



QUARTERLY NEWSLETTER

October 1, 2005

Letter from the Management Team

Dear Veindirectory Members,

Awareness amongst the more than 80 million Americans suffering from venous disorders is beginning to grow. Marketing efforts such as ours have played a critical role in increasing this awareness, as well as promoting the latest treatments and prompting patients to take action.

Veindirectory has become the nation's leading online resource dedicated to educating patients about venous treatments. Since its inception our group has seen a tremendous rise in both the number of patients utilizing the information we provide as well as the number of member physicians in the network. We have been fortunate to see the number of patients visiting Veindirectory increase by more than two fold during this period. Our ability to reach these patients, educate, and inspire them has resulted in thousands of treatments performed. As we continue our work to bring greater visibility to the group through its web-based marketing channels, we are developing a number of new initiatives we would like our members to be a part of. One such initiative is a new web log feature for our members. The purpose of this new development, which will be featured on the www.veindirectory.com homepage, will be to provide a forum

for physicians in the field to communicate with one another about various topics. The inspiration for this has come from our members, many of whom have asked me about what other physicians in the field think of this development or that. This new forum will create a web-based community to share ideas and thoughts. The ability to make postings will be limited to physicians only. We encourage everyone to utilize this feature and welcome any ideas for ways to increase the functionality of our group.

We would also like to take this opportunity to thank each of you for your continued support of the network and for your response and care of the patients who are coming through it. I hope to hear from many of you soon.

Best Wishes,

Jasson Gilmore
Director, Veindirectory

Ali Jahangiri,
CEO Veindirectory

*“member support
has made
Veindirectory
successful”*

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Commentary from the Field

Commentary from the Field is a forum for our physicians to provide feedback and comment on developments in the field of venous treatments. As the field of cosmetic venous treatment expands, we would like to provide an interactive forum for physicians to discuss new developments, modalities and observations. In this, our Inaugural Newsletter, our own Board Member, Dr. Mark Skellenger provides a critique of an article in the latest *Journal of Vascular Surgery* (Vol 42, Issue 2, Aug.

Incompetent Perforating Veins

“The article suggests perforating veins may reduce in size and reflux after eliminating the saphenous vein reflux.”

A recent article in the August 2005 issue of the *Journal of Vascular Surgery* discusses changes in perforating vein reflux after varicose vein procedures. The article suggests perforating veins may reduce in size and reflux after eliminating the saphenous vein reflux. However in my

own experience with primary varicose veins, I have found perforator vein reflux to become significant after endovenous laser treatment of the saphenous vein. The reduction in the higher saphenous vein pressure following this treatment allows lower pressure perforators to reflux back to the superficial system. In addition, healing of ve-

nous stasis ulceration is successful when the saphenous reflux and perforator vein reflux are at the same time.

-Mark E. Skellenger, M.D., F.A.C.S.



Mark E. Skellenger, M.D. F.A.C.S.

Mark E. Skellenger M.D., FACS is the latest addition to the Vein-directory Board of Advisors. By joining the Board, he has added yet another perspective to the information provided to our patients, one from a vascular surgeon's point of view. Dr. Skellenger is Board Certified in Vascular Surgery and has been in the practice of treating vascular disease since 1981. The native Houstonian completed medical school at Baylor College of Medicine in 1976, and trained in vascular surgery under Dr. Michael E. DeBakey until 1981. He remains a clinical faculty member in the Michael E. DeBakey Department of Surgery in the Texas Medical Center. He is an expert in percutaneous techniques using ultrasonic guidance. Dr. Skellenger has been a Fellow of the American College of Surgeons since 1984.

Online Search Marketing

Veindirectory uses a number of online strategies to increase visibility of its practices and generate patient referrals. These strategies are interdependent and related, however they can be broken into three main categories: 1) **Search Engine Optimization** 2) **Pay-Per-Click Advertising** and 3) **Other Online Marketing**. The most important and complex of these categories is Search Engine Optimization. Here is an overview:

What is Search Engine Optimization?

Search Engine Optimization (SEO) is the process of increasing the amount of visitors to a web site by ranking high in the free search results of a search engine. This is different than Pay-Per-Click advertising which shows up in the “Sponsored Results” section of the searches. The higher a web site ranks in the results of a search, the greater the chance that the site will be visited by a user. Search engine optimization combines technical programming, copywriting, links, directory submission and more. In addition to search engine optimization, necessary analysis tools are also needed to track website performance. Once a site has been ranked within the search engines, if the optimization and analytics process continues, the site’s search rankings generally increase overtime. Due to our success with search engine optimization, we will now offer this service on a case by case basis to our members. Please contact Jasson Gilmore at (949) 724-9948 for more information.

Veindirectory.org as an Example of SEO

Veindirectory.org is on the top search engine results pages of the major search engines for a variety of vein related terms. We are on the first page of Google, Yahoo, and MSN for “vein specialist”, “vein treatment”, and “vein doctor”. We are also on the top 3 pages of Google and MSN for “varicose veins”, “spider veins”, “varicose vein treatment”, and “spider vein treatment”. Through our analytics efforts we have targeted specific search phrases with the highest patient conversion ratio. Please look on page 4 for a sample of Veindirectory’s rankings within selected search engines.

Comments and Questions:

Thank you for taking the time to review our newsletter. Your input is critical to our group’s continuing evolution and improvement and we ask for your comments and advice. We welcome any and all comments, questions, suggestions, or submissions our members would like to make. Please email us at support@veindirectory.com, or call the group’s director, Jasson Gilmore directly at (949) 724-9948 to discuss our group, marketing, any issues in this newsletter or upcoming newsletters.

15 Relevant Industry Keywords and Corresponding Veindirectory Ranking

# of Monthly Searches*	Search Terms	Google Ranking	MSN Ranking	Yahoo Ranking
68091	spider vein	18	10	11
59217	varicose vein	19	4	1
8184	varicose vein treatment	8	4	-
5871	spider vein treatment	9	3	25
3498	endovenous laser treatment	8	12	40
3399	spider vein removal	18	17	-
2670	vein treatment	7	2	4
1647	varicose vein removal	6	11	50
1488	vein stripping	10	10	29
1299	vein treatment center	2	11	12
1158	varicose vein laser treatment	6	18	6
789	vein doctor	5	4	7
726	vein specialist	3	2	1
606	endovenous laser therapy	10	14	33
588	varicose vein laser removal	8	19	41

Regional Search Ranking Examples*

Search Terms	Google Ranking	MSN Ranking	Yahoo Ranking
spider vein treatment chicago	3	4	1
spider vein treatment dallas	1	4	1
spider vein treatment houston	1	5	3
spider vein treatment los angeles	6	12	8
spider vein treatment new york	1	3	4
spider vein treatment philadelphia	1	1	1
spider vein treatment phoenix	7	7	4
spider vein treatment san diego	3	5	2
varicose vein treatment chicago	1	12	1
varicose vein treatment dallas	1	8	2
varicose vein treatment houston	1	14	6
varicose vein treatment los angeles	4	13	2
varicose vein treatment new york	2	28	3
varicose vein treatment philadelphia	1	14	1
varicose vein treatment phoenix	5	3	3
varicose vein treatment san diego	1	3	2
vein treatment chicago	1	7	1
vein treatment dallas	1	5	1
vein treatment houston	1	10	6
vein treatment los angeles	3	13	10
vein treatment new york	3	11	4
vein treatment philadelphia	2	3	2
vein treatment phoenix	10	9	6
vein treatment san diego	1	5	3