Tips and Tricks (and Warnings) for Online Marketing Success

Mrs. Cheryl Pederzoli
What’s the **difference** between your practice and others?
Marketing allows you to differentiate
Perception is reality
Healthcare is about trust
Action requires awareness
Everyone’s marketing needs are different.
General Tips
What marketing tactics to consider using

- In-Office: Office Signage
- Digital: Practice Website, Email Marketing, Organic Listings (unpaid), Social Media, Online Directory Listings, Review Site Listings, Paid Search Results, Text Message Marketing
- Direct Marketing: Postcards, Letters
- Traditional: Radio, Newspaper, Yellow Pages, Billboards, Coupon Inserts
- Misc.: Word of Mouth, Speaking Opportunities, Press Releases, Community Programs, Event Sponsorships

Colors Represent Return on Investment:
- High Return
- Medium Return
- Low Return
Be consistent

- Find your practice personality
- **Be authentic**
- Be consistent in all channels
Find out what you do best

• Ask patients why they come back, then use that knowledge to feed your marketing.
  – Love the doc
  – On-time
  – Good location, easy parking
  – Flexible hours, evening hours
  – Insurance offerings or financing options

• How?
  – Headline in your marketing
  – Show patient testimonial
  – Support copy in your Adwords ads
Automate where you can

60% of dentists are already using automated appointment systems now.

• If it isn’t already, patients will soon expect their dentist to have automated reminders
• Saves time and money
• Ensures a multi-channel approach
• Gives your practice the appearance of being up-to-date
Measure what matters

Clicks & Engagement
Clicks are nice, engagement is valuable, new patients are the goal.

Determine Importance
More patients, fee for service, long-term patients

Set Goals
Set clear goals for what you want to achieve.
How to track your marketing

**Add a Tracking Phone #**
Put a special tracking phone number on your website (and any other marketing campaign).

**Train Office Staff**
Ask “How did you hear about us?” on new patient forms. Ask on phone calls. Capture the information and review regularly.

**Look at Your SEO Reports**
Find out if your practice is improving its rank for related keywords and how much traffic is coming to your website from various channels.

**Look at Your Website Analytics**
Use Google Analytics to see where traffic comes from and watch trends.

**Ask Your Provider**
If you use a marketing vendor/consultant, they should provide reports showing the effectiveness of their programs.
## Calculating Return on Investment

<table>
<thead>
<tr>
<th>Monthly Adwords</th>
<th>Newspaper Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost: $1400</td>
<td>Cost: $900</td>
</tr>
<tr>
<td>Visits/Clicks: 199</td>
<td>Phone Calls: 10</td>
</tr>
<tr>
<td>Become Patients: 5</td>
<td>Become Patients: 2</td>
</tr>
<tr>
<td>Average Revenue Per Patient: $500</td>
<td>Average Revenue Per Patient: $500</td>
</tr>
<tr>
<td>Total Expected Revenue: $2500</td>
<td>Total Expected Revenue: $1000</td>
</tr>
<tr>
<td>Return on Investment: 78%</td>
<td>Return on Investment: 11%</td>
</tr>
</tbody>
</table>
Don't Give Up Too Soon

If something fails, ask yourself why.

Could it be something with your execution? Or is the tactic bad?
How to Increase Word-of-Mouth Referrals

Deliver exceptional service.

Put up a sign “Tell a friend”.

Be on social media and make it easy for patients to “share” you.

With permission, post photos online and invite patients to tag themselves.

Offer an incentive.
Do your competitive research

- See how they are positioned on the review sites. Turn their weaknesses into your advantages.
- Check out their website and social media pages. What can you do better?
Use press releases

• Free (or lost cost) publicity for your practice
  – New location
  – New doctor
  – Sponsoring an event
  – Staff awards or certificates
  – New website

• Send to local publications
• Post on your website
• Post on social media
A picture is worth a thousand words! Showcase your work (with your patient’s permission) on your website and social media pages.
Your Website

The hub that connects all parts of your online presence.
Why

**TO BUILD CONFIDENCE**

Consumers now look up everything before they buy.

- And they compare!
- Need to feel **informed** before even calling for appointments
- Not having a website is a **major red flag** for a prospective patient

**TO CONTROL THE MESSAGE**

A great website enhances your professional image.

The one place online where you **decide** everything that's said:

- Who you are
- Your credentials
- Your specializations
- Your history
- Philosophy of care

**TO PROVIDE INFORMATION**

Patients visit a site looking for information.

- Contact information
  - Phone number
  - Address
  - Email address
- Office hours
- Payment options
- Insurance accepted
Navigation
Consistent navigation at top of the page. Services are nested under “Procedures”.

Contact Info
Phone number is prominently displayed. Contact and Appointment Request buttons are easy to spot.

Patient Tools
Modern site allows patients to request an appointment online. “Smile Analysis” page is used as a lead generation tool.
Clean, yet beautiful design is **uncluttered and not too busy**. Prominent “hero image” is a modern website design trend. Great smile showcased in the image.

**Design Layout**

Color palette is nice and works well together. Body text has good color contrast and will be easy to read on mobile devices.

**Color Scheme**

The photo was chosen to **appeal to the practice’s target audience**, those seeking cosmetic dentistry services. It also works well with the tagline “Creating Beautiful Smiles”.

**Relevant Images**
Content Considerations

• Content should include:
  • About us
  • Location information
  • Services offered
  • Oral health topics
  • Patient education videos
  • FAQs

• Before and after photos (if applicable) are of great interest to visitors

• Text formatting and layout is critical!
  • Use of white space
  • Bullet points
  • Bold headings
  • “Skim & Scan”
Dental Implants

Dental implants are a great way to replace missing teeth and also provide a fixed solution to having removable partial or complete dentures. Implants provide excellent support and stability for these dental appliances.

Dental implants are artificial roots and teeth (usually titanium) that are surgically placed into the upper or lower jaw bone by a dentist or Periodontist — a specialist of the gums and supporting bone. The teeth attached to implants are very natural looking and often enhance or restore a patient’s smile!

Dental implants are very strong, stable, and durable and will last many years, but on occasion, they will have to be re-tightened or replaced due to normal wear.

Reasons for dental implants:
- Replace one or more missing teeth without affecting adjacent teeth.
- Resolve joint pain or bite problems caused by teeth shifting into missing tooth space.
- Restore a patient's confident smile.
- Restore chewing, speech, and digestion.
- Restore or enhance facial tissues.
- Support a bridge or denture, making them more secure and comfortable.

What does getting dental implants involve? The process of getting implants requires a number of visits over several months. X-rays and impressions (molds) are taken of the jaw and teeth to determine bone, gum tissue, and spacing available for an implant. While the area is numb, the implant will be surgically placed into the bone and allowed to heal and integrate itself onto the bone for up to six months. Depending on the type of implant, a second surgery may be required in order to place the "post" that will hold the artificial tooth in place. With other implants the post and anchor are already attached and placed at the same time.

After several weeks of healing the artificial teeth are made and fitted to the post portion of the anchor. Because several fittings may be required, this step may take one to two months to complete. After a healing period, the artificial teeth are securely attached to the implant, providing excellent stability and comfort to the patient.

You will receive care instructions when your treatment is completed. Good oral hygiene, eating habits, and regular dental visits will aid in the life of your new implant.

Cosmetic Dentistry

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RECOMMENDATION:
You must have a mobile-friendly website.

• **Responsive design** that adapts to any screen size

• Make sure your mobile site follows these best practices:
  • Quick Load Times
  • Simple Navigation
  • Large, Thumb-Friendly Buttons
  • Good Color Contrast
  • Larger Text
  • Easy to Populate Forms
  • Resized Images
  • No Flash Movies or Elements
  • Easy to Contact Your Practice
Conversion Features

- Click to Call
- Appointment Request
- Contact Form
- Click for Map
- Bonus Points for Bookmarking Feature
Confirm your site is mobile friendly

Resize your browser
Meta Data is coding in a site that tells search engines about the site.

- **Title**
- **Description**

```html
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="utf-8" />
<meta http-equiv="X-UA-Compatible" content="IE=edge" />
<meta name="viewport" content="width=device-width, initial-scale=1" />
<title>Lawton Cosmetic Dentist | Juan Lopez, DDS | Family Dentistry</title>
<meta http-equiv="Content-Language" content="en" />
<meta http-equiv="Content-Type" content="text/html" charset="UTF-8" />
<meta name="description" content="Dr. Juan Lopez is a general, restorative & family dentist in Southwest Oklahoma offering $499 off All-on-4 restorations & cosmetic dentistry in Lawton." />
<meta name="keywords" content="" />
<meta name="index" content="index, follow" />
</head>
```

Collecting information

Your website should have forms to collect data from visitors.

- **Lead capturing mechanisms** to build prospect lists and validate marketing conversions.

- Ideally, forms should:
  - Collect good contact information
  - Have a request for a call-back
  - Simple and intuitive
  - Use autocomplete attributes
Warnings: Needless complexity

Don’t make your website too busy or overload pages.

• Beware of adding too many animations, sounds, moving images, or **embedded code scripts** into your pages

• Limit navigation menu to **no more than two rows**

• Simplify the “user interface” to get your site’s visitors to do what you want them to do – contact you
Warnings: Set it and forget it

Periodically check your website to ensure all information is up-to-date.

• Include information about your availability such as:
  • Vacations
  • Holiday hours
  • Contact info changes

• Check for broken links (internal and external)

• Make sure all third-party scripts still work
Warnings: Building without experience

DIY options require some experience. Check your work.

• **Optimize images** for load times (reduce file size) for both a desktop and mobile browsers

• Copying and pasting carries over formatting and **underlying code**

• Moving and changing page names can **break inbound links** from Google and other sites

• Don’t commit copyright infringement!
Blogging
Showcase who you are and generate high quality content.
You can trust 1st Family Dental to help keep you informed about hot trends and topics in the dental and health fields. We carefully review important information, and we are here to make it easy to understand with informative and interesting posts on a wide variety of trends and hot topics in dental health. Our blog is dedicated to helping you understand dental care and help you make well-informed decisions regarding your family’s dental health.

Help! I Swallowed My Braces Bracket

"Help! I swallowed my braces bracket." Not something you hear everyday, but a concern that we hear from many people when they start their orthodontic treatment. You may have even seen the recent story about a woman in Australia who had a piece of orthodontic wire removed from her intestine...

By 1st Family Dental | September 12, 2017 | Orthodontics, Braces, & Invisalign

How to Choose the Best Chicago Dentist
Benefits of blogging

• Increase your search engine placement
• Have content to share on social media
• Build credibility with patients
Blogging Tips

When should I publish my post?

Research indicates that most users read blog posts in the morning, and the average blog receives the most traffic on Mondays. That being said, blogs tend to receive the most interaction (i.e. comments, shares, etc.) on Saturdays.

Experiment to find the best time for you.

Use the following as a starting point:
• Post Monday mornings - between 7am and 10am.
• Post Saturday mornings - between 8am and noon

How often should I blog?

Blog as often as you like, just be sure to post regularly. Whether it's once a week, five times a week, or once a month, building a pattern helps readers predict when they can expect a new post, making them more likely to return.
Good blog titles

• **Numbered titles:** “5 Most Common Dental Care Questions Answered”

• **Open-ended questions:** “Do you experience bleeding gums?”

• **How-to titles:** “How to Whiten Your Smile at Home”

• **Expert tips:** “Retainer Tips from Your Orthodontist”

Tip: Use the keywords you want to be found for in your titles
Social Media

Your direct connection with your audience and their social network.
Why You Need It

An active social media presence conveys trust and boosts visibility.

• Though you don’t “have to” update your Facebook or Twitter pages every day, it shows prospective patients you are an active and transparent business.

• Increases referrals and makes it easier for patients to spread the word about your practice via their social networks. The “Like” effect.

Engaging people through social media shows you listen and care.

• Patients turn to social media to ask questions, show appreciation, or express concerns.

• If left unaddressed, negative reviews can damage your reputation.

• Addressing all comments (even positive ones), shows that you appreciate feedback.

A strong base of loyal followers will help spread the word about your practice.

• People often ask for recommendations on social media when searching for a dentist.

• Friends will reply by naming their dentist.

• Having a Facebook page enables your patients to tag and share information about your practice.
80% of dentists use some form of social media to promote their practices.

- 70.7% have a Facebook Page
- 41.1% are on Google+
- 16.7% are registered on LinkedIn
- 5.6% use Twitter

- There is a 5%–7% increase in production per doctor for offices active on social media
- Practices with two GPs that utilize online marketing strategies and services have 17.3% higher practice revenue than those that don't

Source: Dental Economics
Social Media: Considerations

DETERMINE YOUR CHANNELS
Not all social media networks or “channels” have quite the same use.

Facebook

- Ideal if you can only manage one channel
- Has largest following of any network and the widest age range
- Allows posts of any length: consider polls, quotes, contests, tips, fill-in-the-blank, etc., in addition to photos and videos to boost engagement
- Encourage patients to leave reviews on your Facebook page

Twitter

- Primarily for conversation and current events
- Topical, politically correct, and quick responses are best
- Photos and links to your practice’s website can work here too
- Use #hashtags to get your posts found (hashtags are like keywords in SEO)

Instagram

- Showcase your office, before and after photos and new equipment
- Use filters to enhance the appeal of your images
- Remember to use hashtags in your photo captions

YouTube

- Post video content about your practice or dental tips
- Share educational how-to videos
- Videos have greater potential to be liked, linked, and shared on other social networks
When building your profile

Provide as much detail about your practice as each social media platform allows.

• Include **quality photos** of yourself, your team and your office

• At a minimum, always include your **website address** and **contact information** when building your profile

• Add an “About Us” paragraph to communicate your practice’s personality
Grow your following

Getting the Word Out that You’re On Social Media

Train front office staff to promote it to patients.

Put signage in your waiting room.

Post at consistent days and times each week.

Send an email to your patient base.

Post valuable, educational content. Use shared content, too!

Use hashtags in your posts.
Social Media: What are the best things to post about?

<table>
<thead>
<tr>
<th>Do Post</th>
<th>Do Not Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>• News about your industry or dental research that patients would find interesting</td>
<td>• Controversial opinions</td>
</tr>
<tr>
<td>• Helpful tips and advice for oral hygiene</td>
<td>• A defensive and/or angry response to an upset patient or bad review</td>
</tr>
<tr>
<td>• Funny cartoons or images that are tasteful</td>
<td>• Anything about politics</td>
</tr>
<tr>
<td>• Success stories or before and after photos (with the patient's permission, of course)</td>
<td></td>
</tr>
<tr>
<td>• Photos of your office and/or staff to build transparency to your audience</td>
<td></td>
</tr>
<tr>
<td>• Articles you've written</td>
<td></td>
</tr>
<tr>
<td>• Courses or CE events that you’re attending</td>
<td></td>
</tr>
</tbody>
</table>

Recommended Download (Whitepaper): [Running a Dental Practice in the Age of Social Media](#)
Post Types

Original & Shared Educational Content

• Helps establish yourself as an authority in your field

• Create original and useful information, or share from a highly-trusted source and add a unique insight from your perspective

• Conveys a tone of professionalism, continued learning, and genuine medical concern
Post Types

Original Branding Content

• Pictures of you, your office, or patients with testimonials, shout-outs, and other positive messages help **develop your brand**

• Inspirational, funny, heart-warming posts to **show the personality** behind your practice

• Don’t be surprised if this content gets **shared more often than promotional posts**. People like to see entertaining posts on social media.
Shared Semi-Relevant Content

- Sharing content that is dentistry-adjacent can round out your social media posting strategy

- This is a good place for current news, local event info and other topics that can be tied to dentistry

- Example: an article on the dangers of sleep apnea would be an opportunity to share about dental appliances that can reduce mild sleep apnea symptoms and snoring
Posting Ideas

1. Visit an elementary school to teach children about oral health and share this event with your followers.
2. Highlight volunteer work your practice is involved with.
4. Help promote events happening in your community like a pet adoption near you. People like to help spread the word!
6. Celebrate your staff with a happy birthday message. This will resonate with your loyal patients!
8. Show your practice’s personality and post photos of holiday parties, costume competitions or white elephant gift exchanges.
9. Have a new gadget in the office? Show it off!
11. Share your experiences at CE events. People like to know that their dentist is keeping up with the times!
12. Introduce new-hires with a photo and quick bio.
14. If you're in the news, it's OK to brag a little! Share local press about your practice.
16. Share your own positive, native reviews. Facebook allows patients to review you, so if someone has something nice to say “share” the post and thank them publicly.
17. Highlight before and after photos (with the patient's permission, of course).
20. Offer a discount to new clients. Tip: Promotions are best shared near end of calendar year when people are thinking about their expiring benefits.
21. Create a Patient of the Month program and congratulate patients publicly.
25. Entertain your patients with celebrity before and after smile comparisons.
27. Highlight fun facts about dentistry. A quick google search can help come up with a few.
30. Repost old content that did well as a #TBT (throwback Thursday) post.

Hashtags

- Hashtags (2) are words or phrases that include the “#” sign, like: #TwitterFacts.
- They cannot include spaces or symbols, so it’s recommended to capitalize the first letter of each word.
- Hashtags are used to categorize posts or add a comment.
Don’t forget to listen!
Warnings: Inconsistent schedule

Have a sustainable and realistic posting schedule.

- Try to post throughout each week (i.e. don’t post 10 times in one day)
- It’s helpful to write and schedule posts in advance to ensure a consistent schedule
- Posts typically perform best between 1 pm and 11 pm
Warnings: Spam posting

Sharing irrelevant content causes people to “Unfollow” you

• This reduces the size of your network and hurts your ability to cultivate new leads

• **Avoid** posting inappropriate jokes or images

• Oversharing information about promotions or specials may backfire and **be seen as spam**
Patient Reviews and Reputation Management
Of consumers search for local businesses online

Consider online reviews when choosing a local business

More likely to purchase if they see online recommendations

Trust online reviews as much as personal recommendations
Why Claim Your Listings?

- It’s **free**!
- Personalize and edit your profile
- Create a **backlink** to your website
- Be found online
- Showcase your services
- Appear in local/social apps
  - Yelp, Google My Business, etc.
- **Respond to reviews**
- Improves SEO
The impact of online review sites

- Google Search Results
  - Reviews show in search results

- Perception of Quality
  - 3 star vs 5 star dentist. Which do you want?

- Perception of Trustworthiness
  - Understand what it is like to be your patient
  - See how comfortable you are with putting yourself out there
Which review sites should I be on?

**Good!**

- Google
- Yelp
- Facebook
- Angie’s List
- Vitals.com
- RateMDs

**Caution**

- Sites with limited areas covered
- Sites with few reviews
- Sites where you have to pay to participate
- Sites where patients have to register to see reviews
Monitor “What’s Being Said”
SocialMention (www.socialmention.com)
Tools to monitor

Monitor “What’s Being Said”
Hootsuite (www.hootsuite.com)
Tools to monitor

Monitor “What’s Being Said”
Google Alerts (www.google.com/alerts)
Get more reviews

- Add/update your listing on popular review sites
- Link to the review sites from your website
- Respond to reviews
- Put up a “Find us on Yelp” sign in your office
- Add a link to the review site(s) to your email signature
- Utilize reputation marketing services
**TIP:** Respond to all reviews, positive and negative. Always be polite, even if you disagree.
How to prevent negative reviews:

• Encourage feedback in the office
• Send patient surveys
• Give a follow-up phone call
• Don’t let patients leave your office disgruntled.
Monitoring and Responding to Reviews

Diminishing the Effect of Negative Reviews:

Get more positive reviews to push down bad reviews.

Like school grades, 5 A's + 1 D = A-.
Reporting problematic reviews

Can you get a review removed? Maybe

If the review violates the property’s guidelines, you can flag or report it as inappropriate.
  • Inappropriate content
  • Advertising and spam
  • Off topic reviews
  • Conflicts of interest
  • Violation of privacy

Yelp: Log-in and flag the review

Google: Hover and click flag
Patient Reviews and Reputation Management

How to Respond to Negative Reviews

1. Respond quickly (before others pile on)
2. Personalize the response (give your name)
3. Be firm, but polite
4. Keep responses on target
5. Try to resolve any issues
6. Thank them for their feedback
7. Do not respond in the heat of the moment
8. Do not attack the reviewer
9. Reach out to the patient offline
10. Do not ignore the negative review and hope it will just go away
Think before you file a lawsuit! CA Dentist pays $80,000 in attorney fees in Yelp case
The Virginia Dental Association thanks the following sponsor for their support of this course

The course will resume after a short break
Search Engine Optimization
Get found where everyone is looking: Google
Search Marketing and Why It’s Important

- **500+ websites are created each minute.**
- **Over 75% of clicks are from organic listings.**
- **85% of searchers will not go past first page results.**
Introduction to Search Engine Optimization (SEO)

Search Engine Optimization

The process of maximizing the number of visitors to a particular website by ensuring that the website appears high on the list of organic (free) results returned by a search engine.
Why You Need SEO

Users trust search engines. A website that ranks well tells searchers “this website has the information you want.”

Delivers new patients at a great ROI.

Your competition is doing it.

Helps patients find you when they’re looking for services you offer.

Everyone is searching for businesses online.
How SEO Works

Search engines have 3 major functions:

1. Find and categorize all websites and webpages on the Internet.
2. Help people find what they're looking for - instantly.
3. Recommend the best websites to list on page one.
How SEO Works

SEO is made up of two components:

1. **On-site Optimization**
   Things you do on your website and its pages to improve its rankings.

2. **Off-site Optimization**
   Things you do outside of your website to get better online visibility (i.e. external links and business listings)
Content is King!
Use relevant keywords and phrases in your content.

"Think about the words users would type to find your pages, and make sure that your site actually includes those words within it."

- Google Webmaster Guidelines
Use Good Page Titles

- Include **relevant keywords**
- Approx. 5-10 words
- List keywords in order of importance (left to right)
- Use same keywords **within the content of the page**
San Marcos Dentist, Dr. Gerald Bailey
www.sanmarcosdentist.net/
San Marcos CA Dentist and orthodontics Gerald W. Bailey, DDS.
### Example of Metadata

A page's metadata is crucial for SEO. Here are some key elements:

<table>
<thead>
<tr>
<th>Tag/Location</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL</td>
<td><a href="http://www.smdentalcare.com/">http://www.smdentalcare.com/</a></td>
</tr>
<tr>
<td>Page Title</td>
<td>Santa Monica Cosmetic Dentistry</td>
</tr>
<tr>
<td>Meta Description</td>
<td>Santa Monica dentist, Dr. Maurice Ahdoott DDS is a dental professional dedicated to general, family, and cosmetic dentistry with services including dental exams, dental makeovers, teeth whitening, veneers, crowns, x-rays, cleanings, and more. Please call our dentist in Los Angeles, CA to schedule your next appointment.</td>
</tr>
<tr>
<td>Meta Keywords</td>
<td>90025 Dentist, Santa Monica Dentist, Dr. Maurice Ahdoott DDS, Los Angeles, CA, Dentistry, Family Dentist, Dental Exams, Dental X-Rays, Cleanings, Prevention, Home Care, Cosmetic Dentist, Cosmetic Dentistry, Composite Fillings, Porcelain Crowns, Caps, Porcelain Fixed Bridges, Porcelain Veneers, Teeth Whitening, Periodontal Disease, Diagnosis, Treatment, Maintenance, Restorations, Composite Fillings, Dentures, Partial</td>
</tr>
</tbody>
</table>
Use a Good Description Meta Tag

- Use **relevant** keywords
- Include **city** and profession (e.g. San Marcos Dentist)

Tip: Repeat description meta tag at bottom of website
Makes description meta tag 100% relevant
Incoming Links (Backlinks)

**Quality** incoming links
- Must be relevant
- The more “top level” the referring page, the better the link

Possible Link Sources:
- Associations
- Study Clubs
- Peers/Referral Partners
- Vendors
- Dental Insurance Directories
- Educational Institutions (.edu domains are powerful!)
- Social Media Sites
- Community Forums (Yahoo! Answers)
How do I get more backlinks?

1. Submit your website to online directories like HealthGrades.com, RateMDs.com and Vitals.com.
2. Guest blog for someone in your industry.
3. Answer questions on Q&A websites like Yahoo! Answers with a link to your website within your signature line.
5. Fill out your social media profiles correctly with your website information.
6. Volunteer for a case study.
7. Contact your alumni association.

Beware of buying links or black-hat techniques to acquire more backlinks. These could get you banned from search engines all together!
Resolved Question

Do you brush your teeth before or after breakfast?

and why?

12 hours ago

Report Abuse

Best Answer - Chosen by Asker

Brushing after breakfast is of no use. You need to brush before the breakfast so that the microorganisms that have been accumulated, due to the least saliva formation while you are sleeping, so the normal cleansing does not occur. After having your breakfast, the bacterial adherence is still not lost, and the teeth becomes more prone to erosion due to brushing.

So its better to brush before breakfast.

Source(s):
I'm a dentist. My take on this - http://www.drchetan.com/toothbrushing-in...
Use Sitemaps Protocol

- Introduced by Google in June 2005
- Contributed to Search Community
- Adopted by **ALL** major search engines
- Spoon feeds search engines using XML code

Check Your Website:
www.yourdomain.com/sitemap.xml
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  <url>
    <loc>http://www.sanmarcosdentist.net/welcome/</loc>
    <lastmod>2013-04-10</lastmod>
    <changefreq>weekly</changefreq>
    <priority>1.0</priority>
  </url>
  <url>
    <loc>http://www.sanmarcosdentist.net/our-practice/</loc>
    <lastmod>2013-04-10</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.4</priority>
  </url>
  <url>
    <loc>http://www.sanmarcosdentist.net/procedures/</loc>
    <lastmod>2013-04-10</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
  <url>
    <loc>http://www.sanmarcosdentist.net/contact/faqs/</loc>
    <lastmod>2013-04-10</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.2</priority>
  </url>
  <url>
    <loc>http://www.sanmarcosdentist.net/appointment-request/</loc>
    <lastmod>2013-04-10</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.7</priority>
  </url>
  <url>
    <loc>http://www.sanmarcosdentist.net/contact/</loc>
  </url>
</urlset>
SEO Success Depends on Google Local Search and Reviews

Claim your local business listings!

https://www.google.com/business/
https://www.bingplaces.com/
https://biz.yelp.com
http://www.expressupdate.com/search
How long does it take to see better rankings?

Rankings take a couple months for improvement.

Variables can come into play.

Define what success looks like.

The early stages of the campaign are difficult. Even if you move from position 89 to position 11, you may not see the best traffic increase because you still aren’t on page one.

Many factors can impact how long it takes to see results (e.g. more traffic or ROI) from your SEO. This includes how big of a city you’re in, how competitive your market is, and what level of time and effort is going into your SEO strategy.

Ultimately from your SEO, you want to not only see higher traffic, but a return on your investment. SEO does take time, but after one year, you should be able to see a difference.
Common question we hear “We lost our spot on Google. What happened?”

- **Position is a combination of a lot of things, some of which are known, others not**
  - Quality of content
  - Google’s assumption that it answers the intent of the query
- **Might be your competitors**
  - The problem may not be that you lost rank, it may be someone else gained it
- **Check other factors**
  - Check Google Search Console for errors
  - Confirm your site is mobile-friendly
Why is my practice not showing up in the map results but it is showing up organically?

May be having issues with off-site optimization

- Check for business listing consistency
  - Use moz.com/local to check for discrepancies in your name, address and phone number
  - Also report any duplicate listings on Google maps that show for your practice
  - Optimize your Google Maps listing

- Create more backlinks
One of the most important aspects SEO is tracking results.

Google Analytics is the best tool to measure your traffic from SEO efforts. Here's how:

1. Set the span of time you want to compare
2. Select to only measure “organic traffic” (meaning traffic that wasn't paid for with an ad)
3. View the traffic sourced from Google.com.

Compare the time before you began SEO efforts to any point after you started SEO. Helpful charts should show an increase in traffic and engagement during that time.

Some key metrics: Bounce Rate, Sessions, Users, Avg. Session Duration, Pages/Session, Conversions.
Warnings: Lacking any original content

Google is less likely to rank websites that only contain duplicate content from another site.

• You can also be docked SEO ranking for duplicating your content across multiple webpages

• Always strive to create original content for your site (or hire someone to write it for you). Blogs are a great way to keep fresh content on your site

• If you are using pre-written content, you can personalize it to make it unique to your practice
Warnings: Black hat SEO tactics

“Black hat” SEO tactics are unethical ways to trick search engines into ranking your website higher. These include:

- **Keyword stuffing**: over repeating a keyword like “Anaheim dentist” over and over again on your page

- **Link-building scheme**: paying shady sites to provide numerous backlinks to make your site seem more authoritative

- **Ghost pages**: a form of bait-and-switch where Google crawlers are shown one page and real visitors are shown another

- **Hidden content**: hiding keyword-ridden content by using the same font color as the website's background color
Pay-Per-Click (PPC) Advertising

Only pay when your ads are clicked.
Introduction to Pay-Per-Click (PPC)

Pay-Per-Click Advertising

A way of using search engine advertising to generate traffic to your website. As the advertiser, you only pay when your ad is clicked.

It’s a highly-targeted form of advertising that gets you in front of people in your area who are looking for the services that you offer.
Present your ad at the precise moment someone is searching for the services you offer.

- Unlike SEO, PPC ads can show up immediately.
- Ads can appear above organic search results.
- With PPC, you can dictate the landing page that visitors will end up on from your ad.

Google AdWords is the fastest method to generate website traffic and test your SEO strategies.

- Getting results from SEO can take 3 to 6 months or more. Most businesses don't want to wait that long to increase website traffic.
- With AdWords, you choose and bid on target keywords like “dentist in YOUR TOWN,” and create ads that compel people to visit your site.
- The best performing ads on Google AdWords will help you refine the keywords you use within the content of your website for SEO purposes.
Whereas SEO primarily targets the exact city your practice is in, PPC can better target surrounding areas.

- With PPC, you can use geo-targeting to dictate who sees your ads in both your city and surrounding neighborhoods.
- Allows you to cast a wider net

PPC allows you to dictate the journey of patient leads and see what they do on your site.

- Dictating the landing page lets you control the message visitors see once on your site.
- PPC coupled with lead capturing forms enables you to track conversions and ROI.
- Tracking phone numbers can be used on PPC ads and landing pages to better track performance and ROI.
PPC: Things to Consider

YOUR ADWORDS ACCOUNT
To run PPC campaigns, you need an AdWords account.
- Anyone can set-up an AdWords account
- It’s highly recommended only experienced people manage your AdWords campaigns to avoid overspending, improper tracking, etc.

KEYWORD RESEARCH TOOLS
Keyword Planner helps you discover keywords related to your services.
- Gain insight on keyword performance and associated click costs.
- Helps you identify entirely new keyword groups and phrases you might not have considered.

NEGATIVE KEYWORDS
Use “negative keywords” to avoid wasting your budget.
- Negative keywords prevent your ads from triggering for the wrong types of searches.
  - “Free”, “cheap” and “inexpensive” would weed out low budget consumers.
  - “Jobs”, “hiring” and “intern” would weed out those seeking employment from a dentist in their city.
Google scores the quality of your ads to filter out underperforming ads.

- **Quality Score** is an estimate of the quality of your ads, keywords, and landing pages.
- Your ad copy and landing page content should be **relevant to the keywords used** to trigger your ads.
- Ads with a higher Quality Scores can **appear higher** than other ads **even if your bid amount** is lower than theirs.
- Higher click through rates and quick loading landing pages increase Quality Scores.

**MAINTAINING YOUR QUALITY SCORE**

**TEST, TEST, TEST**

Testing allows you to determine which keywords, phrases and URLs perform better in your campaigns.

- **A/B testing** runs two alternating ads against each other to determine which one receives the most clicks.
- You can also use alternating text and images **on your landing page** to determine which version of the page converts better.
- **Continually testing** your best performing ads against new ads, will help you improve your results.
SELECTING YOUR TARGETS

Targeting properly keeps your ads from appearing to the wrong searchers (and wasting money).

- **Location targeting** allows your ads to appear in the geographic locations that you choose, such as a radius around your location.

- Using **location extensions**, can display distance to your practice within the ad and let searchers know how far away your practice is.
PPC: Things to Consider

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- **Demographic targeting** limits your ads by age range, gender, parental status, or household income of the searcher.

- With the right targets, you’ll spend less money for the most patients.

FEE STRUCTING WHEN USING A CONSULTANT

It takes a lot of expertise to properly set up, run, and optimize AdWords campaigns (and related landing pages).

- Utilizing an **AdWords Certified** professional can significantly improve your campaign success.

- When comparing professionals, they’ll typically fall into two types of fee structure:
  - Percentage of ad spend
  - Flat monthly fee

- I recommend going with a flat monthly fee to avoid a **conflict of interest** (less chance of inflating your ad spend).
A/B Testing AdWords Example

Test 1

• Similar ad text with *different* headlines.

• One uses practice “location” in the headline, and the other uses popular “procedures” in the headline.

• Testing revealed the ad with *location* in the headline *generated more clicks.*
A/B Testing AdWords Example

Test 2

- For the second test, different locations were used in the headline: “Bay Area” and “San Francisco”.

- “Bay Area” still delivered more clicks and was deemed a more effective headline.

- A third test might have compared “Bay Area” to “Oakland.”
Comparing PPC and SEO

Pay-Per-Click
Major Difference: Pay to Play
• Relies on bidding
• Must monitor keyword bids and negative keywords
• Easier to do A/B Testing
• Easier to determine ROI
• Quicker improvement in online visibility
• Ability to target audiences in multiple geographical locations

Similarities:
• Keyword research is vital to success of channel
• Results appear the same to searchers

Search Engine Optimization
Major Difference: Earn Right to Play
• Relies on relevance and authority
• Keywords are targeted by content not bidding
• No such thing as negative keywords
• Improvement in visibility much slower
• Geographical location highly relevant
How to Use Information from PPC to Help Your SEO

**Share Keyword Data**

- Keyword research helps you identify which keywords to bid on and optimize your website for, based on:
  - Competition
  - Suggested bid
  - Search volume
- Use this information to create your content strategy for PPC and SEO landing pages

**Example:**

“San Francisco Dentist” vs “Bay Area Dentist”

- Search volume and competition is 100 – 1K monthly searches, respectively
- Suggested bid is $11 for “San Francisco” vs. $4.50 for “Bay Area”
- Monthly searches and competition are equal for both phrases
- Bid price indicates higher competition for “San Francisco” because other dentists are bidding aggressively
- Use this information to determine how to optimize those keywords

Source: 8 Ways PPC and SEO Are Better When Used Together
How to Use Information from PPC to Help Your SEO

Inform Your Content Strategy

- PPC helps you see instant feedback on which content is performing best

- PPC ads help you understand which page titles and meta descriptions are most effective for your website

**Example:**

- A dentist targets “Bay Area Dentist” in their page titles and meta descriptions on their website

- Based on PPC ad conversions, we learn that searchers are more likely to contact the dental practice when using “San Francisco” instead of “Bay Area” in ad copy and landing page

- Using this information, we bring these changes back to the actual website to change meta data to “San Francisco” instead of “Bay Area”

Source: 8 Ways PPC and SEO Are Better When Used Together
Objective: Take over search results page to beat completion

Ideal for established practices that have a clear understanding of profitable keywords.

- Most aggressive strategy because it requires expertise in both SEO and PPC
- Will need to identify and utilize the same keywords your competition is bidding on in your PPC and SEO content strategies
- Will require you to:
  - Hold position 1 in organic search results and snack pack
  - Focus your spend on a specific set of keywords (since keyword bids for highly competitive terms tend to be more expensive)
Suggested Strategy 2: Search Visibility Boost

Objective: Show on page 1 of search engine results page while SEO strategy is launched

Ideal for new practices or practices that are just starting search marketing.

- Will need to perform extensive keyword research to determine which keywords to optimize on your website
- Run ads for specific keywords while waiting for your website's optimization to show results
- Test keywords with PPC ads to discover which ones you should use to optimize your website
Suggested Strategy 3: Extending to New Market

Objective: Appear in surrounding areas that you are particularly interested in targeting

Ideal for new patient acquisition from surrounding cities.

- SEO is hyper-localized, making it difficult to extend to a new geographical location without opening a new office in a neighboring city
- Optimize your website for your practice’s specific city
- Utilize PPC to market your practice to surrounding areas where you may also find new patients but are unlikely to rank
Warnings: Out of control spending

The most important parameters to set when running PPC campaigns are daily and monthly budgets.

- AdWords gives you the option of spending up to **120% of your budget** on high-volume days so that you don't lose out on potential leads.

- This is a problem if too many of these days appear **early in the month** (and your monthly budget runs out).

- It's advisable to set both a **daily** and **monthly** budget to protect against overspending.
Warnings: Breaking Adwords Rules

Google has a lot of policies about what you can say and how you say it in your ads.

• There are basic rules that apply to things like copyright and trademark infringement (e.g., Invisalign).

• Ads can be disallowed for improper punctuation, symbols or excessive capitalization.

• Policies change from time to time, and need to be checked periodically.
Warnings: Having inaccurate landing pages

Every Ad Group should have its own specialized landing pages that are relevant to the ad.

- Example: If you have two Ad Groups, cosmetic dentistry and sleep dentistry, the content on their landing pages should be completely different.

- **Landing page content affects Quality Score**, and general effectiveness.

- If your landing pages aren’t accurate or simple enough to guide the visitor to the action they should take, the visitor will **leave without doing anything**.
Video
Engage your audience.
Video Content is Becoming Necessary to Engage Your Audience
Video Content is Becoming Necessary to Engage Your Audience

Prevalence of video content is increasing – it’s not just YouTube anymore!

More video is being created and consumed all the time.

It’s not just out there – people actively want it.
People actually prefer video over written instructions when performing a task.

Facebook videos receive a collective 8 billion average views per day.

Every minute, 48 hours of video is being uploaded to YouTube.

Over 44% of videos were played on mobile devices, up 844% since 2012.

Adding “Video” in email subject line boosts open rate 19%.

“How to” video searches on YouTube are growing 70% year over year.

Video increases click-thru rates by 65%.

75% of users have interacted with a video ad this month.
People are switching from reading the Internet to watching it.

- Video is easier to consume and far more engaging

Benefits of video marketing:
- Can be shared across multiple social channels (YouTube, Facebook, Vimeo, Instagram, Your Website)
- Stand out from the competition
- Be remembered
- Shows your personality
- Educates patients
- Drives website traffic
- Helps SEO
Video Content is Becoming Necessary to Engage Your Audience

Want super easy and low budget? Patient video testimonials!
Video Content is Becoming Necessary to Engage Your Audience

YouTube Best Practices

- **Keep commercial videos 30 – 60 seconds**
  - Patient testimonials can be longer

- **End every video with a call to action**

- **Use good video titles**
  - Important factor for ranking
  - 5 – 7 words / 45 characters
  - Include keyword/search phrase
  - Include location and/or practice name
  - Be catchy!

- **Add a description to your video listing**
  - Include some keywords/search terms
  - Make it compelling
  - Add a clickable link to your website!
Patient Communications

Keep them engaged so they keep coming back.
How to Get Started

1. Define your goals
2. Consider the channels
3. Understand your resources
4. Prioritize
5. Execute
Define Your Goals

Attract  Convert  Retain
Communication Channels: Calls and Voicemail

**BEST USED FOR**

- 2-way conversations
- Conversations involving HIPAA-regulated information
- Appointment reminders and recare recall

**BENEFITS**

- Provide a warm, personal touch
- Overcome objections that a patient may have in scheduling an appointment
- Easily confirm appointments

**DRAWBACKS**

- Personal calls can be time and labor intensive
- Calls are typically made during a patient's working hours

Tip: Appointment reminders can easily be automated and scheduled for after-hours when a patient is most likely to answer and confirm.
### Communication Channels: Text Messaging

<table>
<thead>
<tr>
<th>BEST USED FOR</th>
<th>BENEFITS</th>
<th>DRAWBACKS</th>
</tr>
</thead>
</table>
| • Auto-confirmations | • Unobtrusive and short  
• Simple reply commands, patients can reply Y to confirm an appointment  
• Two-way messages allow for more open communication with patients | • Each text costs money to send  
• Not every phone number that a patient provides is a mobile phone, which could result in a failed communication attempt |
Communication Channels: Email

**BEST USED FOR**
- Practice marketing
- Appointment reminders and confirmations
- Birthday greetings
- Newsletters
- Less-time sensitive communications

**BENEFITS**
- Space for more content, allowing your practice to display its personality and branding
- Can contain links to your website’s appointment request forms

**DRAWBACKS**
- Typically have lower open rates because people receive far too many of them (121 emails on average a day!)
- Your message may get lost in the mix
- Emails not always seen as being “urgent”

Tip: A great way to use email is a post-visit message that requests an online review of your practice.
## Communication Channels: Direct Mail

<table>
<thead>
<tr>
<th>BEST USED FOR</th>
<th>BENEFITS</th>
<th>DRAWBACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient retention efforts</td>
<td>Catch attention</td>
<td>Cost</td>
</tr>
<tr>
<td>Recalls and reminders</td>
<td>Dentists see as much as a 750% ROI</td>
<td>Difficult to track engagement</td>
</tr>
<tr>
<td>Practice announcements (e.g. new location or insurance changes)</td>
<td>Staying power – recipients can’t just click delete</td>
<td></td>
</tr>
<tr>
<td>Holiday cards</td>
<td>People can leave it on the counter or put it on the fridge as a reminder</td>
<td></td>
</tr>
</tbody>
</table>
## Communication Channels: Social Media

<table>
<thead>
<tr>
<th>BEST USED FOR</th>
<th>BENEFITS</th>
<th>DRAWBACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Marketing your practice and engaging patients</td>
<td>• People are always on social media (90 minutes a day on average)</td>
<td>• Time-consuming to manage</td>
</tr>
<tr>
<td>• Responding to reviews (positive and negative)</td>
<td>• Ability to answer patient questions immediately</td>
<td>• Must be well-versed in the basics of technology and marketing</td>
</tr>
<tr>
<td>• Collecting information on patients via polls and surveys</td>
<td>• Gain and showcase reviews about your practice</td>
<td>• Requires frequent attention</td>
</tr>
<tr>
<td></td>
<td>• Helps you build trust and transparency</td>
<td></td>
</tr>
</tbody>
</table>
The Good, The Bad and The Ugly

One size doesn’t fit all when it comes to patient communications.

- 30% prefer appointment reminders via text
- 65% prefer appointment reminders by email
- 40% prefer to schedule by phone, online, or text vs. in-person

Dentists using postcards have seen as much as a 750% ROI.
The New Patient: Attract and Convert

1. Patient searches “dentist in YourTown”
2. Search results list your practice
3. Patient visits website
4. Patient looks you up on Facebook to see reviews
5. Patient likes what they see and call to schedule
6. Receptionist answers with warm greeting and has availability
7. Takes contact information including mobile phone and email
8. Appointment reminder is sent 1 week via email and robotic call
9. Appointment reminder is sent 24 hours before via text
10. Patient visits
11. Post-care email is sent
Retaining a Patient

The patient is in the practice management system and receives automated communications.

Patient receives an email thanking them and requesting a review. One day after appointment.

Patient receives an eNewsletter from their dentist with tips and office updates. One month after appointment.

Patient receives newsletters just often enough where they aren’t annoyed and don’t unsubscribe. Every few weeks

Patient receives a text, email and postcard from the practice encouraging another appointment. At the appointed continuing care date.

Office manager sees the patient’s name on a list of of people to follow-up with. Receptionist calls the patient and invites them to a cleaning. Patient accepts. One week later

Patient goes through reminder steps again, with more follow-ups in the future. Ongoing
Generally allowed to talk to patients *directly* on the phone about PHI (personal health information)

- Examples of PHI:
  - Dental health check-ups
  - Home healthcare instructions
  - Post appointment follow-up
  - Treatment plans

Never leave PHI in a voicemail, non-encrypted email, social media or other non-secure channel.

- Request a callback to discuss details 1-on-1
Questions?

Cheryl.Pederzoli@prosites.com
Twitter: Cheryl_LP
888-932-3644
Thank you for your attendance!

*Please complete your course evaluation and drop it in the marked boxes placed around the meeting space*

The Virginia Dental Association thanks the following sponsor for the support of this course.