



YOUR GUIDE TO ATTRACTING MORE NEW PATIENTS ONLINE

Five online marketing strategies for dentists

In today's web-savvy world, your dental practice needs a strong online presence to thrive. While traditional referrals should be the main way you attract new patients, it's no longer the only way.

Word-of-mouth lives online now. Your next referral could come from Google, Yelp, Facebook or Twitter. With so many online options to choose from, here are five strategies that can help attract new patients to your dental practice.

1. BUILD YOUR WEBSITE WITH MOBILE PHONES AND TABLETS IN MIND

Your website must be mobile-friendly because:

- 57% of Internet users won't recommend a business with a poorly designed mobile site¹
- 80% of social media time is spent on a mobile device²
- Google rankings give preference to mobile-friendly sites³

Ask your web designer for responsive design, a type of code that allows a website to adjust to fit any screen size. Then your site will automatically look great on smartphones, desktops and tablets. Also, responsive websites may reduce loading times, bringing your message to online visitors faster.

2. RANK ON THE FIRST PAGE OF GOOGLE

To attract new patients and grow revenue, you must be

found on Google. Yes, there are other search engines, but Google holds the biggest share of the search engine market (64 to 67%).⁴ A first page position in Google search results is important because 75% of people never scroll past the first page of search engines.⁵

Two main forms of search engine marketing (SEM) will help your practice hit that crucial first-page spot: organic SEO (search engine optimization) and pay-per-click (PPC) advertising.

Organic SEO refers to a collection of long-term, ongoing strategies designed to help you achieve higher rankings without paying for advertisements. Organic SEO gets you the best results, but it may take about six months to see those results. It also requires continual effort—either by someone on your team or an SEO specialist.

Pay-per-click advertising, or PPC, is a faster method to rank high in Google search results. You can put your practice at the top almost instantly, and PPC guarantees you'll receive high rankings for certain

keywords. You write an ad for your practice, Google puts it on the front page, and you pay Google every time someone clicks on your ad. Once you stop paying, your ads go away. According to Google, businesses make an average of \$2 in revenue for every \$1 they spend on AdWords.⁶

For the best results, start with both organic SEO and PPC. After about six months, re-evaluate your performance and adjust your strategy accordingly.

3. FOCUS ON CONTENT

Your website should include basic information of course, such as contact information, directions, office hours, specialties and how to schedule an appointment. However, to stand out from the competition, you should add three types of content to your site: video, blogging and patient education.

Videos keep online visitors more engaged, about 65% of those who view a video click through to visit the website.⁷ Plus, you can convey more information about your practice than plain text allows, such as a virtual tour of your office. Blogging reinforces your practice's credibility and can keep potential patients on your site longer. When consistently updated, it can provide a sizeable boost to your SEO. Online patient education gives your community valuable educational resources they can access 24/7. This also helps establish you as the local dental expert.

4. USE SOCIAL MEDIA THE SMART WAY

Your practice doesn't have to be on every social network. Start with Facebook and Twitter, where the majority of social media users go. If you can't

post every day, at least post once a week. Share interesting videos, articles and updates about your practice. Respond to comments from patients (without revealing any private information). You can even post to fill last-minute cancellations.

5. TAKE CHARGE OF YOUR ONLINE REVIEWS

Online reviews may seem better suited to restaurants than dentistry, but they can be just as powerful as traditional word-of-mouth referrals. Here's why:

- 92% of new patients read online reviews before choosing a dentist⁸
- 76% of consumers trust online reviews as much as personal recommendations⁹
- 91% say positive reviews make them more likely to use a business¹⁰

You can take charge of your reviews by regularly checking and responding to Yelp, Healthgrades and other dental review sites.

Find out how to expand your web presence and attract more new patients online. Talk to your Account Executive about the eServices that Henry Schein One offers that may be best for your dental practice.

Henry Schein One combines leading practice management, marketing and patient engagement solutions into one connected management system to help you improve every aspect of your business—and your dental practice. When your practice technology works as one, your team can work smarter and faster while improving each step of the patient experience. To learn more, visit us at www.HenryScheinOne.com



**CALL TODAY AT
866-678-8312**

- 1 <https://socpub.com/articles/the-5-mobile-marketing-mistakes-infographic-14849>
- 2 <https://pbjmarketing.com/blog/nearly-80-social-media-minutes-spent-mobile>
- 3 <https://laser.red/2015/04/01/googles-new-ranking-algorithm-mobile-friendly-websites>
- 4 <https://www.statista.com/markets/424/topic/541/search-engines-seo/>
- 5 <https://blog.hubspot.com/insiders/inbound-marketing-stats>
- 6 <https://economicimpact.google.com/methodology/>
- 7 <https://www.videobrewery.com/blog/18-video-marketing-statistics/>
- 8 <https://www.firegang.com/how-top-dental-practices-beat-the-competition-using-online-reviews/>
- 9 <https://www.brightlocal.com/research/local-consumer-review-survey/>