



Marketing Strategies Proven to Accelerate Practice Growth

Presented by:

Lance McCollough

Three Technologies Working in Tandem

MOBILE DEVICES



CONSTANT INTERNET ACCESS



SOCIAL MEDIA



Big impact on:

1. Marketing Competition
2. Information Publishing
3. Consumer Influence

10 Years Ago Today...



The iPhone Changed Everything

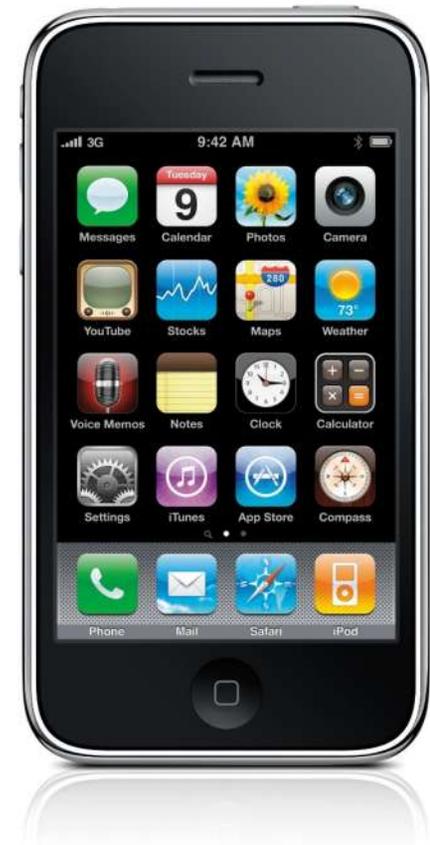
“The iPhone is the most sophisticated, outlook-challenging piece of electronics to come along in years.”

- David Pogue, *The US technology writer as Apple's new iPhone hits US shelves June 2007*

Big impact on how we communicate:

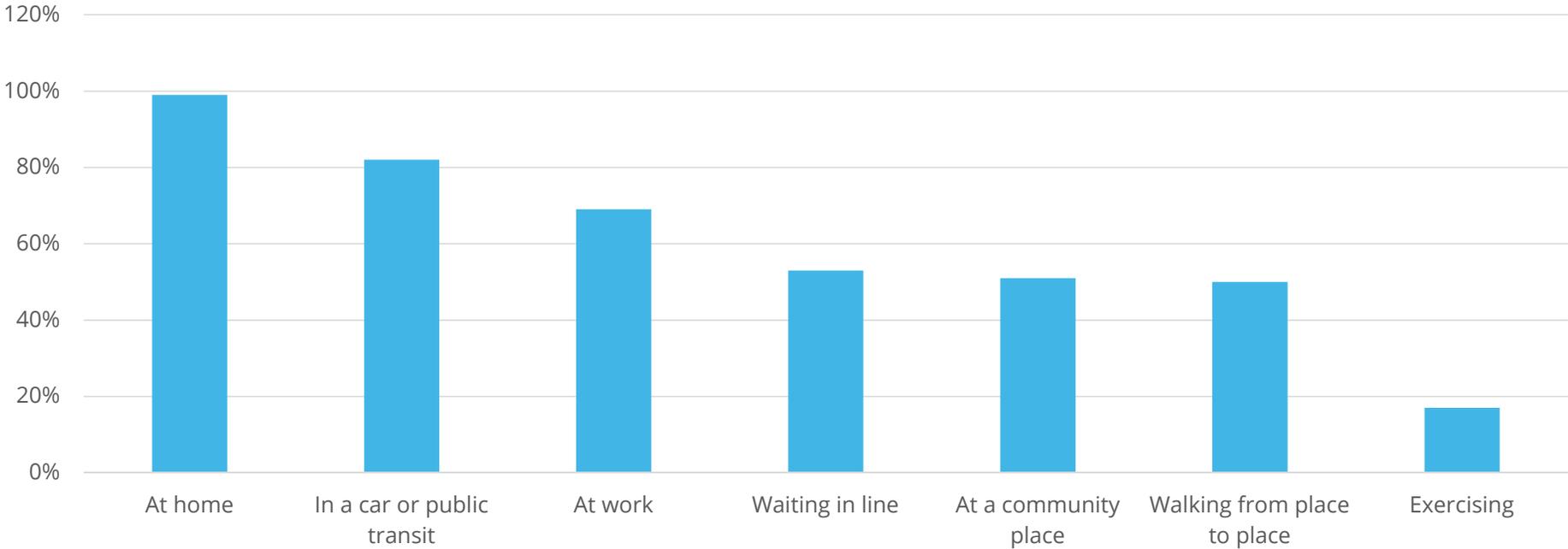
- Talk
- Text
- Facetime

Where do we use our smartphones?



Where do we use our smartphones?

% of smartphone owners who used their phone from the following locations at least once over the course of 14 surveys spanning a one-week period



Source: Pew Research Center



75% on the toilet



19% in the toilet

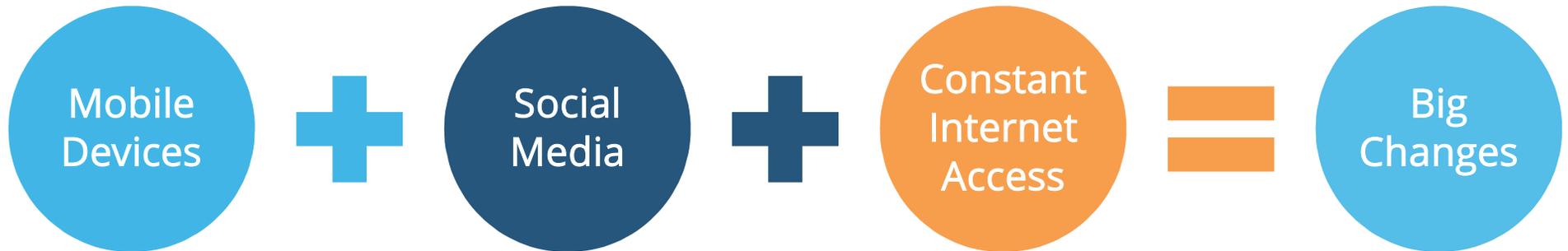
iPhone Changed Everything



Impact on Social Media

- Accelerated social media (almost destroyed Facebook)
- Fueled new social platforms (Instagram, Pinterest and Snapchat)
- Changed how people surf the web (60% of searches are from mobile devices)

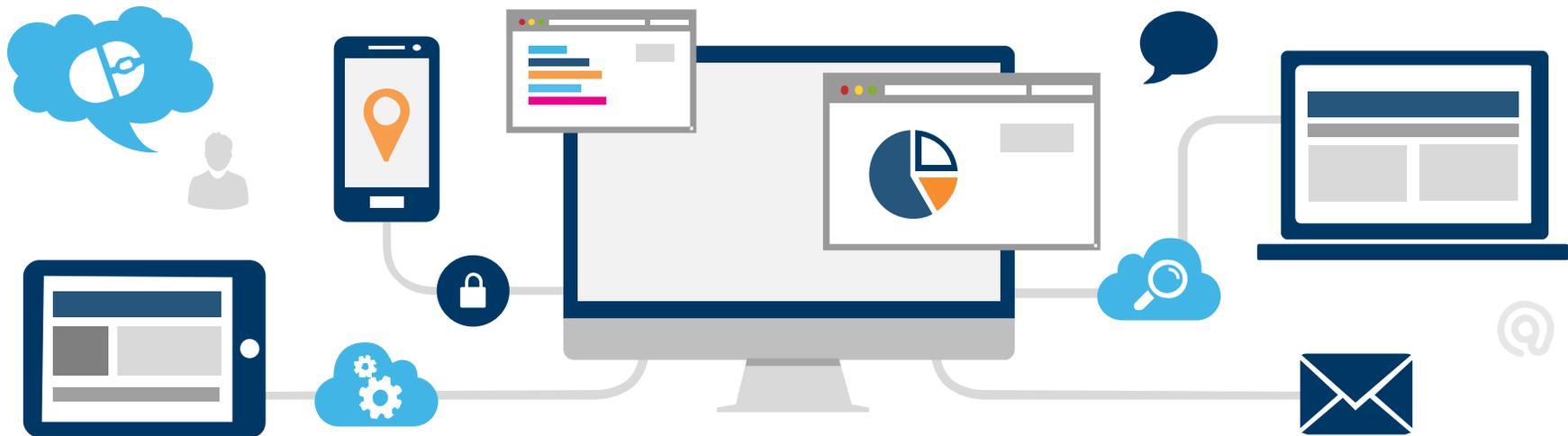
Three Things Working in Tandem



1. Marketing Competition
2. Information Publishing
3. Consumer Influence

Big Changes: Marketing Competition

- More businesses competing online (for fewer consumer dollars)
- Diminishing attention span
- All manners of advertising:
 - Organic search
 - Pay-per-click advertising
 - Social media
 - Local listings
 - Review sites





Standing Out From the Noise has Become More Difficult

Big Changes: Information Publishing

Democratization of Information

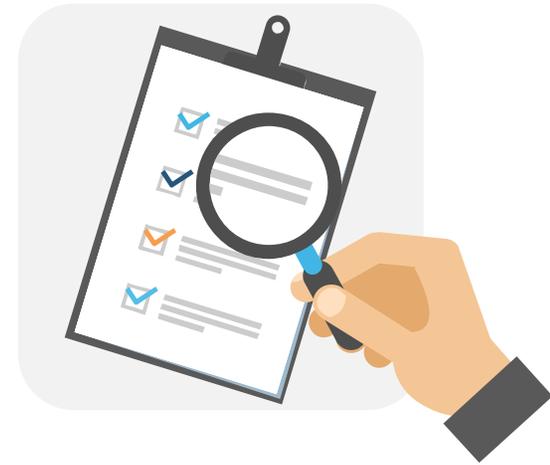
de·moc·ra·ti·za·tion: the action of making something accessible to everyone.

With respect to digital content: production, editing, personalization, and distribution of content by ordinary users, rather than by the traditional content providers.

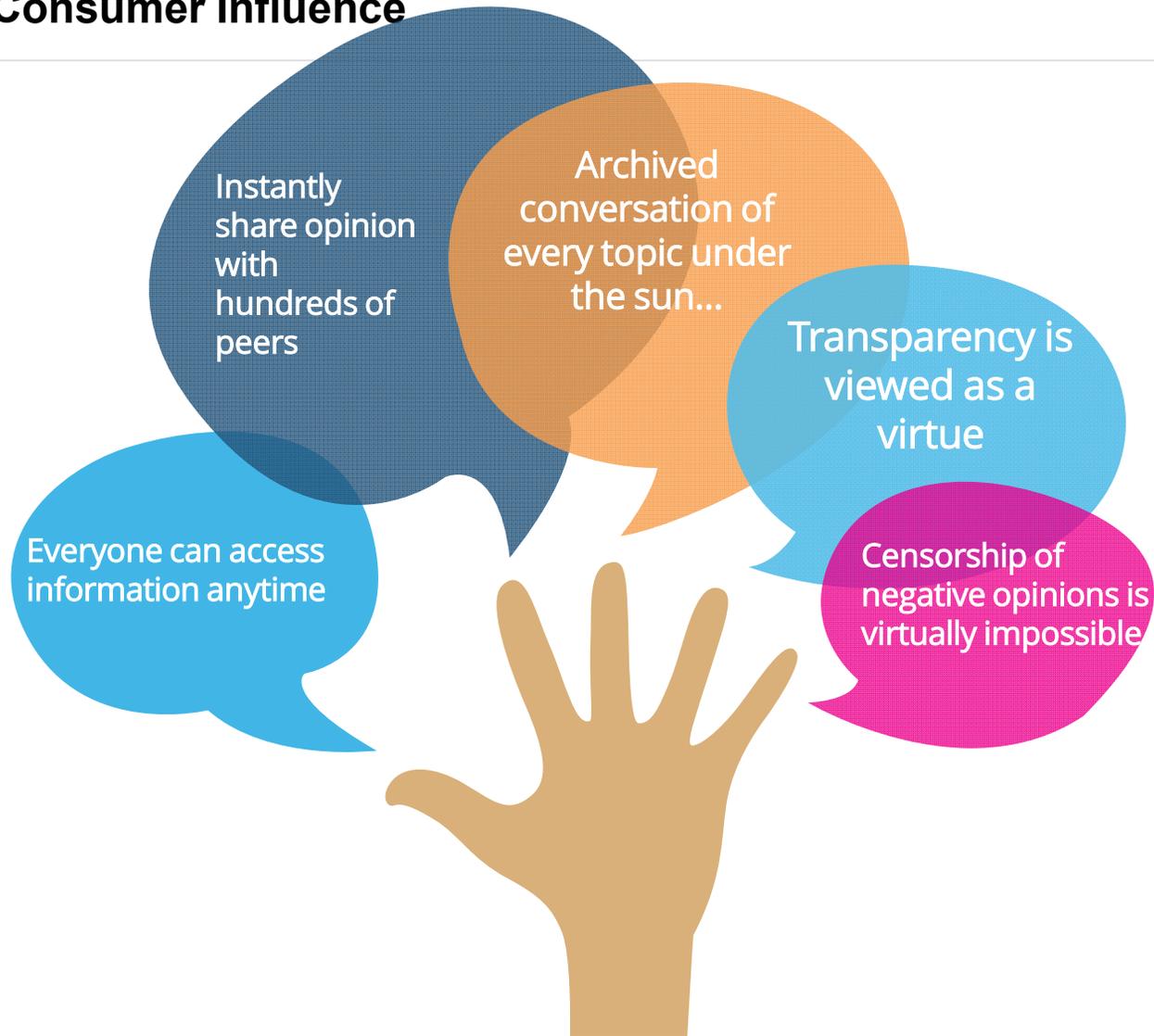
- Television → YouTube
- Yellow Pages → Web Pages
- Direct Mail → Email

Today, everybody is a publisher!

- More content, more viewpoints, more opinions
- Barrier to entry is low, anyone can be a source now
- For every article claiming something is true... another article claims something is false



Big Changes: Consumer Influence



Top 10 Trends in Dentistry and Marketing



Top 10 Trends in Dentistry and Marketing

- 1 Trust of Authority and Experts is Decreasing
- 2 Belief in Crowds and Social Networks is Increasing
- 3 SEO Success Depends on Google Local Search and Reviews
- 4 Everything is Going Mobile
- 5 Video Content is Becoming Necessary to Engage Your Audience
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Trust of Authority and Experts is Decreasing

People are now willing to dismiss the opinions of trained experts.

59% of links shared on social media have never been read.

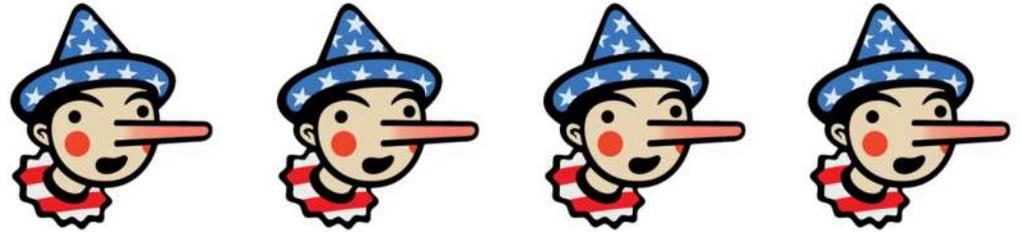
Increasing disbelief in the findings of science, authorities, and experts, whenever they go against one's preconceived beliefs.

Trust of Authority and Experts is Decreasing

Fact Checkers

Alternative Facts

Fake News



Mixed messages in health...

Trust of Authority and Experts is Decreasing



**Wine is good
for you.**

**Wine is bad for
you.**

Trust of Authority and Experts is Decreasing



Vitamins: Good for you, or a waste of money?

Trust of Authority and Experts is Decreasing



Bottled water is better than tap water.

But wait, bottled water is worse than tap water!

Trust of Authority and Experts is Decreasing



True or false?

Vaccines cause autism and are dangerous.

Trust of Authority and Experts is Decreasing



Chocolate causes:

- Heartburn
- Acne
- Weight gain
- Heart disease
- Diabetes

Trust of Authority and Experts is Decreasing



Chocolate:

- Lowers risk of stroke
- Reduces bad cholesterol
- Good for your skin
- Helps lose weight
- Prevent diabetes
- Good for the brain

Trust of Authority and Experts is Decreasing

The screenshot shows a news article on the News10.com website. The article is titled "Medical benefits of dental floss unproven" and is attributed to "The Associated Press". It was published on August 2, 2016, at 5:51 pm and updated at 6:11 pm. The article features a video player with a thumbnail image of two boxes of Glide dental floss. Below the video player, there is a news ticker with the text "BREAKING I. HAPPENED IN SCOTIA 167 PASSENGERS WERE ON BOARD AT". To the right of the article, there is a section titled "Trending on News10.com" with five items, and a section titled "Latest Headlines" with a partial view of a red flag with a white star.

NEWS10 DEDICATED DETERMINED DEPENDABLE abc

71° F Broken Clouds

NEWS WEATHER WATCH SPORTS CLOSINGS & DELAYS COMMUNITY MORE FOX 23

Medical benefits of dental floss unproven

The Associated Press
Published: August 2, 2016, 5:51 pm | Updated: August 2, 2016, 6:11 pm

Twitter G+ Facebook Pinterest

Advertisement

Trending on News10.com

- Bumble Bee issues recall of canned tuna that could lead to death if eaten
- Police: Man beats wife to death after learning she was pregnant with another man's baby
- Emergency management officials hosting nuclear attack response drills across NJ, NY, Washington DC
- Dream come true may be days away for UAlbany lineman
- Schenectady hires former NBA player to coach girls basketball

Latest Headlines

WTEN ALBANY

MEDICAL BENEFITS OF FLOSSING UNPROVEN

BREAKING I. HAPPENED IN SCOTIA 167 PASSENGERS WERE ON BOARD AT

HOLMDEL, N.J. (AP) — It's one of the most universal recommendations in all of public

Source: Associated Press, August 2016

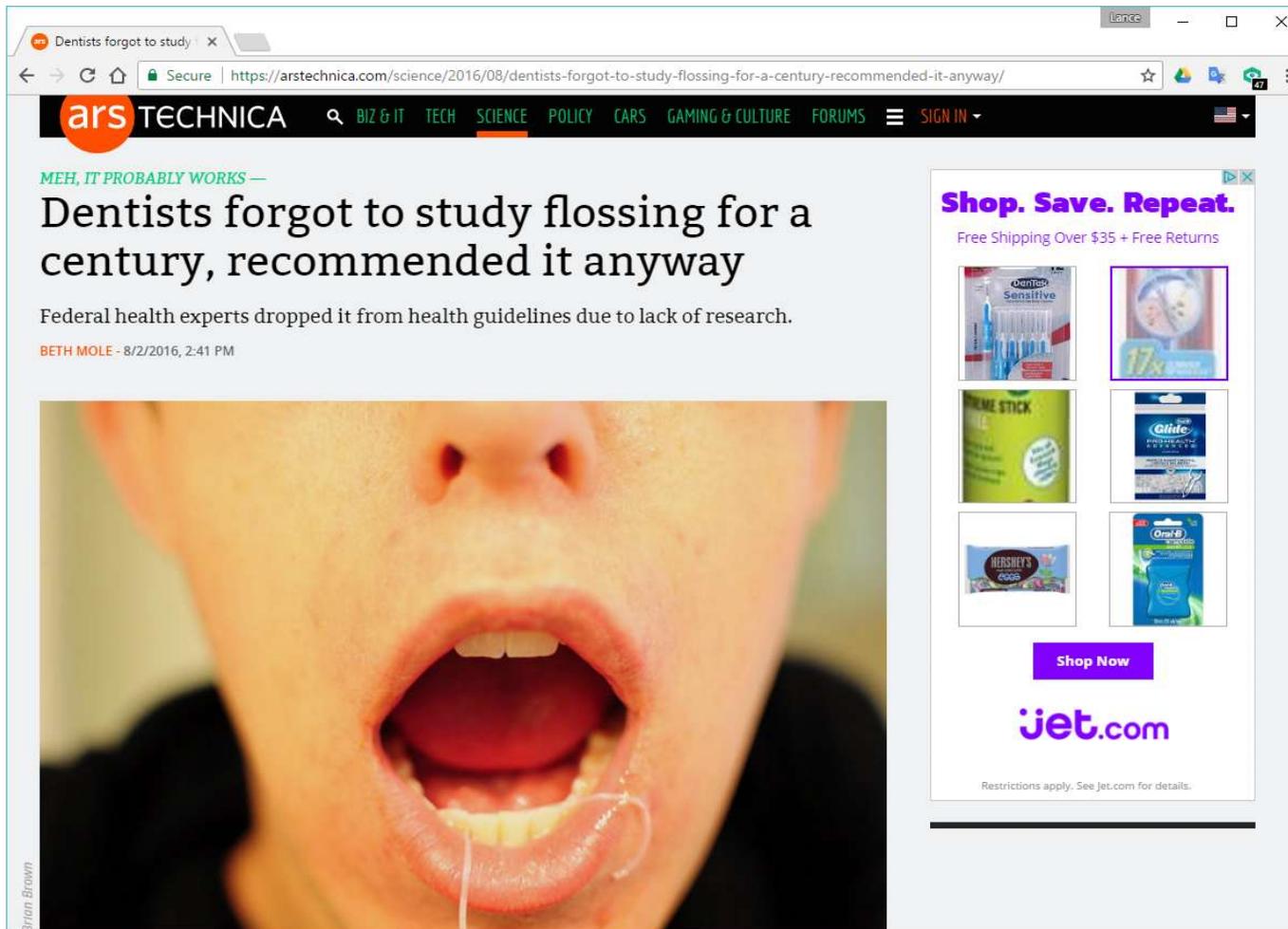
Trust of Authority and Experts is Decreasing

The screenshot shows a web browser window displaying an article on the SheKnows website. The article title is "Everything we've been told about flossing is a lie" by Meagan Morris, dated August 2, 2016. The main image shows a close-up of a person's mouth as they floss their teeth. Below the image, the text reads: "Flossing doesn't prevent cavities or other health problems, government says". To the right of the article, there is a "Follow Us" section with social media icons for Facebook (59.9k), Twitter (160k), Pinterest (5.6k), and RSS. Below that is a "Slideshows" section with three featured slides: "10 Allergy Hacks to Help You Survive Spring", "Celeb Quotes About What Anxiety and Panic Attacks Really Feel Like", and "8 Ways to Bounce Back From Seasonal Affective Disorder". At the bottom of the slideshow, there is a partial view of a slide titled "20 Celebs Owning Their Health Issues".

“So...
everything
we know
about
flossing is a
lie?”

Source: Sheknows

Trust of Authority and Experts is Decreasing



The screenshot shows a web browser window displaying an article on the Ars Technica website. The browser's address bar shows the URL: <https://arstechnica.com/science/2016/08/dentists-forgot-to-study-flossing-for-a-century-recommended-it-anyway/>. The article title is "Dentists forgot to study flossing for a century, recommended it anyway". A sub-headline reads: "Federal health experts dropped it from health guidelines due to lack of research." The author is identified as "BETH MOLE - 8/2/2016, 2:41 PM". The main image is a close-up of a person's mouth with a piece of white floss being used to clean between their teeth. To the right of the article is a promotional banner for Jet.com with the text "Shop. Save. Repeat." and "Free Shipping Over \$35 + Free Returns". The banner features images of various products including Qantas Sensifive toothpaste, Oral-B toothbrushes, and Hershey's Kisses. A "Shop Now" button and the Jet.com logo are also present in the banner.

Dentists forgot to study

Secure | <https://arstechnica.com/science/2016/08/dentists-forgot-to-study-flossing-for-a-century-recommended-it-anyway/>

ars TECHNICA

MEH, IT PROBABLY WORKS —

Dentists forgot to study flossing for a century, recommended it anyway

Federal health experts dropped it from health guidelines due to lack of research.

BETH MOLE - 8/2/2016, 2:41 PM

Shop. Save. Repeat.
Free Shipping Over \$35 + Free Returns

Qantas Sensifive
Oral-B
HERSHEY'S KISSES
Oral-B

Shop Now

jet.com

Restrictions apply. See Jet.com for details.

Brian Brown

Trust of Authority and Experts is Decreasing

- Raged across social media
- Illustrates people are willing to dismiss the opinions of trained experts – dentists!
- Most troubling.....?

Medical benefits of dental floss unproven

By JEFF DONN Aug. 2, 2016 2:12 PM EDT



HOLMDEL, N.J. (AP) — It's one of the most universal recommendations in all of public health: Floss daily to prevent gum disease and cavities.

Except there's little proof that flossing works.

Still, the federal government, dental organizations and manufacturers of floss have pushed the practice for decades. Dentists provide samples to their patients; the American Dental Association insists on its website that, "Flossing is an essential part of taking care of your teeth and gums."

The federal government has recommended flossing since 1979, first in a surgeon general's report and later in the Dietary Guidelines for Americans issued every five years. The guidelines must be based on scientific evidence, under the law.

Last year, the Associated Press asked the departments of Health and Human Services and Agriculture for their evidence, and followed up with written requests under the Freedom of Information Act.

When the federal government issued its latest dietary guidelines this year, the flossing recommendation had been removed, without notice. In a letter to the AP, the government acknowledged the effectiveness of flossing had never been researched, as required.

The AP looked at the most rigorous research conducted over the past decade, focusing on 25 studies that generally compared the use of a toothbrush with the combination of toothbrushes and floss. The findings? The evidence for flossing is "weak, very unreliable," of "very low" quality, and carries "a moderate to large potential for bias."

Trust of Authority and Experts is Decreasing

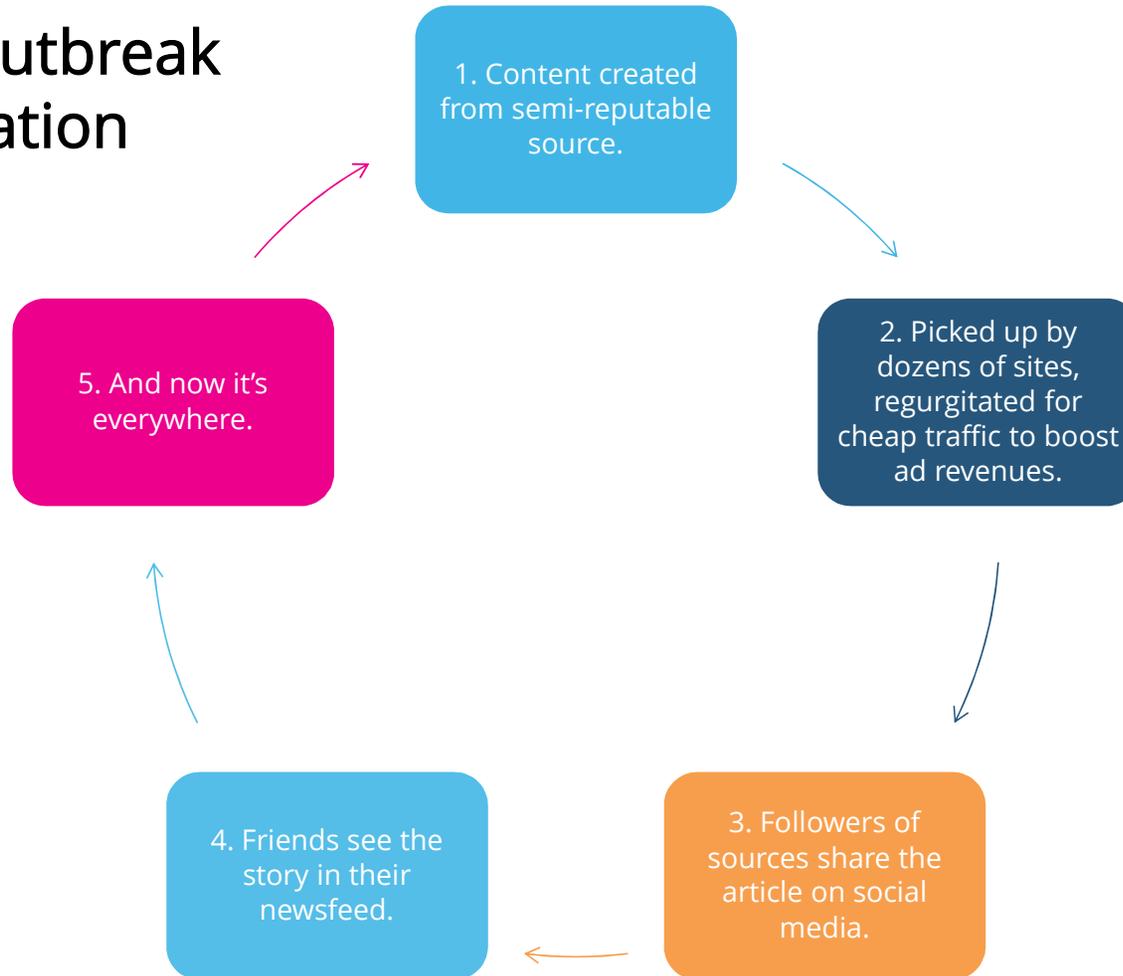


59% of links shared on social media have never been read.

- Instead, people just see the title, an image and a snippet of text.
- Still taken seriously by friends of the sharer.

Trust of Authority and Experts is Decreasing

Tracking the Outbreak of Bad Information



Trust of Authority and Experts is Decreasing

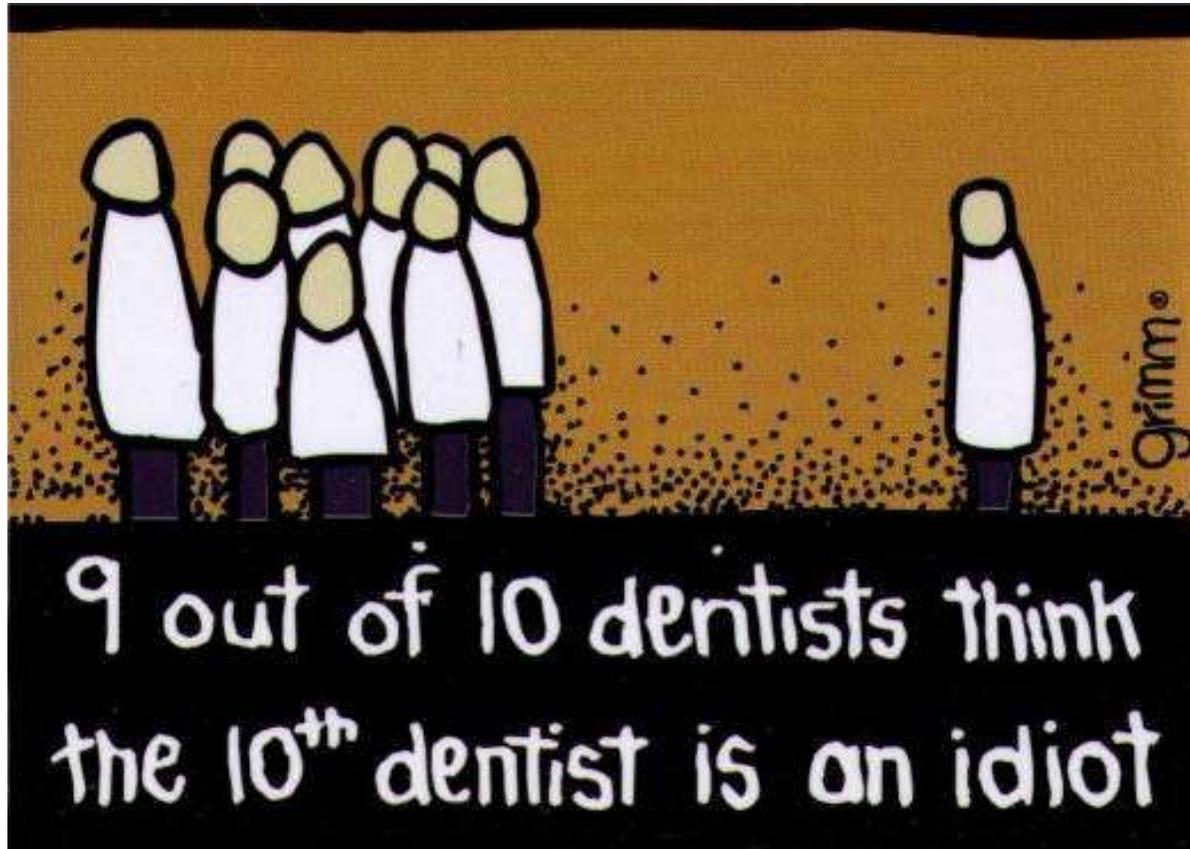


Inflating the problem is a disbelief in the findings of science.

- **Example:** Climate change. 87% of scientists believe climate change is real vs. 50% of the general public.
- People believe what they want to believe is true.
- So, when people “learned” flossing wasn’t necessary, they were willing to believe it (they hated flossing anyway!)

“9 out of 10 dentists recommend...” isn’t as convincing anymore.

Trust of Authority and Experts is Decreasing



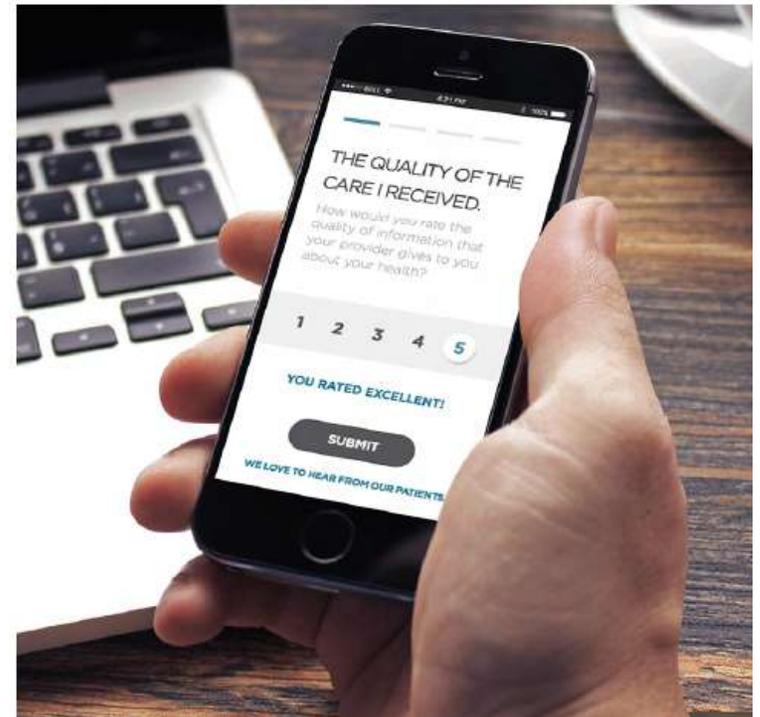
Trust of Authority and Experts is Decreasing

RECOMMENDATIONS:

These problems are so pervasive that they can't be ignored – so go to the source!

Follow these steps to be seen as an expert:

- Engage in this dialogue via your practice's Facebook and Twitter pages
- Address topics by **writing articles** and then posting them on your blog
- Touch on newsworthy topics **relevant to dentistry**
- Conduct simple **surveys** with your followers to get their opinions



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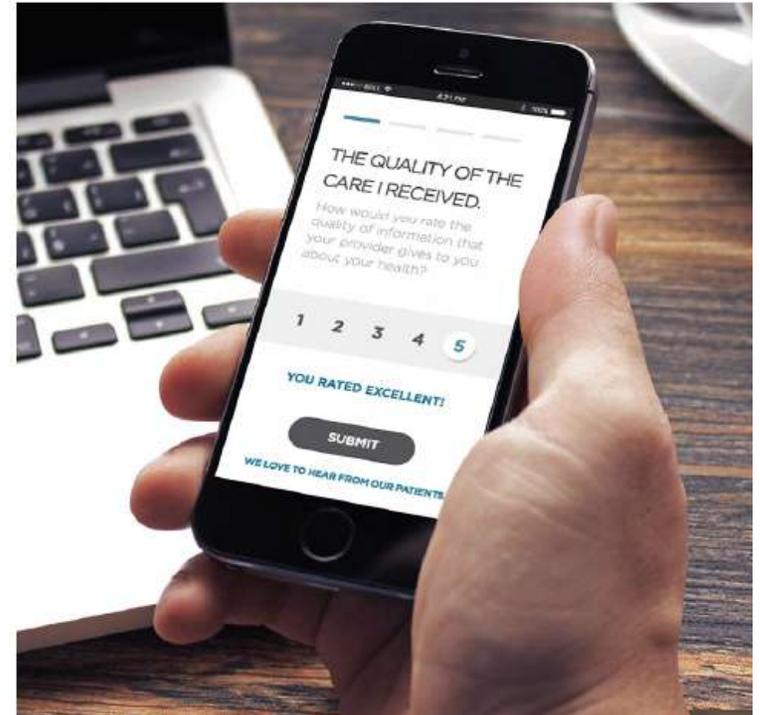
RECOMMENDATIONS:

Survey topics might include their thoughts on...

- Floss picks or traditional floss?
- Do you use teeth whitening strips?
- Do you have amalgam (silver) fillings?
- How do you feel about fluoride?
- What type of toothbrush do you use?
- Are prices for dental work affordable or too expensive?

Address the findings on your blog with survey results.

Bonus: Data can be used for targeted marketing!



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Belief in Crowds and Social Networks is Increasing



Faith in experts is being replaced by faith in the majority.

- Everyone has their own personal majority based on their social network
- Social media content isn't just a stream posted in chronological order
- Content is curated twice:
 1. Facebook algorithms (to display relevant content and ads)
 2. By users
 - What they like
 - What they follow
 - What they unfollow
 - Whom they block or hide

Belief in Crowds and Social Networks is Increasing



Results in a snowball effect.

- What you believe is **influenced** by what everyone is saying
- *But*, you and Facebook control who “everyone” is
- Over time, people develop feeds that display largely **what they already agree with**
- Known as **confirmation bias**

Belief in Crowds and Social Networks is Increasing

The screenshot shows a web browser window displaying The Wall Street Journal's "Blue Feed, Red Feed" graphic. The page title is "Blue Feed, Red Feed" with the subtitle "See Liberal Facebook and Conservative Facebook, Side by Side". Below the title are navigation buttons for various topics: PRESIDENT TRUMP, AFFORDABLE CARE ACT, GUNS, ABORTION, ISIS, BUDGET, EXECUTIVE ORDER (selected), and IMMIGRATION. The graphic is split into two columns: "LIBERAL" (blue background) and "CONSERVATIVE" (red background). The "LIBERAL" column shows a Facebook post from DAILY KOS (8 hours ago) with the text "You're not fooling us, Trump." and a photo of President Trump with a group of people. The "CONSERVATIVE" column shows a Facebook post from Sean Hannity (8 hours ago) with a photo of President Trump signing a document and the headline "Trump Signs Executive Order Keeping Major Pr...". The post text reads: "The new order allows oil and gas companies to expand offshore drilling...". The Breitbart logo is visible at the bottom of the conservative column.

Example: Wall Street Journal's "Blue Feed, Red Feed"

- Left-leaning and right-leaning Facebook feeds side by side
- A political figure is either a criminal or a saint
- The soundbite is a slam-dunk or an indictment
- "Objective" news displayed on each side is 100% opposite of the other
- **Reminder from Trend 1:** the headline is almost the only thing read or shared

Belief in Crowds and Social Networks is Increasing

What does all this mean?

One's existing opinions drives "truth" online.



Belief in Crowds and Social Networks is Increasing

Applies to healthcare too!



Nearly 90% of people ages 18 to 24 would trust health care information found via social media and shared with friends.

56% of those ages 45 to 64 would do the same.

Social media reviews of dental practices influence consumer choices of specific providers.

Belief in Crowds and Social Networks is Increasing

RECOMMENDATION: Be present and active on social media.

- Respond to complaints and complements alike
- Be a friend **in their social network** rather than just another dental clinic
- Make sharing of information about your practice fun:
 - Prizes & Giveaways (Like our page)
 - Social media signs as photo props
 - Interesting news
 - Dental tips
 - Funny things (Dental Cheek Retractors)





Belief in Crowds and Social Networks is Increasing

The screenshot shows an Amazon product page for '20-Pack Cheek Retractors for the Mouth Guard Game - Dental-grade C-Shape Mouthpieces for Adults and Kids, 10 Medium, 10 Small' by BONTIME. The page features a search bar with the product name, a price of \$49.99 on sale for \$9.85, and a '20-Pack' badge. The product image shows two stacks of blue, C-shaped mouthpieces, labeled '10 M' and '10 S'. A '20-Pack' badge is also visible. The page includes a 'Add to Cart' button, a 'Share' button, and a 'STEM CLUB' logo.

- Post a link to Amazon where patients can buy the product
- Invite patients to Like your page
- Have fun, be creative, and think outside the box!

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SEO Success Depends on Google Local Search and Reviews

To truly drive business to your practice,
you need to master the first capture point:

Search Engine Optimization (SEO)

People search the Internet for everything

SEO Success Depends on Google Local Search and Reviews



41% of all Google searches from mobile devices are health care related.

SEO Success Depends on Google Local Search and Reviews



Most of these searches are to:

- Identify a problem
- Provide a remedy
- Determine if a professional is needed

And, of course, to locate and compare providers.

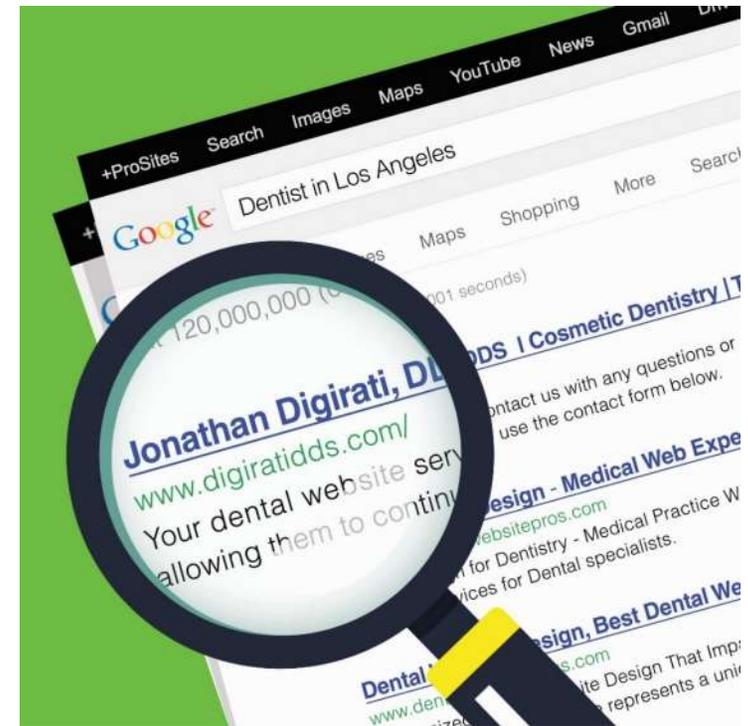
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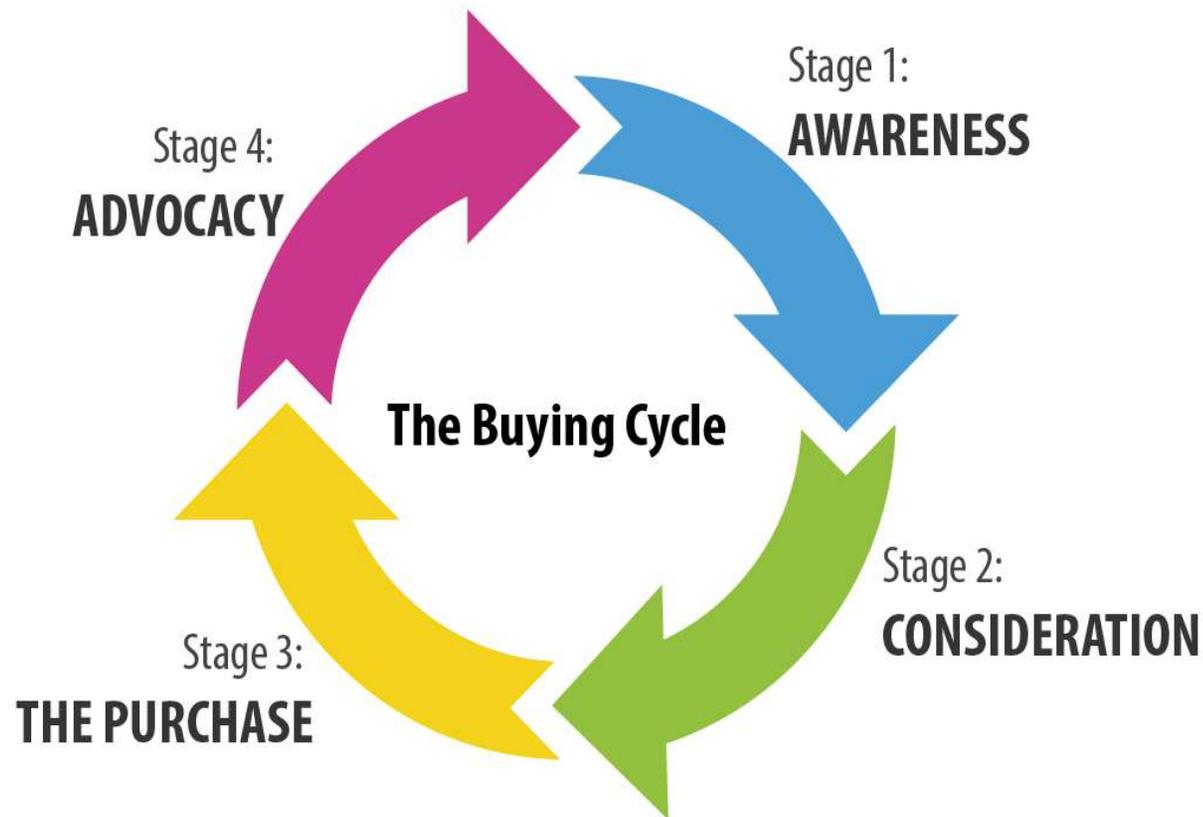
60%

of consumers conduct online research before visiting a website to weigh a buying decision.

That includes selecting a dentist!



SEO Success Depends on Google Local Search and Reviews



Awareness:

- You can stimulate awareness by posting on social media and blogging on your website

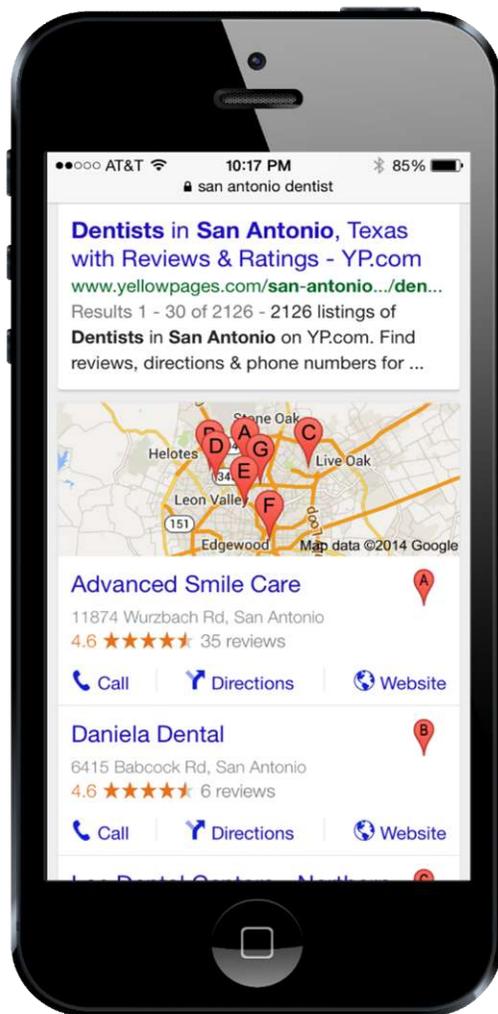
Consideration:

- Research is done via the web
 - "Are amalgam fillings safe?"
 - "Why do my gums bleed when I floss?"

Purchase Decision:

- "Dentists in [city]"
- "Dentists near me"
- Patient reviews are a big factor!
- They can help you get into the "Snack Pack"

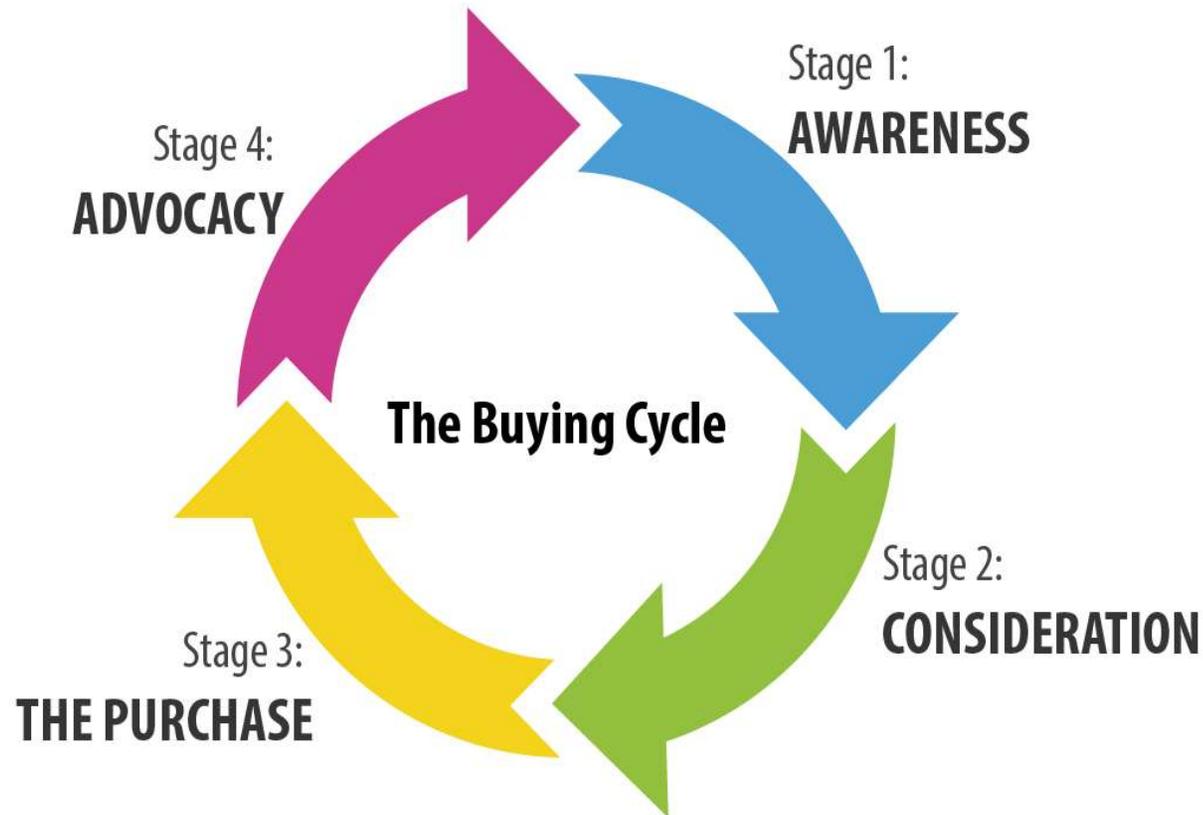
SEO Success Depends on Google Local Search and Reviews



Example of Google results on a mobile phone

- Clicking links shows your Google My Business reviews
- Real names and faces of Google users
- Trustworthy, authentic opinions people believe (Trend 2)
- High ratings related to a specific city are correlated with “near me” type searches

SEO Success Depends on Google Local Search and Reviews



Advocacy:

Happy patients tell their friends and share experiences online, building more awareness.

SEO Success Depends on Google Local Search and Reviews

RECOMMENDATION:

Claim your local business listings!



<https://www.google.com/business/>



<https://smallbusiness.yahoo.com/local-listings>



<https://biz.yelp.com>



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



<http://www.expressupdate.com/search>

SEO Success Depends on Google Local Search and Reviews

RECOMMENDATION: Tips for local business listings.

- Make your listing consistent (every detail)



PowerListings® Scan Results



47% Optimization Rate

47% of the time customers search for you, they will see the correct information.

Continue



Jack Ringer DDS, 5765 E Santa Ana Canyon Rd, Anaheim Hills, CA, (714) 974-0313 [\(This isn't my business information\)](#)

	Business Name	Address	Phone	Special Offer	Status
Google view listing	Jack Ringer DDS, General & Cosmetic Dentistry: Ringer Jack DDS	5765 E Santa Ana Canyon Rd, Anaheim, CA 92807	7149740313	Not standing out	Different Business Name
Yahoo view listing	Jack Ringer, DDS	5765 E Santa Ana Canyon Rd	7149740313	Not standing out	Not Verified Through Yext
Facebook view listing	Jack Ringer, DDS	5765 E Santa Ana Canyon Rd Ste A, Anaheim, CA 92807	7149740313	Not standing out	Not Verified Through Yext
Yelp view listing	Jack Ringer, DDS	5765 E Santa Ana Canyon Rd, Anaheim Hills, CA 92807	7149740313	Not standing out	Not Verified Through Yext
iGlobal	MISSING LISTING			Not standing out	Not found
iBegin view listing	Jack Ringer Gnrl & Esthtc Dnty	5765 E Santa Ana Canyon Rd # A, Anaheim, CA 92807	7149740313	Not standing out	Different Business Name
Yalwa view listing	Jack Ringer Gnrl & Esthtc Dnty - E Santa Ana Canyon Rd # A	5765 E Santa Ana Canyon Rd # A, Anaheim, CA 92807	7149740313	Not standing out	Different Business Name
Brownbook view listing	Ringer Jack DDS General & Esthetic Dentistry	5765 E Santa Ana Canyon Rd Ste A, Anaheim, CA 92807	7149740313	Not standing out	Different Business Name

SEO Success Depends on Google Local Search and Reviews

RECOMMENDATION: Tips for local business listings.

- Make your listing consistent (every detail)
- Check for and **remove duplicate listings** (click “suggest an edit” or “permanently closed”)
- **Clean up your info** on other sites like Angie’s List, Healthgrades, Whitepages.com, etc.
- Reviews on these listings **impact your visibility.**
- Encouraging **positive patient reviews** is critical to get ahead.



Local business listings and SEO go hand-in-hand.

SEO Success Depends on Google Local Search and Reviews



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Everything is Going Mobile



2017 will see even more people glued to their smartphones and mobile devices.

- Getting information from social networks – (Trend 2)
- Getting information from patient reviews – (Trend 3)

Everything is Going Mobile

Some Mobile Stats:

77% of American Adults own a smartphone (up from 35% in 2011)

Source: [Pew Research Center](#)

Tablet ownership has edged up to 51% among adults.

Source: [Pew Research Center](#)



41% of all Google searches from mobile devices are health care related.

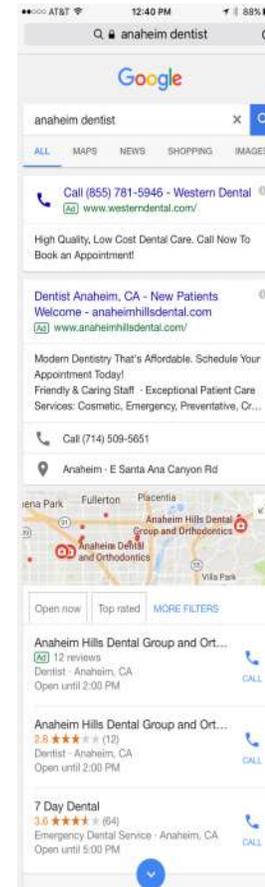
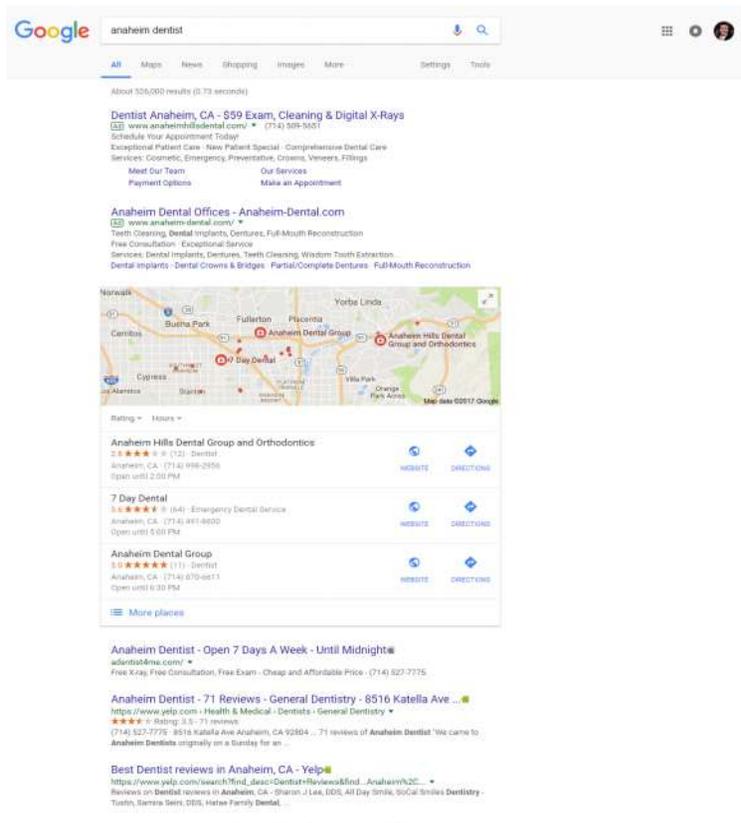
Source: [Think with Google](#)

Nearly 60% of searches are now from mobile devices.

Source: [Search Engine Land](#)

Everything is Going Mobile

Google now makes desktop search results look like mobile results.





anaheim dentist



All Maps News Shopping Images More Settings Tools

About 526,000 results (0.73 seconds)

Dentist Anaheim, CA - \$59 Exam, Cleaning & Digital X-Rays

www.anaheimhillsdental.com/ (714) 509-5651

Schedule Your Appointment Today!

Exceptional Patient Care - New Patient Special - Comprehensive Dental Care

Services: Cosmetic, Emergency, Preventative, Crowns, Veneers, Fillings

[Meet Our Team](#)

[Our Services](#)

[Payment Options](#)

[Make an Appointment](#)

Anaheim Dental Offices - Anaheim-Dental.com

www.anaheim-dental.com/

Teeth Cleaning, Dental Implants, Dentures, Full-Mouth Reconstruction

Free Consultation - Exceptional Service

Services: Dental Implants, Dentures, Teeth Cleaning, Wisdom Tooth Extraction...

[Dental Implants](#) - [Dental Crowns & Bridges](#) - [Partial/Complete Dentures](#) - [Full-Mouth Reconstruction](#)



Rating Hours

Anaheim Hills Dental Group and Orthodontics

2.8 ★★☆☆ (12) - Dentist

Anaheim, CA - (714) 998-2956

Open until 2:00 PM



7 Day Dental

3.6 ★★☆☆ (64) - Emergency Dental Service

Anaheim, CA - (714) 491-8600

Open until 5:00 PM



Anaheim Dental Group

5.0 ★★★★★ (11) - Dentist

Anaheim, CA - (714) 870-6611

Open until 6:30 PM



[More places](#)

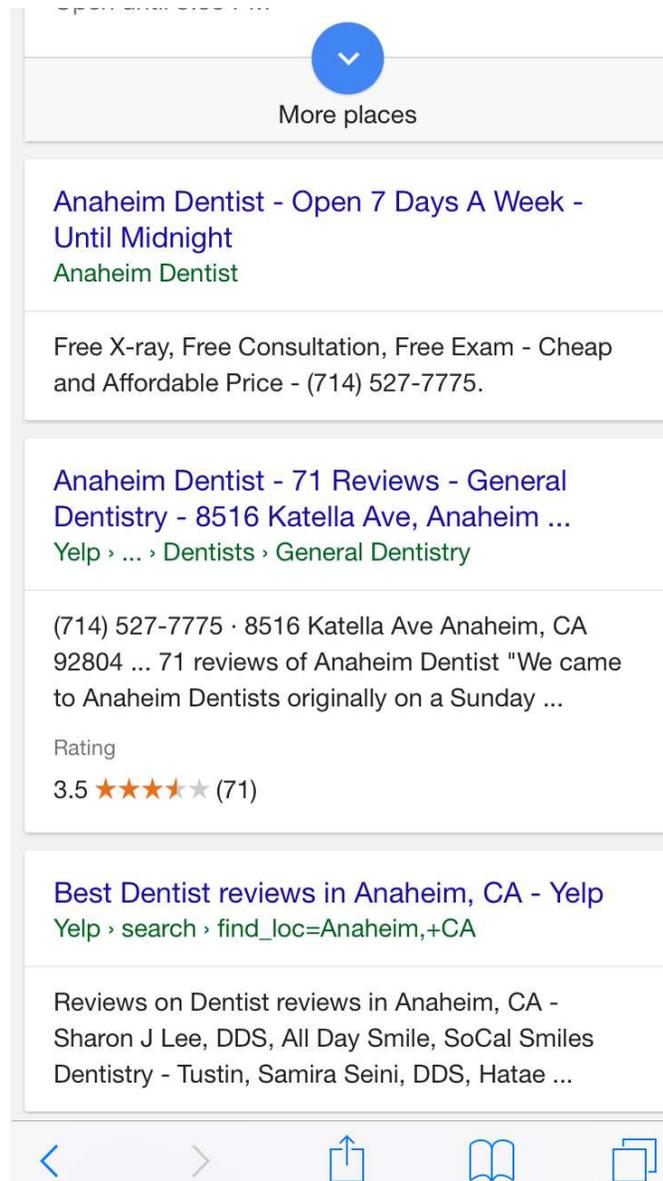
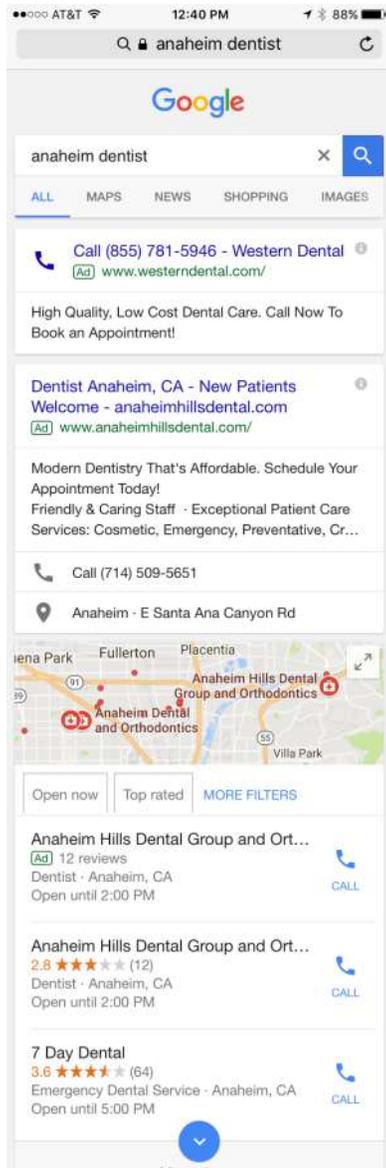
Anaheim Dentist - Open 7 Days A Week - Until Midnight

adentist4me.com/

Free X-ray, Free Consultation, Free Exam - Cheap and Affordable Price - (714) 527-7775.

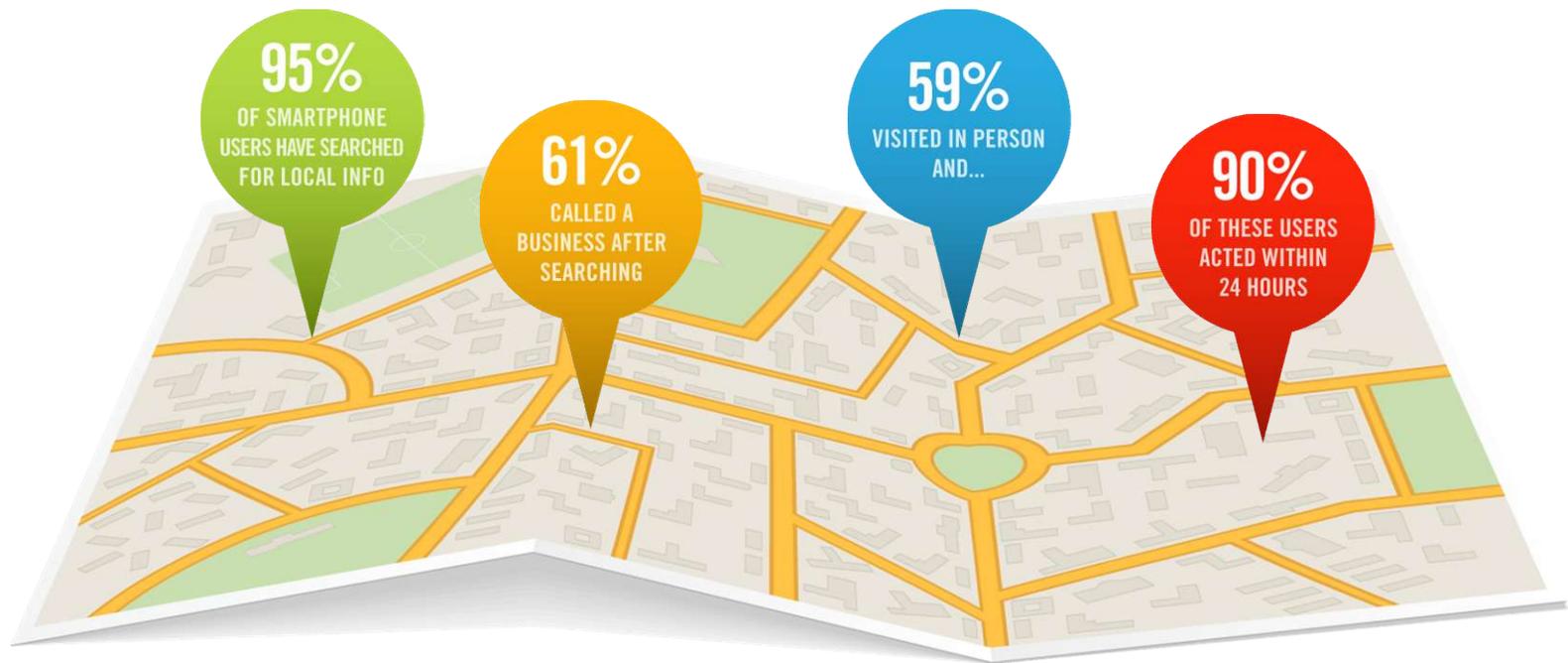
Anaheim Dentist - 71 Reviews - General Dentistry - 8516 Katella Ave ...

<https://www.yelp.com> - Health & Medical - Dentists - General Dentistry



Everything is Going Mobile

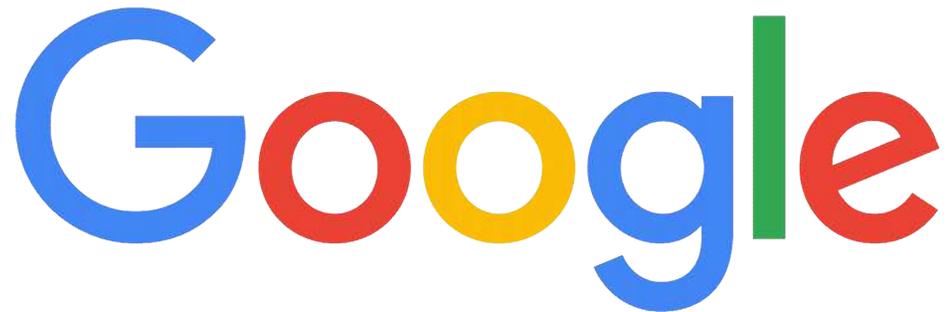
What do we know about mobile users?



Warning: 79% of mobile searchers will leave site if not mobile-friendly.

Everything is Going Mobile

“At Google, we believe that mobile represents a sociological shift with how users relate with both the digital and physical world. Businesses that understand this will win.”

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.

Everything is Going Mobile

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



Everything is Going Mobile

Conversion Features



Click to Call



Appointment Request



Contact Form



Click for Map

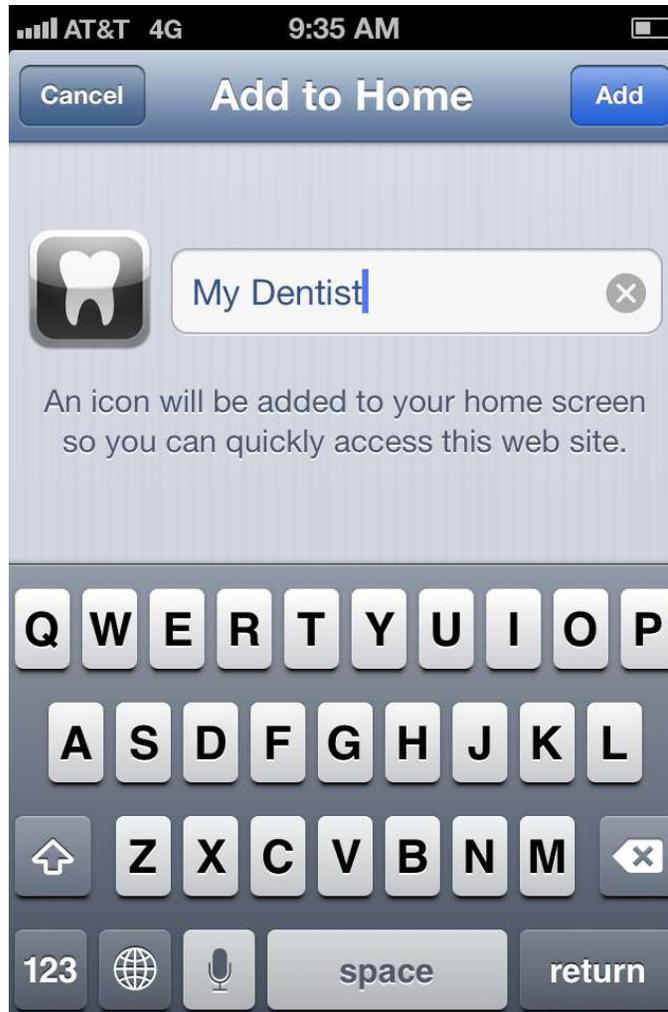


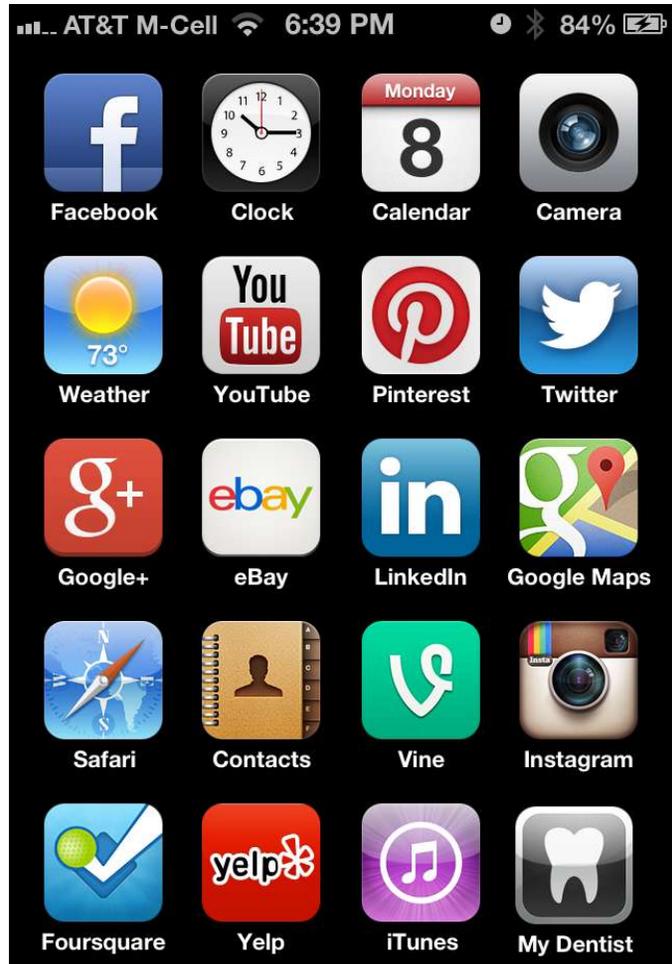
Bonus Points for
Bookmarking Feature



Trend 4: Everything is Going Mobile

Tap for App





Top 10 Trends in Dentistry and Marketing

- 1 Trust of Authority and Experts is Decreasing
- 2 Belief in Crowds and Social Networks is Increasing
- 3 SEO Success Depends on Google Local Search and Reviews
- 4 Everything is Going Mobile
- 5 Video Content is Becoming Necessary to Engage Your Audience
- 6 Younger Patients are Migrating Toward Visual Platforms
- 7 Dentists are Relying More on Outsourced Marketing
- 8 Interest in New Health Care Tech is Increasing
- 9 More Group Practices are Forming
- 10 Patient Behavior Exhibits More Consumerism and Pickiness

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.

Video Content is Becoming Necessary to Engage Your Audience

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.

Video increases click-thru rates by 65%.

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.

75% of users have interacted with a video ad this month.

Source: [Ooyala](#)

Source: [Fortune](#)

Source: [Essential Marketer](#)

Source: Syndacast

Source: Syndacast

Source: [Think with Google](#)

Source: HubSpot

Video Content is Becoming Necessary to Engage Your Audience

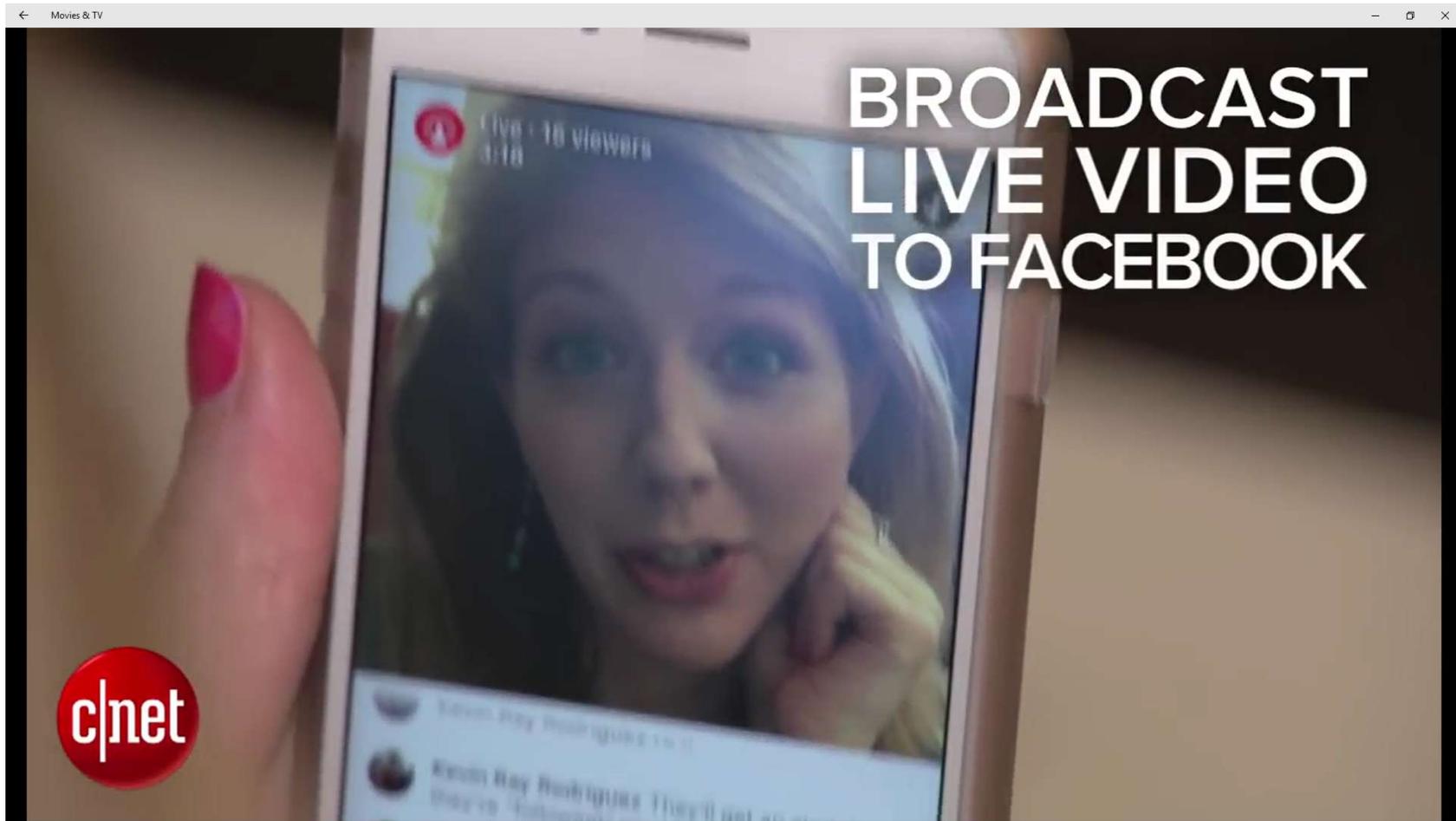
People are switching from reading the Internet to watching it.

- 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



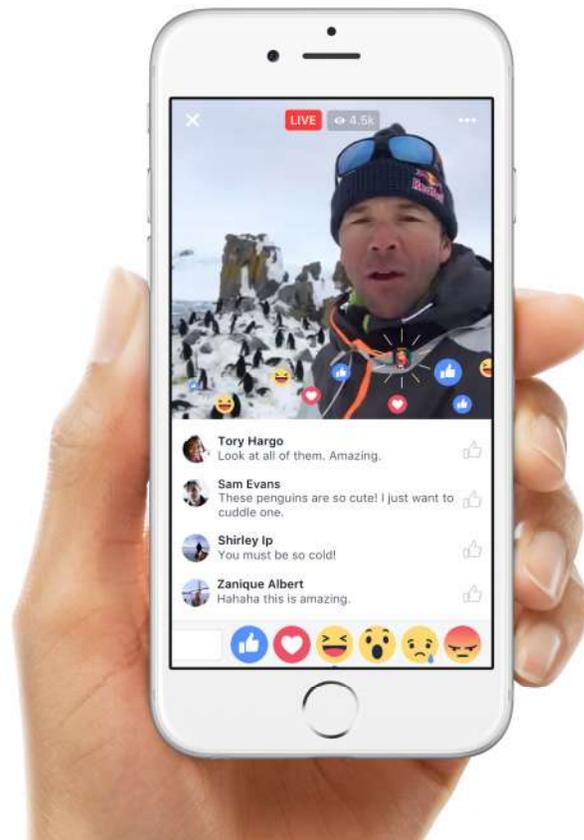
Video Content is Becoming Necessary to Engage Your Audience

RECOMMENDATION: Devote some resources to video, especially YouTube and Facebook Live.



Video Content is Becoming Necessary to Engage Your Audience

RECOMMENDATION: Devote some resources to video, especially YouTube and Facebook Live.



Video Content is Becoming Necessary to Engage Your Audience

How about a video series?

Consider a library of “How to” videos:

- How to floss like a boss
- How to help your child manage braces
- Selecting the best toothbrush for good oral hygiene



Or, step it up a notch and hire a professional.

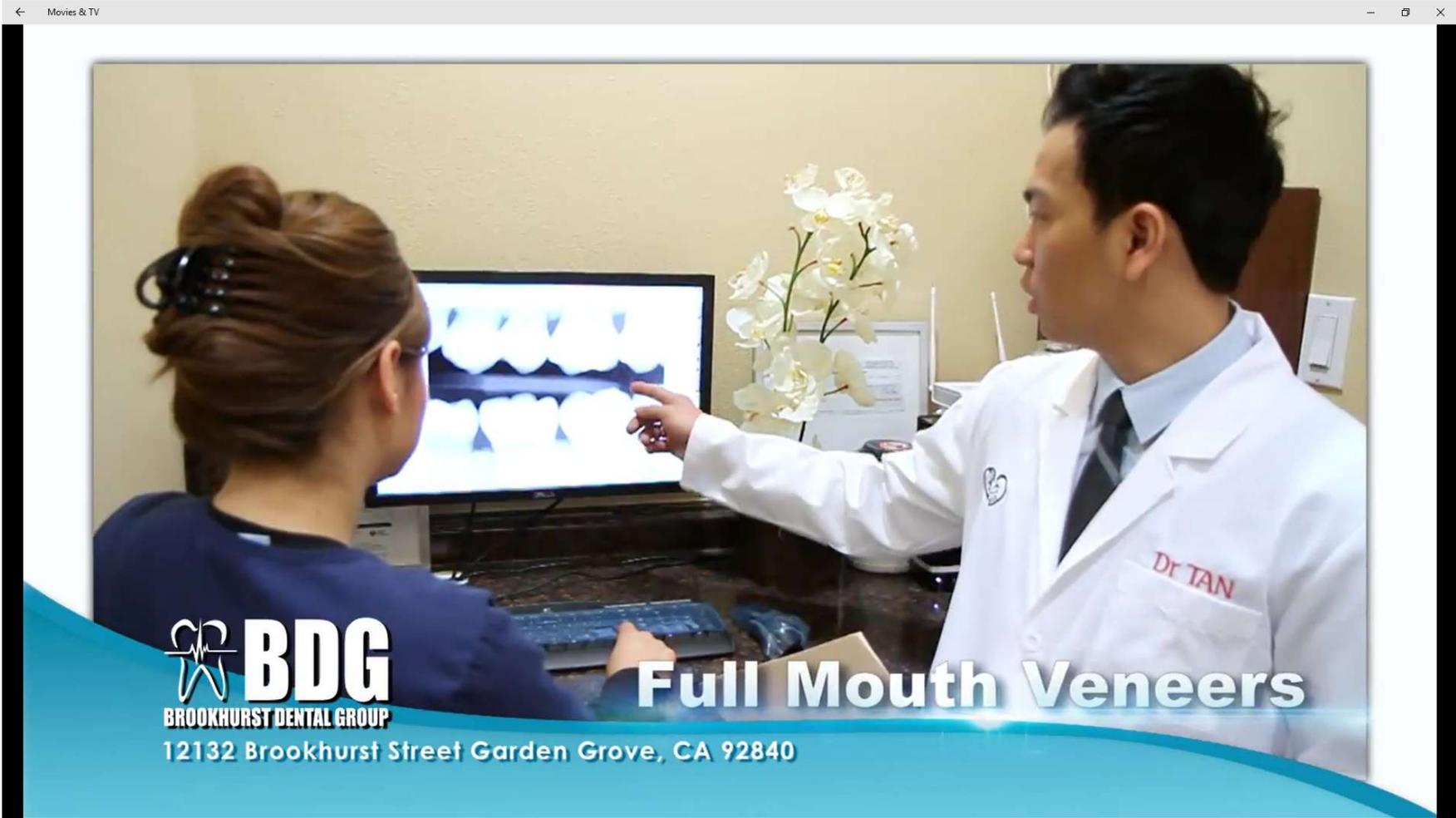
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Video Content is Becoming Necessary to Engage Your Audience

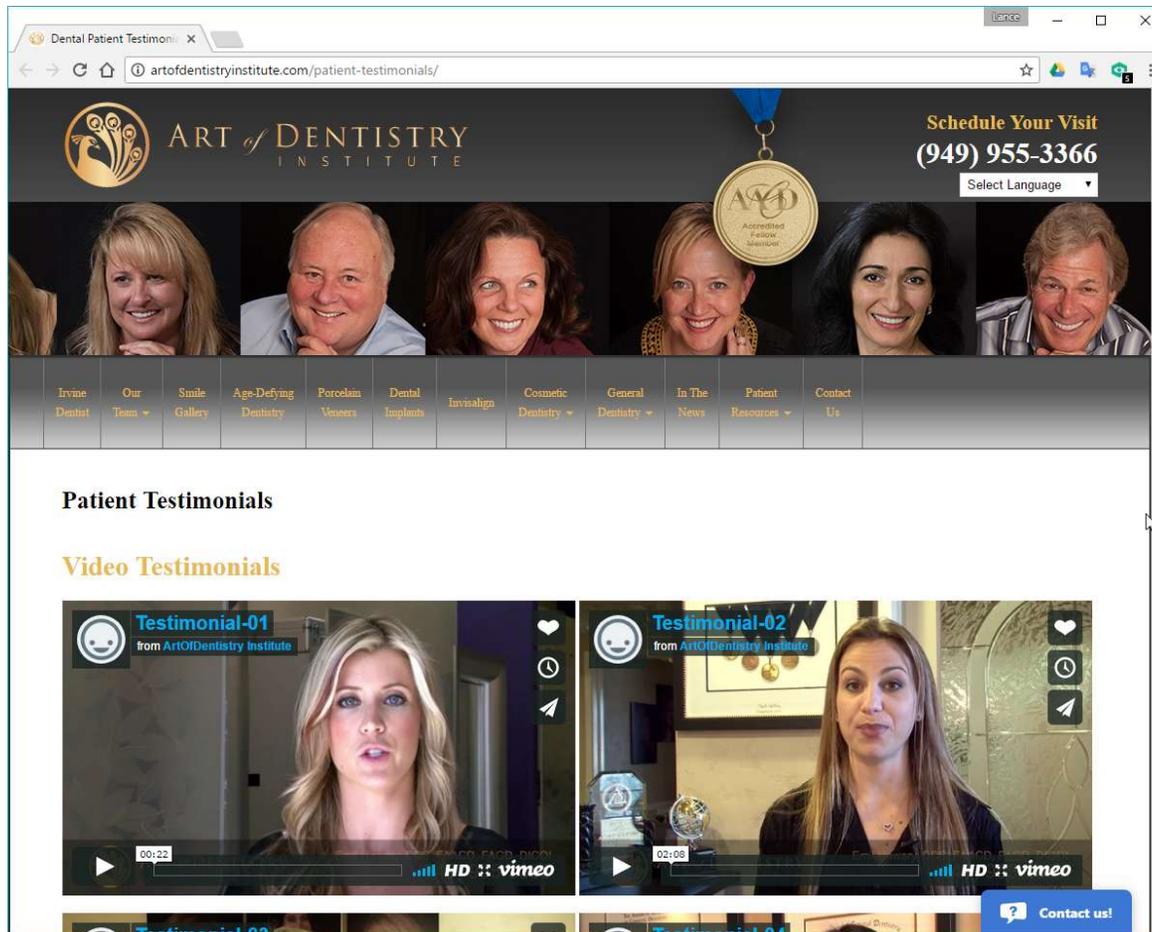


Video Content is Becoming Necessary to Engage Your Audience



Video Content is Becoming Necessary to Engage Your Audience

Want super easy and low budget? Patient video testimonials!



The screenshot displays the website for the Art of Dentistry Institute. The header features the logo on the left, the text "ART of DENTISTRY INSTITUTE" in the center, and a "Schedule Your Visit" button with the phone number "(949) 955-3366" and a "Select Language" dropdown on the right. Below the header is a row of six patient portraits. A navigation menu includes links for "Home", "Our Team", "Smile Gallery", "Age-Defying Dentistry", "Porcelain Veneers", "Dental Implants", "Invisalign", "Cosmetic Dentistry", "General Dentistry", "In The News", "Patient Resources", and "Contact Us". The main content area is titled "Patient Testimonials" and "Video Testimonials". It features two video player thumbnails: "Testimonial-01" and "Testimonial-02", both from the Art of Dentistry Institute. A "Contact us!" button is visible at the bottom right of the video player area.

Video Content is Becoming Necessary to Engage Your Audience

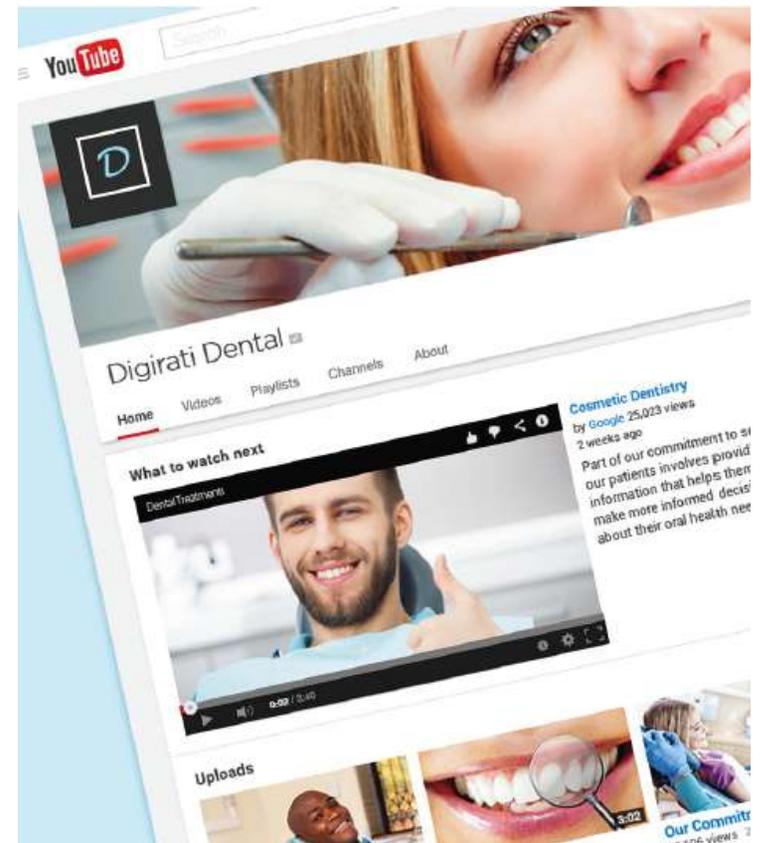
Want super easy and low budget? Patient video testimonials!



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!



Video Content is Becoming Necessary to Engage Your Audience

The screenshot shows a YouTube video player for a commercial by Coleman & Coleman Advanced Dentistry. The video title is "Implant Dentistry Cosmetic Dentistry Invisalign" and the description includes "Serving All of North County". The video has 93 views and was published on August 26, 2016. The description text reads: "Published on Aug 26, 2016 Considering major dental work? Visit Coleman & Coleman Advanced Dentistry! Serving all of North County San Diego. We offer implant ad cosmetic dentistry as well as Invisalign. To learn more about our North County dental office, please visit our website: <https://www.sandiegocosmeticdental.com/> Category People & Blogs License Standard YouTube License". The video player interface includes a search bar with "los angeles dentist", a video player with a thumbnail of a man, and a list of "Up next" videos on the right side.

Up next

- All About That Floss - Coleman & Coleman Advanced Dentistry
Coleman And Coleman Advanced Dentistry
573 views
2:46
- Demystifying the Dentist Visit - Coleman & Coleman Advanced Dentistry
Coleman And Coleman Advanced Dentistry
23 views
1:23
- Dr. Paul Matrullo and Associates Dentistry Commercial
thejennleegroup1
194 views
0:30
- Video Commercial For Cosmetic Surgery Services
Mobi Man
24 views
1:10
- Dr. Michael Dolby / Dental Commercial
Dr. Michael Dolby
684 views
0:33
- Why Should I Attend Coleman College?
Houston Community College
598 views
4:59
- Celebrity Smiles Cosmetic Teeth Whiteing Commercial
qvnetwork
69 views
0:33
- Gordon Dental Cosmetic

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Younger Patients are Migrating Toward Visual Platforms

Social Media



Facebook

1.18
BILLION
DAILY
ACTIVE USERS

Lots of focus on Facebook (for good reason)

- Dominance well established
- Baby Boomers and Gen Xers
- Core part of your social strategy

Younger Patients are Migrating Toward Visual Platforms

Social Media



Facebook

1.18
BILLION
DAILY
ACTIVE USERS

Millennials?

- Younger Americans have Facebook as a necessity
- Older people
- Parents
- 16 – 34 year-olds spend more time *additional social networks*

Younger Patients are Migrating Toward Visual Platforms

Social Media



Facebook

1.18
BILLION
DAILY
ACTIVE USERS



Snapchat

100
MILLION
DAILY
ACTIVE USERS

Snapchat

- Photos and videos only
- Arranged as stories
- Sent privately as temporary messages

Younger Patients are Migrating Toward Visual Platforms

Social Media

STATS



Facebook

1.18
BILLION
DAILY
ACTIVE USERS



Snapchat

100
MILLION
DAILY
ACTIVE USERS



Instagram

300
MILLION
DAILY
ACTIVE USERS

Instagram

- Pictures and short videos from friends and influencers you choose to follow

Younger Patients are Migrating Toward Visual Platforms

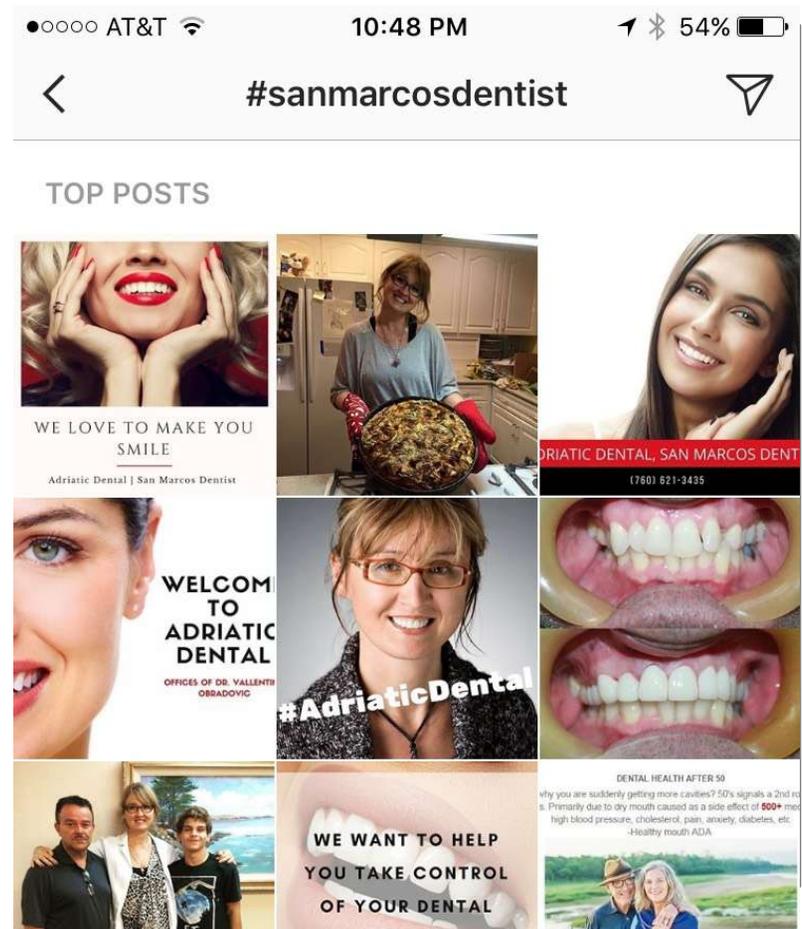


Younger Patients are Migrating Toward Visual Platforms

RECOMMENDATION:

Be present where current and prospective patients are.

- Be future minded (don't get left behind)
- Create profiles on other visual platforms:
 - Cross-post relevant visual content
 - Dentistry well-suited for visual platforms
 - Who doesn't love a pearly white smile?
- Be aware of how your office looks:
 - Anything messy or embarrassing?
 - Younger patients might snap and share it!
 - One bad photo can tarnish your image
- Place a sign in the waiting room encouraging posts
 - Use social media signs
 - Provide an original hashtag #SanMarcosDentist



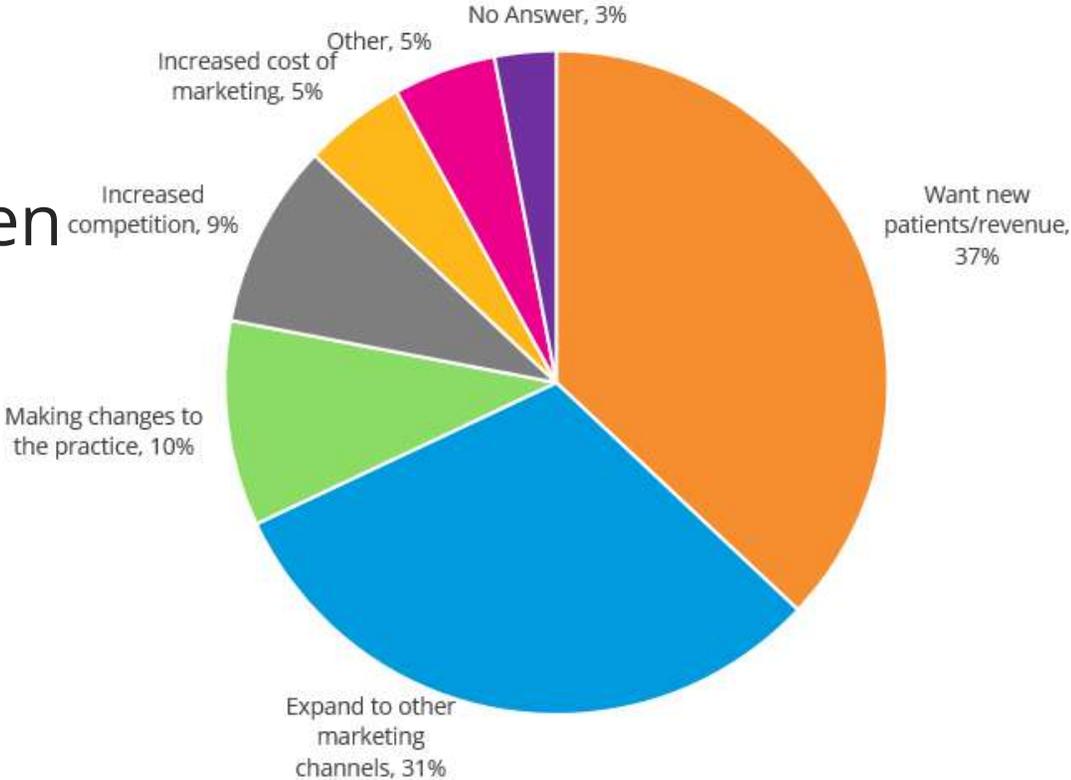
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Dentists Are Relying More On Outsourced Marketing

51% of dentists use an online marketing provider and 75% of those have been doing so for more than a year.

“What will drive your practice’s increased marketing spend in the future?”



Source: ProSites/Hanover Research Report, 2016

Dentists Are Relying More On Outsourced Marketing



Reasons for using an online marketing provider:

- 34% mention provider's expertise
- 27% saves them time and hassle
- 15% more efficient use of time
- 10% to boost our visibility
- 3% cost effectiveness
- 8% other (trying something new)

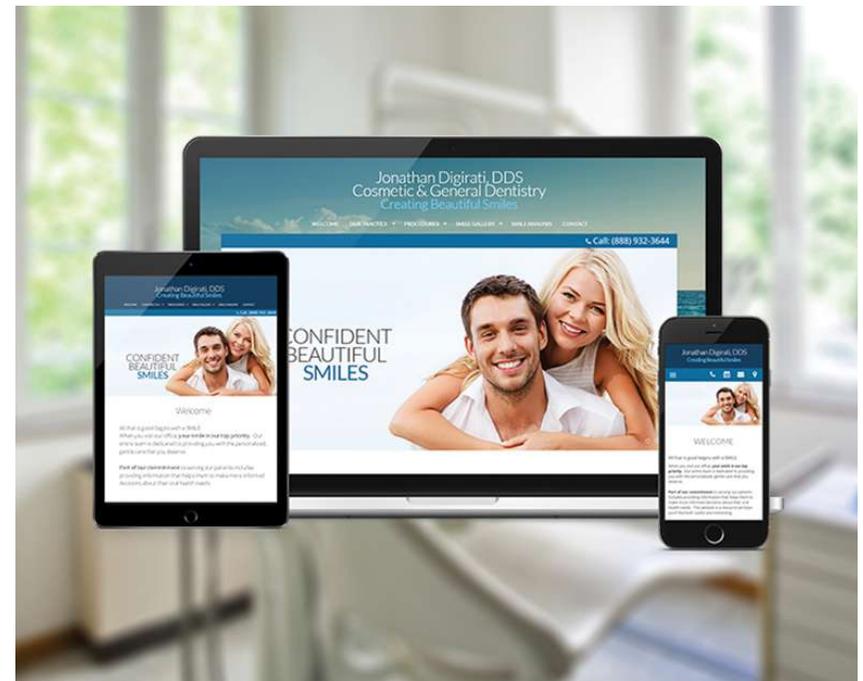
51% of practices expect to increase their marketing budget over the next three years.

Dentists Are Relying More On Outsourced Marketing

RECOMMENDATION:

Keep pace with competition and **augment your team with an outside marketing provider!**

- Specialized staff, access to fee-based tools, it's like a **personal trainer**
- Internally:
 - **Dedicated** staff for marketing
 - Develop a **marketing plan**
 - Establish marketing **goals**
 - **Measure** your ROI



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Interest in New Health Care Tech is Increasing

Technology is changing industries in powerful ways.

- Disrupters like Uber, Airbnb, and Amazon
- Advancements in dental technology are reaching the public's ears:
 - Invisalign
 - CEREC
 - 3D cone beam imaging
 - 3D printing (mouth guards, models, wax ups)
 - Composite fillings
 - Sleep apnea devices
- These technologies improve the patient experience.
 - Shorter treatment times
 - Less office visits
 - More convenient
 - More desirable results



When you invest in new technology, talk about it on social media!

Interest in New Health Care Tech is Increasing

Teledentistry is gaining traction.

- 75% of patients who have never used telemedicine are interested in trying it
- The ADA has already issued some guidelines
- How many of you will be seeing patients over the Internet in the next few years?

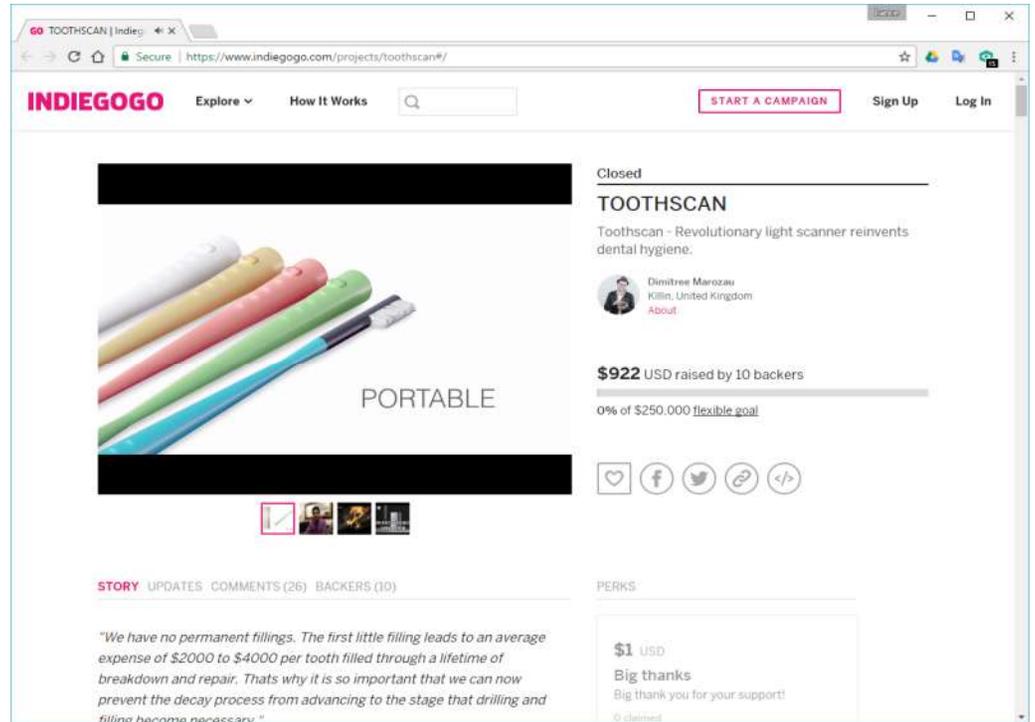


The screenshot shows a web browser window displaying an article on the DentistryIQ website. The URL in the address bar is www.dentistryiq.com/articles/2017/01/california-teledentistry-program-virtual-dental-home-continues-success-with-recent-grant-and-further-g. The website header includes the DentistryIQ logo, the tagline "The Web's Most Comprehensive Resource for Dental Professionals", and navigation links for "Free Samples", "Blogs", and "Subscribe". A horizontal menu below the header lists various categories: DENTISTS, HYGIENISTS, ASSISTANTS, OFFICE MANAGERS, INDUSTRY, PRODUCTS, CLINICAL, PRACTICE MGMT, CE, and STAFFING. The main content area features the article title "California teledentistry program, 'Virtual Dental Home,' continues success with recent grant and further growth" with a sub-headline "Home » California teledentistry program, 'Virtual Dental Home,' continues success with recent grant and further growth". The article is dated January 6, 2017, and is attributed to "DentistryIQ Editors". The article text discusses the growth of teledentistry and mentions a \$400,000 grant received by the Pacific Center for Special Care. To the right of the article, there is a "DENTAL PHOTO OF THE DAY" section featuring a photo of a dentist wearing a face shield and the text "Protect your eyes and your loupes: A shield to change your practice". Below that is a promotional banner for "FREE SAMPLE Advantage Arrest" with the text "Have You Tried It Yet?".

Interest in New Health Care Tech is Increasing

The growth of 3D intraoral scanners is continuing to rise.

- Even crowdfunding home scanner!
- As technology advances and competition increases, the cost to consumers comes down



The screenshot shows a web browser window displaying the Indiegogo crowdfunding page for 'TOOTHSCAN'. The page features a main image of five colorful, handheld intraoral scanners (white, yellow, red, green, blue) with the word 'PORTABLE' written below them. The right sidebar shows the campaign status as 'Closed', the title 'TOOTHSCAN', a description 'Toothscan - Revolutionary light scanner reinvents dental hygiene.', the creator 'Dimitree Merozau Killin, United Kingdom', and a progress bar indicating '\$922 USD raised by 10 backers' out of a '\$250,000 flexible goal'. Below the main image, there are social media sharing icons and a 'STORY' section with a quote: 'We have no permanent fillings. The first little filling leads to an average expense of \$2000 to \$4000 per tooth filled through a lifetime of breakdown and repair. That's why it is so important that we can now prevent the decay process from advancing to the stage that drilling and filling become necessary.' A 'PERKS' section shows a '\$1 USD Big thanks' perk.

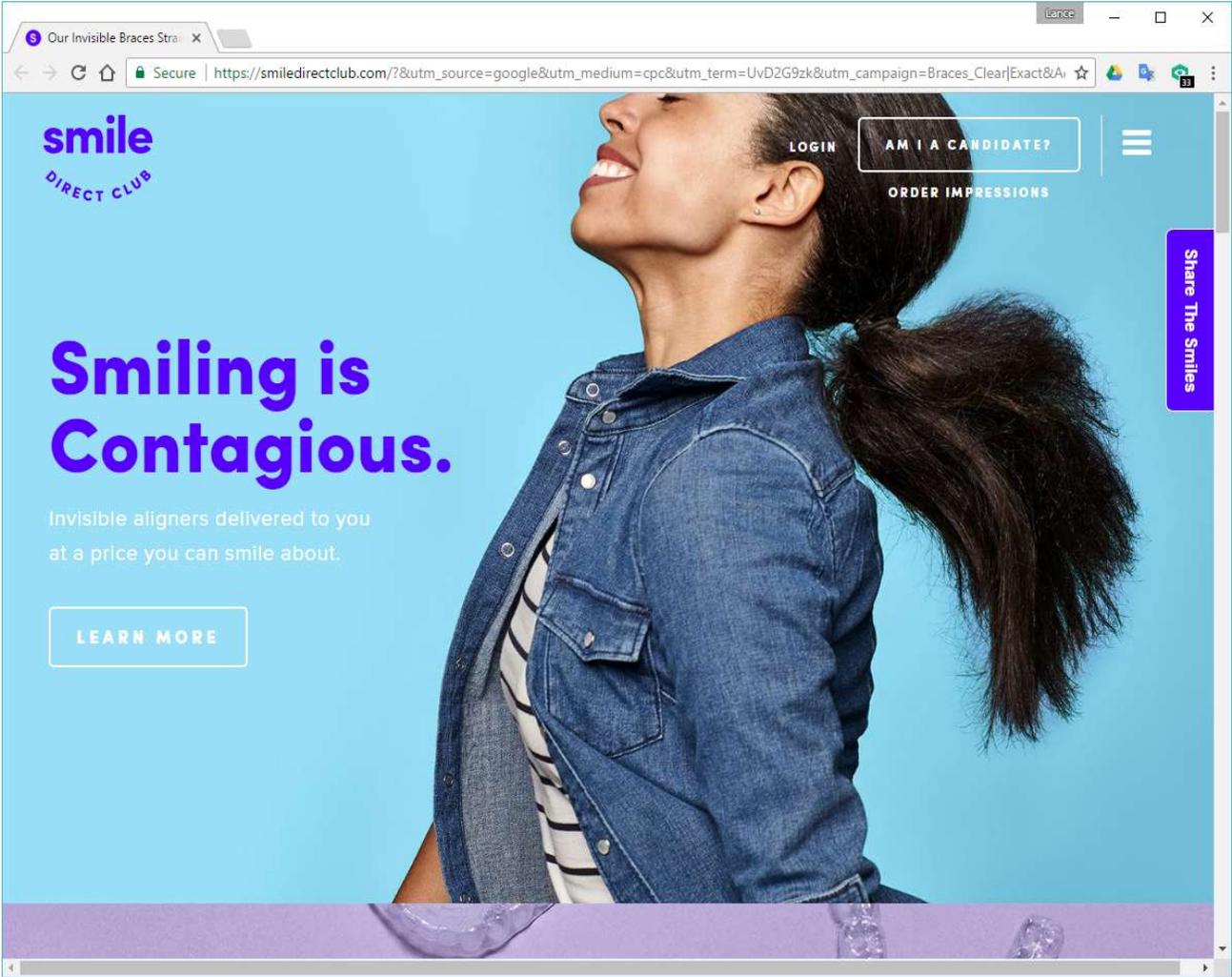
Interest in New Health Care Tech is Increasing

Take clear aligners for example:

- At home kits are now available, at much lower prices than Invisalign
- Align Technology signed a 3 year deal with Smile Direct Club

The screenshot shows a web browser window displaying an article on the Crowdfunder website. The URL is <https://www.crowdfunder.com/2014/04/36055-smilecareclub-wants-disrupt-dentists-deck/>. The article title is "SmileCareClub Wants to Disrupt Dentists", dated April 16, 2014, at 8:12 am by JD Alois. The article features a photo of a smiling woman with red hair. Below the photo, the text reads: "I don't know anyone who enjoys going to the dentist. And for anyone that had to endure the oral torture of wearing braces – I understand your pain." The article is part of a "Bank/Alternative Lender Strategic Partnership Summit" focused on profitable growth in small business lending, held from May 10-11, 2017, at The Princeton Club in New York, NY. A banner for the summit offers a 20% discount with code FMP205 and a "REGISTER NOW" button. The right sidebar contains a sign-up form for a weekly emailed update, a "Disclose" section with a "Take the law into your own hands" headline, and an "Invest Now" section for FAFCO, INC. offering up to \$1,000,000.00.

Interest in New Health Care Tech is Increasing



Interest in New Health Care Tech is Increasing

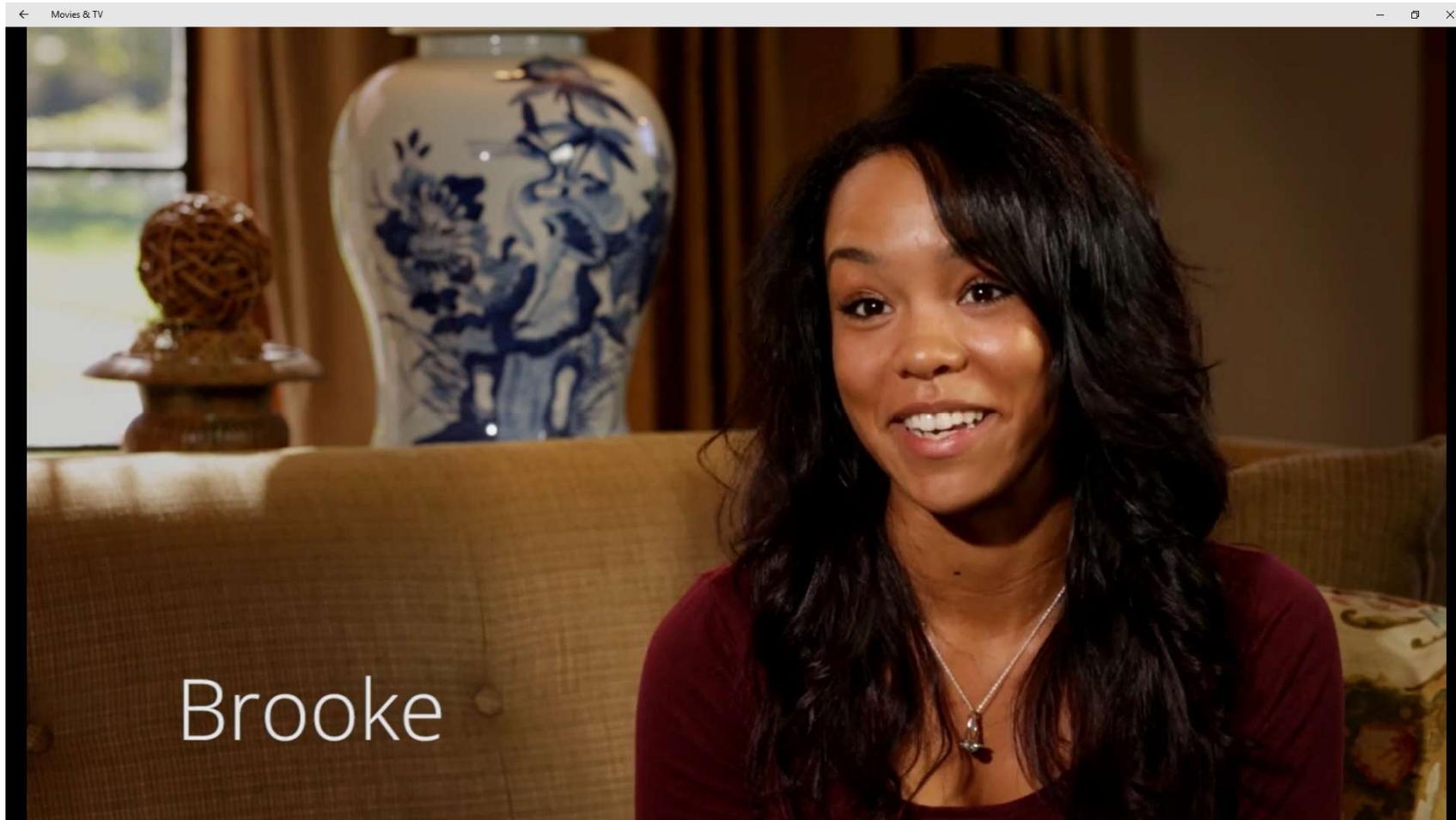
The screenshot shows a web browser window with the URL https://smiledirectclub.com/?utm_source=google&utm_medium=cpc&utm_term=UvD2G9zk&utm_campaign=Braces_Clear|Exact&A. The page features the SmileDirectClub logo and navigation links for LOGIN, ORDER IMPRESSIONS, and AM I A CANDIDATE?. A vertical button on the right says "Share The Smiles". The main content is a three-step process:

- STEP 1: Take Your Impressions**
Either book a 3D scan in our SmileShop or get an at-home kit sent to you and a dental professional will create your treatment plan. (\$95 VALUE)
- STEP 2: Get Aligned**
Then we send convenient monthly deliveries of invisible aligners and premium whitening directly to you.
- STEP 3: Smiles Are Forever**
After you complete your smile journey, you can order retainers to help maintain the smile you love for only \$99 a set.

A "LEARN MORE" button is located at the bottom center of the page.

Interest in New Health Care Tech is Increasing

Listen to what Brooke says in her testimonial!



Interest in New Health Care Tech is Increasing

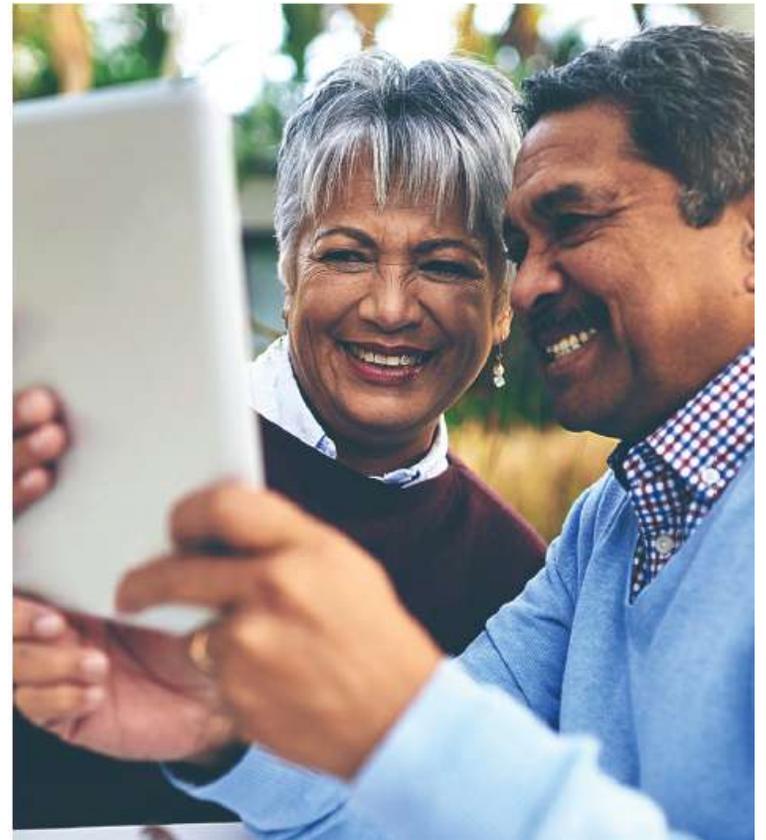
RECOMMENDATION:

Keep pace with technology.

- Remain aware of changing technology in the dental industry
- Invest when you can
- When you invest, **talk about it** (social media, your website, etc.)
- Highlight the benefits of **your technology** to patients
- Provide services competitors in your area don't offer

“Holding on to outdated technology that is beyond its ROI greatly inhibits competitiveness, and will ultimately produce negative economic effects, which is why new technology is essential to stay competitive.”

- Medit (Dental Products Report)



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More Group Practices are Forming

#1 Job in America is Being a Dentist!



The screenshot shows a web browser window displaying a page from US News & World Report. The page title is "Dentist Overview" and it features a "BEST JOBS" badge from US News & World Report. The article is ranked "#1 in The 100 Best Jobs" with an "Overall Score 8.2 / 10". The page includes navigation tabs for "Overview", "Salary", "Reviews and Advice", and "Job Listings". A search bar is visible with the text "Keyword or Zip" and a "Search indeed.com" button. The main content area has an "Overview" section with a paragraph of text and a photograph of a dentist examining a patient's teeth. A "Best Health Care Jobs" section is partially visible at the bottom right, listing "#1 Dentist" with a "BEST" badge.

CAREERS / BEST JOBS / HEALTH CARE

BEST JOBS
US News & World Report

Dentist Overview

#1 in The 100 Best Jobs
| Overall Score 8.2 / 10

Overview Salary Reviews and Advice Job Listings

Keyword or Zip Search indeed.com

Overview

Many people dread the dentist. When they open wide, they're afraid what the dentist will find. Yet another cavity? Or even worse – will it be time for a root canal? Will the dentist embarrass them about their flossing frequency or their coffee drinking? Will they push procedures that patients don't want?



According to Ada S. Cooper, a consumer advisor for the American Dental Association and dentist with a private practice in New York City, these concerns are why establishing trust is so important. "Patients have to know that dentists are doing what's best for them," Cooper says. And they can do this by being honest, ethical and compassionate – three qualities Cooper looks for when she is hiring at her practice. She also highlights the importance of good communication skills.

Best Health Care Jobs
#1 Dentist **BEST**

More Group Practices are Forming

The screenshot shows a web browser window with the URL <https://www.studentloanplanner.com/number-1-job-america-dentist/>. The article title is "And the Number 1 Job in America for Debt Is... Dentist". It was posted on January 24, 2017, by Travis, in the Dentist category, and has 37 comments. The main image features a dental model with a red speech bubble containing the text "IOU". To the right, there is a sidebar with a "Get the Free Student Loan Calculator" link and a table of student loan refinancing options. Below the main image, there is a paragraph of text and social media sharing buttons for Facebook (3K), Pinterest (89), Twitter, LinkedIn (15), and Google+ (3). The total share count is 3K.

And the Number 1 Job in America for Debt Is... Dentist

January 24, 2017 | Posted by: Travis | Category: Dentist | 37 Comments

IOU

US News recently published their rankings of the 100 best jobs of 2017, and they boldly claim that being a Dentist is the number 1 job in America. Their report rates occupations on a list of seven different factors, but none address the cost of a dental education. For new dentists, your dental school debt probably could

Get the Free Student Loan Calculator

Refinancing Option	Interest Rate	Yield Spread Premium (YSP)	Origination Fee	Annual Fee	Prepayment Penalty
LendKey	3.99%	0.00%	\$0	\$0	None
CommonBond	3.99%	0.00%	\$0	\$0	None
Sofi	3.99%	0.00%	\$0	\$0	None
DRB	3.99%	0.00%	\$0	\$0	None
Earnest	3.99%	0.00%	\$0	\$0	None
LendKey	3.99%	0.00%	\$0	\$0	None

STUDENT LOAN REFINANCING

- [Sofi](#)- \$300 bonus
- [Credible](#)- \$250 bonus
- [Common Bond](#)- \$300 bonus
- [DRB](#)- \$300 bonus
- [Earnest](#)- \$300 bonus
- [LendKey](#)- \$300 bonus

*Private refinancing is not eligible

3K SHARES

It's also #1 in student debt!

More Group Practices are Forming

Student debt is increasing...
and it's a problem.

\$241,000

Average debt of a new dentist
(up 66% in the past decade)



More Group Practices are Forming

Dentistry is also experiencing:

- Increased competition
- Continued growth in corporate dentistry
- Greater marketing budgets
- Increased IT expenses
- More expensive necessary equipment



It's getting more expensive to own a dental practice!

More Group Practices are Forming

Millennial generation is increasingly entrepreneurial.

- Interested in starting their own businesses
- Less interested in joining big corporations
- More collaborative and team oriented
- Cherish work/life balance

Driving young graduates to team up in group practices.

- Allows them to pool financial resources
- Mitigates their risk
- Helps them compete better
- Helps achieve desired work/life balance
- Provides team-oriented culture

More Group Practices are Forming

RECOMMENDATION:

Provide recent graduates with smart opportunities.

- Capitalize on the drive and determination of recent grads
- Consider **expanding** your staff with them (less expensive)
- Close to retirement? Consider a long-term buyout
- **Upside:**
 - More driven to prove themselves
 - Higher degree of ownership
 - Less expensive than an established partner
 - Greater control over the timing of retirement
 - Growing your practice **builds exit value**



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Patient Behavior Exhibits More Consumerism and Pickiness

Since the Great Recession...

- There's been upheavals in the healthcare and dental insurance industries
 - Premiums have **increased**
 - People have **lost jobs and coverage**
- Patients don't feel the same commitment to dental checkups
- Preventative care is viewed more as a luxury as wages have stagnated
- Patients now treat dental care as a **product** (competing for their money)
- Patients are **putting off dental work** deemed not critical



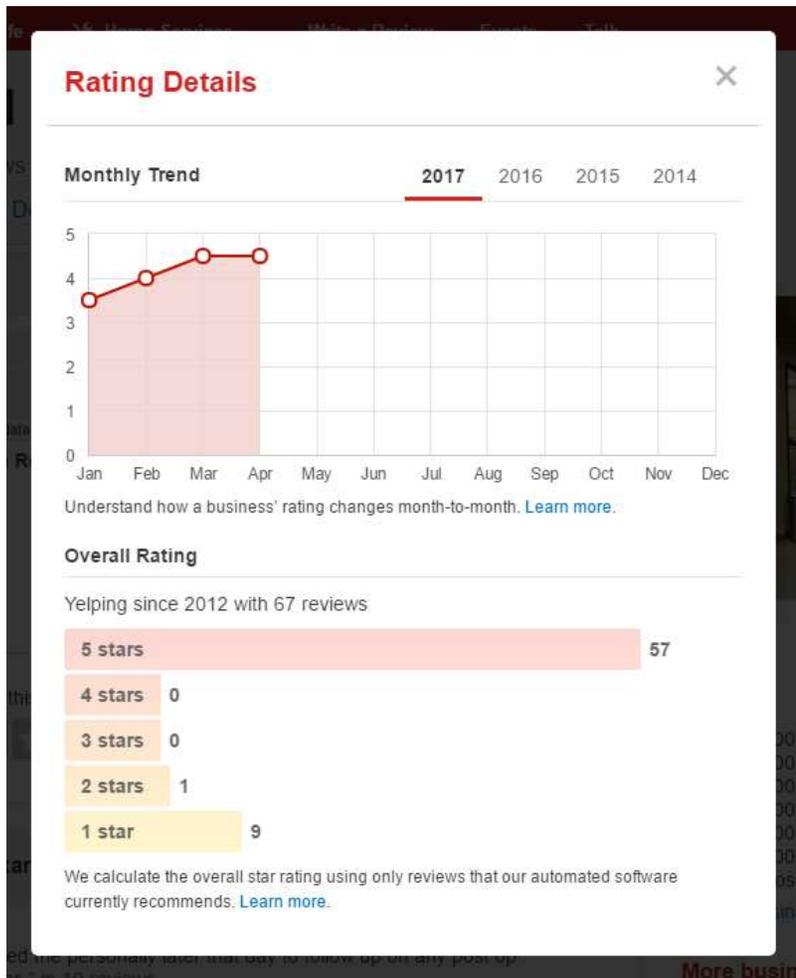
Patient Behavior Exhibits More Consumerism and Pickiness

Since the Great Recession...

- Consumers scrutinize their choices more closely
 - Researching
 - Reviewing
 - Comparing
 - Making the most of their strapped budgets
- They're not only pickier...
 - Feel compelled to **overshare online**
 - 32% have shared negative experiences
 - Tend to review in **extremes**



Patient Behavior Exhibits More Consumerism and Pickiness



If negative feelings are associated with your practice, you can **expect to read about it** on Google My Business, Yelp, or Facebook.

Patient Behavior Exhibits More Consumerism and Pickiness

RECOMMENDATION:

Be a high-value generator of knowledge by sharing on social media and blogging on your website.

- Follow the recommendations of trends 1 through 10
- Be a **trusted friend** of the community
- Garner authentic patient reviews to display publicly
- Don't slow down patient communication (make it seamless)
 - Social media
 - Website
 - In your practice
- **Always put the patient first**



Q&A



Marketing Strategies Proven to Accelerate Practice Growth

Presented by:

Lance McCollough

How to Succeed in Marketing Your Practice Online



Agenda

1

Your Website

2

Search Engine Optimization

3

Pay-Per-Click Advertising

4

Social Media

5

Patient Reviews and Reputation Management

6

Q&A

What's the difference between two auto mechanics?

Assuming the types of cars they work on and the services they offer are roughly the same, why would a customer pick one mechanic in their town over another?

Answer:
Marketing

Introduction



PERCEPTION IS REALITY

How potential patients perceive your practice doesn't have to make logical sense.

- Supermodel looking people on your website? Probably expensive. Not good for families.
- Located in a strip mall? Cheap, probably doesn't offer cosmetic dentistry services. Drill and fill.
- **People DO judge a book by its cover!**



HEALTHCARE IS ABOUT TRUST

A patient must believe 100% in the abilities of a provider before going to them.

- They make up their mind during the **research phase** (before calling you)
- **Marketing** helps communicate that belief
 - *"They must be good if they have a nice website, lots of Likes on Facebook, and can afford to run ads."*



AWARENESS MEANS ACTION

Ensure your practice is visible to prospective patients.

- If they don't know you exist, you can't be considered
- You need to **get on their radar screen** (Google, social media, YouTube, etc.)
- What's **your** value proposition?

What's the difference between your dental practice and others?

Your Website

The hub that connects all parts of your online presence.



Your Practice's Website: Why You Need It



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

Your Practice's Website: Why You Need It



WHO'S GOING TO BUILD IT?

DIY or Provider?

Save time and stress by working with a dental website provider:

- Manage the technical aspects
- Keep current with **technology changes**
- Patient-focused **content & features**
- Easier for SEO services

DIY websites:

- **Trickier and time-consuming.**
- What content?
- If something **breaks**, can you take the time to fix it?
- **Beware** of copyright infringement:
 - Content & Images
 - Statutory fines



HOW WILL IT LOOK?

Must have a pleasant design, organized information, and be personalized for your practice.

Couple of different routes you can take when it comes to design:

- **Templates:** can look quite polished; and easy to get up and running. **\$**
- **Semi-custom:** usually based off a templated website with some extra personalization. **\$\$**
- **Custom:** takes extra time and effort, but won't be another dentist who has your look. **Reinforces your unique brand. \$\$\$**



COLLECTING PATIENT INFO

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 (for follow-up)
 - Have a request for a call-back
 - Simple and intuitive
 - Use autocomplete attributes

Your Practice's Website: Why You Need It



EASE OF NAVIGATION

User experience affects how long visitors stay on your site and whether they'll contact you.

- Is the navigation **consistent**?
- Are menus **nested** logically?
- Can visitors **easily find** the information they're looking for?
- Can they locate your **contact info**?
 - Does the contact page have a natural next step you want them to take? (Phone, email, contact form)
- Clear **calls-to-action**?



YOUR CONTENT

Primary factor that determines your visibility on search engine. It's why people visit your site!

- Content should include:
 - 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.





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 - Bold headings
 - "Skim & Scan"



MOBILE RESPONSIVENESS

Over half of the population accesses websites from a smartphone or tablet.

- Responsive designs **adapt to the size of the screen** while maintaining aesthetic appeal
- If your website isn't **mobile-friendly**, people are more likely to leave
- Google ranks mobile-friendly websites higher in the search results. "**mobile first**"

Your Practice's Website: Pitfalls to Avoid



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



FAILING TO UPDATE

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

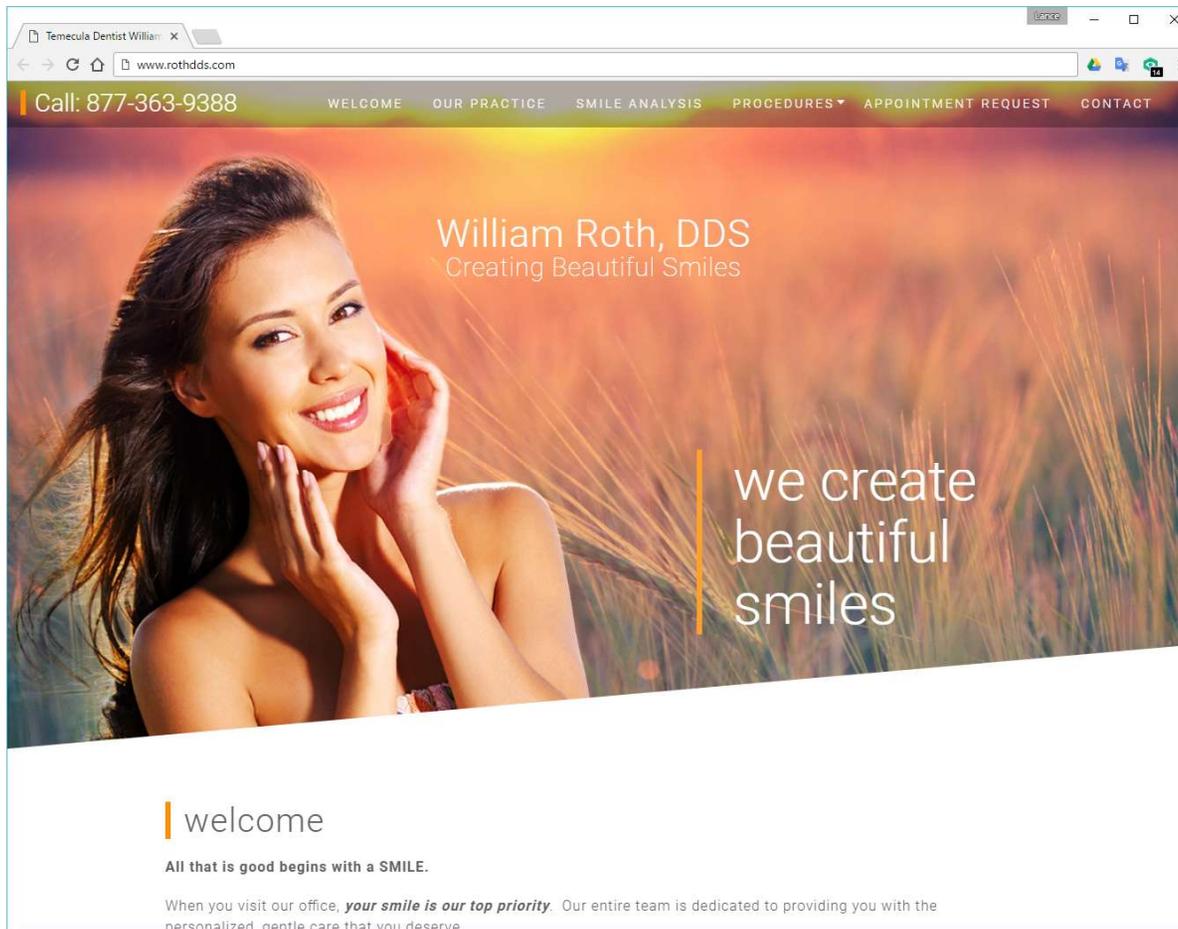


DIY WITHOUT EXPERIENCE

DIY options require some experience. Check your work.

- **Optimize images** for loads 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!

Example



Navigation

Consistent navigation at top of the page. Services are nested under "Procedures".



Contact Info

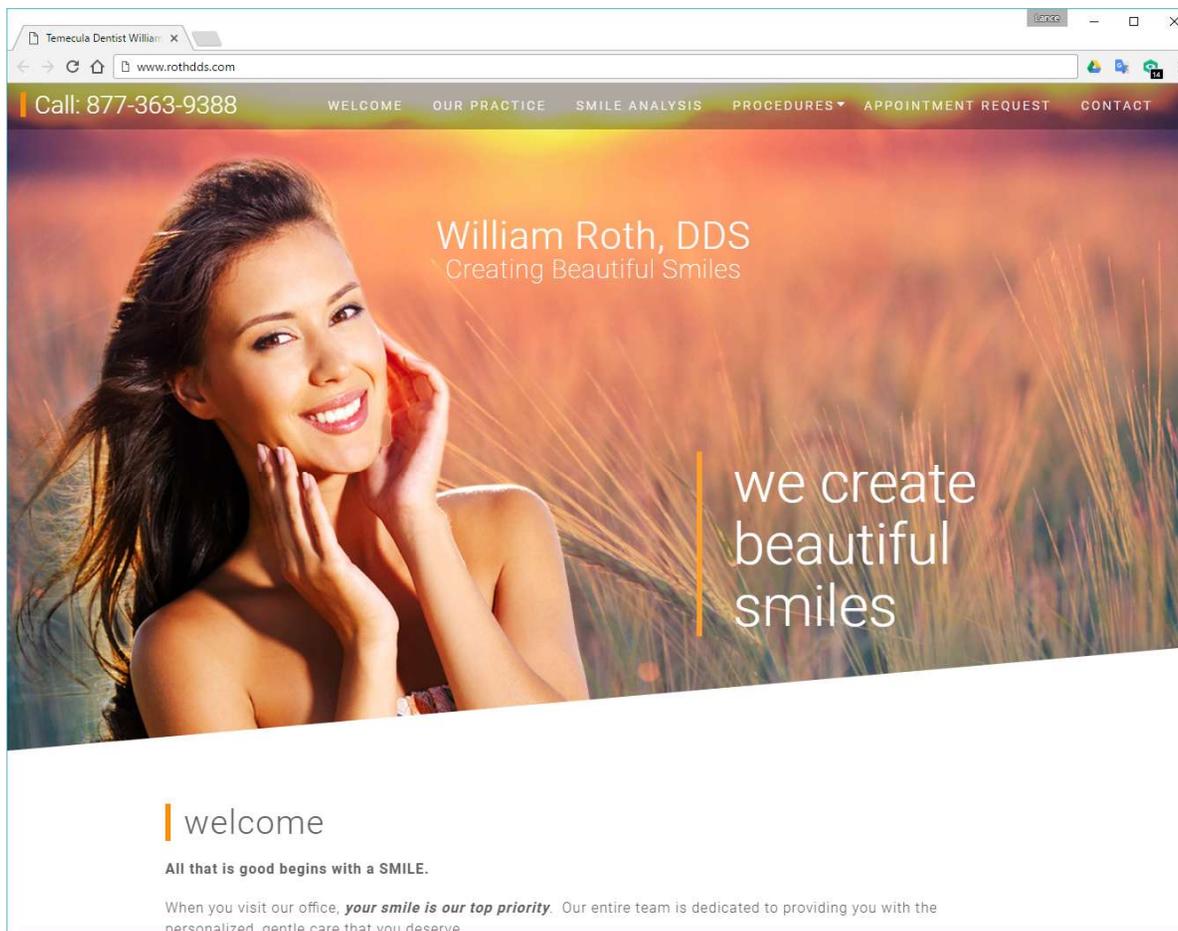
Phone number is prominently displayed. Contact and Appointment Request buttons are easy to spot.



Patient Tools

Modern site allows patients to request an appointment online. "Smile Analysis" page is used as a lead generation tool.

Example



Design Layout

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.



Color Scheme

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



Relevant Images

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”.

Search Engine Optimization

Get found where everyone is looking: Google



SEO: Why You Need It



ONLY FIRST PAGE IS SEEN

If someone searches *“Dentist in (city)”*, 10 practices will be viewed as the results for that query.

- The searcher will investigate the links, **on the first page**, until they find what they want
- If the searcher doesn't find what they want, 85% of them will create a new search with different words **instead of going to page 2** of the search results



COMPETITION IS FIERCE

Every practice wants to be on the first page of Google's search results.

- If you set up shop in a small town or particular suburb, you may only have 9 or fewer dental practices to compete with, which makes things easier
- If you work in a larger city, competition for your area's keywords is stronger
- SEO can give you the edge in **outranking the competition**



HUMANS AND CRAWLERS MUST BE SATISFIED

The purpose of SEO is to create positive signals that tell crawlers your site is relevant to searchers.

- Search engine robots (or crawlers) aren't human, but **do take cues** from human activity with your site
- Success in modern SEO means pleasing both groups
- People first, crawlers second

SEO: Things to Consider



NO INSTANT GRATIFICATION

SEO efforts take approximately three to six months to see results.

- Google's crawlers are constantly exploring the entire internet (**indexing**). They won't index the same website twice in a week, since that would be a waste of resources.
- This strategy **requires patience**.



BACKEND OPTIMIZATION

SEO on the backend of your site (what you don't see).

Backend SEO should include:

- Creating an **XML sitemap** for your website to help crawlers index your site better and faster.
- Implement **proper metadata** within your pages, images, etc. (e.g., Alt Tags for images, Descriptions Tags for display in search results).
- Organize your site structure to be shallow enough to be indexed properly (**avoid going below Tier 3**).



ON-PAGE OPTIMIZATION

On-page SEO involves writing content that focuses on keywords you want to be found for.

- Include keywords **and their synonyms** in the content on your pages.
 - Whitening/bleaching
 - Oral sedation/sleep dentistry
 - Crowns/caps
 - Periodontal disease/gum disease
- Make sure the content **sounds natural**.
- Include **location-specific keywords** to help your practice be found when someone searches for "dentist in [*my city*]."

SEO: Things to Consider



BACKLINKS AND SOCIAL MEDIA

Links from other websites are a powerful signal that influences your ranking on Google.

Backlinks are any links **to your site** placed on another site. A lot of backlinks from **reputable sources** sends a strong signal to search engines.

- You can influence the **social signals** yourself by setting up well-maintained social media profiles for your practice that **link back to your site**.
- Some of the most valuable are Facebook, Twitter, and YouTube. The more **engagement** you have, the better. Retweets, likes, shares, pins all factor in.



GOOGLE ANALYTICS (GA)

One of the most important aspects of 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.

SEO: Pitfalls to Avoid



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



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

SEO: Rules of Thumb

RULE #1

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

The screenshot shows a webpage for 'Cosmetic Dentistry' with a light blue background. At the top, there's a header with the text 'Experienced Dental Care' and a circular collage of five smiling people. Below the header, the main title 'Cosmetic Dentistry' is displayed. The page content includes a section on 'Composite Fillings' with several paragraphs of text explaining the procedure and its benefits. A 'Reasons for composite fillings:' section lists five bullet points: Chipped teeth, Closing space between two teeth, Cracked or broken teeth, Decayed teeth, and Worn teeth. Another section titled 'How are composite fillings placed?' provides further details. On the right side, there is a 'Contact Us!' form with fields for Name, Phone, and Email, a message text area, and a 'Send' button. A 'SpamBlocker' widget is also visible at the bottom of the contact form area.

Experienced Dental Care

Cosmetic Dentistry

Composite Fillings

A composite (tooth colored) filling is used to repair a tooth that is affected by decay, cracks, fractures, etc. The decayed or affected portion of the tooth will be removed and then filled with a composite filling.

There are many types of filling materials available, each with their own advantages and disadvantages. You and your dentist can discuss the best options for restoring your teeth. Composite fillings, along with silver amalgam fillings, are the most widely used today. Because composite fillings are tooth colored, they can be closely matched to the color of existing teeth, and are more aesthetically suited for use in front teeth or the more visible areas of the teeth.

As with most dental restorations, composite fillings are not permanent and may someday have to be replaced. They are very durable, and will last many years, giving you a long lasting, beautiful smile.

Reasons for composite fillings:

- Chipped teeth
- Closing space between two teeth
- Cracked or broken teeth
- Decayed teeth
- Worn teeth

How are composite fillings placed?

Composite fillings are usually placed in one appointment. While the tooth is numb, your dentist will remove decay as necessary. The space will then be thoroughly cleaned and carefully prepared before the new filling is placed. If the decay was near the nerve of the tooth, a special medication will be applied for added protection. The composite filling will then be precisely placed, shaped, and polished, restoring your tooth to its original shape and function.

It is normal to experience sensitivity to hot and cold when composite fillings are first placed, however this will subside shortly after your tooth acclimates to the new filling.

You will be given care instructions at the conclusion of your treatment. Good oral hygiene practices, eating habits, and regular dental visits will aid in the life of your new fillings.

<<

Contact Us!

We encourage you to contact us with any questions or comments you may have. Please call our office or use the contact form below.

Name:

Phone:

Email:

Type your message here: (Messages sent using this form are not considered private. Avoid sending confidential information via email.)

SpamBlocker

MPJEP

Enter the Code Above:

Send

SEO: Rules of Thumb

RULE #2

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. Ger...

Welcome Meet Our Dentists Our Practice Testimonials Dental Videos Procedures Orthodontics Sedation Dentistry

"NEW" Smile Studio Payment Plans Video Blog Contact Appointment Request Hours of Operation

CALL: (760) 891-0606

GRANDON VILLAGE DENTAL OFFICE

GERALD W. BAILEY, DDS & ASSOCIATES

FAMILY DENTISTRY AND ORTHODONTICS



START YOUR DAY
WITH A BEAUTIFUL SMILE

WELCOME

San Marcos Dentist - Grandon Village Dental Office

Conveniently located to provide dental care to San Marcos, Encinitas, Vista and Carlsbad.

When you visit our San Marcos dental office, *your smile is our top priority*. Our [Dentists](#) and [Staff](#) are dedicated to providing you with the personalized, quality dental care that you deserve.

When you visit [our office](#) you will experience all that modern dentistry has to offer, including a comprehensive list of [general](#), [restorative](#) and [cosmetic](#) dental services to meet the needs of the whole family. Our goal is to assist each patient in achieving and maintaining long term dental health and a beautiful smile. Some of the services we provide include:

SEO: Rules of Thumb

RULE #3

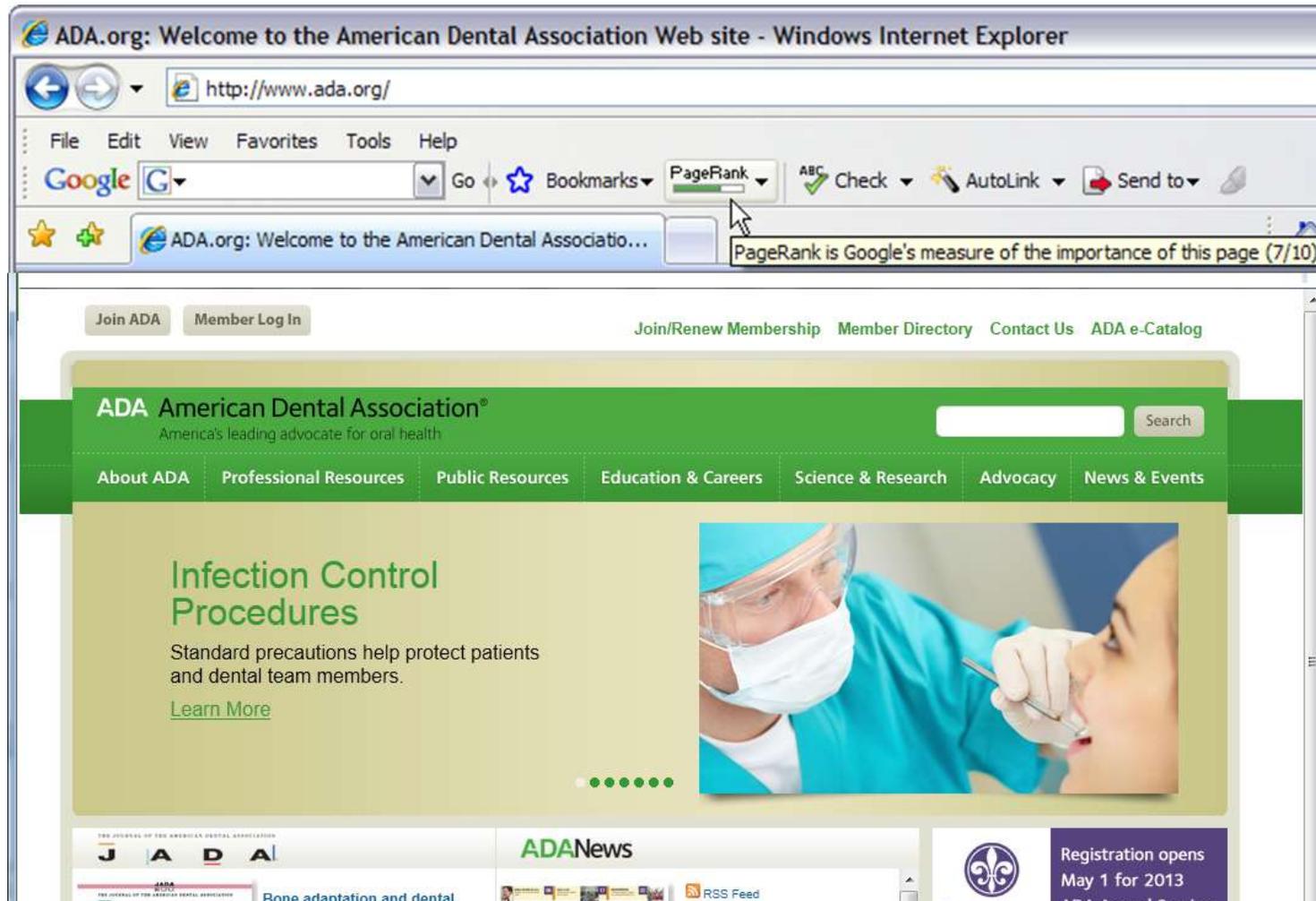
Get Incoming Links

- Quality incoming links
 - Must be relevant
 - The higher the page rank of the other site, the better the link
 - The more “top level” the referring page, the better the link

How to Determine Page Rank:

Google Toolbar: <http://www.google.com/toolbar>

SEO: Rules of Thumb



SEO: Rules of Thumb

RULE #3

Get Incoming Links

- 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)

Do you brush your teeth before or after breakfast? - Yahoo! Answers - Windows Internet Explorer

http://answers.yahoo.com/question/index_ylt=AqreBD0G_ZNSwbYwSmHdXPDrxQt;_ylv=3?qid=20

Search

Web Search

HOME BROWSE CATEGORIES MY ACTIVITY ABOUT

Ask Answer Discover

What are you looking for? Search Answers

Home > All Categories > Health > Dental > Resolved Question

Resolved Question [Show me another »](#)

Do you brush your teeth before or after breakfast?

kekki
and why?
12 hours ago
[Report Abuse](#)

Best Answer - Chosen by Asker


Chetan Bhawani

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 tooth 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-...>

11 hours ago

0 1 [Report Abuse](#)

Asker's Rating: *****
exactly what i was looking for

Ready to Participate?
[Get Started!](#)

ADVERTISEMENT

Designed for Your Family
Verizon High Speed Internet + DIRECTV® service + Home Phone

**Online Exclusive
SAVE \$120**

Get \$5 off every month from Verizon for 24 months
Plus get SHOWTIME® FREE for 3 months


NURSE JACKIE @ SHOWTIME NETWORKS INC. AND LIONS GATE TELEVISION

 [Get It Today!](#)

Categories

- All Categories
- Health
 - Alternative Medicine
- » Dental
 - Diet & Fitness

SEO: Rules of Thumb

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 - Associations
 - Study Clubs
 - Peers/Referral Partners
 - Vendors
 - Dental Insurance Directories
 - Educational Institutions (.edu domains are powerful!)
 - Social Media Sites
 - Community Forums (Yahoo! Answers)

Check Your Incoming Links:

Search “link: www.yourdomain.com”

SEO: Rules of Thumb

RULE #4

Use a Good Description Meta Tag

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

```
http://www.sanmarcosdentist.net/ - Original Source
File Edit Format
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html>
3 <head id="ctl00_Head1"><title>
4   San Marcos Dentist, Dr. Gerald Bailey
5 </title><meta http-equiv="Content-Language" content="en" />
6 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
7 <meta name="description" content="San Marcos Dentist, Dr. Gerald Bailey is
  dedicated to excellence in general dentistry and orthodontics." />
8 <meta name="keywords" content="San Marcos Dentist, Gerald Bailey, DDS, Dentist,
  Grandon, Grandon, Village, Dental, orthodontics, orthodontist, braces, zoom,
  invisalign, Loma Linda, Loma Linda University, " />
9 <meta name="index" content="index,follow" />
```

Tip: Repeat description meta tag at bottom of website
Makes description meta tag 100% relevant

```
1.8.2.js </script><!-- Start of Statcounter Code -->
16 <script type="text/javascript">
17 var sc_project=2745803;
18 var sc_invisible=0;
19 var sc_partition=27;
20 var sc_security="e3031557";
21 </script>
22
23 <script type="text/javascript"
  src="http://www.statcounter.com/counter/counter_xhtml.js"></script><noscript>
  <div class="statcounter"><a class="statcounter"
  href="http://www.statcounter.com/"></a>
  </div></noscript>
24 <!-- End of Statcounter Code --> <script type='text/javascript'>
25 $(document).ready(function () {
26   if ((navigator.userAgent.match(/Android/i)) ||
```

San Marcos Dentist, Dr. Ger...

San Marcos Dentist, Dr. Ger...

Patient Testimonials

Our Practice

Dental Video Blogs

View Our Videos

Grandon Village Dental Office

577 S. Rancho Santa Fe Road
Suite 102
San Marcos, CA 92078
Phone: (760) 891-0606
gvillagedds@gmail.com

Map Sat Ter

William R. Bradley Park

San Marcos Blvd

Santa Fe Rd

S Las

©2013 Google

Map data ©2013 Google - Terms of Use

View Larger Map

Find us on Facebook

Like

Welcome | Meet Our Dentists | Our Practice | Testimonials | Dental Videos | Procedures | Orthodontics | Sedation Dentistry | "NEW" Smile Studio | Payment Plans | Video Blog | Contact | Appointment Request | Hours of Operation

San Marcos Dentist, Dr. Gerald Bailey is dedicated to excellence in general dentistry and orthodontics.

Site Developed by ProSites.com

SEO: Rules of Thumb

RULE #5

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

```
http://www.sanmarcosdentist.net/sitemap.xml
sanmarcosdentist.net

<?xml version="1.0" encoding="UTF-8"?>
- <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
  http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd" xmlns:xsi="http://www.w3.org/2001/XMLSchema
  -instance">
  - <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>
```

Example Search Engine Listing

- 1 Visit Catherine Bell, DDS in **Temecula**, CA
- 2 catherinebelldds.com/meet-the-doctor/
- 3 Don't put it off any longer! Visit Dr. Bell for your semi-annual **dental** exam. **New patient** specials available. Call now 888-555-4556

1. Title Tag

Strong factor in ranking. The clickable part of search results.

Should contain keywords (e.g. city name + dentist) to match common search queries

2. URL

What shows up in the address bar of a browser when a site is visited

Can contain keywords used in title

Words should be separated by hyphens:

- Easy for people to read
- Won't confuse crawlers

3. Meta Description

Describes what the page is about

Encourages searchers to click the link

Include phone number, special offer

Any word part of the searcher's query is bolded in the meta description

Example Search Engine Listing

The screenshot shows a Google search for "anaheim dentist". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are navigation tabs for "All", "Maps", "News", "Shopping", "Images", "More", "Settings", and "Tools". The search results are as follows:

- Result 1:** "Dentist Anaheim, CA - \$59 Exam, Cleaning & Digital X-Rays". It includes the website "www.anaheimhillsdental.com", a phone number "(714) 509-5651", and a link to "Schedule Your Appointment Today!". Services listed include "Exceptional Patient Care - New Patient Special - Comprehensive Dental Care" and "Cosmetic, Emergency, Preventative, Crowns, Veneers, Fillings".
- Result 2:** "Anaheim Dental Offices - Anaheim-Dental.com". It lists services like "Teeth Cleaning, Dental Implants, Dentures, Full-Mouth Reconstruction" and "Free Consultation - Exceptional Service".
- Map:** A map of the Anaheim area showing several dental offices marked with red pins. Labels include "Norwalk", "Cerritos", "Buena Park", "Fullerton", "Placentia", "Yorba Linda", "Anaheim Hills Dental Group and Orthodontics", "7 Day Dental", "Anaheim Dental Group", "Orange Park Acres", "Villa Park", "Cypress", "Stanhope", "Fullerton Resort", and "Map data ©2017 Google".
- Filter:** "Rating" and "Hours" filters are visible below the map.
- Result 3:** "Anaheim Hills Dental Group and Orthodontics". Rating: 2.8 stars (13 reviews). Phone: (714) 998-2956. Open until 2:00 PM. Includes "WEBSITE" and "DIRECTIONS" links.
- Result 4:** "7 Day Dental". Rating: 3.0 stars (164 reviews). Phone: (714) 491-8600. Open until 5:00 PM. Includes "WEBSITE" and "DIRECTIONS" links.
- Result 5:** "Anaheim Dental Group". Rating: 5.0 stars (11 reviews). Phone: (714) 879-6611. Open until 6:30 PM. Includes "WEBSITE" and "DIRECTIONS" links.
- More places:** A link to view more search results.
- Result 6:** "Anaheim Dentist - Open 7 Days A Week - Until Midnight". Website: "adentist4me.com". Phone: (714) 527-7775. Services: "Free X-ray, Free Consultation, Free Exam - Cheap and Affordable Price".
- Result 7:** "Anaheim Dentist - 71 Reviews - General Dentistry - 8516 Katella Ave". Website: "www.yelp.com". Phone: (714) 527-7775. Address: 8516 Katella Ave, Anaheim, CA 92804. Text: "71 reviews of Anaheim Dentist 'We came to Anaheim Dentists originally on a Sunday for an...".
- Result 8:** "Best Dentist reviews in Anaheim, CA - Yelp". Website: "www.yelp.com/search?find_desc=Dentist+Reviews&find_anaheim%2C...". Text: "Reviews on Dentist reviews in Anaheim, CA - Sharon J Lee, DDS, All Day Smile, SoCal Smiles Dentistry - Tustin, Samira Seini, DDS, Hatae Family Dental, ...".



Typical Search for Dentist

Search query for "Anaheim dentist" shows 10 organic results. **Snack pack appears above organic results.**



Map Results Included

Dentists are likely to appear if they have included geographic location information and **collected reviews.**



3rd Party Info Included

Organic results may include information from Yelp. Your presence on 3rd party directories **boosts chances** of being seen.

Social Media

Your direct connection with your audience and their social network.



Social Media: Why You Need It



STAY TOP-OF-MIND

An active social media presence conveys trust and boosts visibility.

- Though you don't "have to" update your Facebook or Twitter pages every day, but 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.**



CUSTOMER SERVICE

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



FREE ADVERTISING WITH WARM LEADS

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

Social Media: Things to Consider



DETERMINE YOUR CHANNELS

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



- 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



- 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)



- 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



- 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

Social Media: Things to Consider



BUILD YOUR PROFILES

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



WHAT TO POST AND WHEN

Quality, relevance, originality, and consistency are the four keys to succeeding in social media.

- **Quality:** Use high-quality photos and **check grammar and spelling** in your posts
- **Relevance:** Stick to topics about dentistry, your practice, or topics of interest to your patients. *Example:* posting about developments in dental technology, new staff, etc.
- **Originality:** Strive to post original content when possible. If everything you post is a shared link, it limits your usefulness to followers.
- **Consistency:** Try to keep a **consistent cadence** with your posts. Frequent, quality posts keep you **top-of-mind**.

Social Media: Pitfalls to Avoid



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 **1pm and 11pm**



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**



UNBALANCED COMMUNITY MANAGEMENT

When people are unhappy with your service, they'll share it.

- Respond sincerely and **move the conversation offline** if possible.
- **Do not combat patients online.**
- Even if you disagree with the review, **never attack the reviewer.**
- Always say "thank you" for their feedback.

Example

 **Eric B. Fisher, DDS** Like Page
April 1 · 🌐

Like and follow our page for the latest oral health news and advice. Share with your friends! 😊 (516) 942-4440 #longislanddentist #plainviewdentist <http://bit.ly/16CqdlH>



Common Questions About Going to the Dentist - American Dental Association
How often do I have to go to the dentist? What are some signs I should see a dentist? Is there a difference between DMD and DDS? Get the answers to these...
[HTTP://BIT.LY/16CQDLH](http://bit.ly/16CqdlH)

1 Comment

Like Comment Share

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

Example



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.

Example

 **Eric B. Fisher, DDS** Like Page
January 22 · 🌐

We don't recommend doing this at home! However this is one tough athlete to lose a tooth and still keep on playing! #temeculadentist #plainviewdentist
<http://huff.to/1n6BBsL>



NBA Guard Shoves Knocked-Out Tooth Into Sock Before Continuing Play
Germs be damned.
[HTTP://HUFF.TO/1N6BBsL](http://HUFF.TO/1N6BBsL)

Like Comment Share

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

Example

Post While You're At Dental Shows (use #cdaANA)



Patient Reviews and Reputation Management



Patient Reviews and Reputation Management



Patient Reviews and Reputation Management

97% Of consumers search for local businesses online

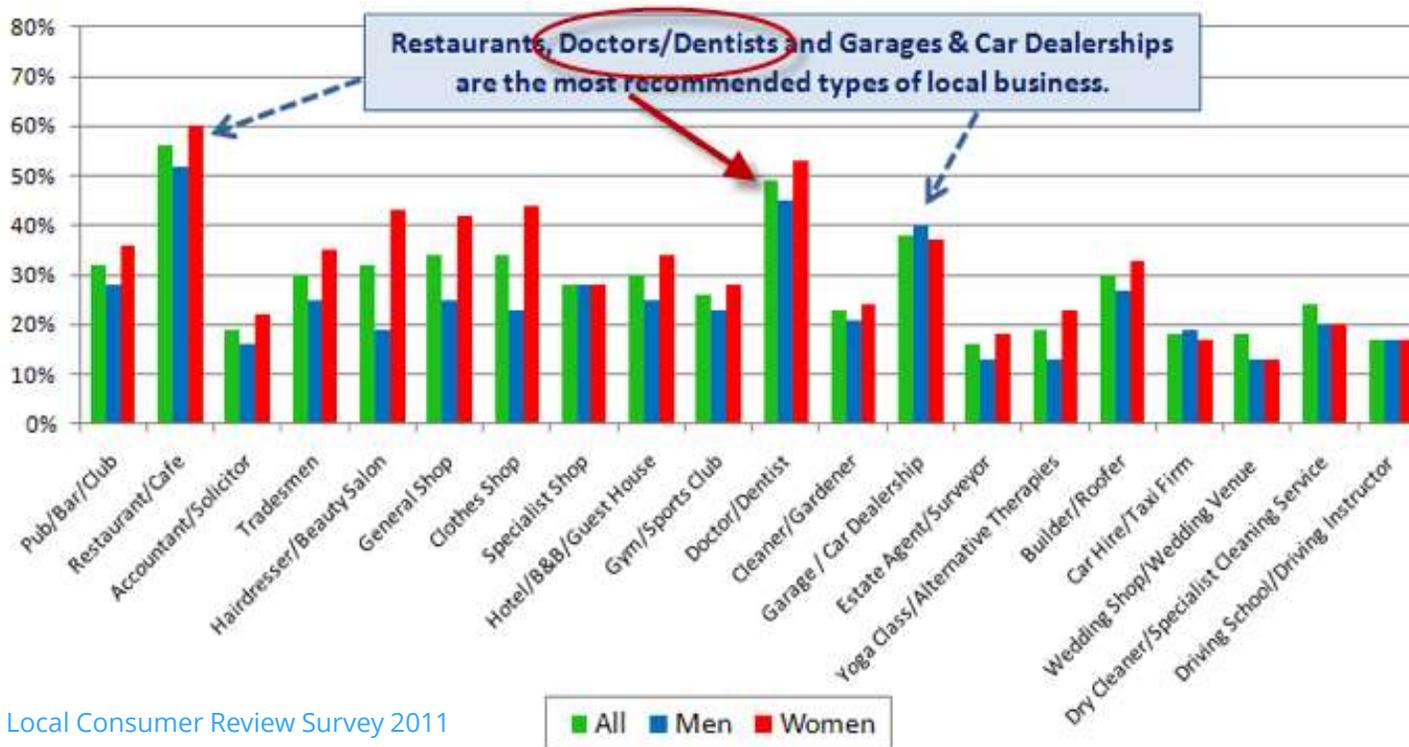
76% Consider online reviews when choosing a local business

85% More likely to purchase if they see online recommendations

72% Trust online reviews as much as personal recommendations

Patient Reviews and Reputation Management

Doctors/Dentists 2nd most recommend type of local business.



Where are patients talking about your practice?



Patient Reviews and Reputation Management

Google+

yelp. 

Citysearch®

Merchant  Circle

bing™

Angie's list®

YAHOO! LOCAL

Patient Reviews and Reputation Management

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



Patient Reviews and Reputation Management

Monitor “What’s Being Said”

SocialMention (www.socialmention.com)

socialmention* Sabine A. Purps, DDS [Advanced Search](#) [Preferences](#)

[Home](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

0% strength **16:1** sentiment
78% passion **2%** reach
3 days avg. per mention
last mention 3 days ago
3 unique authors
0 retweets

Mentions about Sabine A. Purps, DDS
Sort By: Results: Results 1 - 15 of 21 mentions.

- [Fine Dentistry - Sabine A. Purps, DDS, APC](#)
Fine Dentistry - Sabine A. Purps, DDS, APC
<https://picasaweb.google.com/114678431391041795218/4685?authkey%3D0F5wqJvZ0c#5736>
3 days ago - by [Local photos](#) on [picasaweb](#)
- [Fine Dentistry - Sabine A. Purps, DDS, APC](#)
Fine Dentistry - Sabine A. Purps, DDS, APC
<https://picasaweb.google.com/113638187446598131391/1962?authkey%3D0dZmx0T9Cl#57340>
9 days ago - by [Local photos](#) on [picasaweb](#)
- [Fine Dentistry - Sabine A. Purps, DDS, APC](#)
Fine Dentistry - Sabine A. Purps, DDS, APC
<https://picasaweb.google.com/10962E419/925/45080830/2612?authkey%3D1qXYLOMhJsU#57337>
10 days ago - by [Local photos](#) on [picasaweb](#)
- [Fine Dentistry - Sabine A. Purps, DDS, APC](#)
Fine Dentistry - Sabine A. Purps, DDS, APC

Sentiment
positive 16
neutral 4
negative 1

Top Keywords
sabine 29
purps 27
fine 26
dentistry 26
diego 4
runescape 3
paully 3

[RSS Feed](#)
[Email Alert](#)
[CSV/Excel File](#)

CSV Data
[Sentiment](#)
[Top Keywords](#)
[Top Users](#)
[Top Hashtags](#)

advertisement
Social Report
SOCIAL MEDIA MANAGER?

Patient Reviews and Reputation Management

Monitor “What’s Being Said”

Hootsuite (www.hootsuite.com)

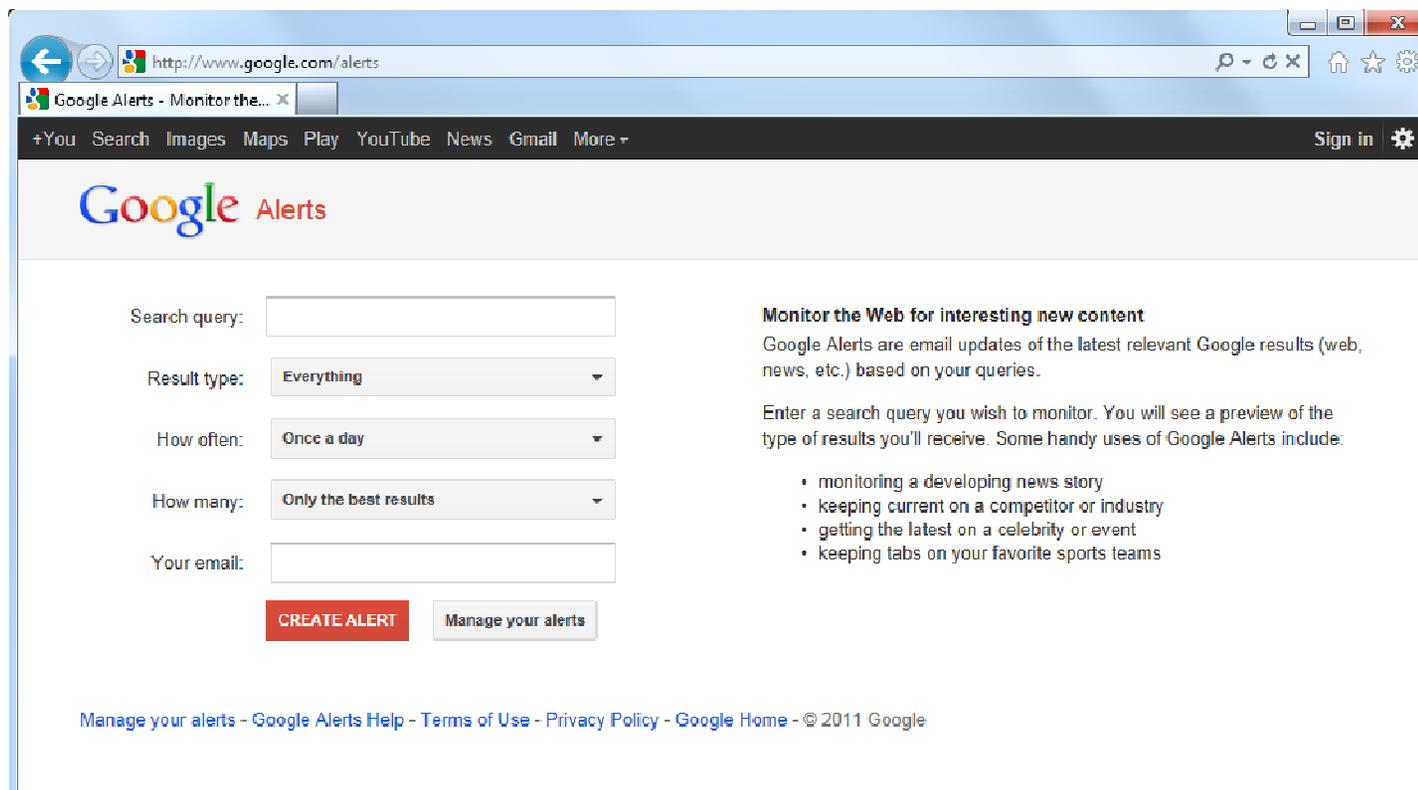


The screenshot shows the Hootsuite website homepage. The browser address bar displays "http://hootsuite.com/". The navigation menu includes "Home", "Features", "Mobile", "Blog", "Help Desk", and "Plans and Pricing", along with a "Login" button. The main content area is titled "Social Media Dashboard" and describes it as "The leading social media dashboard to manage and measure your social networks". It lists several features: "Manage multiple social profiles", "Schedule messages and tweets", "Track brand mentions", "Analyze social media traffic", and "3 million+ satisfied users". A "View Plans and Pricing" button is also present. To the right, there is a "Sign Up Today - FREE" form with fields for "Email Address", "Full Name", "Password", and "Confirm Password". Below the form, there is a checkbox for "I'd like to receive HootSuite newsletters" and a "Sign Up Now" button. The bottom section, titled "Hoo's Using HootSuite", features logos for the NBA, PEPSICO, the ONION, FOX, TIME, and MARTHA STEWART BLOG. A quote from Pete Cashmore, CEO of Mashable, is displayed at the bottom: "HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."

Patient Reviews and Reputation Management

Monitor “What’s Being Said”

Google Alerts (www.google.com/alerts)



The screenshot shows the Google Alerts website interface. At the top, there is a navigation bar with links for '+You', 'Search', 'Images', 'Maps', 'Play', 'YouTube', 'News', 'Gmail', and 'More'. A 'Sign in' button is also present. The main content area features the 'Google Alerts' logo and a form for creating an alert. The form includes a 'Search query' input field, a 'Result type' dropdown menu set to 'Everything', a 'How often' dropdown menu set to 'Once a day', a 'How many' dropdown menu set to 'Only the best results', and a 'Your email' input field. Below the form are two buttons: 'CREATE ALERT' (in red) and 'Manage your alerts'. To the right of the form, there is a section titled 'Monitor the Web for interesting new content' with a brief explanation of Google Alerts and a list of handy uses, including monitoring news stories, keeping current on competitors, getting the latest on celebrities, and keeping tabs on sports teams. At the bottom of the page, there are links for 'Manage your alerts', 'Google Alerts Help', 'Terms of Use', 'Privacy Policy', 'Google Home', and a copyright notice for 2011 Google.

Search query:

Result type: **Everything** ▼

How often: **Once a day** ▼

How many: **Only the best results** ▼

Your email:

CREATE ALERT

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2011 Google

You Got a Negative Review... Now What?



Patient Reviews and Reputation Management

Removing Negative Reviews

Violates Guidelines:

- Inappropriate content
- Advertising and spam
- Off topic reviews
- Conflicts of interest
- Violation of privacy



Patient Reviews and Reputation Management

Contact the Site Administrator

www.yelp.com/contact

English ▾ Friends' Activity ⓘ Sign Up for Yelp Log In

yelp
Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's) Near (Address, City, State or Zip)
Orange, CA Search

Welcome About Me Write a Review Find Reviews Find Friends Messaging Talk Events Member Search

Contact Us [About Us](#) | [Management](#) | [Myths About Yelp](#) | [Careers](#) | [Press](#) | [Investor Relations](#) | [FAQ](#) | [Content Guidelines](#) | [Contact Yelp](#)

Have a question? You may find the answer in the [Yelp FAQ](#) or in the [Business Support Center](#).

Interested in advertising? [Submit an ad inquiry](#).

To send us feedback or ideas, please choose a topic.

Business Owner Help ▾

Subtopic:
Questionable content ▾

Your Email Address:

Business Name Near

Reviewer in Question: (e.g. John D.)

Patient Reviews and Reputation Management

Flag as Inappropriate



College Dental Group and ...

A Google User reviewed a year ago
Overall **Poor to fair**
The staff was very nice, but i felt the dentist was trying to "upsell" me during the exam. He was very polite. They found lots of problems I never knew I had, even though I went to my other dentist 4 mos ago. When I got the estimate for 3 crowns (!) it was over \$8000. and thats WITH the insurance they recomended, and sold me at the office.... I dont trust this place.

Helpful? Yes No

A Google User reviewed 2 years ago
Overall **Poor to fair**
I've been going to this dentist for a while now. The staff are professional and friendly to a point. The only issue I've experienced, is that they constantly try to overcharge me for work. I always have to call up my insurance company to get a second quote and the price is usually hundreds of dollars less than the dentist was asking. This has happened to me and other family members on several occasions. So, unless you enjoy double checking prices, I would reccommend finding another place to go.

Helpful? Yes No

Flag as inappropriate

A Google User reviewed a year ago
Overall **Excellent**

Patient Reviews and Reputation Management

How to Respond to Negative Reviews

- 1 Respond quickly (before others pile on)



Melissa A.
Orange, CA

13
8

6/5/2011

Do not go here!

We were lured by the video screens playing tv at each station, the video games, and movie theater waiting room. And they did actually do a good job getting xrays on my 4 year old (a year previously our dentist had not been able to do this).

But it went downhill when it came to actual treatment. My son had 5 cavities that needed fillings (between his teeth) and between his two front teeth, for which they told me that they needed to put two crowns. I understood the need to fix the cavities in the back. They are place holders for adult teeth, but we discussed how we could wait on the front teeth, since these are the first to fall out, the cavities were small, and they weren't bothering him.

I scheduled an appointment to get the fillings. Upon arriving for the appointment, the receptionist said they'd be doing the fillings and crowns. No! I explained what the dentist and I had talked about. We were not doing the crowns at this time. We were waiting and watching to see if they started to bother him. They were very reluctant and ended up talking to the dentist. So, my son got 3 of the 5 fillings, and threw up from the nitrous they gave him.

We had to reschedule for the 2 other fillings on the other side. Again, they brought up the crowns and how that needed to be done. I went through the whole story again and said NO, we are not doing crowns, just the rest of the fillings that they couldn't finish because my son threw up.

I'm so angry that they did this...that we had to pay out money that we shouldn't have had to pay...and that my son had to suffer unnecessary pain.

I will not be going back, and am seriously thinking about filing a BBB claim against them.

Update - the company did try to resolve my complaint and have agreed to reimburse us for our fees paid....This is appreciated, but the procedure should have never been done to begin with. I do appreciate the effort though.

Was this review ...? Useful (9) Funny Cool

Bookmark Send to a Friend Link to This Review

Add owner comment

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

Response from the owner
Yes, make sure you use the cheap gold when you get the one gold bridge we do in this office a year or we'll "steal" the gold by making your teeth smaller. Right. Another one of those reviews on Google we get from time to time from one-review people.
[Flag as inappropriate](#)
Dental Salon - Wednesday, August 31, 2011
Verified owner

www.trivalleyfamilydental.com/

Steve - 9 months ago
★★★★☆ **The dentist I saw was overtly nice** but in a superficial way. When she told me I had three cavities I became suspicious as I have not had a cavity in 20 years. I waited 6 months, went back to my old dentist (who I left because of location, as I had moved) and after my check up he said I was good to go. I asked him about any potential cavities and he told me I had none!!!! When I told my roommate about this odd turn of events he said one of his best friends is a dentist out in Colorado and this dentist had mentioned to my roommate once that some dentists "make up" cavities especially when times are slow, and apparently The Dental Salon is one of those places. My old dentist did say that's not an exact science, so I could see where maybe they incorrectly thought I had one cavity, but three!!! That just means they were lying.
Disliked: Service, Value
3 out of 3 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

Response from the owner
Hi Steve, we're a busy office with plenty of patients and we have no need to make up treatment to pay the bills. If our doctor said you have cavities then you have cavities. If you'd like us to look into the matter, you can email Katrina, our patient care coordinator, at patientcare@dentalsalon.com.
[Flag as inappropriate](#)
Dental Salon - Wednesday, August 10, 2011
Verified owner

Kenny - 9 months ago
★★★★☆ **Good but expensive. Even with good insurance** a filling will set you back \$200.
Liked: Service, Location, Atmosphere, Parking
1 out of 1 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

Response from the owner
Hi Pappu, fillings cost between \$100-200 here. If you have insurance, they will cover around 70% for white fillings and there is usually a required deductible we have no control over. If your plan is a PPO, we also have no control over the price either. We have to charge the negotiated insurance fee since we are a preferred provider for all dental PPO plans. If you feel your bill was not handled correctly, you can email Katrina, our patient care coordinator, at patientcare@dentalsalon.com and she can look at your account. Overall, we're glad you were happy with our service.
[Flag as inappropriate](#)
Dental Salon - Tuesday, August 02, 2011
Verified owner

Paige - 10 months ago
★★★★★ **Everyone there is so super nice!** I have seen Dr. Desai several times and she is hands down the best dentist I've ever had! I have extremely high anxiety about the dentist, and from the first moment I met her, she put my fear at ease. I had to have a root canal too and she was so kind, patient, and understanding. Not words you typically use when

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

Patient Reviews and Reputation Management

Think before you file a lawsuit!

CA Dentist pays \$80,000 in attorney fees in Yelp case

The screenshot shows a web browser window with the URL <http://www.mediapost.com/publications/article/150711/>. The page is from MediaPost News, dated Wednesday, May 18, 2011. The article title is "Dentist Who Sued Yelp Must Pay Legal Fees" by Wendy Davis, dated May 17, 2011, 3:09 PM. The article features a photo of a gavel and text explaining that a dentist who sued Yelp and two reviewers for a negative post has been ordered to pay almost \$81,000 under a California law that protects people's right to discuss matters of public interest. The article also mentions that the ruling was issued last week by Santa Clara Superior Court Judge Peter Kirwan, directing dentist Yvonne Wong to pay attorneys' fees and legal costs to Yelp, as well as Tai Jing and Jia Ma, parents of a 6-year-old patient of Wong's. The case dates to January of 2009, when Wong sued Yelp as well as Tai Jing, and his wife, Jia Ma, about a bad review on the site. Wong alleged that the couple wrote that their son was left lightheaded from laughing gas administered by Wong, and that he received a filling containing mercury. Wong said those statements libeled her and caused her emotional distress; she argued that the post implied that she had not informed Jing and his wife ahead of time that the filling would contain mercury. A California appellate court ruled last year that Yelp was entitled to dismissal under the state's anti-SLAPP (strategic lawsuit against public participation) statute, because the post furthered discussion on issues of public interest. The court wrote that the review concerned the controversy surrounding mercury in dental fillings, and therefore was subject to the anti-SLAPP law. Yelp was probably also immune from liability under the federal Communications Decency Act, which says that sites are not legally responsible for defamation by users. But that law, unlike California's anti-SLAPP statute, does not provide for defendants to recover legal fees. Ma also convinced the California appellate court that she was entitled to dismissal of all claims.

The page also includes a search bar, a "Subscribe to Online Media Daily" button, and a "MOST READ" section with a list of 10 articles:

1. Google Test Shows Paid Search Ads, Email Marketing Integration
2. Email Drives Social Media, Insiders Predict 'Huge Future'
3. Social Network Apps Rival Games For Mobile Attention
4. Kindle Fire Claims More Than Half Android Tablet Market
5. Sauza Tequila 'Fireman' Video Heats Up YouTube
6. Scott's Miracle-Gro Greens Email Marketing Efforts
7. Mobile Video on Pace to Surpass Web Video in 2012
8. Apple Remains Mobile Rev Leader
9. Illinois Judge Rules 'Amazon Tax' Unconstitutional
10. Ask.com Readies Investments To Supplement Q&A Search



SLAPP (Strategic Lawsuit Against Public Participation)

Pay-Per-Click (PPC) Advertising

Only pay when your ads are clicked.



PPC: Why You Need It



BE SEEN IMMEDIATELY

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.



COMPLIMENTS SEO

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.**

PPC: Why You Need It



INCREASE YOUR GEOGRAPHIC REACH

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



TRACK PATIENT LEADS AND IMPROVE ROI

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.

PPC: Things to Consider



MAINTAINING YOUR QUALITY SCORE

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.



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.

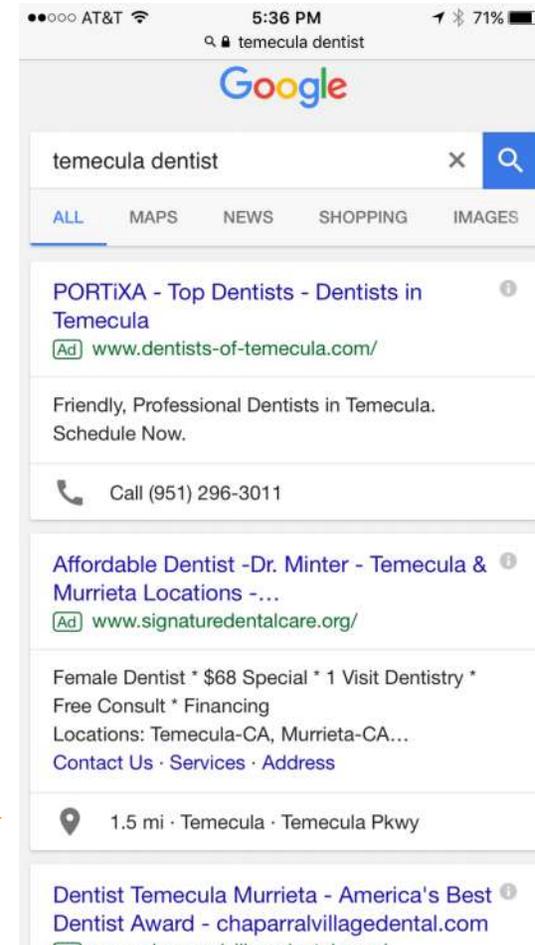
PPC: Things to Consider



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 STRUCTURING 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).

PPC: Pitfalls to Avoid



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.



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.



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**.

A/B Testing AdWords Example

- A** Bay Area Dentist – digiratidds.com
Ad digiratidds.com/new-patient/
Contact us today for your semi-annual exam. New patient specials available.
- B** Teeth Cleanings and Fillings – digiratidds.com
Ad digiratidds.com/new-patient/
Contact us today for your semi-annual exam. New patient specials available.

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

A **Bay Area Dentist – digiratidds.com**
Ad digiratidds.com/new-patient/
Contact us today for your semi-annual exam. New patient specials available.

B **San Francisco Dentist – digiratidds.com**
Ad digiratidds.com/new-patient/
Contact us today for your semi-annual exam. New patient specials available.

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"*.

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Q & A

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