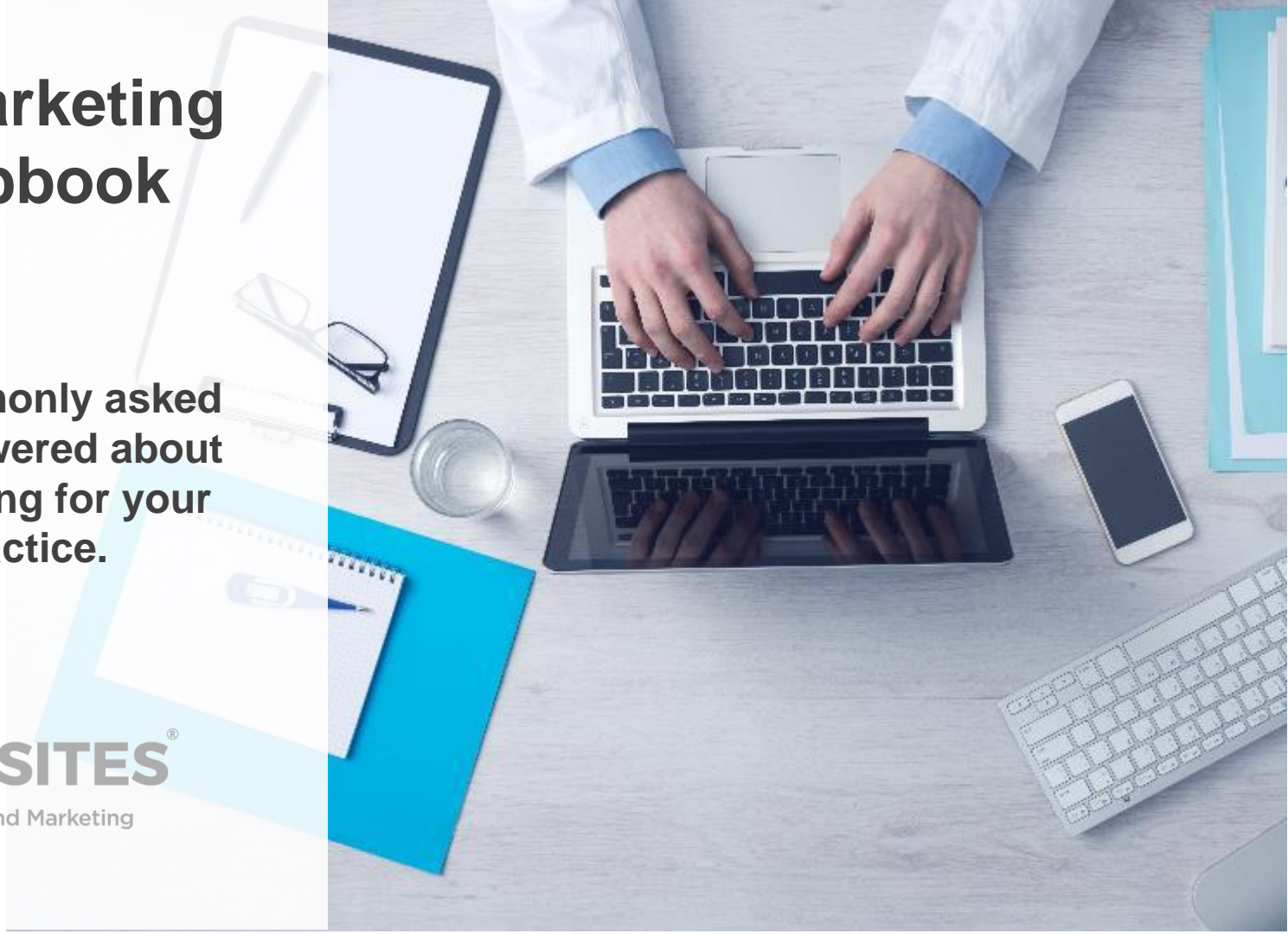


Search Marketing Q&A Flipbook

The most commonly asked questions, answered about search marketing for your dental practice.



Executive Summary

It used to be that the only way you could market to prospective patients was through traditional marketing, where you interrupted them during a TV show or while listening to the radio. Usually, they'd tune you out.

Today, thanks to Internet search engines, you are able to get in front of prospective patients and become the solution, rather than an interruption, by appearing in search results right when patients are seeking a specific service that you offer.

When your business is listed on page one of the search results, it gives online searchers confidence that your practice is one of the best options available. How you get your website to the top of these relevant search results is through **search engine optimization (SEO) and pay-per-click (PPC) advertising**. Together, these efforts are known as **search engine marketing (SEM)**.

SEM can not only provide a greater return on investment over other forms of marketing, but it's likely that your competitors are doing everything they can to improve (or simply maintain) their position within search results, too. If you aren't implementing search marketing for your practice, your competitors may be grabbing the attention of prospective patients who are looking for services like yours.

This flipbook will teach you the basics and answer the common questions that most dentists have about search engine marketing.

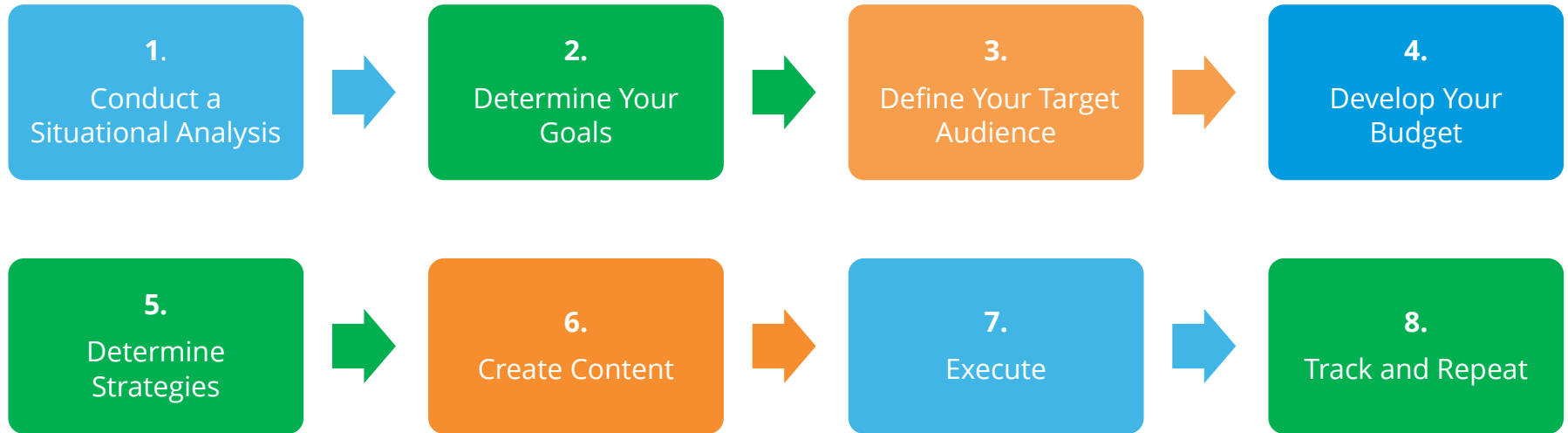
Question

How do I get started with marketing?

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First, it's important to have a strategic marketing plan to ensure your search marketing strategy aligns with your overall practice marketing goals. Below are the basic steps for creating an effective strategy, but you can get more details [here](#).





Question

Why does my practice not show up on Google?

Why does my practice not show up on Google?



First, make sure your practice is *truly* not showing (i.e. being indexed) on Google. There's a chance that it is simply ranking low or not ranking for the keyword that you are searching for.

You can do this by checking [Google Search Console](#). This website will show you if your website is being indexed, which keywords *are* indexed, and what the position is for, related to search queries.

You also want to see if you have a **mobile-friendly** website, as Google now displays these types of websites first when people do a search from their smartphone or tablet to ensure the best user-experience.

If you find that your website is *not* indexed by Google, we recommend submitting your website [here](#) and [set-up](#) a Google business listing.



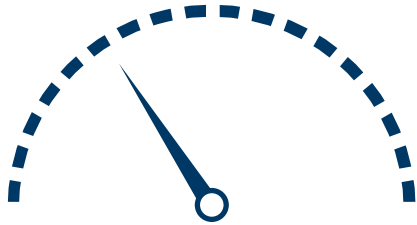
Question

How long does it take to get better rankings and see increases in my website traffic?

How long does it take to see better rankings on search results?



Rankings take a few weeks to months for improvement.



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

Results vary based on your market and amount of SEO.



Many factors impact how long it takes to see results (i.e. more traffic or ROI). This includes the size of your city, how competitive your market is, and what level of effort is going into your SEO strategy.

Be sure to define what success looks like.



Ultimately, not only do you want to see higher traffic, but a return on your investment. Search marketing, particularly SEO, does take time, but after one year, you should be able to see a difference.



Question

We lost our spot on Google even though we have the most reviews. What happened?

We lost our spot on Google even though we have the most reviews. What happened?



How your practice is ranked on Google (and other search engines) is comprised of numerous known and unknown reasons.

Here are a few reasons that you may have seen a shift in rankings:

- 1. Content:** One of the most important aspects of ranking well is content. It must be engaging, personal, and updated frequently. It also must be relevant to keywords that people use to find your practice's services, such as "family dentist in Chicago, IL".
- 2. Competitors:** The real problem may not be that you lost your rank, but rather one of your competitors gained it. This is one of the reasons that SEO is recommended; not only to help you achieve better rankings, but to help *keep* your position.
- 3. Errors or other factors:** Check [Google Search Console](#) to see if there are any errors on your website. Because Google is constantly changing its algorithm, there may be something that changed which caused your website to move positions. You also want to have a mobile-friendly website, as this now plays a large role in how your website ranks.





Question

What steps can we take to improve our position on Google and Bing?

What steps can we take to improve our position on Google and Bing?

Short Term Fixes

- **Verify your listings** are complete for [Google](#) and [Bing](#). These listings appear near the top of search results, and optimizing them can help your rank.
- **Consider PPC ads** like Google AdWords. With PPC, you can get immediate visibility on page one once your campaign goes live.
- **Have a mobile-friendly website.** This is a change that can have a quick and significant impact on your rankings.

Long Term Fixes

- **Update the content on your site.** Content is one of the key ways to boost your rankings. Personalize and optimize your content with phrases that searchers are likely to type into the search engine.
- **Implement SEO.** SEO takes at least 3 weeks to see results, but its efforts are part of a long-time strategy that helps you rank well for organic search results.

Question

I keep receiving emails about someone doing an SEO evaluation for me. Is it worth it to look into what they do?



Should we do an SEO evaluation?

First, find out how credible the company is.

- Are they promising page one rankings right off the bat?
- Are they experts in your specific industry?
- Will they give you a written report, or just try to sell you something?
- What type of data will be included in the report?

Recommendation:

Take advantage of the report if it feels right. Before you purchase anything, check with your website provider to see if they offer the same services that are being recommended and address any concerns that arise from the report.



Question

**I heard backlinks are good to have.
How do I get more?**

How do I get more backlinks?



Backlinks are links from another website that directs visitors to your website. It is one of the most important factors that search engines use to determine a website's ranking.

7 Ways to Generate Quality Backlinks:

1. Submit your site to online directories like HealthGrades.com, RateMDs.com and Vitals.com.
2. Guest blog for someone in your industry with a link to your site in the author bio.
3. Answer questions on Q&A websites like Yahoo! Answers with a link to your website within your signature line.
4. Join your local Chamber of Commerce and the Better Business Bureau.
5. Fill out your social media profiles correctly with your website information.
6. Volunteer for a case study and ask the company to link back to your website when they post the case study.
7. Contact your alumni association and ask them to list your website online under their membership directory.

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



Question

Do I need to continue SEO services once my rankings are doing well?

Do I need to continue SEO once my rankings are doing well?



Yes. Because your competition is doing some form of SEO as well.

SEO is not just made to get you to the top of search results, but also to help you maintain your position while people try to take your sought-after spot.

Think of SEO as a game of King of the Mountain. If you stop playing, you will fall.

It's easier to get knocked off the top when you're in a competitive market.

Refocusing your efforts to emphasize off-site optimization can help keep your rankings.





Question

Why is my practice not showing up in the map results but it is showing up organically?

Why is my practice not showing up in the map results but it is showing up organically?



There may be issues with your off-site optimization.

This means that while your website might be optimized, there are certain off-site optimization efforts (on third party sites) may be lacking.

As mentioned before, backlinks are a huge way that you can boost your rankings online. Refer back to page 14 or [get this free whitepaper](#) for ideas on how to generate more backlinks.

You also want to **check for business listing consistency**. Duplicate business listings are common and can have a negative impact on your rankings.

Here's how to check your listings:

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





Question

Should I do pay-per-click advertising in addition to search engine optimization services?



Things to Consider:

How well is your website performing on search engines?

- If your website is not ranking well but you are optimizing it, then pay-per-click ads can help you appear on the first page of search results while your SEO strategy starts to take effect.

How aggressive do you want to be with your marketing?

- Paying for pay-per-click ads and ranking well organically can help you dominate search results.

Recommended Downloads:

Whitepaper: [Local Search and How It's Affecting Your Practice](#)

Whitepaper: [Get More Profitable Patients with Google AdWords](#)



More Resources

ProSites Blog



Helpful articles about
other related
marketing ideas.

[Here.](#)

Webinars & Whitepapers



Get recorded webinars
and eBooks on all things
dental practice marketing.

[Here.](#)

Guide to Marketing



For dentists who want
to boost their online
marketing.

[Here.](#)

Thank you! We hope that you found this information helpful.

Over 7,500 dentists trust ProSites for their online marketing needs. We are also endorsed by 11 state dental associations and named a **2015 and 2016 Townie Choice Award Winner**, voted #1 in website design in marketing.

For more information about marketing your practice, request a [free demonstration of ProSites' online marketing services](#) or call (888) 932-3644.

