

Top Business Solutions

ONLINE MARKETING IMPLEMENTATION GUIDE



1. Introduction

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3. Understanding the search engines (PPC vs. Organic vs. Map Listings)

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INTRODUCTION

Thanks for downloading our Internet Marketing & SEO Guide for Dentists.

In this guide we will walk you step-by-step through the process of claiming your map listing, optimizing your website from an SEO perspective and explain:

- How the search engines work (PPC vs. map listings vs. organic) and what you need to do to handle each for maximum return.
- How the map listings work & how to get your dental practice listed on the map.
- Our search engine optimization strategy for dentists.
- The 15 most frequently searched dental keywords. This single insight is invaluable for you as a dentist/business owner.
- The most important online directories that you **MUST** be listed on.
- Our social media strategy specifically for the dental industry.

WHY SEO IS SO IMPORTANT FOR DENTISTS

Most dentists already understand that the Internet & search engines are EXTREMELY important to the long-term growth and sustainability of their business but occasionally I get the question “Why are search engines and search engine marketing so important to the dental industry?”

Yellow Pages Are No Longer Effective

It used to be that the #1 place consumers looked when they needed a dentist was the Yellow Pages. In today’s market, very few people still reference the printed Yellow Pages. In fact, the new generation has not even been exposed to the Yellow Pages and only know the Internet as a way to search for local businesses.

Where do they go now?

They look on the search engines (Google, Yahoo, Bing & others) and social media sites (Facebook, Instagram, & Twitter) asking for referrals from their friends and family.

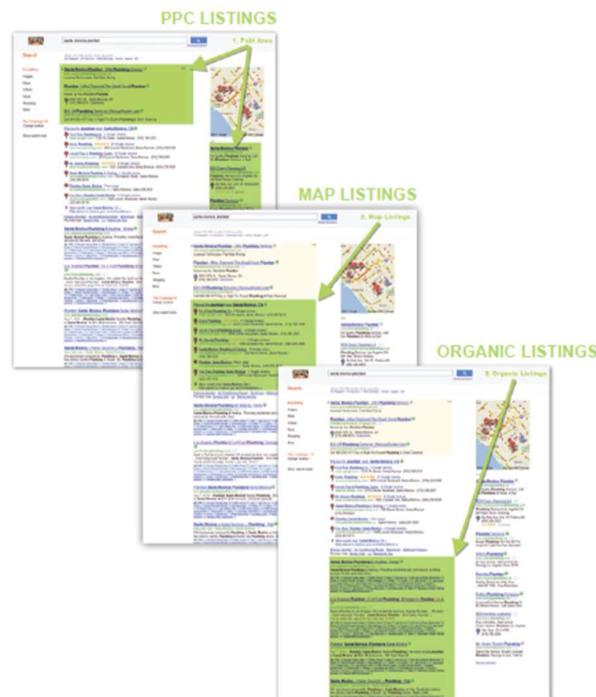
- A new survey of 2,000 consumers found that 86 percent of those surveyed used the Internet to find a local business.
- 74 percent of the respondents said they use a search engine when they are looking for a local retail or service business.



If you're not showing up on page one of Google, Yahoo & Bing for the dentist related keywords in your area, then you are missing a major opportunity! In this guide we will show you how you can ensure that you put your best foot forward and show up in as many local dental related searches in your area as possible.

Understanding How The Search Engines Work

Over the past ten years the way the search engines work has changed significantly; especially with the introduction of the Google Business listings to the search results for local search. A majority of the dentists we talk with are confused about how the search engines work and the differences between the business listings, organic listings & the paid / Pay-Per-Click listings.



In this section we wanted to take a few minutes to DEMISTIFY the search engines and break down the anatomy of the search engine

results page (SERPs). By understanding how each component works, you can formulate a strategy to maximize the results of each.

There are 3 core components of the search engines results page:

1. Paid / PPC Listings
2. Business Listings (Map Listings)
3. Organic Listings

Paid / PPC Listings

In the paid section of the search engines you are able to select the keywords that are relevant to you and then pay to be listed in this area. The reason it is referred to PPC or Pay-Per-Click is because rather than paying a flat monthly or daily fee for placement, you simply pay each time someone clicks on the link. The PPC platform is based on a bidding system and the company that bids the highest gets the best placement. PPC is still a good way to market your business online, but it should be thought of as a short-term marketing solution. PPC can get very expensive very fast, with some keywords costing as much as \$60.00 per click in the dental industry.

Business Listing aka Map Listings

The Business Listings Section has become very important because it is the first thing that comes up in the search results for most locally based searches. If someone searches “[Niche Keyword] + your city” chances are the business listings will be the first thing they look at.

Unlike the paid section of the search engine, you can't buy your way into the map listings you have to earn it, and once you do, there is no per click cost associated with being in this section of the search engine. We will share our Google Places optimization strategy with you later in this guide and show you exactly what needs to be done to obtain page one placement in the map section of the search results.

Organic Listings

The organic / natural section of the search engine results page appears directly beneath the business/map listings in many local searches but appears directly beneath the paid listings in the absence of the business/map listings (the business listing section only shows up in specific local searches). Similar to the business/map listings, you can't pay your way into this section of the search engines and there is no per click cost associated with it. We will share our search engine optimization strategy with you in Section 5 of this guide.

Now that you understand the 3 major components of the search engine results and the differences between paid listings, business listings & organic listings you might wonder... "What section is most important?" This is a question that we receive from dentists every day.

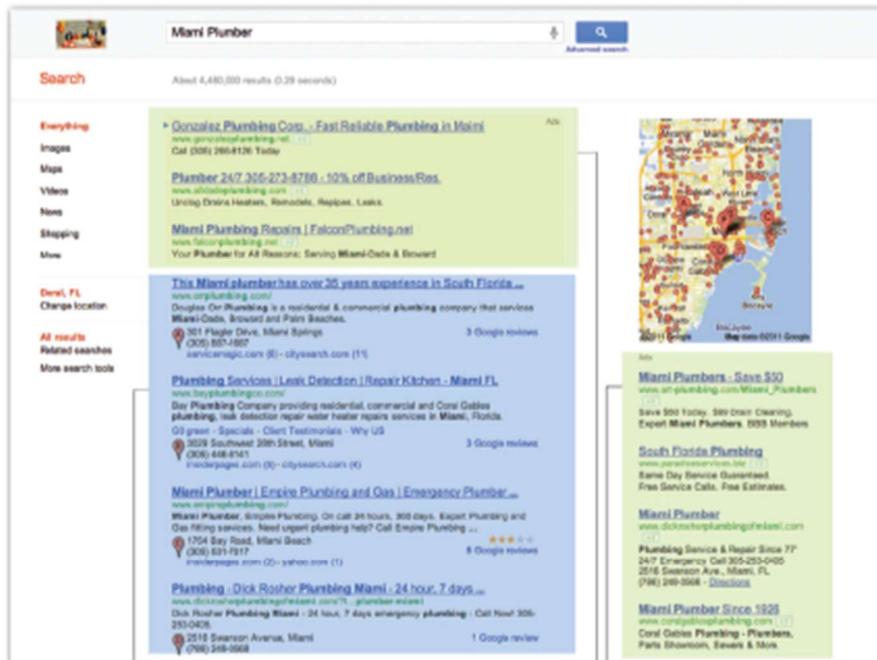
The fact is that all three components are important, and each should have a place in your online marketing program because you want to show up as often as possible when someone is searching for your dental services in your area. With that said, assuming you are operating on a limited budget and need to make each marketing dollar count; you need to focus your investment on the sections that are going to drive the strongest return on investment.

Research indicates that a vast majority of the population look directly at the organic & map listings when searching and their eyes simply glance over the paid listings.



This heatmap indicates where the searcher tends to view as they come onto a search engine results page.

Where People Click On The Google Search Engine Results Pages



72%
OF THE CLICKS

Organic and Map Listings
These results are not paid for; they're the product of Google's crawling the web and processing what it finds.

28%
OF THE CLICKS

Pay Per Click Areas
These results have been paid for by advertisers through Google's AdWords program.

So if you are operating on a limited budget and need to get the best bang for your buck, you should start by focusing your efforts on the area that gets the most clicks at the lowest cost. We have found that placement in the organic and map section on the search engines drive a **SIGNIFICANTLY** better return on investment than Pay-Per-

Click marketing.

So how can you get your dental practice listed in the organic and business/map listings?

That is what we are going to be covering in the following chapters.

GETTING YOUR DENTAL PRACTICE ON GOOGLE MAPS

How to get on the Google Map for Dentists



If you are just getting started in Internet marketing for your dental business and are just trying to get an idea of how to get your company listed on Google Maps, this is a great place to start. I am going to cover the core fundamentals of what Google Maps is, how it works, and what you need to do to at least get the ball rolling in the right direction towards getting you placed on the map.



Fundamentally the Google Map or Google Local listing is what shows up when you type in your city plus your services on Google. Up along the top, and along the side is the pay per click, and in the center at the very top of the results page is typically the map listings or what we call Google Business listings or the Google Map listings. Directly below that in local search is what are typically the organic listings. There is a lot of information about search engine optimization, meta tags, meta descriptions and all of the like but really this is a totally different realm of search engine optimization known as Google My Business (GMB) Optimization.

So, what do you need to do in order to make sure that you are listed on that map, and more importantly make sure you are showing up on page one over time? There are a number of things you can do, and there are multiple layers of complexity, strategies and things that you can do. The most important thing you can do from the starting point perspective is to go to <http://www.Google.com/MyBusiness>.

Google has set up this website for business owners to tangibly claim their Google Places listing. If you go there you are going to see two different buttons. On the left side you are going to see one that says, “Consumer / Write Reviews.” On the right side it says “Business Owner? Get Started.” Obviously, you want to click on the one that says, “Business owner? Get Started,” and what that will do is take you through the process of claiming your Google Business listing. The latest statistics indicate that more than 89 percent of users or businesses haven’t claimed their Google Business listing. This creates a great opportunity for you to beat your competition to the punch. One of the first things you want to do is go to <http://Google.com/business> and claim your listing so you can at least make sure it’s got all of your right information. Your phone number, your website address (if you have one) description of what you do, some pictures, maybe some coupons. More than anything else make sure that you have control of your own business listing on Google.com, in the business listings.

Some things to be aware of as you claim your Google Business listing. The process is relatively simple. If you have got a Gmail account or some type of Google account, Google will recognize that and let you use that to claim your Google Business listing. If you don’t, you’re going to need to go through the process of establishing your Google account. So that you can claim your Google Business listing.

Once you have logged in, you will need to type in your phone number

and company name. Then, the system will search the Google Business directory to see if you already exist in the database. In most cases if you have been in business for any period of time for more than a year, you're typically going to show up on the list already. So Google will pull up your existing listing and ask you to confirm it's your and claim your listing. If you don't, there is another process that will let you add yourself to Google Business. So, if you're a new business or if for some reason you don't already exist in the Google Business directory, you would press "add new listing."

In either event it's going to walk you step by step through the process. You're going to type in your company name, address, and phone number. You're going to make sure all of that information is correct. A couple of things to pay attention to as you do that.

Make sure that you use your actual company name. So, if you're, "Cosmetic Dentist New York," make sure that you name it, "Cosmetic Dentist New York," and not some other facsimile thereof like "New York Dentist" or "NY Dentist, Your New York Dentist." Don't add additional key words in that name. It's against the Google Business rules and policies. Make sure you keep your name, the actual name of your company.

It is important that you establish your NAP (Name, Address, Phone Number Profile) and that it consistently referenced the same way across the web. That it's showing your company name, phone number, and address the same way every time. As a starting point, if

you're getting started with Google Business, make sure that you make it very simple. And that you use the same methodology for naming yourself across the board. Same with your address. If you're at 105 SW 10th Street, Suite 105, use that same exact wording. If you're going to use SW use SW. If you're going to spell out Southwest, spell out Southwest. If you're going to use your suite number, "Suite 105". Make sure you either list it, or you don't list it, and decide whether it's going to be "unit number" or "suite number". List it that same way every single time.

Moving on, once you have added the fundamentals, make sure you add your website address. This is very important. If you don't have a website, I definitely recommend getting a website setup. I've shared some ideas on different posts on what the best website formats are, and what pages you want to build to your website from an SEO perspective. Suffice it to say, add your website there. It's obviously going to drive links to your website, but it is also going to make it easier for your customers to get to you when they do find you on the map.

In your description, I always encourage trying to make sure you list your services and your geographic market in the description. E.G. "Dallas Dental Services. We provide cosmetic dentistry, emergency dental service, dental implants, dental veneers, and general dentistry. Etc" You have only got about 250 characters for the description so really try and maximize that space to its fullest

capability.

Directly below that, you have categories. You want to, obviously, choose the categories that most specifically match what your business does. Don't add yourself to categories that aren't relevant. You can add five categories. So, if you're a cosmetic dentist, you can choose the obvious ones from the drop down, "dentist". That's really the only default one that is available.

You do have the option to create custom categories. You might want to add a custom category for "Braces", "dental clinic", etc. That way you're making sure that you're categorizing yourself as well as possible. But always exercise the already available categories as much as possible, as opposed to creating some unique category name that no one will search for.

Moving down the list, the next thing that you see is the ability to upload photos and videos. You need to upload as much content here as possible because Google is looking for a complete profile. The more information that you have in there the more complete your profile appears. You can upload up to ten pictures & five videos. Try and use real pictures. Always upload first either your logo, or a picture of you, your staff, or your office. That way you're putting something up that is a representative of your company and not just some stock photo. Try and upload pictures that are representative of your organization. So, your logo, pictures of your team, etc.

I love to get a team shot. Try to get a picture of the whole staff standing in lobby, waiting room, or in front of your office building. That helps people quickly look at who you are and what you do, “Wow this is a dental practice that has credibility, and there are people behind it that drive this business.” My preference would be logo first, then photo second, with a picture of everybody standing in front of the building. And then an individual shot of the owner. If you’re members of the local chamber of commerce, members of the BBB these are the types of photos that you want to put in your Google Places profile. Save those images with key words specific naming. So, if your first image is your logo, call it “your company name – your city service”. If you’re Dr. Smith the [Niche Keyword] in Dallas, you might want to name that first image” Dr. Smith the [Niche Keyword] dash – your Dallas area [Niche Keyword]”.

Video. You can upload up to five videos, and the videos connect through YouTube. Don’t miss out on this opportunity. You should absolutely upload all five videos here. Even if they’re not going to be super hi tech. Break out the iPhone, break out the video camera. Shoot a video of yourself / the owner, just explaining who you are and what you do, and what makes you unique. E.G., “Dr. Smith the [Niche Keyword] is cosmetic dentist in the Dallas area. We do this that and the other. Just a video that is a representative of who you are and what you do. What we find is, having a video, obviously it’s going to help build out your Google Business profile which improves your probability of showing up on the map, because information is power in the Google era.

It's also going to help people resonate with your organization. If they can feel like they get to know, like, and trust you before they have to decide whether they are going to call you or not. It improves the probability of getting that call and getting that piece of business. So, upload five videos to YouTube and then connect them to your Google Business listing. Ideal scenario: ten pictures, five videos.

The next section is the Service Area. You can select your Service Area based off your location. Try to make this a legitimate representation of your true service area (don't overdo it).

The last field on the Google Business listing is additional information. Here you will find basically just two fields. One on the left, one on the right, and it basically lets you type in whatever you want. In a lot of cases, people left to their own devices will get to that section and just press submit, then feel like they're done. This is the area where you can really add a lot of valuable content, a lot of specific information about who you are and what you do, and the specific services that you offer. What I like to do within that section is to create the first field which says, "Services Offered." Right next to it list out all of your services. Again, if you're a [Niche Keyword] you would say, "dental services" – "emergency dentist, dental implants, dental veneers, teeth whitening, and on and on."

You can also go to the next one and say, "Areas Serviced." Then in the areas serviced section, you can then type in all of the little cities in and around your main city that you happen to see patients from. So that gives you some ability to, really, add some additional keyword rich information into your Google Business listing, and enhance the

probability of showing up for additional key words.

Once you have got all of those things filled in. And you feel comfortable that you have got the right images, you have got the right description, you have got the right content listed in the additional information, then, you go to the next step and press “Submit.”

This is where the verification process takes place. Google gives you two options for verifying your listing. Depending upon if it’s a new listing, sometimes they don’t offer the phone verification process. Typically, you have the choice verify via phone, or verify via mail. I always encourage you, if you do have the option, to verify via phone. Just to go ahead and verify via phone, because it is an instantaneous process. You press verify via phone. You will get a message indicating that Google will be calling that number with your PIN. Whatever your business number is. As soon as you press submit, a call comes into your business line. So, make sure you have got someone available to answer that call directly. It will be an automated system that calls with a message like “this is Google, your pin number is 43625” for instance. Then, you type that into your Google Business account online. You have now officially claimed and verified your Google Business listing.

If you don’t have that option for whatever reason, and I have seen cases where Google is not making the phone verification process available, then you need to press “Submit” to verify via mail. Then you would receive a post card, via the mail, within typically within three to five business days. It has a pin code just like the other option. It takes a little bit longer this way but at least you get your pin, and you are

able to log back in and verify your account and be off the ground. Now once you have verified your Google Business listing, now you have the ability to go in and post status updates, add coupons, special offers, or promotions. I would encourage you to log back into the account. Up on the top right-hand corner you will see, “Dashboard” and on the right you will see, “Offers.” You have the ability to upload as many offers as you want. So, create offers. Whatever coupons you offer to your customers make them available there. “\$25 off a dental cleaning by mentioning this coupon.” Or “10% off any service call.” Or “\$150 off Invisalign” Whatever offers you want to make available. Because offers, again, make your listing a little bit more attractive to the end users. Fundamentally, that’s where you want to start. You want to go to www.google.com/business, build out your listing as I have described. And now you have got a placeholder and a higher probability of showing up on the Google map. I wish I could tell you it is just as easy as that and you’re going to be on Page One for your City + Your Service. Unfortunately, it’s not that simple, because there are hundreds of businesses in your area, if not thousands, all doing the same type of thing. A lot of them have claimed their Google Business listing. So, at this point it really doesn’t give you a free pass to the front of the line. But it does get you on the list. Really, the next step in getting placed on Google Business on the map, is obtaining consistent name, address, citation profile across the web, and getting online reviews from legitimate users. When I say establish, consistent name, address, phone number, profile across

the web, we talked about the fact when you claimed your Google Business listing, you wanted to use the same name, address, and phone number across the board.

Now what you want to do is make sure that you have got yourself on other important online directories. Because Google looks across the web and it says, “OK, Dr. Smith the [Niche Keyword], in Dallas has a Google Business listing, but where else are they listed online?” They look at a lot of different places. They look at Yahoo Local. They look at Bing Local. They look at CitySearch. They look at Angie’s List. They look at YP.com. They might look at Dex. They look at MerchantCircle. And the list goes on and on.

They pull data from info providers like InfoUsa, and Axiom. So, in order to improve your probability, you need to make sure you’re showing up in all of these different places with a consistent name, address, phone number, and profile.

That’s another thing Google looks at. Just making sure that you’re credible, and that you do exist on other online directories.

The other really important thing you need to do, in order to improve the probability of showing up on the map, is to get reviews from real customers online. You will notice that the companies showing up on spots A- F on page one have a tendency to have a large quantity of reviews.

I will point out that you don’t want to try and game the system on reviews. It might be easy to think, “I’ll just go out there and set up a bunch of accounts and I will write up a bunch of reviews, and I’ll have 55 reviews on my account then I should be good to go.” It’s not that

simple.

Google does have algorithms in place to prevent people from gaming the system. Really, they are looking at the reviewer's profile. In order to write a review on Google Business, you have to have a Gmail, or a Google account. Google knows the historic profile of those that have Google accounts. They watch their search trends. They have IP information which gives them information about where they are located. A lot of cases, they have entered and volunteered that information. "I'm located at this address, and they have frequented these types of web sites." So, Google has a pretty good idea who legitimate users of their Google search engine, one of the most frequented sites in existence. They have data on just about everybody. If you're trying to game the system, Google will catch that.

You want to make sure that you have a process within your business to solicit reviews from legitimate people who have used your services. We have a review acquisition system, which includes sending an email out to the people in your sphere of influence, asking them to write a review. Printing up some review cards and systematically handing them out to your customers after service. Telling them, "Hey, if you would, please write us a review on Google Business, Yelp, or some of these other places."

There are also many tools that tie in directly to your practice management software and solicit reviews on your behalf automatically. "We appreciate your business, please write us a review." We have found that to be the ultimate strategy for really

passing your authentic service area data to Google and getting reviews on a consistent basis. Again, just to cover the fundamentals of what you want to do from a starting point to really get started on Google Business and get the ball rolling in the right direction. First, go to www.google.com/business. Claim your Google Business listings with some of the specifications that I defined earlier.

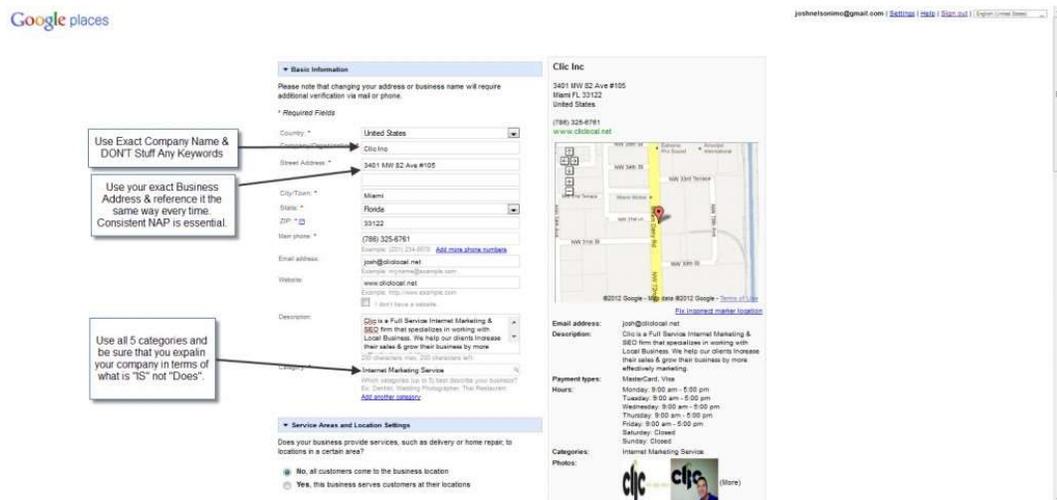
Then, really get aggressive with your name, address, and profile information across the web. Go onto websites like; CitySearch, Angie's List, and Judy's Book, and make sure that you're listed there and that your information is consistent.

Then, launch an aggressive process for getting reviews from authentic customers.

If you start to do these things on a consistent basis you will start to show up on the Google map, in your area when people search "your service + your city".

How to claim & optimize your Google Business Listing aka Map Listing

There are a number of best practices that you want to be aware of to properly optimize your Map listing.



The screenshot shows the Google Business Profile creation form for 'Clic Inc'. Three callout boxes provide key instructions:

- Use Exact Company Name & DONT Stuff Any Keywords:** Points to the 'Company name' field where 'Clic Inc' is entered.
- Use your exact Business Address & reference it the same way every time. Consistent NAP is essential:** Points to the 'Street address' field where '3401 NW 22 Ave #105' is entered.
- Use all 5 categories and be sure that you explain your company in terms of what is 'IS' not 'Does':** Points to the 'Description' field where a detailed paragraph about the company's services is provided.

The form also shows a map of the location, contact information (phone: 786-325-4761, email: jon@clinc.com), and business hours.

- **Company Name** – Always use your legal Company Name – don't stuff additional fields into the Name Field. E.G. If you company name is "Dr. Smith Dentistry" don't try to stuff additional keywords like "Dr. Smith Dentistry – Dallas". This would be against the Google Business Guidelines and will reduce your probability of ranking.
- **Address** – On the "Address Field" use your EXACT legal address. Be intentional here. You want to ensure that you have the same address listed on your Google Business listing as it is on all the other online directory listings like YellowPages.com, CitySearch.com, Yelp.com, etc. The consistency of your N.A.P

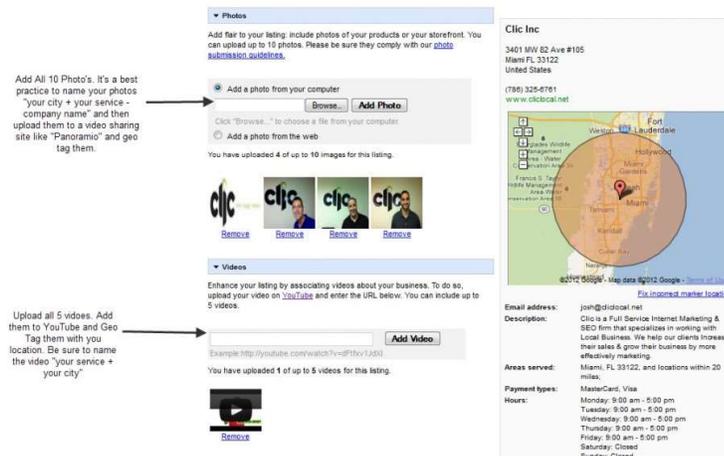
(Name, Address, Phone Number Profile) is very important for placement.

- **Phone Number** – Use a local number, (not 800#) and use your real office number rather than a tracking number. We find that 800#'s don't rank well. If you use a tracking number, it won't be consistent with your other Online Directory Listings and ultimately won't rank well.
- **Categories** – You can use up to five categories, so use ALL five. Be sure to use categories that describe what your business “is” rather than what it “does”. So, you can use “[Niche Keyword]” “dentist” and “Cosmetic Dentist” rather than “dental implants” or “Dental Crowns” the latter would be considered a violation of Google’s regulations and would hurt rather than help you.



- **Service Area & Location settings** – Google offers 2 options here
1. No, all customers come to my location
2. Yes, I serve customers at their location. Option 2 is the right one for dentists.
- The next option once you click “No, all customers come to my location” is “Do not show my address”. Always select “Show

my address.”



The screenshot shows a business listing optimization interface. On the left, there are two text annotations with arrows pointing to specific sections:

- Photos Section:** "Add All 10 Photo's. It's a best practice to name your photos 'your city + your service - company name' and then upload them to a video sharing site like 'Panoramio' and geo tag them." This points to the "Add a photo from your computer" and "Add a photo from the web" options.
- Videos Section:** "Upload all 5 Videos. Add them to YouTube and Geo Tag them with you location. Be sure to name the video 'your service + your city'" This points to the "Add Video" button.

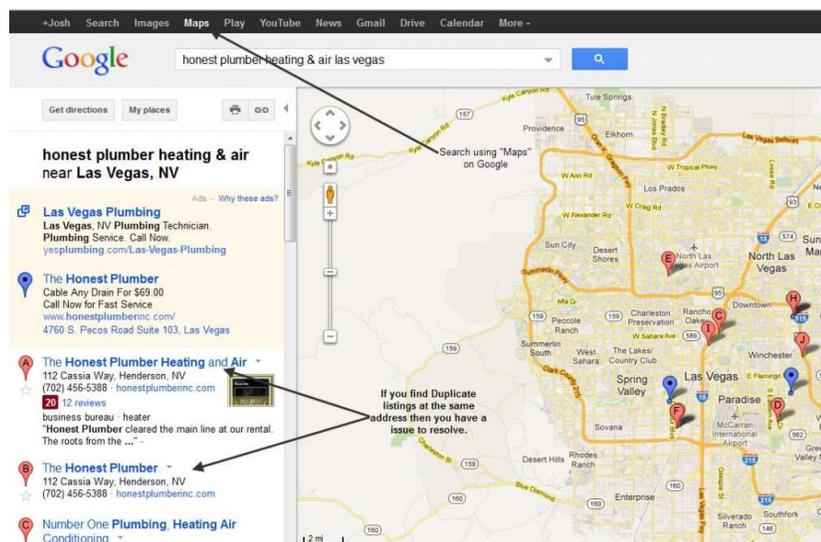
The main interface includes a "Photos" section with instructions: "Add flair to your listing. Include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#)." Below this are options to "Add a photo from your computer" (with a "Browse..." button) and "Add a photo from the web". It shows four uploaded photos of the "Clc Inc" logo, each with a "Remove" button. Below the photos is a "Videos" section with instructions: "Enhance your listing by associating videos about your business. To do so, upload your video on YouTube and enter the URL below. You can include up to 5 videos." It shows one uploaded video thumbnail with a "Remove" button. On the right side of the interface, there is a "Clc Inc" business profile card with the following information:

- Clc Inc**
- 3401 NW 62 Ave #105
- Miami, FL 33122
- United States
- (786) 325-6761
- www.clclocal.net
- A map showing the location in Miami, Florida.
- Email address:** john@clclocal.net
- Description:** Clc is a Full Service Internet Marketing & SEO firm that specializes in working with Local Business. We help our clients increase their sales & grow their business by more effectively marketing.
- Areas served:** Miami, FL 33122, and locations within 20 miles.
- Payment types:** MasterCard, Visa
- Hours:**
 - Monday: 9:00 am - 5:00 pm
 - Tuesday: 9:00 am - 5:00 pm
 - Wednesday: 9:00 am - 5:00 pm
 - Thursday: 9:00 am - 5:00 pm
 - Friday: 9:00 am - 5:00 pm
 - Saturday: Closed
 - Sunday: Closed

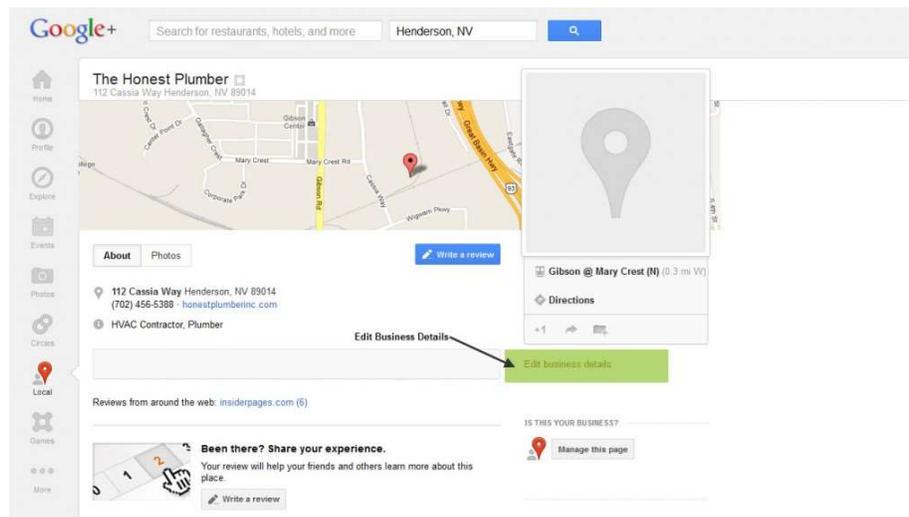
- **Picture & Video Settings** – You can upload up to 10 pictures & 5 videos. Use this opportunity to upload authentic content about your company. It’s always best to use real photos of your team, office, equipment rather than Stock Photos.
- **Pictures** – You can get more juice from this section by saving the images to your hard drive with a naming convention like “your city + [Niche Keyword] – your company name” rather than the standard file name. You can also create geo context for the photos by uploading them to a video sharing site like Panoramio.com (a Google Property) that enables you to Geo Tag your photos to your office location.
- **Videos** – Upload VIDEOS. They don’t have to be professionally produced and can help to resonate with your customers. A best practice is to upload the videos to YouTube and then Geo Tag them using advanced settings.

Once you have Optimized your listing using the best practices referenced above, you want to be sure that you don’t have any

duplicate listings listed on Google Maps. We have found that even just one or two duplicate listings can prevent your listing from ranking on page one. In order to identify and merge duplicate listings run a search on Google for “Company Name, City”.



To clean up duplicate listings, click on the listing in question and then click “edit business details”



- Then click “This is a duplicate” and let Google Know that the listing should be merged with your primary listing.



How about the following details?

Click on any detail below to report or correct inaccurate information

- > Place name
The Honest Plumber
- > Address
112 Cassia Way Henderson, NV 89014
- > Phone number
(702) 456-5388
- > Homepage
<http://www.honestplumberinc.com/>
- > Category
Categories: HVAC Contractor,Plumber
- > Hours
No Hours listed

Is any of the following true for The Honest Plumber?

Pick an option below and leave a comment with additional details

- Place is permanently closed.
- This is a duplicate
- Place does not exist or is private
- Some photos, reviews, or details belong to a different place.
- Other

- Send me email updates about my feedback & contact me if you have questions
This feedback will be associated with or displayed in connection with your profile.

Click "This is a duplicate" and "Send me email updates"

If you follow these best practices, you will have a well optimized Google Maps listing for your dental Business. The next step is to Establish your NAP (Name, Address, Phone Number Profile) Across the web.

GOOGLE MAP OPTIMIZATION TIPS

Now that you have claimed your Local Business Listing on Google, Yahoo & Bing you need to take additional steps to improve your placement on the maps in your area.

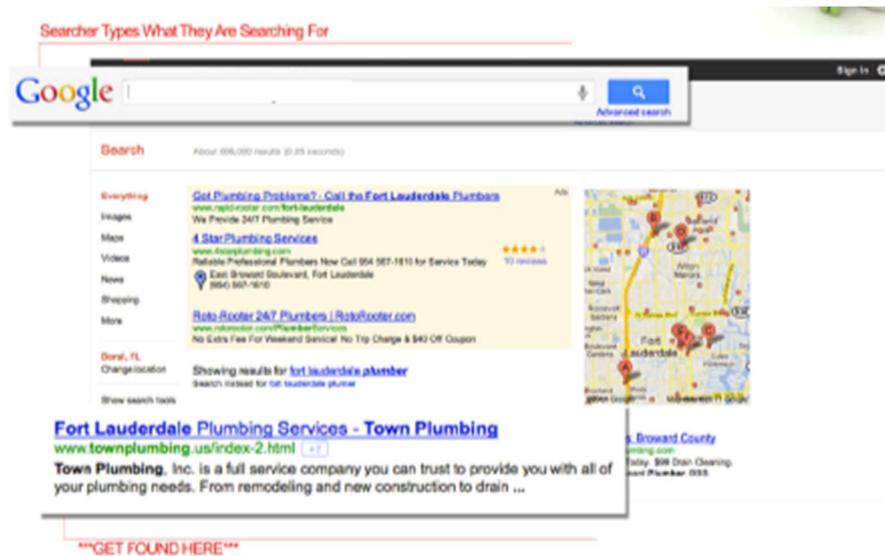
- **Establish a Consistent NAP**– You need to establish a consistent NAP (Name Address & Phone Number) across the Internet, on your website, as well as on the major Data Providers (InfoUSA, Super Pages, Yelp, City Search, etc).
- **Consistent Name** – Pick the format for your name & stick with it e.g. “ER dentists” not “Emergency dentists Services”.
- **Consistent Address** – If your address is 1267 SW 29 St, Suite 10 you want to be sure that it reads that exact way and not 1267 SW 29 St #10.
- **Consistent Phone Number** – You want to use the same number on each of these sites (if you don’t, it will hurt you).
- **Use a LOCAL not a Toll-Free Phone Number.**
- **Get Reviews** – Reviews are a key determinant of placement within the Map Listings.
- **The number of reviews of your local listing is a key determinant in placement.**
- **As a practice, you need to request reviews from your customers in order to get them. A strategy that we use takes a three-pronged approach:**

- Send an initial email to your client database asking them to write a review of your company on Google and provide them with the URL to your Google Places page.
 - Keep an open ear for happy customers and ask them if they would be willing to write a review. If so, get their email at that moment and let them know that you will be sending them an email with the link to write the review.
 - Have a “Review Us” card printed and give it to your customers after service.
-
- Build out your Business Page – You have the option to upload photos, videos and coupons.
 - Fill your Business page with quality content. Add all 10 photos your office, staff, company logo, coupons / special offers, fleet and equipment
 - Upload a video or two. These videos don’t necessarily need to be high definition or professionally produced. Break out your digital video camera or even your iPhone and take a few choice shots. Record yourself (the owner or manager) explaining who the company is, what you do, and what your unique selling proposition is.
 - Select the Right Categories – You have the option to choose up to 5 categories.
- It is very important to select the appropriate categories and/or add new custom categories, as needed.
- Increase your Citations – All things being equal, citations are a key determinant of placement. Just like in SEO where in-bound links

determine placement with local listings, citations determine placement. He who has the most quality citations wins.

- Citations are listings across the web that contain your NAP (Name Address & Phone Number) with or without a link.
- In order to build up your citations:
- Add yourself to the local directory sites where you are not currently listed.
- InfoUsa
- Yelp
- City Search
- Super Pages
- Insider Pages
- Search for “your industry, directory”
- Search “your city, directory”
- Look at the listings of the people who have spot A, B & C on the Map for your services and look that their citations. In many cases you can go out and get those same citations!

SEO STRATEGY FOR DENTISTS



SEO, or Search Engine Optimization, is the process of getting your website to show up in the Organic (FREE / Non-PPC) section of the search engines. There are specific things that you can do both on and off your website to ensure that you show up when someone types “[Niche Keyword] + Your City” into Google, Yahoo or Bing. In all of our years working with dentists in some of the most competitive markets in the United States, we have developed a proven strategy that consistently gets our clients to the top of the search engines, and we are sharing it with you in this section.

Step 1 – Build out your website & obtain more place holders on the major search engines.

A typical dentist site has only 5-6 pages (Home – About Us – Our Services – Smile Gallery– Contact Us). That does not create a lot of indexation or place holders on the major search engines. Most dentists provide a wide variety of services including dental cleanings, teeth whitening, dental veneers, etc. just to name a few. By **BUILDING** out the website and creating separate pages for each of these services (combined with city modifiers), the dentist can get listed on the search engines for each of those different keyword combinations. Here is an example:

- Home – About – Services – Contact Us
- Sub Pages for Each Service – Miami Teeth Whitening, Miami Dental Implants, Miami Dental Crowns, Miami Dental Veneers, Cosmetic dentists, etc.

They often provide services in a large number of cities outside their primary city. In order to be found on the major search engines for **EACH** of those sub-cities, additional pages need to be created:

- Sub-pages for each sub-city serviced – Kendall [Niche Keyword], Doral [Niche Keyword], Homestead [Niche Keyword], etc.

Step 2 – Optimize Pages for Search Engines:

Once the pages are built for each of your core services and sub-pages, each of the pages need to be Optimized from an SEO

perspective so that the search engines understand what the page is about and list you for those words. Here are some of the most important items that need to be taken care of for on-page search engine optimization:

- Unique Title Tag on each page
- H1 Tag re-stating that Title Tag on each Page
- Images named with primary keywords
- URL should contain page keyword
- Anchor Text on each page and built into footer – Miami [Niche Keyword]
- XML Sitemap should be created & submitted to Google Webmaster Tools and Bing Webmaster Tools

Typical dentist Website Title Tag:

- General Dentist
VS.

SEO Optimized Title Tag:

- Los Angeles [Niche Keyword] | General Dentist | Emergency [Niche Keyword] In LA

If you do just one thing today to start optimizing your website, make sure you work on your title tags. Make sure that you DO NOT use the same title tag on each page.

Step 3 – Inbound Links

Once the pages are built out and the “on-page” SEO is complete, the next step is getting inbound links. Everything we have done to this

point is laying the groundwork – you have to have the pages in order to even be in the running...but it is the number of **QUALITY** inbound links to those pages that is going to determine placement.

So once the pages are built out, we are really just getting started. The only way to get your site to rank above your competition is by having **MORE** quality inbound links to your site.

There are a number of things that you can do to increase the number of inbound links to your site.

- **Association Links** – Be sure that you have a link to your site from any industry associations that you belong to (dentists association, Chamber of Commerce, Networking Groups, etc.).
- **Directory Listings** – Get your site listed on as many directory type listings as possible (Angies List, Yahoo Local Directory, Judy’s Book, Yelp.com, Etc.).
- **Create Interesting Content / Articles** about your industry - this is probably the **#1** source of inbound links because you can write an article about “Dental Health Tips” and push it out to thousands of article directory sites, each containing a link back to a specific page on your site.

If you build out your site for your services and sub-services, optimize the pages using **SEO** best practices and then systematically obtain inbound links to those pages

and sub-pages, you will start to **DOMINATE** the search engines for the dentist related keywords in your area.

In order to help you determine what pages should be built out for your

site, we have research the most commonly searched dentists Related Keywords. By know these keywords and implementing them into your updated website, you can ensure that you don't miss out on valuable traffic to your site. On the next page is our list of the most commonly searched dental related keywords.

TOP DENTAL KEYWORDS

One of the most important components of Search Engine Optimization is Keyword Research. You need to know what people are actually searching for so that you can optimize your site for keywords that will actually drive valuable traffic.

Based on our research (reviewing the historic trends on Google, Yahoo & Bing) we have developed a list of the most commonly searched keywords for the dental industry.

Below is a list of the 15 MOST CRITICAL Keywords that you want to be sure you optimize your dental website for:

- Dentist**
- General dentist**
- Cosmetic dentist**
- Dental Clinic**
- Dental services**
- Dentist near me**
- Dental office in**
- Teeth whitening**
- Dental Whitening**
- Dental veneers**
- Teeth veneers**
- Porcelain veneers**
- Dental braces**

Invincible braces

Adult braces

DIRECTORY MARKETING FOR DENTISTS

Twenty years ago, you could place a BIG ad in the Yellow Pages and connect with a large percentage of your local customers when they were in need of your services.

Today, people go to a number of places including Google, Yahoo & Bing, but they also go to online directories. Below are the most important and searched directories that you want to make sure that you are listed in:

- Google Places
- Yahoo Local
- Yelp
- Bing Local
- YP.com

You can add your company to most of these directly FREE of charge and that will serve its purposes from a citation development perspective (getting your name, address and phone number more visible online, but don't count on these free listings to drive a lot of call volume or traffic.

If you have extra room in your budget, we have seen the following directories drive a solid ROI:

- Kudzu
- City Search
- Yelp
- Merchant Circle

7 SOCIAL MEDIA STRATEGIES FOR DENTISTS

There is a lot of BUZZ around Social Media (Facebook, Instagram, Twitter, YouTube), but how can Social Media be leveraged by a dentist? How can you actually use social media to grow your dental practice?

It all starts with understanding that Social Media is the new word of mouth. The best way to use Social Media is to enhance the engagement / loyalty of your existing customers and by extension of that and social media platforms, you will grow your repeat business and word of mouth business.

- Setup social media profile on the major social sites for your company:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - LinkedIn
- Send an email blast to your existing email list (if you have one) letting them know that you want to connect with them on social media & that you now have social profiles. Offer them some incentive to “Like You”, “Follow You” and / or “subscribe” to you.
- Discount off next purchase
- Discount for their friends and family
- Something of value for FREE
- Add social media to your day-to-day business practices and

systematically invite your customers to engage with you online.

- Add links to your business cards, brochures, marketing materials, website and email signature
- Be sure to invite all of your customers to engage after service via follow up email or as an insert in your invoice
- **POST VALUABLE CONTENT** – This may be the most important component of your Social Media Strategy. If you have thousands of fans and followers, but don't add value...you will have accomplished nothing. You need to post relevant updates, tips, ideas, techniques, news and special promotions on a daily basis. Try to keep 90% of your posts informational & 10% (or less) promotional.
- Engage with your customers – You need to stay on top of your social media profiles and engage with your fans / followers when / if they post or reply to your profiles.

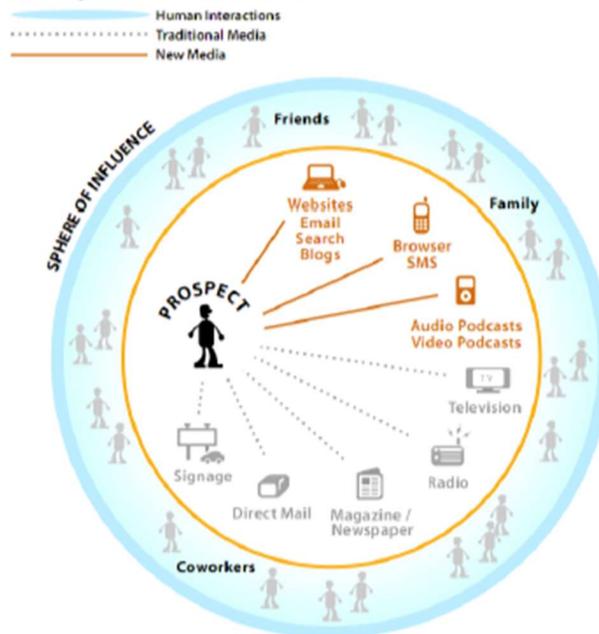
TIMES HAVE CHANGED

Has your business changed with it?

Looking at the infographic, below, you can see the old forms of media are really no longer the top places to market your business. Gone are the Yellow Pages, direct mail and signage. Those forms of media are still very expensive and give little ROI.

The top forms of media are now the Internet and social media. By reading this guide you are well on your way in the right direction.

The Sphere of Influence



YOUR COMPLETE WEBSITE CHECKLIST

Ideas for getting your website ready for the search engines

Domain name & URLs

Why this is important: The domain name is part of the identity of your business. The URL chosen can have a significant impact on brand identity and in a lesser extent, keyword ranking performance.

However, how your site domain name and page URLs function can have significant impact on the crawlability of the site, as well, as overall visitor and traffic performance.

- Short and memorable
- Uses Keywords
- Used in email addresses
- Uses Favicon
- Site.com redirect to www. version:
- Alternate Domain redirects
- Home page redirect to root
- No underscores in filenames
- Keywords in directory names
- Multiple pages per directory
- Registered for 5+ years
- Multiple versions:
 - .com
 - .org
 - .net
 - .biz

- __ Hyphenations
- __ Misspellings
- __ Product names
- __ Brand names
- __ Type-in keywords URLs

Site Logo

Why this is important: The logo lends directly to brand identity and site identification.

It also creates a certain element of appeal and professionalism in the mind of the visitor. It holds an important role in visitor assurance and navigation.

- __ Displays company name clearly
- __ Isn't hidden among clutter
- __ Links to home page
- __ Unique and original
- __ Use tagline consistently across site

Design Considerations

Why this is important: The site design is essentially the first impression that someone gets when they land on your site. You may have all your usability and SEO elements in place, but if the design is lacking then your visitor's impression of you will be lacking, as well. A visually appealing site can not only bolster trust

and credibility,
but it can make you stand out among other less-appealing sites in
your industry.

- Instant site identification
- Crisp, clean image quality
- Clean, clutter-less design
- Consistent colors and type
- Whitespace usage
- Minimal distractions
- Targets intended audience
- Meets industry best practices
- Easy to navigate
- Descriptive links
- Good on-page organization
- Easy to find phone number
- Don't link screen captures
- Skip option for flash
- Consistent page formatting
- No/minimal on-page styling
- Avoid text in images
- Font size is adequate
- Font type is friendly
- Paragraphs not too wide
- Visual cues to important elements
- Good overall contrast
- Low usage of animated graphics

- Uses obvious action objects
- Avoid requiring plugins
- Minimize the use of graphics
- Understandable graphic file names
- No horizontal scrolling
- Non-busy background
- Recognizable look and feel
- Proper image / text padding
- Uses trust symbols
- Works on variety of resolutions
- Works on variety of screen widths
- Mobile first
- ADA Compliance

Architectural Issues

Why this is important: Website architecture can make or break the performance of a website in the search engines. Poor architectural implementation can create numerous stumbling blocks, if not outright roadblocks, to the search engines as they attempt to crawl your website. On the other hand, a well-implemented foundation can assist both visitors and search engines as they navigate through your website, therefore increasing your site's overall performance.

- Correct robots.txt file
- Declare doctype in HTML
- Validate HTML
- Don't use frames

- Alt tag usage on images**
- Custom 404 error page**
- Printer friendly**
- Underlined links**
- Differing link text color**
- Breadcrumb usage**
- Nofollow cart links**
- Robots.txt non-user pages**
- Nofollow non-important links**
- Review noindex usage**
- Validate CSS**
- Check broken links**
- No graphics for ON/YES, etc.**
- Page size less than 50K**
- Flat directory structure**
- Proper site hierarchy**
- Unique titles on all pages**
- Title reflects page info and heading**
- Unique descriptions on pages**
- No long-tail page descriptions**
- Proper bulleted list formats**
- Branded titles**
- No code bloat**
- Minimal use of tables**
- Nav uses absolute links**
- Good anchor text**

- Text can be resized
- Key concepts are emphasized
- CSS less browsing
- Image-less browsing
- Summarize all tables

Navigation

Why this is important: A strong, user-friendly and search engine friendly navigation is essential in helping people and bots through your site. Your visitors need to find information quickly with minimal hunting and the search engines need to be able to follow the navigation to reach all site pages with the fewest number of jumps (clicks) necessary. If the navigation is broken or doesn't get people (or search engines) where they need to go, the performance of a site will suffer.

- Located top or top-left
- Consistent throughout site
- Links to Home page
- Links to Contact Us page
- Links to About Us page
- Simple to use
- Indicates current page
- Links to all main sections
- Proper categorical divisions
- Non-clickable is obvious

- Accurate description text
- Links to Login
- Provides Logout link
- Uses Alt attribute in images
- No pop-up windows
- No new window links
- Do not rely on rollovers
- Avoid cascading menus
- Targets expert and novice users
- Absolute links

Content

Why this is important: Content is an essential part of the persuasion process. Pretty, image-based sites may be appealing to the eye, but it's the content that appeals to the emotional and logical centers of the brain. The inclusion of content as well as the effectiveness of the writing are all crucially important to the sales process.

- Grabs visitor attention
- Exposes need
- Demonstrates importance
- Ties need to benefits
- Justifies and calls to action
- Gets to best stuff quickly
- Reading level is appropriate
- Customer focused

- Benefits and features
- Targets personas
- Provides reassurances
- Consistent voice
- Eliminate superfluous text
- Reduce/explain industry jargon
- No typo, spelling or grammar errors
- Contains internal contextual links
- Links out to authoritative sources
- Enhancing keyword usage (SEO)
- Date published on articles/news
- Web version of PDF docs available
- Consistent use of phrasing
- No unsubstantiated statements

Content Appearance

Why this is important: Great content can get lost if it's not easy to read or thrown into an otherwise cluttered page. Ensuring that your content fits visually into the site is just as important as having good content to begin with. If you want the sales message to get across, your visitors will need to read it.

- Short paragraphs
- Uses sub-headings
- Uses bulleted lists
- Calls to action on all pages

- Good contrast
- No overly small text for body
- No overly small text for headings
- Skimmable and scannable
- Keep link options in close proximity

Links And Buttons

Why this is important: Links and calls to action are a great way to allow visitors to navigate from page to page, finding the information they feel is important to helping them make the purchase decision. Without these calls to action many visitors will simply not know what they are expected to do next.

- Limit the number of links on a page
- Avoid small buttons and tiny text for links
- Leave space between links and buttons
- Avoid using images as the only link
- Link important commands
- Underline all links
- Accurately reflects the page it refers

Home Page

Why this is important: The home page is often the single largest entry-point. It is the page that gives the visitor the sense of who you are and what they can expect. Go wrong here and it can be all over before it begins.

- No splash page
- Instant page identification
- No Flash
- Provides overview of site
- Site purpose is clear

About Us Page

Why this is important: Studies have shown that conversion rates for visitors who have visited the About Us page increase measurably. Those who visit here are looking for a few extra elements of trust that will help them decide whether to continue on or move on. What they find can mean the difference in a conversion or the visitor leaving your site for a competitor's.

- Adequately describes company
- Shows team biographies
- Shows mission statement
- Up to date information
- Note associations, certifications and awards
- Links to support pages:
 - Contact page
 - Investor relations
 - Company news
 - Registration info
 - Job opportunities
 - Newsletters
 - Link to social media profiles

Contact Us Page

Why this is important: Those who land on this page are showing clear intent in wanting to get in touch with you. Providing only a few ways to contact you can alienate visitors who have a particular preference. Providing robust contact options and information ensures that you capture as many would-be customers as possible.

- Easy to find**
- Multiple contact options:**
 - Phone**
 - Fax**
 - Email**
 - Form**
 - Chat**
 - Customer feedback**
 - Street map**
 - Hours of operation**
 - Final call to action**
- Multiple points of contact:**
 - Customer service**
 - Tech support**
 - Inquiries**
 - General info**
 - Billing**
 - Management team**
 - Ad-free**

__ Form requires only essential info

Services Pages

Why this is important: The services page has a very singular focus. Its job is to provide the visitor with the information about the service they need to be convinced that it is exactly what they are looking for. If your service pages cannot convince visitors to call, then you're simply dead in the water.

- __ Visible calls to action
- __ Clear contact info (phone #)
- __ Consistent layout
- __ Clear service presentation
- __ Guarantee info
- __ Service description
- __ Customer reviews
- __ Clutter-free page
- __ Service Areas

Help And FAQ Pages

Why this is important: If your customers are digging through your help and FAQ pages, chances are they are close to making a decision to purchase and they just need a little extra bump.

- __ Avoid marketing hype
- __ Link to additional resources:
- __ Customer support
- __ Q & A

Privacy And Security Pages

Why this is important: While most visitors won't read Privacy and Security pages, they do provide necessary assurances that visitors look for in terms of being able to trust you. However, when visitors do click into these pages need certain information needs to be presented to them to ensure their needs are met.

- Present info in easy-to-read format
- Provide section summaries
- Identify information types collected
- Explain how cookies are used
- Explain how user information will be used
- Explain how info will be protected
- Link to these pages in footer
- Provide links to contact info

Site Map

Why this is important: Site maps provide a one-click path to any destination within the site and a way for the search engines to quickly find and index all site pages.

Ensuring that your site maps function properly is an important part in ensuring your visitors can find what they want quickly and all site pages get properly indexed.

- Keep information current
- Link to site map in footer
- Linked from help and 404 pages

- __ Provide overview paragraph
- __ Provide intro to main sections
- __ Visible site hierarchy
- __ Descriptive text and links
- __ Link to xml sitemap in robots.txt file

YOUR COMPLETE INTERNET MARKETING CHECKLIST

Checklist for off-page search engine optimization

Setup Your Company Website:

- Build out a page on your site for each of the services that you offer combined with your primary city and the sub cities that you operate
- Optimize the website from an SEO perspective
- Update the Title Tag on each page (Your City + [Niche Keyword]) sub-pages (Your City + Dentist), etc.
- Update the H1 Tag on each page to re-emphasize the keyword for that specific page
- Validate your HTML code so it is “spider” compliant (<http://validator.w3.org/>)
- Text link navigation at the bottom of the page. Use your keywords as anchor text.
- Your description tag needs to work hand-in-hand with the Title to get the searcher to “click” on the listing
- Every page should have a unique (60% of the words completely original) Title & Description
- Add ALT tags to your main graphics and do not attempt to fool the Search Engines here Place your keyword phrase in the following areas:
 - Title Tag
 - Meta Description

- H1 tag to begin the content
 - First paragraph of content
 - Appearing in Bold or Italic in the first three paragraphs of content (if possible, not that big of a deal)
 - Appearing in the filename (or directory name)
 - Used in anchor text to either an internal page or relevant external site.
 - Fix bad links and create XML Sitemap and submit to Google and Bing
 - Install Google Analytics for Tracking
- Claim Your Local Listings on:**
- Google
 - Yahoo
 - Bing
 - City Search
 - Angie's List
 - Kudzu
 - Judies Book
 - Best of the Web
 - Hot Frog
 - Merchant Circle
 - Yelp
- Setup Your Social Media Profiles:**
- Facebook
 - Instagram
 - Twitter

___ YouTube

___ Google Plus

___ LinkedIn

___ Ongoing Effort

Post to your blog at least once per week with some tip or industry information:

___ **Take that post and syndicate it to at least 10 online directory sites with appropriate**

link / anchor text pointing back to your site

___ **Post to your Social Media Profiles at least 2x per week with some tip of company info**

___ **Add at least 2 citations per week**

___ **Add at least 2 inbound links per week**

NEXT STEPS

Through the course of this guide, we have covered a lot of information and taken you step-by-step through How To Claim & Optimize your Google Business Listing, How to Optimize Your Website for the Most Commonly Searched dental Keywords in your area & How to Leverage Social Media to get more repeat & referral business. If you have taken action and followed our instructions, you should be well on your way to dominating the Search Engines for the dental related keywords in your area.

Need more help?

If you've gotten to this point and feel like you need some extra help to implement some of these ideas, we are here to support you. As experts in helping dentists across the nation, we have had tremendous success implementing these strategies. You can call us directly at (305) 615-3727 with any questions that you might have or [click here](#) to request a FREE online marketing evaluation. Our team will review your entire online marketing effort (Website, Competition, Search Engine Placement, Social Media, etc.) and come back to you with a complete assessment of where you can improve and what you can do to take your online marketing efforts to the next level.

Request A Free Custom Online Marketing Evaluation Now.

https://topbizsolutions.com/services/marketing_evaluation/

