VPF & The Facts About Creating a Successful Online Presence

Generating new clients or customers online has been the everlong goal of all modern businesses.

There are many options when it comes to how and what to do in order to achieve this goal. And much of what should be done and *what will* be effective is *entirely* based on the type of company, its location and the potential client demographic.

Generating new business online is actually a very simple science, but just like any science, there are exact axioms, procedures and protocols that must be followed in order to achieve desired results.

Like any science, opinions can enter in, and these can confuse basic truths and make it very difficult for it to be applied with success, so it can give the false apparency that the this science doesn't work.

It is correct to say that any science should be measurable and reproducible exactly, every time.

This is not an essay on the subject of science, but it is important to understand that the art of generating business online is in fact science, when predictable, measurable and reproducible results can be achieved.

A Scientist is Not Required

Successful online presence has been found to follow some very high level protocols. These protocols are nothing new, but they have never been organized in such a way as to make sense to the average business owner.

A business owner should not need to be a scientist to have success with online presence.

There are three primary parts of a successful online presence. But before go over these, we first must define a *successful online presence*.

Defining a Successful Online Presence: Dental Practice, New Qualified Patients

For the sake of this article, we will assume the goal of a dental practice is to generate *new qualified patients*, thus their successful online presence would be to create these in a *predictable*, *measurable* and *reproducible* way.

This means the front desk, office manager, dentists and staff can certainly know, by doing A, B and C, they will achieve the expected result: *new qualified patients*.

In this example, A, B and C are simply variables and these would be each dealt with based on the type of practice, location and several other demographic defining factors. In other words, there are precise things *this* practice would do to reach their desired end goal. *Every* business *is* different.

The most common mistake in online marketing and promotion (online presence) is overlooking or leaving out these fundamental defining steps that produce a success online campaign.

For the sake of this article, we could call *anything* but a successful and productive online presence: S*horty marketing*. *Shorty marketing* could be referred to as *no valuable product = no* new qualified patients (in the example of a dentist), customer or clients.

The Cost, Like Any Other Industry or Profession

Like any other technology that is built on science and requires professional hands, there is a specific estimated effort, skill sets, and productive resources involved.

We could continue the dental example, but in this case let's consider all the required hats that need to be worn to do a specific dental procedure. You could have various specialist handling different parts: *general dentist*, *orthodontist*, *periodontist*, etc. And of course we have designations for these such as DMD or DDS, etc.

Cost is not something that should be taken as a benchmark when business owners are deciding on which individual or company they are going to hire for creating a successful online presence.

The internet as the modern consumer knows it is only 20 some years of age, so it's been evolving and there are no rigorous standards in place, such as that of the dental fields.

It's not uncommon for a business owner to see a *wide* range of prices when *seemingly* looking at the exact same service. This creates confusion and is somewhat of an illusion, just like anything that is too good to be true.

This leaves much of the decision of hiring in the hands of simple trust, so this process can be frustrating for business owners.

This is why *measurements of real results* are *so* important.

Further, *measurements* **should not** be taken at face value, they should only be considered when the goals are being achieved of the the online presence campaign.

The goals could be said to be: *new qualified clients (or patients in the case of dentists), wanting to sign up for service.* The emphasis is on *looking* at reliable and actual results as opposed to digital or printed arbitrary numbers reports.

The business owner, front desk, office manager and dentist have the best eyes to determine what is *really* going on with the new achievement of goals, so don't lose sight of that.

Primary Components and Facts of VPF Model

The intention of this article is not to dig into the exact and precise correct actions for each variable scenario of business (such as a specific dental practice, located on 5th St. in St. Louis Missouri), to do so would require as many written pages as their are businesses and people in the world.

After 100s of online campaigns, implementations, and studies, it has been concluded there are three specific factors that must be in place accurately, to ensure a successful online presence campaign.

Each of the below could be thought of as a cone, with the wide end at top, and as the cone narrows, more and more detail are achieved for each: V, P and F.

example of funnel

V   Top of funnel (broad focus on VPF)

     Bottom of funnel (detailed focus on VPF)

The following components are the framework and foundation for a successful and production online presence, each will be defined and clarified:

Visibility

Google defines *visibility* as: *the state of being able to see or be seen.* This is not a difficult concept to understand. When a product or service is more visible in Google or online, it will naturally be seen by more potential and prospective clients. As example, when someone searches for "*best dentists in town*", the practices that show up in Google's results or more often in search results are going to naturally get more exposure to potential patients.

Presentation

Google defines *presentation* as: *the manner or style in which something is given, offered, or displayed.* By this definition we can see this has everything to do with what one sees or observes, this could encompass anything from color palettes to how a website displays on a mobile device, and of course everything in between. Presentation *must* create impact and communicate well with prospective clientele.

Functionality

Google defines *functionality* as: *the quality of being suited to serve a purpose well; practicality*. This is simple to understand when you first look at the purpose of the business online presence. For example, the purpose of a dental practice is to help people with their teeth (in many various ways), and there are specific things a potential patient would expect when visiting a dental website, such as a request an appointment form, educational articles on specific teeth topics, book an appointment form, emergency contact info, phone numbers, address, etc. And these things must also work (not be broken)!

Considering the funnel as described above, each of these three points would start of very general and narrow the focus down into fine details, and it is this focus that determines the overall success in the end.

Other Factors, The Conversion

The real measurement of any online presence campaign is *conversion.* For practical purposes, *conversion* is best defined as: *causing a prospective and qualified prospect to reach to a business.*

Reach can come in many forms: email, contact form, request a callback, book an appointment, etc. This list can be very long as the different forms of reach can be as unique as a business itself.

The quantity of conversion is a good measure of how successful an online presence is.

It could be said that V + P + F = Conversion Rate. *Conversion Rate* is simply the percentage of conversion based on how many times an online presence element (such as an ad or website) is viewed. For example, if a website is viewed 1000 times in one week, and 100 prospective clients reach to the company from it, that would be a 10% conversion rate.

Research shows 99% of all companies evaluated by VPF are not sufficient in online presence productivity which indicates what is currently incorrect in any online campaigns and what can be done to correct it. - Jason Wydro, Founder & Co-Owner, w3developing, LLC

At w3developing, we help businesses implement a properly functioning VPF and apply all of the things that work in creating an efficient and productive online presence. View some of our VPF case studies.

For more information and assistance implementing VPF into your online presence, contact Jason directly at jason@w3developing.com or call (503) 482-WEB1 (9321).