

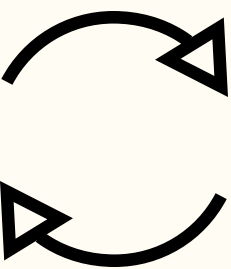
THE INSIDER'S GUIDE TO

ONLINE MARKETING FOR DENTISTS



#1 Know your message, market and medium

Online marketing for your dental practice starts by answering three questions. Who's your market? What's your message? What's the medium for communicating?



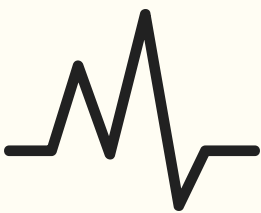
#2 Online marketing is dynamic. Go with it!

Online marketing is highly dynamic. Stay open to new ideas and ways of doing things, but still apply timeless marketing principles.



#3 Keep learning

Because online marketing is dynamic, it's necessary to keep learning. Understand enough to ask quality questions.



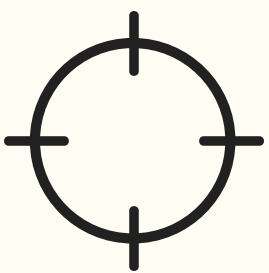
#4 Make data your friend

Data tells the story about your online marketing performance. Use it wisely to help test, measure and optimise.



#5 Know on-page and off-page

Know the difference between on-page and off-page. Connect the two for best results in ranking and searches.



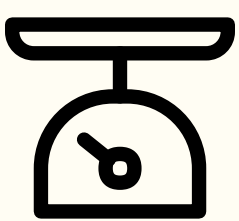
#6 Understand SEO

Know enough about SEO to ask the right questions and to assess whether your SEO strategy is working.



#7 Be keyword savvy

Your SEO campaign starts with a keyword list. Keywords make online content relevant - a must for any dentist.



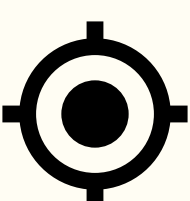
#8 Strike a balance

Strike a balance between keywords (information that's relevant) and content that connects to your market.



#9 Understand how Google works

Recognise the right keywords, meta descriptions and content to optimise web page performance.



#10 Think like Google

Google loves smart keywords. Find a similar word or term for your keyword and use that too. Google *will* find you!

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#11 Not all links are equal

Supercharge your ranking in searches by using quality links - on and off the page.



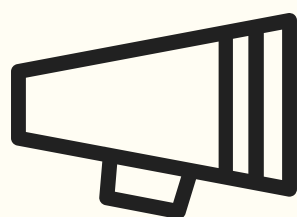
#12 Use a consistent NAP

Use the Google My Business listing format to be sure your practice NAP (name, address and phone number) shows everywhere consistently.



#13 Understand pay-per-click

Three things to remember about pay-per-click: relevant content, keywords that work, test and measure performance.



#14 Have a super strong call to action

Use functional, relevant click-to-call buttons as strong calls to action that connect and convert.



#15 Google for search, Facebook for leads

Where Facebook 'warms up' a lead, Google kicks in when a patient is ready to engage. Adjust your online marketing accordingly.



#16 Create content

Get creative with content by incorporating videos, images and words into your online marketing activities.



#17 Be mobile friendly

To be mobile friendly, a website must say who you are, what you do, and where you're located, quickly.



The Wrap Up

Online marketing for dentists is an ongoing business function. This guide captures great insider tips that work. Try one and keep working through the guide.



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