, NJ 07081  
3 East 65th Avenue  
New York, NY 10086  
[drleahmlagos@gmail.com](mailto:drleahmlagos@gmail.com)

## Welcome

Each of us is shaped by a vast array of experiences and talents. The hope is that we can always function optimally in our personal lives, our career, and achieve our goals. Life, however, invariably presents challenges that distract us and interfere with our health and performance. This is where I can help.



As an experienced health care provider with a specialized background in biofeedback services in Springfield, New Jersey and New York, NY. I provide therapy as well as the most modern and empirically supported techniques such as biofeedback and neurofeedback for children, adolescents, adults, and athletes. My work is always designed to be supportive, communicative, and encouraging. In this way, I can assist my clients in gaining confidence and achieving their personal and health goals. With knowledge and experience accumulated through training and practice around the world, I have been able to help my clients find new direction in their lives and move forward with greater satisfaction.

Psychotherapy, biofeedback, and neurofeedback can all be very effective in enhancing health and life. I never cease to be deeply touched by my clients' dedication and commitment to achieving their personal goals. Through the journeys we have taken together, they have learned valuable skills and in doing so have gone on to make important and long-lasting changes in their lives.

Through my initial assessment, I determine which combination may be most effective for each individual. As therapy continues, I continue to evaluate the treatment plan to employ the most effective therapies and help my clients achieve their goals.

*train your brain...*

*free your life!*



BRAIN and BODY  
SOLUTIONS

675 seminole ave. suite t-05  
atlanta. ga 30307. v 404.745.9233

[Home](#) [Suffering?](#) [Can You Benefit?](#) [Services](#) [Results!](#) [Cost?](#) [Contact](#) [Blog](#) [Store](#) [More](#)

## Dr. Stephanie Rimka



**"Take care of your body with steadfast fidelity.  
The soul must see through these eyes alone, and if they are dim,  
the whole world is clouded."**

**-Johann Wolfgang Von Goethe**

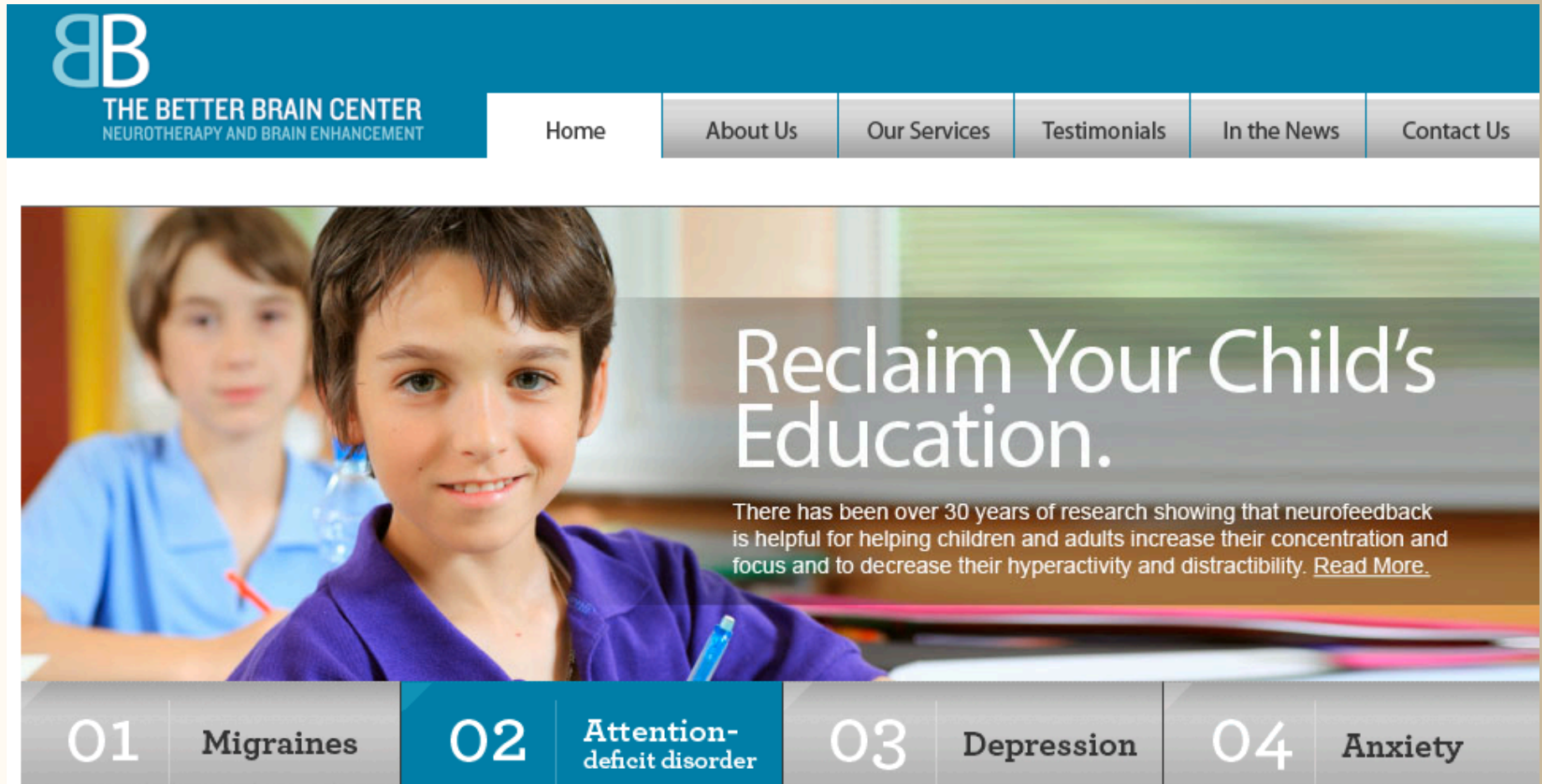
Stephanie J. Rimka, BA, DC is a diverse practitioner dedicated to helping others transform and empower their lives. Dr. Stephanie continues learning methods to release the limitations of the personality and to expand consciousness towards a humanitarian, evolutionary approach to oneness. After receiving her BA in 1995 from Albion College, Albion, MI, her 15 year career in health care began as a case worker for schizophrenics. Her interest in emotions and their relation to brain dysfunction led her to a seemingly unlikely place: Chiropractic College at Life University, Marietta, GA where she received her Doctorate in 2000 graduating Summa Cum Laude. Yet, it was through understanding that there were natural ways to help restore proper brain function and improve quality of life without drugs which motivated her decision. After completing an intensive 2 year training program in the international organization Global Relationships Centers, she co-taught an interpersonal communications course called Understanding Yourself and Others based on Jungian, Adlerian, and Gestalt principles for large groups; she participated in a 2 year study of Soul Focused Healing and Energy Mastery with Deborah Mills; and she mentored privately for 3 years on coaching and teaching techniques with specialist Apolonia Fortino. Combining this



# Successful Websites

- Ok, So What's a GOOD ONE LOOK LIKE?

<http://www.neurofeedbackconsult.com/>



# Converting Traffic to Inquiries

- More Keys to Conversion
  - Have Phone Number & Clickable Email Address on Every Page
  - Emotionally Engage the Reader With Relevant Content that Taps into More than One Sense

# Converting Traffic to Inquiries

- More Keys to Conversion
  - Understand the Continuum of Engagement
    - Text (worst)
    - Pictures
    - Audio
    - Video (best) with Additional Bonus: **GOOGLE Owns YouTube!**

# Social Media

- User-Generated Content
- Lists of Friends/Contacts/Followers
- Messaging Between Contacts

# Social Media





# Social Media

- **Twitter**

- Great Resource for Up to the Minute News and Postings by People you Respect
- But Despite Massive Hype, It's **Not** Ready for Prime Time as a Referral Source
- Since Posts are Limited to 140 Characters, Most Posts Include URL Shorteners such as [www.bitly.com](http://www.bitly.com)



# Social Media

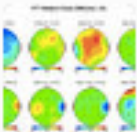

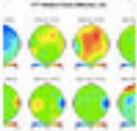



- **Twitter**

- Can't Hurt to Register Twitter Names  
<= 20 characters, for FREE, in case  
Search Capabilities Become More  
Widely Used – such as:

@chicagoanxiety or  
@neurofeedbackla or @adhd solutions



# Sample Twitter Postings

	<b>NeurofeedbackOC</b> OC Neurofeedback - Dr. Clarity's new book " Neurofeedback: Transforming Your Life With Brain Biofeedback" - Click here: <a href="https://t.co/noWfyJhf">t.co/noWfyJhf</a>	38 mins
	<b>Spirit1Body</b> What Is Neurofeedback?: Neurofeedback <a href="https://t.co/Xcb1Meeh">t.co/Xcb1Meeh</a>	1 hour
	<b>NeurofeedbackOC</b> Orange County Neurofeedback - Neurofeedback Book Available Now! - Click here: <a href="https://t.co/tK1OLWtC">t.co/tK1OLWtC</a>	1 hour
	<b>kimlacey</b> Bookended by amnesia and neurofeedback <a href="https://t.co/FpgWmYQk">t.co/FpgWmYQk</a> via @zite	3 hours
	<b>Halaabdelkhalek</b> Improving 10-40% of cases of autism after 60 sessions, thru Neurofeedback. American experts in complicated cases. Call clinic@01005000044	4 hours
	<b>DevelopmentalDi</b> Kids Eliminate ADHD By Watching DVDs With Neurofeedback: Imagine being able to exercise you or your child out of: <a href="https://t.co/XgYPXkez">t.co/XgYPXkez</a>	4 hours

# Social Media

- **LinkedIn**

Emphasis is on Learning  
& Networking

- Good for Business to Business Referrals such as Supervision or Clinical Training
- Also Good to Ask Clinical Questions and Get Support for your Practice



# Social Media

- **Facebook**
- In Addition to Pay Per Click Ads, You Should Create a Facebook Business Page
- Facebook “Likes” Will be More Important Now That They Are Starting “Graph Search”

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# Social Media

- Facebook's New 'Graph Search'
- Since Most People Don't "Like" Their Therapist, Graph Search Will Default to BING Search
- So Be Sure You Have a Free Profile on Bing at
- <https://www.bingplaces.com/>

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Bing Places for Business logo, featuring the word "bing" in its signature font with a blue dot over the 'i', followed by a vertical line and the text "Places for Business" in a serif font.

# Social Media

- Facebook's New 'Graph Search':  
Sample Searches

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Marriage Counselors who live in New York, New York

Sorry, we couldn't find any results for this search.





Psychologist who live in Chicago, Illinois



psychologist who live in chicago, illinois

Web Search



**Therapist at Goldsmith Counseling, PC**

📍 Lives in Chicago, Illinois · From Rochester, New York

👍 Likes Psychology

🎓 Studied Master in Counseling at Adler School of Professional Psychology

👤 1 mutual friend: Geoffrey Gray

✓ Friends

Message



**Lilly Calandrello**

**Works at Lilly Calandrello**

📍 Lives in Chicago, Illinois · From Chicago, Illinois

👍 Likes Psychology, Second Life and 72 others

🎓 Studied at Homewood- Flossmoor High School '82

👤 7 mutual friends including Elizabeth Bohorquez and David Riklan

➕ Add Friend

Message



**Beth Nathalie Rom-Rymer**

**President at Rom-Rymer and Associates**

📍 Lives in Chicago, Illinois · From Lido Beach, New York

👍 Likes Psychology, Politics and 1 other

🎓 Studied Clinical Psychology at University of Illinois at Urbana-Champaign

👤 3 mutual friends including Katherine Nordal and Doug Haldeman

➕ Add Friend

Message







### Southern California Counseling Center

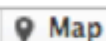
Counseling & Mental Health

📍 5615 West Pico Blvd., Los Angeles, CA

🕒 It is the mission of the Southern California Counseling Center to provid...

🕒 8:00 am – 9:00 pm · (323) 937-1344

👍 Joanna Poppink likes this



### Airport Marina Counseling Service

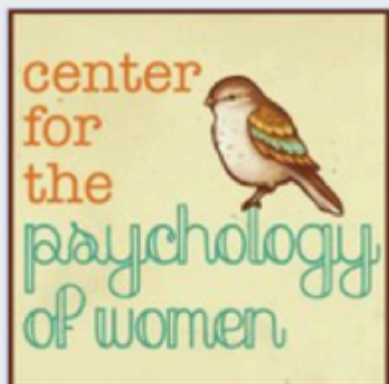
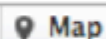
Counseling & Mental Health

📍 7891 La Tijera Blvd., Los Angeles, CA

🕒 The mission of AMCS is to provide affordable, community-based ment...

🕒 9:00 am – 9:00 pm · (310) 670-1410

📍 30 people checked in here



### Center for the Psychology of Women

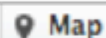
Counseling & Mental Health

📍 2148 1/2 Sunset Blvd. Ste. 202, Los Angeles, CA

🕒 Each of us plays many different roles. At any point in each day you may...

🕒 8:00 am – 8:00 pm · (323) 369-0755

👍 Joanna Poppink likes this





### [Neurofeedback « Neurofeedback Ohio](#)

[www.neurofeedbackohio.com/neurofeedback](http://www.neurofeedbackohio.com/neurofeedback)

A review of **neurofeedback** treatment for pediatric **ADHD**. Journal of Attention Disorders. T. Ros, M. A M Munneke, D. Ruge et al. (2010) ...

### [Neurofeedback Ohio](#)

[www.neurofeedbackohio.com](http://www.neurofeedbackohio.com)

At **Neurofeedback Ohio** you'll receive the assistance you need. ... Optimize with **Neurofeedback** ADD/**ADHD** addiction Anxiety autism chronic fatigue chronic pain

Related searches for **neurofeedback for adhd in ohio**

[Neurofeedback Training for ADHD](#)

[EEG Biofeedback for ADHD](#)

[Does Neurofeedback Work for ADHD](#)

[Brain Wave Therapy for ADHD](#)

[Neuro Bio Feedback for ADHD](#)

[Neurofeedback ADHD Research](#)

### [Neurofeedback Ohio | Neurofeedback Therapist in Ohio | About ...](#)

[www.aboutneurofeedback.com/providers/ohio-neurofeedback](http://www.aboutneurofeedback.com/providers/ohio-neurofeedback)

Find a **neurofeedback** provider, therapist, or clinician in **Ohio**. Brain training in **Ohio** for add, **adhd**, autism, anxiety, depression, ptsd, migraines, insomnia, and more.

### [NEUROFEEDBACK CLINIC OF CINCINNATI](#)

[neurofeedbackcincinnati.com](http://neurofeedbackcincinnati.com)

**Neurofeedback** Clinic of Cincinnati offers multi ... 10653 Techwoods Cir, Ste 101, Cincinnati, Ohio ... Cerebral Palsy, **Attention Deficit/Hyperactivity Disorder**, ...

➔ 1 person shared this

# Social Media

## Google+ - Google's Answer to Facebook

- Join at [plus.google.com](https://plus.google.com)
- 130 Million Active Users, 400 Million Total Users
- Combines the Best of Twitter and Facebook with Great Privacy Settings
- Features 'Video Hangouts' with up to 9 People
- You Can Have a Business Profile on Google+



# Social Media

Google+



- Google is Forcing All New Google Accounts to Have a Gmail Email Address AND Signup for Google+

Create a new Google Account

1

2

Your Google Account is more than just Search.

Talk, chat, share, schedule, store, organize, collaborate, discover and create.

Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.

Take it all with you.

A Google Account lets you access all your stuff — Gmail, photos and more — from any device. Search by taking pictures, or by voice. Get free turn-by-turn navigation, upload your pictures automatically, and soon even buy things with your phone using Google Wallet.

Share a little. Or share a lot.

Name

First Last

Choose your username

@gmail.com

Create a password

Confirm your password

Birthday

Month Day Year

Gender

I am...

Mobile phone

# Social Media

**Google+**



Google Gives Organic Search Results  
Preference to Businesses  
that Post on Google+

# Social Media

## Google+



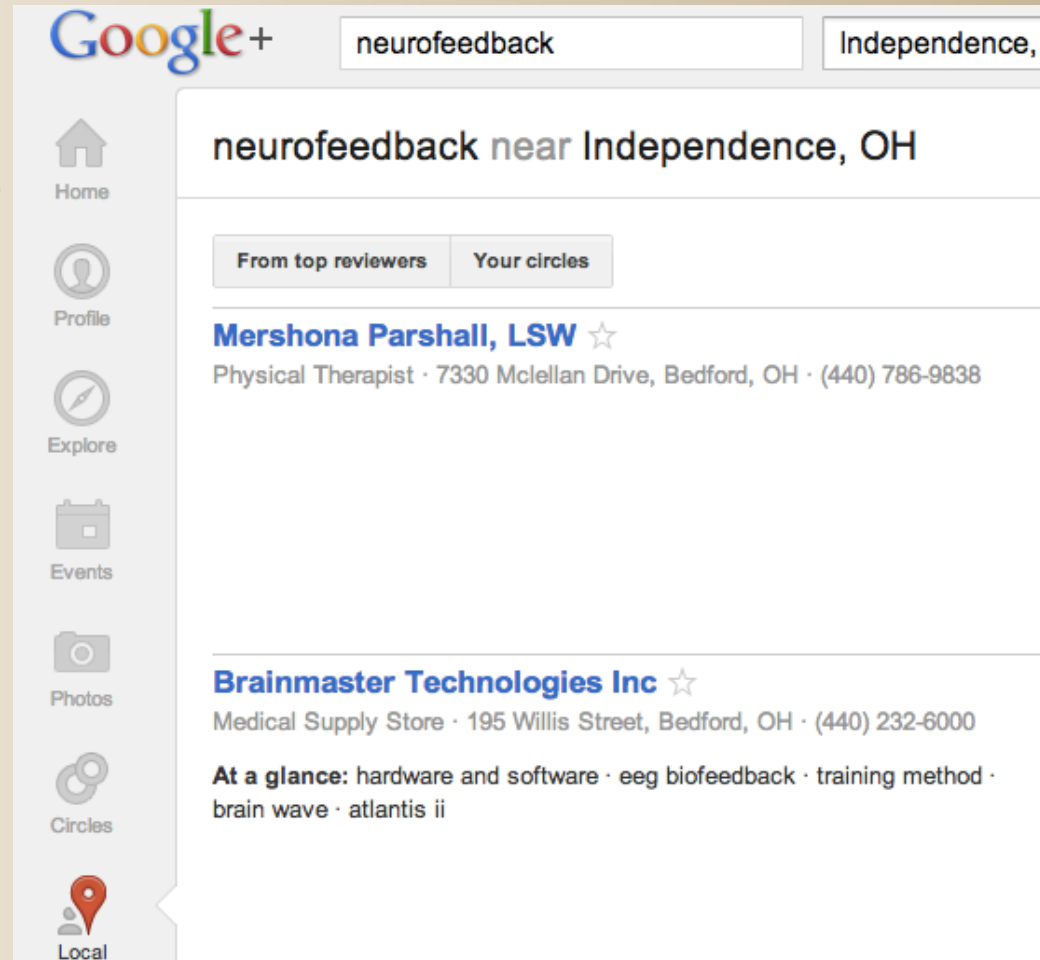
- Everyone Should Have a Google Plus Account
- Create a Business Profile
- Contacts are Contained in 'Circles' of People of Common Interest or Location



# Social Media

## Google+ - LOCAL

- Google Has Been Importing Google Places Profiles Since July 2012 into Google Plus/Local
- **Most of These Imported Profiles Contain Errors**
- Check Your Profile in Google Local





# Social Media

## Google+ - LOCAL



Best Way to Check Your Google Local Profile:

- Go to [maps.google.com](https://maps.google.com)
- Type in Your Name and City
- Click on the Link

# Social Media




# Social Media


The image is a screenshot of a Google+ profile page for 'Brainmaster Technologies Inc'. At the top, the Google+ logo is on the left, a search bar with the text 'Search for restaurants, hotels, and more' is in the center, and a location bar with 'Bedford, OH' is on the right. The left sidebar contains navigation icons for Home, Profile, Explore, Photos, Communities, and Events. The main profile header features a circular profile picture icon, the company name 'Brainmaster Technologies Inc', and the address '195 Willis St Bedford, OH 44146'. Below the header, there are tabs for 'About' and 'Photos', with 'About' being the active tab. The 'About' section displays a large placeholder box with a camera icon and the text 'Upload first public photo'. Below this, the company name 'Brainmaster Technologies Inc' is repeated, followed by the address '195 Willis St Bedford, OH 44146', the phone number '(440) 232-6000', the website 'brainmaster.com', and the business category 'Medical Supply Store'.

Google+ Search for restaurants, hotels, and more Bedford, OH

Home Profile Explore Photos Communities Events

 **Brainmaster Technologies Inc** 195 Willis St Bedford, OH 44146

About Photos

  
Upload first public photo

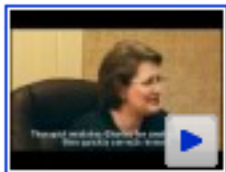
**Brainmaster Technologies Inc**  
📍 195 Willis St Bedford, OH 44146  
(440) 232-6000 · [brainmaster.com](http://brainmaster.com)  
📌 Medical Supply Store

# Video

## Video Marketing Has Six Big Advantages:

- Videos Get Indexed in Google Faster than Anything Else
- Videos Can be Keyword Tagged for Search
- In Search Results, Video Shows up a Thumbnail Image, not a Line of Text:

### Videos for counseling videos



The Couple, Introduction to Counseling and ...  
10 min - Aug 26, 2009  
Uploaded by psychologist3  
[www.youtube.com](http://www.youtube.com)



Basic Counseling Skills  
6 min - Aug 28, 2009  
[www.metacafe.com](http://www.metacafe.com)

# Video

- Video Marketing Advantages:

- Video is the Most Engaging Medium Available
- Videos Can go Viral (others market for you)
- High Resolution Video is **Very Inexpensive To Produce and Free to Put Online** and on Your Website
- YouTube Has Become a Major Search Engine for Information

# Video

- YouTube

- YouTube: 4 billion videos viewed every day; 200 million of those on mobile devices
- 60 HOURS of Video is Uploaded to YouTube Every MINUTE
- Owned by Google



# Video

- **YouTube**

- Everyone Should Create a YouTube Channel (free)
- Upload 2-3 Minute Videos Based on FAQs
- Embed Videos on Your Website
- Keyword Tag Your Videos







# • YouTube - How to Embed on Your Website

This video is public.

Like Add to Share Download 84 views

**#1 Click 'Share' to Get Embed Code**

<http://youtu.be/MfH6joKBu6Q> Embed Email

**#3 Click 'Embed' to See and Copy HTML Code**

```
<iframe width="420" height="315"
src="http://www.youtube.com/embed/MfH6joKBu6Q"
frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

**#2 UNCHECK This**

☒ Show suggested videos when the video finishes  
☐ Use HTTPS [?]  
☐ Enable privacy-enhanced mode [?]  
☐ Use old embed code [?]

420 × 315 480 × 360 640 × 480 960 × 720 Custom

Width:  px  
Height:  px

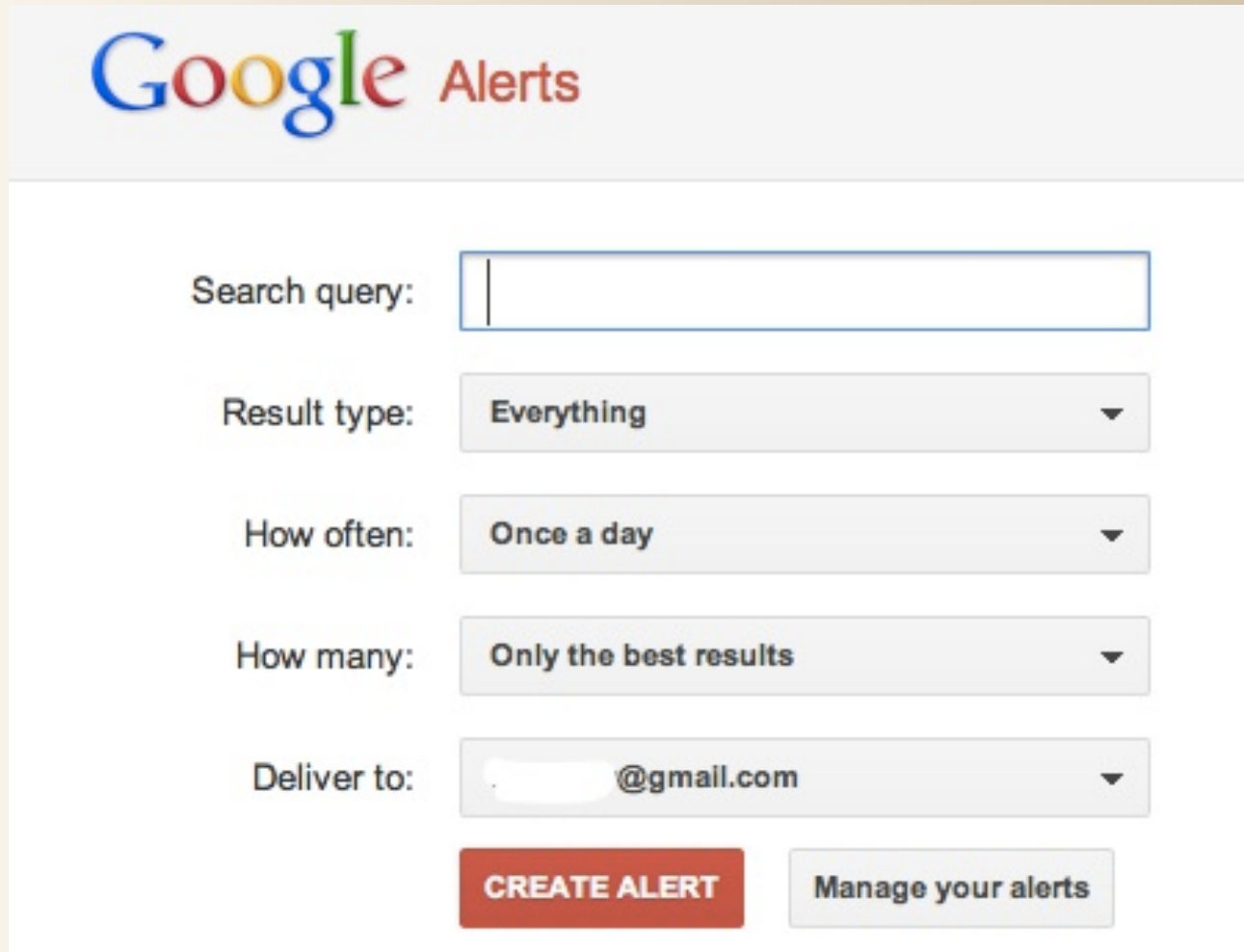
# Rapid Public Relations

## **The Internet Allows a New, VERY EFFICIENT Method of Public Relations**

- Get Free Coverage on TV, Radio, Newspapers
- Enhance Your Brand Image in Your Community
- Increase Visitors to Your Website
- Take Advantage of the Fact that Reporters Now  
LOOK FOR NEWS STORIES, Rather than Waiting for  
News to Come to Them as In the Past

# Rapid Public Relations

- STEP 1: Sign up for Google Alerts



The image shows the Google Alerts sign-up interface. At the top is the 'Google Alerts' logo. Below it are five configuration options, each with a label and a dropdown menu or text input field. The 'Search query' field is empty. The 'Result type' is set to 'Everything'. 'How often' is set to 'Once a day'. 'How many' is set to 'Only the best results'. 'Deliver to' shows a partially redacted email address ending in '@gmail.com'. At the bottom are two buttons: a red 'CREATE ALERT' button and a grey 'Manage your alerts' button.

Google Alerts

Search query:

Result type: Everything ▼

How often: Once a day ▼

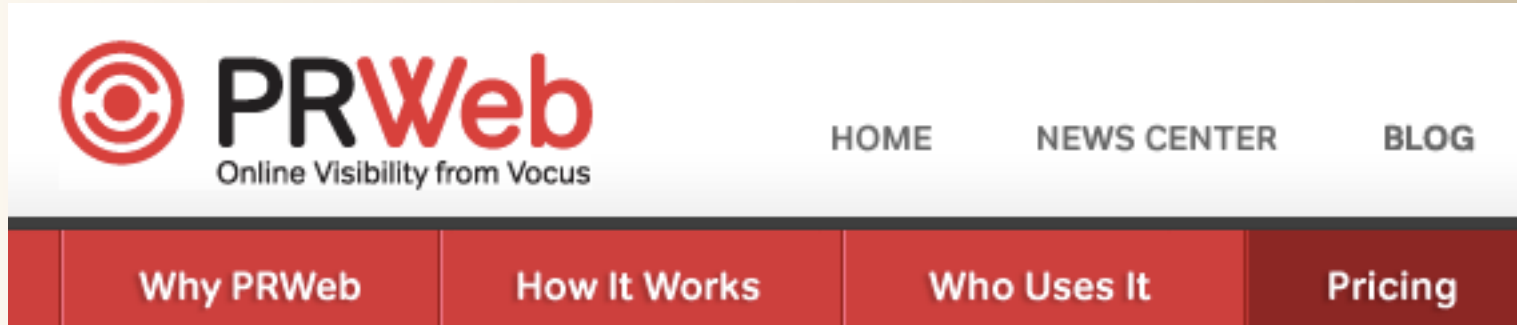
How many: Only the best results ▼

Deliver to: \_\_\_\_@gmail.com ▼

**CREATE ALERT** Manage your alerts

# Rapid Public Relations

- STEP 2: Create an Account on PR Web (prweb.com)



- STEP 3: When a National News Story Breaks with Your Keyword Topic (e.g. neurofeedback, ADHD etc), Create a Press Release and Send out Locally or Nationally via PR Web

Example: Nov 2011: Huge national story on shortage of ADHD Medications

# Rapid Public Relations

- STEP 4: (Optional): Post Your Press Release Copy on Twitter and Google Plus with Hash Tags (#ADHD)
- STEP 5: Ride the Momentum of the News Story
- STEP 6: Be Available for Interviews - Reporters Have Very Fast Schedules and Usually Want to Talk or Tape the Same Day (or at the most, 1 day later)
- Record all Interviews (audio and video) and Post on YouTube, Your Website and/or Blog

# Summary

## **ESSENTIAL TAKEAWAYS (all FREE):**

- **Update Copy on Home Page of Website**
- **Update Website Meta Tags**
- **Create/Update Google Places Profile**
- **Create/Update Bing Places Profile**
- **Create/Update a Google+ Profile**
- **Create/Update a Facebook Business Page**
- **Create Quantifiable Goals**
- **Carefully and Systematically Track Results Monthly**

# Summary

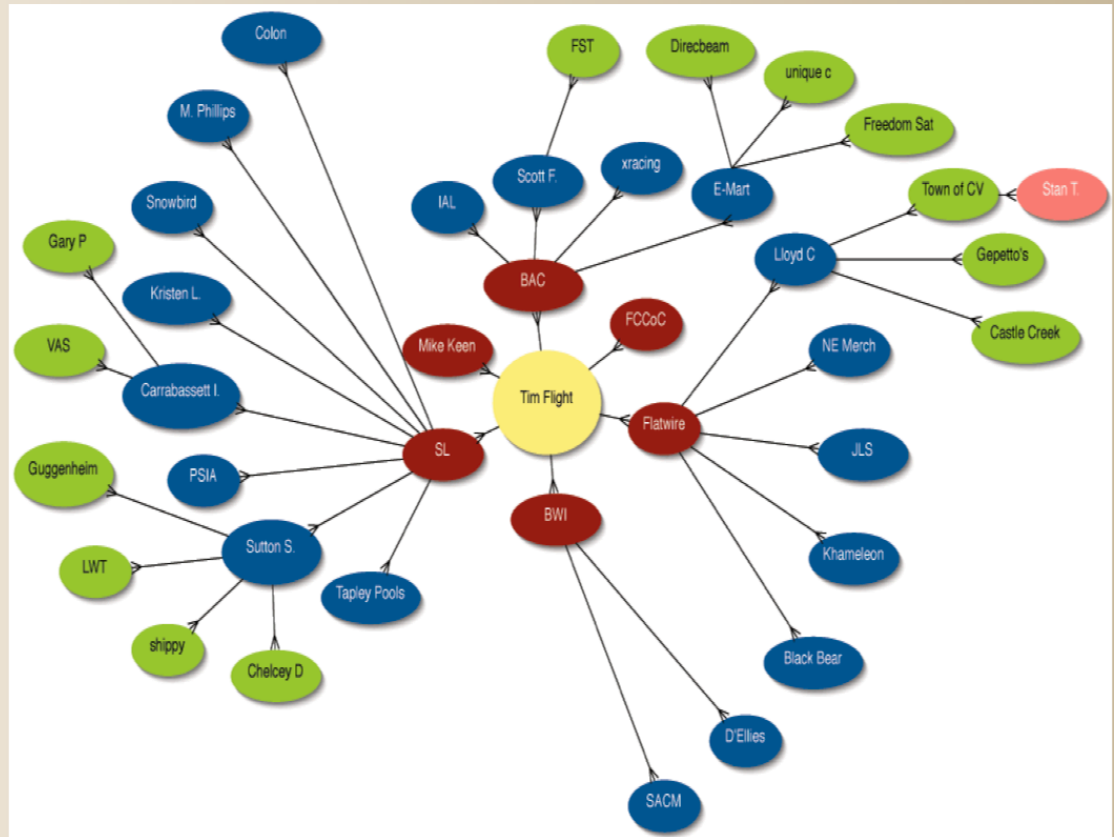
## OPTIONAL TAKEAWAYS:

- **Experiment with Google AdWords to Increase Traffic**
- **Experiment with Facebook Ads to IF You Have a Specific Target Market**
- **Create a YouTube Channel and Make Several 2-3 Minute Videos on FAQs**
- **Post Something on Google+ Several Times a Month**



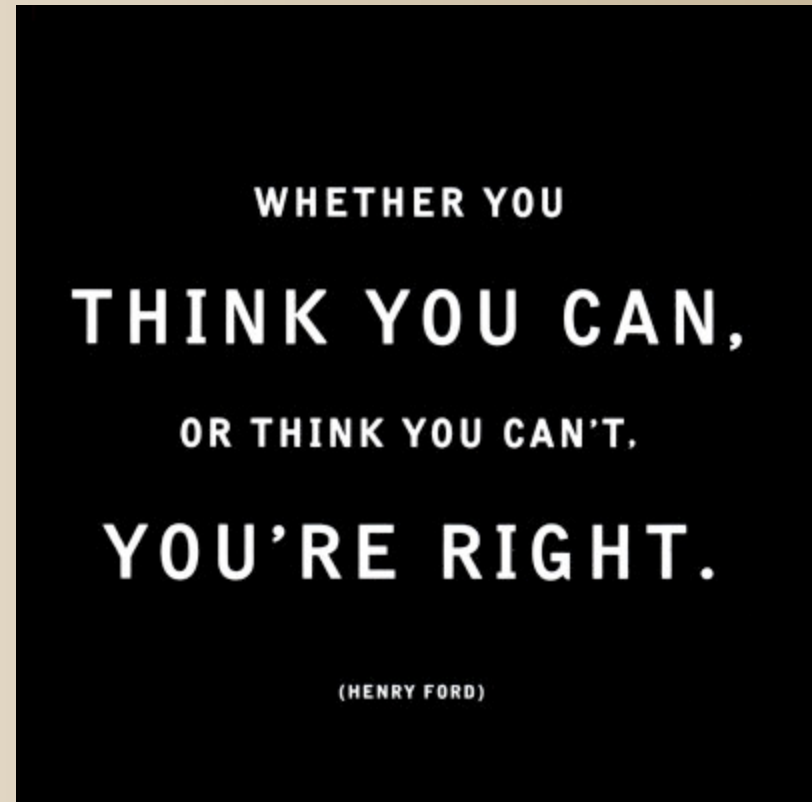
# Summary

- The Internet connects you with a vast network of relationships that would otherwise be unavailable to you



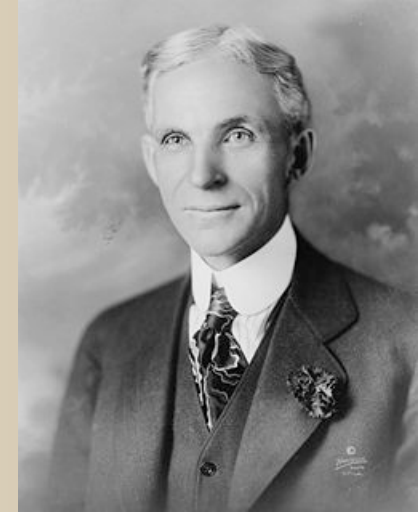
# Attitudinal Issues

- You Have to **take Risks** to Succeed, and Ignore the Negative People in Your Life
- You Have to Invest Time and Money to Really Learn How to Implement This Stuff
- Business is a Complex Field that is Ever Changing



# Attitudinal Issues

- Hang Out with People Who Are More Successful Than You
- Don't Invest Time in People Who are Negative
- Never Stop Learning



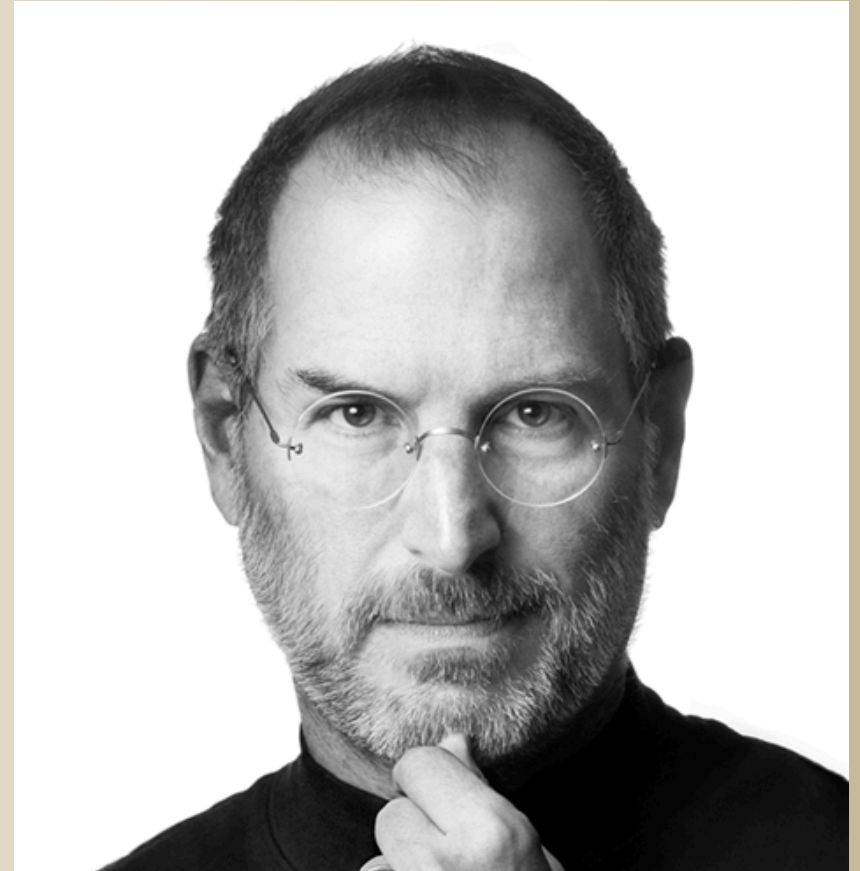
If I'd asked my customers what they wanted, they'd have said a *faster horse*.

-Henry Ford

# Attitudinal Issues

“Death is very likely the best invention of Life. Your time is limited, so don't waste it living someone else's life.

**Don't let the noise of others' opinions drown out your own inner voice.** And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become.”



Steve Jobs, 1955-2011

# Key Business Principles

## Action Plan Exercise



# Key Business Principles

Follow up Resources:

1) Internet Marketing Resources:

<http://uncommonpractices.com/sts.html>

2) Email me with any questions you might have:

[joe@uncommonpractices.com](mailto:joe@uncommonpractices.com)