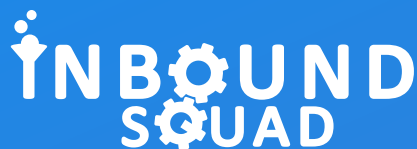


Inbound Marketing

for Dental Professionals





Inbound Marketing

Inbound marketing can help grow your practice in a variety of areas.

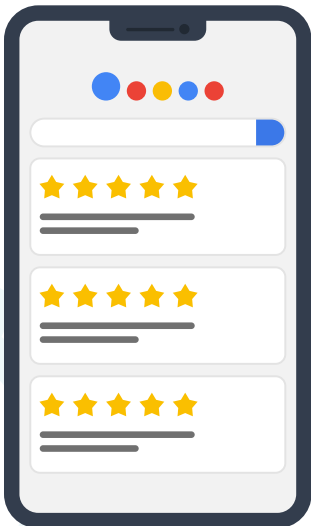
Instead of asking the question “how can I get potential patients to notice me?” The main question your inbound strategy asks will be, “how can I be the best option for my patients needs?”



SEO

One of the biggest benefits of having an inbound strategy is using it for strong local SEO. Nearly half of all Google searches are local, and your potential patients are using Google to find you.

86% of consumers rely on the internet to find a local business. Of this 86%, 50% of users that conducted a mobile search will visit the location within one day.



89% of people search for a local business on their smartphone at least once a week.

Over **55%** of all online traffic comes from mobile devices - have you optimized your website for mobile yet?



Reviews

Online reviews are great for local SEO, too! They help to paint an accurate picture of your practice, and Google factors them into your ranking. This is because Google's sole responsibility is to provide searchers with the best possible content.

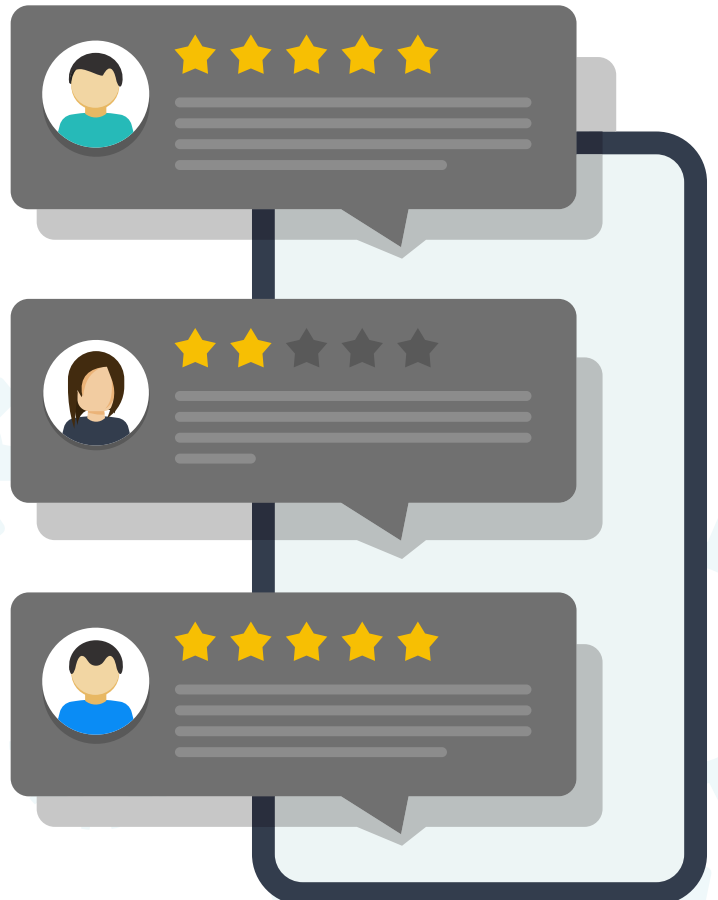


Users take online reviews and recommendations seriously, even if they're from a stranger.

92% of users invest time into reading online reviews.

80% of users trust online reviews as much as they trust personal recommendations from family and friends.

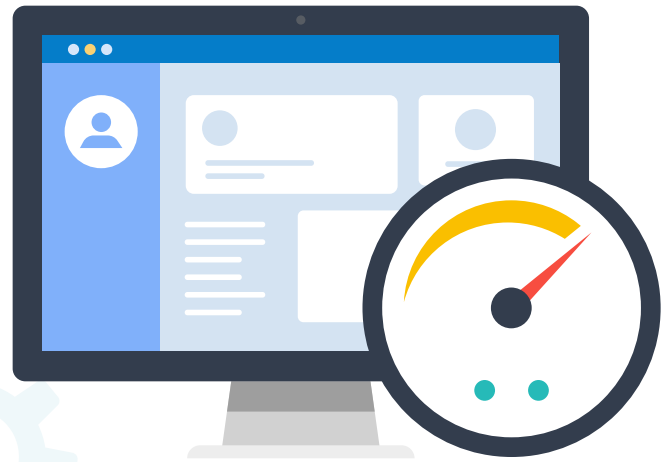
40% of your potential patients will form an opinion from reading just one to three reviews.



On-Page SEO

SEO is all about being user friendly. Within the first **7 seconds** of interacting with your page, patients have already made up their minds about you based on your content.

So, what type of first impression do you want to create for them so they'll stay on your page?



First things first, you want your website to be fast. Responsive and fast web design is essential for SEO and improves user experience. According to Google, **53%** of mobile users will abandon websites that take over 3 seconds to load.

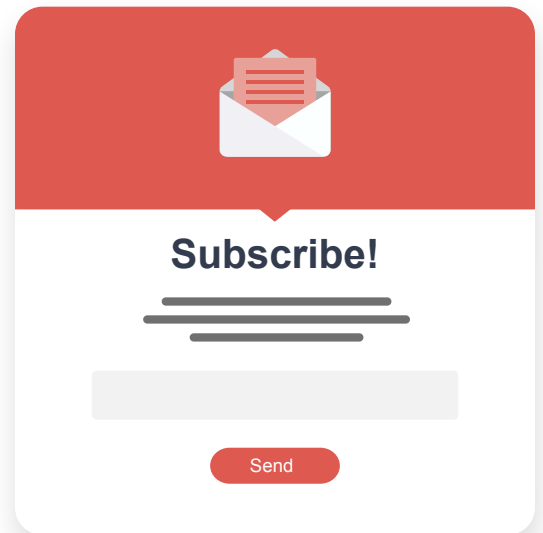
On-Page SEO



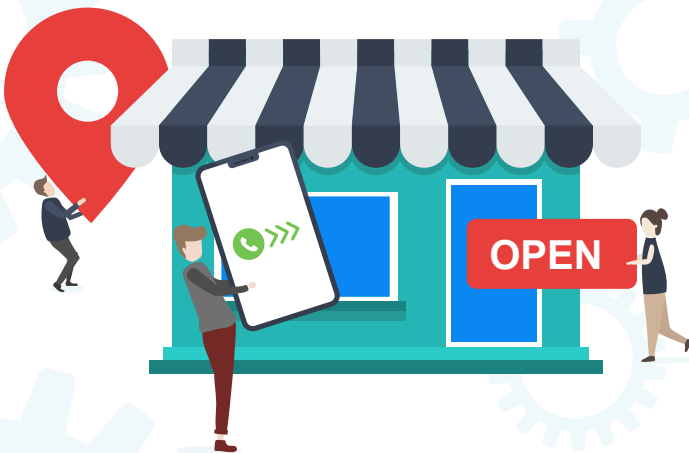
You'll also want to go easy on the ads. Ads can be distracting and frustrating.

Organic visitors are often deterred by anything over **2 ads**.

If your patients are visiting your page, it's likely they're there for information - don't smother them with call to actions or pop up forms that could deter them from staying on your page, and potentially converting to your practice!



Lastly, pages that have filled out all of their business information are favoured by Google, and deemed trustworthy!



Social Media



Social media isn't just for millennials anymore. Social media platforms capture **33%** of the total time users spend online, with this number expecting substantial growth.

Google has clarified that social media isn't a factor in ranking web pages. Alternatively, being active on multiple platforms can still do great things for your local prominence online.

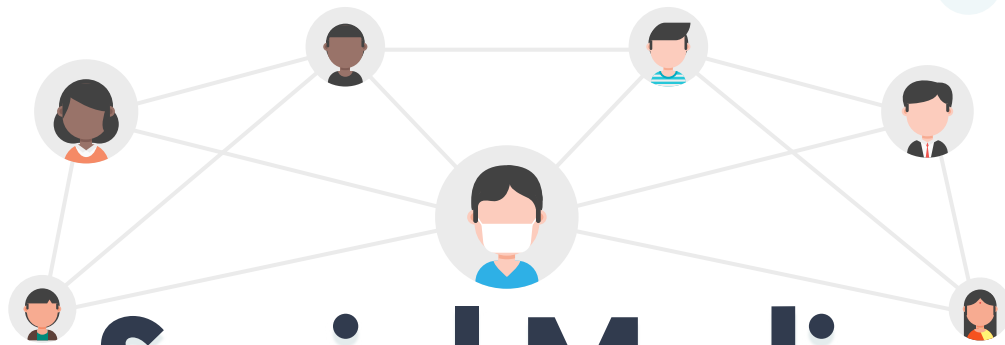


The more content you have online and the more people are sharing and discussing it, the greater your chances of increased exposure become.



Roughly 2.8 billion people worldwide are active social media users, and this number includes your patients.





Social Media

Embracing social media gives you a chance to build personal connections with prospective and current patients online!

This is an opportunity to paint your brand in a warm light, straying far away from any scary implications that can often accompany dentistry. Even better yet, social media enables you to join the conversation online.



Did you know that **34.5%** of consumers prefer customer care through social media?

This is just another platform for you to answer questions, resolve issues, and gain valuable insights from your patients, while being in the know about all things