

4 Local SEO Strategies to Draw In Patients

Tens of thousands of students graduate from dental school every year. Add that number to the hundreds of thousands of dentists that are already working in America and dental practitioners start to see an issue...

Competition is on a steep rise.

While the dental profession is notorious for its stability, the industry's projected growth over the next decade is going to lead to a progressive squeeze on dentists that are managing their own practice.

Fortunately, sophisticated local SEO strategies can help you get ahead of competitors by engaging prospective clients in meaningful, local-focused ways.

Below, our group of dental digital marketing experts share with you 4 simple tips on how you can optimize your practice's results when users are searching for dental services in your area.

Create & Maintain Social Profiles

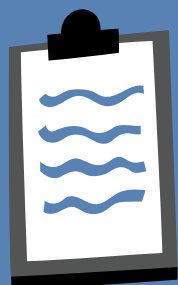


The more social media profiles you have that make mention of where you're located, the more context you're giving to search engines regarding local search.

SEO strategies that revolve around building social media profiles on a lot of different platforms could backfire if you don't upkeep all of those profiles.

To ensure that you're always presenting your practice as professionally as possible, only build out profiles on platforms that you intend to manage.

Get Listed in Local Online Directories



There are a lot of online directories that aggregate local businesses. Most don't cost anything to get listed in so start digging up a few and registering your business.

Claim Your Google My Business Page



One of the lowest hanging local SEO strategies you can leverage as a dental practitioner is registering your business with Google My Business. Google My Business is the tool Google utilizes to collect information about brick and mortar operations that it then uses to help inform its search engine results and Google Maps listings.

Respond to & Request Google Reviews



The way your office is reviewed by patients has a direct impact on your search engine rankings. Furthermore, if you have a high volume of reviews that passively make mention of your location, that creates more context for search engines on where you're based that could improve your local rank.