



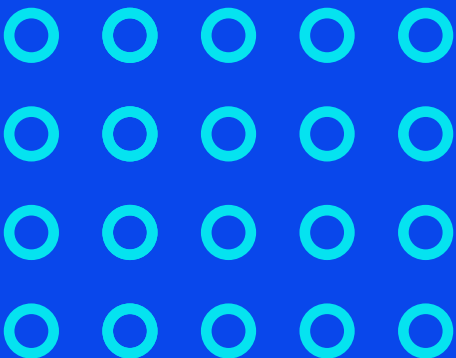
**Patient
Show**

ATTRACT MORE PATIENTS ONLINE

A CHECKLIST FOR DENTISTS

Welcome to our specialized New Patient Attraction Checklist designed exclusively for dental practices. This comprehensive guide aims to streamline the process of optimizing your online presence, ensuring that it resonates with both existing and potential patients. Each step is presented in a straightforward manner, removing any complexities tied to industry jargon. As you go through the checklist, you'll find opportunities to refine your digital strategy and, in turn, elevate your practice.

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Google Business Profile

Your Google Business Profile is crucial for local rankings. It boosts your practice's visibility in Google searches and Google Maps, helping potential patients easily find you. It's an essential tool for displaying important information and engaging with your audience, all of which drive organic traffic and build trust.

Ensure your foundational practice details are up-to-date on your Google Business Profile:	Business Name is correct and updated	Main Phone Number is correct
	Current Physical Address has been added	Website Address is accurate and updated

Activate tracking URLs for better insights	
Tracking URLs help you understand how people find your practice online. Create and add these special web addresses to your Google Business Profile to monitor the success of your marketing efforts. It's an essential tool for displaying important information and engaging with your audience, all of which drive organic traffic and build trust.	Tracking URLs are set up and added to Google Business Profile

Categorize your services for easy searchability	
Organize your dental services and products into clear categories. This makes it easier for potential patients to find exactly what they're looking for, boosting your online visibility.	<p>Dental services are categorized (Example: Dental Clinic)</p> <p>Products are listed (Example: Emergency Dentistry)</p>

Keep your profile engaging	
Maintain an active and responsive profile to keep potential patients interested and to improve your online reputation.	<p>Posts are updated regularly</p> <p>Reviews are regularly replied to</p>



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Third-Party Reviews

Your online reputation goes beyond Google; it's shaped across multiple platforms like Yelp, Healthgrades, and even social media. Good reviews not only boost your image but also impact your Local Online Presence positively. These reviews influence your practice's rankings on Google and contribute to building trust with potential patients.

Reviews across platforms are monitored and replied to

A strategy for encouraging positive reviews from happy patients is in place at your practice

Local Rankings & Competitors

Knowing where you stand locally is crucial for any dental practice. This section helps you identify which keywords and phrases are drawing people to your services and how you fare against local competitors. By optimizing your keywords and understanding your market position, you can better target potential patients in your area.

Target effective keywords for your practice

Find out which keyword terms bring potential patients to your practice to improve online visibility.

Keywords are researched based on what people search on Google

Maintain a quality backlink profile

Ensure your practice's website is linked to by reputable websites to boost your site's credibility and Local Visibility.

Backlinks are reviewed and assessed using a backlink auditor tool

Keep your listings authentic

Ensure all online listings of your practice are accurate and compliant to improve trust and search rankings. Search for your practice's name on Google and check all results to ensure the information shared there is accurate.

False or misleading listings are reported

Listings with violations are reported



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Name, Address, Phone Number, Website Audit

Listing your practice consistently in online directories—also known as citations—helps to improve your website’s ability to be seen by more potential new patients in Google Search Results and other Search Engines. A consistent Name, Address, Phone Number, and Website (NAPW) across all platforms boosts your practice’s credibility and visibility in local search results.

List your practice in online directories

Get your practice’s name out there by listing it in relevant online directories to enhance your online presence and SEO.

Citations are created in online directories (Example: yelp.com)

Claim and update existing listings

Take control of pre-existing online mentions of your practice by claiming and updating them. This ensures your information is consistent and accurate across all platforms, which is crucial for your website’s ability to be seen by more potential new patients.

Existing citations are claimed and updated

Practice details are consistent across platforms

Backlink Audit

Review the websites linking to your practice and the internal links within your site. High-quality backlinks boost your credibility and SEO, while well-organized internal links improve user experience.

Evaluate your backlinks for quality

Assess the websites linking to your practice to ensure they’re reputable, which in turn enhances your site’s credibility and Online Local Rankings.

Backlinks are reviewed

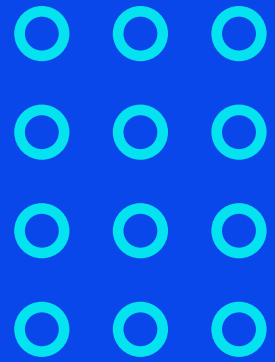
Check internal site links for consistency

Ensure all internal links on your site are working and logically organized, enhancing both user experience and your website’s ability to be seen by more potential new patients. You will want to have hyperlinked text on your main service pages and homepage that links to other pages within your website. This is what we mean when we say ‘internal links’.

Internal links are properly organized



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Now that you've walked through the checklist, you're one step closer to enhancing your online presence.

If the journey seems daunting, don't hesitate to reach out. Our team is here to guide you through every digital stride.

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