

# Improve your Website and Search Engine Optimization (SEO)



Understanding the lingo SEO, SERP, Organic vs. Inorganic SEO, White Hat vs. Black Hat SEO and Mobile Optimized, will enable you to choose the best Internet marketing strategy to increase your website's presence and attract new patients.

## Internet Lingo

- **Search Engines** crawl the web for sites on the topic the viewer types in. Google is the #1 search engine of choice, followed by YouTube and Bing.
- **Search Engine Results Pages (SERPs)** are pages of results that relate to the topic the viewer typed into the search bar. Several pages of SERPs will show up, naturally you want your website to be at the top of the first page as most people will not click past the first page of results. This position will attract more traffic to your page, translating into more new patients.
- **Search Engine Optimization (SEO)** is an Internet marketing strategy improving a website's ranking on search engines by listing the site at the top of the first page of SERPs.
- **"Organic" vs. "Inorganic" SEO** are two different methods of driving traffic to a website. Organic SEO is natural (unpaid) and created by embedding keywords in your website that are related to your content, while inorganic SEO is Pay Per Click (PPC) such as Google Ad Words.
- **"White Hat" vs. "Black Hat" SEO.**
  - White Hat SEO is approved by search engines because it is organic, meaning that it is related to site content and not involved in deception. There is a one-time fee when the website is set up, and it lasts a long time.
  - Black Hat SEO is not approved by search engines because it involves deception by "gaming" the system with content the user cannot see. It is more expensive and short-lived as it involves re-occurring fees. Eventually search engines either temporarily or permanently ban the site. Google analyzes websites with the goal of ensuring their validity and that they are not using Black Hat SEO tactics.
  - If a doctor hires a company to provide SEO, it is wise to inquire if the company uses White Hat or Black Hat SEO tactics.

## Actions to Improve Your SEO

### Evaluating Your Website's SERP's Ranking

- **Search for your practice** as many different ways you think a parent would use to look for a children's dentist

in their area and also specifically for you and your practice on Google, Bing and YouTube (your website must have a video to show up on YouTube). For example: children's dentist Denver, Colo., kids dentist Denver, pediatric dentist Denver, dentist for kids Denver, your practice name, your name, etc. Ideally your website should appear on the top of the first page of SERPs. If you do not see this, then hire an expert to improve your website's SEO.

- **Set up your Google Places Page** with information that exactly matches what is on your website name, phone, address. Google Maps gets its information from your Google Places Page.
- **Search for your practice in Google Maps** by typing in the business name to see if it is accurately listed. Many people use Google Maps instead of Google as their primary business search engine.
- **Accumulate Google Rating Stars** through online patient reviews from your contact management software. This shows engagement with your site and increases your ranking with search engines. The stars that show up in the SERPs draw attention to the eye and take up an extra line of space for your site, they also increase the Click-Thru Rate (CTR) in search results. Parents are more likely to choose a doctor with more stars over one that is not ranked.
- FYI: Google+ Business Page is free and a competitor of Facebook. Unless you want to be posting to two different sites, just stick with Facebook.

### Optimize Website with Keywords

- **Keywords are phrases that a parent types in when searching for a dentist for their child.** Selecting the right keywords is important to your website's organic ranking and will result in higher rankings, greater traffic, and a higher return on investment (ROI) from PPC campaigns. Keywords are imbedded in your site and will take the viewer to your site's web page that contains information relevant to the selected search phrase.
- Some of the keywords chosen should describe your **core specialties and competitive advantage** which sets you apart from your competition. If your keywords are all generic, i.e. children's dentist Denver, then you will have a lot more competition in the



search. But if your keywords are more specific, i.e. compassionate children's dentist Denver, the competition will be less. However, your web content must discuss how you are compassionate with the children because the parent wants to read content relevant to the search words they typed in.

- **Discuss your practice's qualities in your website content.** Why do families love you? Are you child friendly, compassionate, fun, educational, experienced staff? What is convenient about your office? Location, hours, accepted insurance?
- You may need to improve your SEO through additional tactics (organic or PPC) to improve your ranking if your website developer has done other sites in your area because you probably have the same level of keywords optimization.
- **Brainstorm with your team** and compile a list of 5-10 search phrases that you feel best represent your practice and you think parents would type into a search engine when looking for a dentist. Once you have your list, test the keywords and see where your webpage comes up in the rankings. Talk to your website developer about the keywords that you have chosen and how to improve your SEO.

#### Linking Within Your Website

- **Every webpage should have links to every other page on your website.** This typically occurs at either the top or bottom of each webpage. This makes the website more user friendly and allows search engines to see all of your pages.

#### Links To and From Other Sites

- **Google increases the ranking of websites with links to and from other relevant sources.** Google sees this as giving your site more credibility and your content more value to the reader.
- **Set up URLs on keywords in your content.** URLs are underlined words that link to another source taking the reader to additional information on the topic. For example if your content talks about Early Childhood Caries (ECC), have it appear as Early Childhood Caries and set up a URL to additional information about ECC.
- **Create links on your website to other websites** that your patients and parents might be interested in. For example community parent support groups or the new website by the AAPD, <http://www.mychildrensteeth.org>, which is a wonderful consumer site for pediatric oral health care information.
- **Set up Back Links to your website.** These are links to your website from your Facebook, YouTube videos, Google Places page, Blog, etc.

#### Inorganic SEO-Pay Per Click

- **The most commonly used Paid Search Medium is Google AdWords** which uses an auction-style PPC model. You buy words/phrases that you think a parent would use to search for a dentist for their child in your area. Your site will show up at the top of the first page of SERP results in a highlighted box, along with other sites that bid on the same words that you did. Google analyzes thousands of factors for given keywords in order to calculate their true value. If it's a target keyword that you are competing for, you are placed in a pool of other bidders and pay a price for each click your ad receives. This is ideal for new practice websites because onsite SEO changes take anywhere from 14-90 days to have an impact on your organic rankings.

#### Blog Posts

- This is where Google finds current, original and relevant content which is powerful in increasing a website's ranking. The blog content should be updated once a month to stay current. If a blog does not change it will decrease in Google's ranking. When writing the blog, keep SEO in mind by including URL links to pages on your website and to relevant content on high quality sites.

#### User Friendly Website

- Your website should be a tool that parents and patients come back to over and over again. This keeps you at the top of their mind and creates patient loyalty. Also, Google increases a site's ranking with the more interactions it sees.
- **Make your website mobile optimized,** more and more people will use phones than computers for their business searches.
- **Own multiple domain names** that parents might use to find you/your practice name. All of these names can point to one site. For example, *drjones.com*, *drjohnjones.com*, *denverkidsdentistry.com*, *kidssmile.com*.
- **For new patients**
  - You are no longer in the game if your website is static, it is only a glorified brochure. **To be more competitive and current include a video clip of the doctor introducing themselves and talking about their practice philosophy.** This gives the prospective parent a chance to meet the doctor and get a feel for who he is. It is also advantageous to have a video clip of different team members talking about the practice and why they like working there and a video of parent or patient testimonials. Dentistry is about relationship



marketing and a parent cannot develop a relationship with a static website vs. a website with video clips of the doctor, team members and satisfied parents telling their story!

— **Make the top things that a parent wants to do when they visit a website easy to find:**

- # 1 Meet the dentist;
- # 2 Meet the team;
- # 3 See your location. Have a Google Maps link; and
- # 4 List which insurance plans you are a provider.

• For current patients

— Have your website be a resource of convenience and information. Parents want to be able to Log In to their account and do the following:

- Schedule and/or confirm appointment;
- Look up their account balance and/or make a payment;
- Update medical history; and
- Get information on dental topics.

Since SEO technology changes frequently, it is valuable to have an expert monitor and edit your website to maintain a high ranking.

**“Leaders have to act more quickly today. The pressure comes much faster.”**

*Andy Grove*

## **Need help sticking to a marketing plan? Wondering where to begin?**

You may ask yourself...

- What are the best marketing tactics for my practice?
- How do I determine a budget?
- How do I get the best online presence to attract new patients?

**Let us help you build a strategic plan that will help you market more efficiently and effectively.**

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