

Get Your Dental Practice Found Online

The 5 key building blocks you need to make sure new patients find your practice online.



Is Your Dental Practice Visible?

"The phone just isn't ringing enough."

"If you look for a dentist online, my practice doesn't show up."

"We roll out the red carpet for our patients, if we could just get more in the door, I know we could keep them."

Do any of those concerns sound familiar?

You're not alone.

We hear a version of these statements from nearly every dentist who comes to us for help with dental marketing. They feel like their practice is "invisible" and they're just not showing up.

In this guide we're going to share the 5 key building blocks to a highly visible dental practice, enabling you to create massive exposure and attract more new patients.



#1

Your Dental Practice's Website

Think of your website as the foundation of your practice's online visibility. It is the support structure keeping your online presence strong.

While a foundation is essential, it isn't enough. **For example**, you wouldn't be able to live or work in a building that only has a foundation with no roof or walls, right?

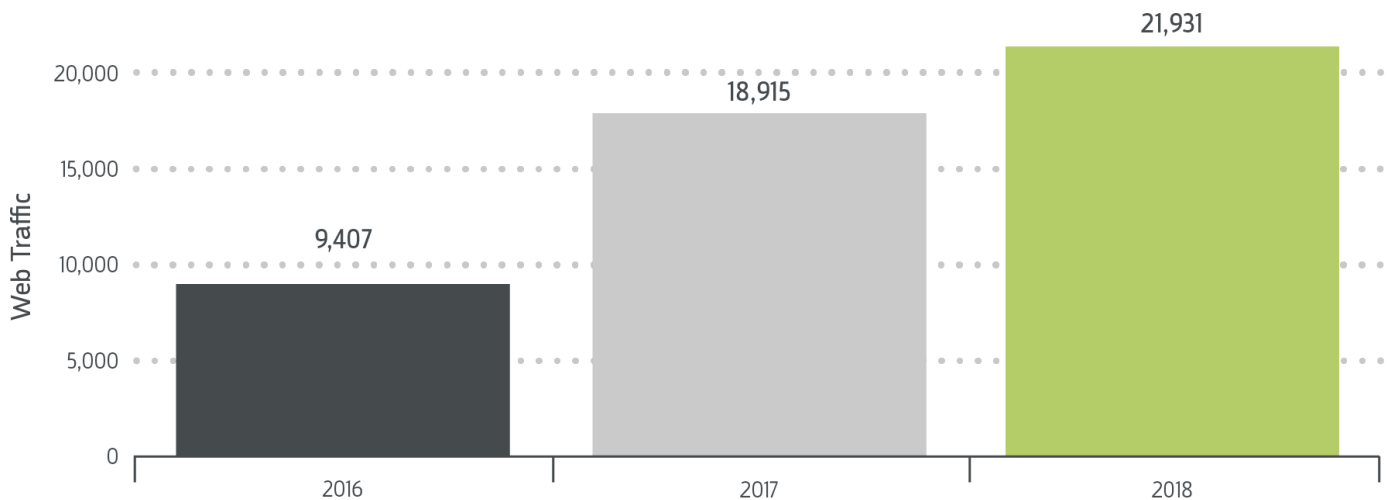
At Firegang, we often see dentists make the mistake of assuming a visually "pretty" website will automatically attract the new patients they need.

Your website is important, but it's only one piece in the bigger picture of your practice's online visibility.

The truth is, even the best-looking modern website won't be enough to attract the dental patients you need. **Your website is important, but it's only one piece in the bigger picture of your practice's online presence.** As the foundation, it will support every dental marketing strategy and campaign you "build" on top of it.

As your online visibility improves, the number of potential patients visiting your website will increase.

Below is an example from one of our clients in North Carolina. This practice's online presence is consistently monitored and improved, which is why we continue to see year over year growth in both website traffic and new patient numbers.



Provide An Excellent Patient Experience On Your Website

You work hard to provide a superior patient experience in your dental office. If you want to improve your online presence, you have to take the same kind of care with your website.

Below are 3 of the most important features of your website that increase the chances of new patients scheduling an appointment.

1 Make Important Information Easy To Find

The way you organize your website is vital. Both for improving your online visibility and converting your site's visitors to new patients.

Search engines like Google "crawl" your website to find important information. If information is hard to find or isn't organized properly, search engines will list your website lower in search results.

Search engines aren't the only ones looking at your website. The design of your site needs to help visitors find exactly what they're looking for in the least amount of time possible.

Follow the **"three clicks rule"**: any information on a website should be accessible to a visitor in *no more than 3 clicks*.

The screenshot shows a website header with a navigation menu: Home, Areas Served, Emergencies, About Us, Services, New Patients, Offers, Financing, Patient Education, In The News, Careers, Contact. On the right, there are social media icons for Facebook, Twitter, and LinkedIn, and a phone icon with the text "(800) VIP-SMILE (855) 316-8180". Below the phone icon are two buttons: "PATIENT FORMS" and "BOOK AN APPOINTMENT". The main content area features the text "Comprehensive Dental Care in South Florida" and "Affordable Dental Care". A testimonial from Kimberly J. is visible at the bottom left, showing five stars and the text "I became a patient here over 6 years ago. My son has been a patient for...".

Firegang Client Website Example

A Clear Menu Makes Information Easy To Find

Contact Information On Every Page

2

Write Your Website Content In Layman's Terms

The content on your website needs to be easy to understand for potential new patients.

Not only will this ensure you convert more visitors to new patients, but it also helps keep your practice on the first page of Google's search results.

For example, the average person suffering from bleeding gums doesn't know to search Google for "periodontal treatment".

Instead they'll likely search for "gum disease" or "bleeding gums."

Below is an example from a Firegang client website.

You can see that periodontal care is still mentioned, but it is explained clearly. The header title on the page contains "Gum Disease", which is the term most people would search for using Google or another search engine.

Home About Us ▾ Our Services ▾ Emergency Care New Patients ▾ Contact Us

Gum Disease Treatment in Rockville, MD

MEET DR. PINSKY
Get to know Dr. Pinsky and Associates when you call State of the Art Dental Group in Rockville today!
We're always accepting new patients.

BOOK AN APPOINTMENT

SCHEDULE YOUR VISIT NOW!

New Patient? Yes No

Is this an Emergency?
 Yes No

Full Name

E-Mail Address

Phone Number

Your Message

CONTACT US

Privacy - Terms

Gum disease is a serious condition that doesn't just lead to tooth loss – it can also impact your quality of health. Dozens of conditions ranging from heart disease to diabetes have a direct correlation with serious oral infections like periodontal disease.

What is Gum Disease?

When gingivitis goes untreated, it can spread deeper into the gum tissues and even the bone. As a result, you may experience symptoms such as:

- Tooth mobility
- Gum recession
- Bad breath
- Loss of bone height
- Loss of teeth
- Food packing under the gums or between the teeth
- Gums that are swollen or bleed easily

Gum Treatments

3 Include Keywords On Each Page

Each page on your practice's website needs to have one central keyword or keyword phrase. For example, your website's home page should target the keyword phrase "Dentist In (Your City)."

Each service page on your website also needs to have a clear keyword identified. For example - dental implants, Invisalign, emergency dentist appointments, family dentistry, etc.

Once you've identified a keyword for each page on your website, write the content to support that keyword.

The example below is from a Firegang client's website. This page is all about dental implants, so the content naturally supports that keyword. When someone searches for "dental implants" in this client's geographical area, this website will show up in the search results.

HOME ABOUT US ▾ OUR SERVICES ▾ NEW PATIENTS ▾ PATIENT TESTIMONIALS SPECIAL OFFERS CONTACT US

Dental Implants: Restoring Your Natural Smile

At Woodland Family Dental, we want to help each of our patients love their smiles. Tooth loss can be demoralizing and present practical difficulties. For patients coping with tooth loss, Dr. David Welton offers treatment to help restore your natural-looking, comfortable smile with dental implants.

Dental implants are the preferred tooth replacement option because they are permanent, stimulate bone growth, and help maintain a more youthful appearance. Prostheses supported by implants do not slip or slide, causing discomfort and self-consciousness. Dr. David has additional training in implantology, and particularly enjoys placing dental implants for our Post Falls patients!



Are Dental Implants Right For You?

Are you missing one or all of your teeth? Regular flossing, brushing, and preventive checkups allow some people to maintain their natural smiles for a lifetime. However, sometimes our teeth just can't keep up with our busy lifestyles! If you've lost a tooth (or teeth) due to injury or decay, dental implants could be the right solution to help repair your oral health and rejuvenate your smile.

Dental implants are well suited to patients who are in good general health, who have enough bone density in the jaw to support them, and who do not have periodontal disease. If you are wondering if you would be a good candidate, call our Post Falls office to schedule a consultation with Dr. David Welton.

#2

SEO

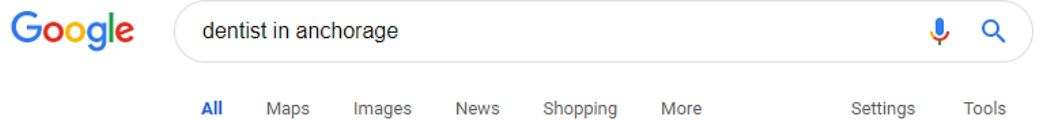
Is Your Dental Practice Invisible?

Worried that potential new patients may have trouble finding your practice when they search online?

Try this simple test: Using an **“incognito window”** to search Google, search for the **keywords Dentist + [Your Area]**. Your area could indicate your town, city, or state. Press enter and analyze the search results.

Are you showing up?
Is your practice in the top 3 dentists listed?

If you're not showing up on the first page of Google's search results, your competitors are. If your practice fails this local search test, you could be losing huge numbers of potential patients. Patients can't book appointments for a practice they can't find.



Rating Hours

Anchorage Midtown Dental Center

4.8 ★★★★★ (234) · Dentist
Anchorage, AK · (907) 562-6456
Closed · Opens 8AM

WEBSITE DIRECTIONS

South Anchorage Dental Center

4.7 ★★★★★ (92) · Dental clinic
Anchorage, AK · (907) 248-7275
Closed · Opens 8AM

WEBSITE DIRECTIONS

bty DENTAL - Tikahtnu

4.8 ★★★★★ (266) · Dentist
Tikahtnu Commons
Anchorage, AK · (907) 333-6666

WEBSITE DIRECTIONS

**Firegang Client #1
In Search Results
For Their Area**

What Is SEO?

SEO (Search Engine Optimization) is a dental marketing strategy that can be difficult to explain clearly and often causes confusion. A bare-bones explanation of SEO is the process of making a website appear higher in Google's search results.

However, the simple explanation of SEO doesn't clearly explain exactly how SEO works and why it is so important for dentists, so let's look at dental SEO through the lens of a metaphor.

Think of the internet as a library. Every single website that exists is a "book".



Every Book Represents A Website

Now, think of Google as a librarian within that vast library.

A librarian's job is to make sure a wide variety of books are available to anyone who comes into the library. The best librarians work hard to make sure any book they recommend to someone meets their needs and answers their questions.

Now, think of your dental practice's website as one book in that giant library. With all that information available, how can a person who is looking for your "book" find it?

If you think about SEO within the confines of this library metaphor, SEO is the process of writing, arranging and updating your "book" to better match the "librarian's" strict criteria for recommending your "book" to anyone searching for a dentist in your area.

The Top 32 Online Business Directories

Below is a list of the most important online business directories. Your dental practice's information needs to be included and 100% correct on all of these sites.

Check each site to ensure your practice's name, address, phone number, website and operating hours are listed correctly.

Search engines like Google rely on these directories to provide correct information on local businesses. **If your practice is listed incorrectly on any of them, it can keep new patients from finding you in their search results.**

- » **Acxiom**
- » **ExpressUpdate**
- » **Localeze**
- » **NPI**
- » **Google My Business**
- » **Bing Places**
- » **Mapquest**
- » **Facebook**
- » **Yelp**
- » **Yellowpages**
- » **Superpages**
- » **Dexknows**
- » **us-business.info**
- » **Foursquare**
- » **Apple Maps**
- » **Manta**
- » **Nextdoor**
- » **Glassdoor**
- » **LinkedIn**
- » **Alignable**
- » **Opencare**
- » **Healthgrades**
- » **RateMDs**
- » **EveryDentist**
- » **DentaGama**
- » **Wellness**
- » **Rank My Dentist**
- » **Kareo**
- » **WhatClinic**
- » **Healthtap**
- » **Vitals**
- » **Doctor.com**

#3

Online Reviews



Online reviews are the third vital element that improve your visibility to new patients.

It's not only about getting positive reviews. It's about ensuring potential patients see your reviews.

When you look for a reputable business online, what's your go-to search method?

We guarantee your answer isn't a third-party review site like Rateabiz or Healthgrades.com.

The same is true for dental practices. People aren't going to those third-party sites to look for your practice, so why have reviews posted there?

Getting positive reviews from happy patients is always a coup for your practice - but remember, it's not only about getting those 5-star reviews. **It's about making sure you can use those reviews to attract new patients.**

The best way to maximize your online reviews and increase your practice's visibility is to ask patients to share reviews on Google and Facebook.

That's where new patients are searching for dentists—and that's where your practice needs to show up.

We've included a sample email script on the following page. Send an email like this to each patient following their appointment and watch your online reviews grow!

Email Template — Ask Patients To Leave An Online Review

Subject Line: Thank You For Visiting Us At *(Insert Practice Name)*

Thank you so much for choosing our dental practice today and trusting us with your email address.

We have found online reviews to be a wonderful way of putting new patients at ease before they visit our office.

So many people fear the dentist and are comforted by reading positive experiences from other patients.

We strive to provide the very best patient experience to change the way most people think about going to the dentist.

Would you be willing to post a positive online review of our office?

The process takes less than 5 minutes, just click the link below to leave your review on our website.

(Insert Link To Google Or Facebook Reviews)

Your review will also publish to Facebook or Google. Thank you again for visiting us today!

#4

Facebook Ads

Worldwide, there are 2.3 BILLION monthly users on Facebook. This isn't an argument over whether Facebook is a relevant place to advertise. We know it is. The number of users alone makes it an online space ideal for dentists to attract the new patients they need.

This presents you with a huge opportunity to help potential new patients find your dental practice!

Advertise Your Dental Practice Where Patients Are Already Looking

Additionally, Facebook Ads offers a unique capability for targeting specific patient demographics.

This means you can show ads to the exact type of new patient that you want.

For example, if you want more dental implant patients, you could easily target people on Facebook who are most likely to be in the market for a permanent solution to their tooth loss. The same with Invisalign, dentures, sedation, etc.


One thing to keep in mind is that Facebook Ad success doesn't depend on how often you post on your practice's Facebook page. In fact, you could never post a single update to your page and still attract more of the new patients you want using Facebook Ad campaigns.

In fact, you could never post a single update to your page and still attract the patients you want using Facebook ad campaigns.

On the following page, you can see two examples of successful Facebook Ads we run for our clients.

West Reno Dental
Sponsored - 🌐

Learn more about our clear braces.
Straightening teeth is as easy as it is invisible.



Clear Braces - West Reno Dental
westrenodental.com [Learn More](#)

👍❤️ 94 11 Comments 11 Shares

👍 Like 💬 Comment ➦ Share

Invisalign Facebook Ad Results:


- » Spent: \$448
- » Timeframe: 3 months
- » Leads: 20
- » Cost Per Lead: \$22

Denture Facebook Ad Results:

- » Spent: \$449
- » Timeframe: 3 months
- » Leads: 28
- » Cost Per Lead: \$16

Battle Creek Family Dentistry
Sponsored - 🌐

Need dentures? Give us a call or message us on our website!



Dentures
Partial, Immediate, or Traditional
CLICK TO LEARN MORE [Learn More](#)

👍❤️😬 120 37 Comments 52 Shares


👍 Like 💬 Comment ➦ Share


Facebook Ad Comments And Positive Reviews

One of the unexpected bonuses dental practices often receive from running Facebook Ad campaigns is that people leave organic, genuine comments on their ads.


Potential and current patients often comment on ads. The key is for your practice to respond to these comments and start building a positive relationship with patients who comment and ask questions.


Below are examples of people leaving reviews for our clients on their Facebook ads. This natural engagement is great for building visibility and credibility for your online presence.


 **Jen Smith** I need a deep cleaning and have nerve damage on one side (won't go or stay numb) can you help?
Like · Reply · 1 · May 11 at 4:23pm


 **Freedom Family Dentistry** If it's permanent nerve damage, it may not be possible. We would be happy to see you for a consultation and discuss that as well as any treatment needs 😊 540-898-8998

-Mary Neibauer
Like · Reply · May 11 at 5:52pm


 **Justin Kauffman** That is so me I went to get wisdom teeth extracted and freaked out when they came at me with the scalpel. Hence I have one that is broke and has cavity and one that broke off from the root and the roots are still in the gum. Do you do payment plans for sedation?
Like · Reply · April 29 at 9:30pm


 **Freedom Family Dentistry** We do no have in-office payment plans, but we do work with Care Credit. 😊
Like · Reply · 1 · April 30 at 3:04am

 **Loni Hyatt Eutsler** I have a lot of issues and need teeth pulled and hopefully replaced with implants. Do you do that? And do you accept Humana insurance?
Like · Reply · June 20 at 3:53am

 **Freedom Family Dentistry** Yes Dr Neibauer can help you with that, and we do take Humana PPO 😊 You may call us at your convenience 540-898-8998! -Mary Neibauer
Like · Reply · 1 · June 20 at 3:56am

[View more replies](#)


 **Pj Kessler** I need dental help badly. Broken teeth and sever anxiety due to high tolerance to novacaine and and anesthesia (I wake up way before I should and need 4x the average novacaine). Very, Very bad experience with dentists. Plus no insurance. Can you help me?
Like · Reply · June 14 at 10:00pm

 **Freedom Family Dentistry** So sorry to hear you've had bad experiences, Dr. Neibauer is great at putting people at ease 😊 Give is a call at your convenience 540-898-8988! -his not-at-all-biased wife Mary 😊
Like · Reply · 1 · June 15 at 5:23am

[View more replies](#)


 **Toby Layman** You guys rock! Best dentist and staff in the Fredericksburg area!!!
Like · Reply · 1 · January 20 at 6:07am


 **Lisa Doss Beverage** He is the best, the girls are pretty awesome too!
Like · Reply · 1 · January 19 at 3:55pm


 **Pam McClarren** I need to try this dentist.
Like · Reply · 1 · February 2 at 7:32am


 **Penney LaBossiere Newton** Best dentist ever!!
Like · Reply · 1 · January 1 at 6:11pm

 **Debbie Leitzinger Nissley** Best dentist ever!!
Like · Reply · 1 · April 19 at 4:51pm

 **Cheryl Hoey Wilson** Dr Neibauer is the most gentle dentist I've ever been to - no more anxiety for me - except maybe over the bill, but that's the insurance companies' fault lol
Like · Reply · 2 · December 28, 2016 at 3:06pm

 **Susan Hershey** Dr. Neibauer is wonderful!!!!
Been with him in his earlier days, before he opened Freedom Family Dental. Highly recommend going here.
He puts my husband at ease every time. That is a good thing. My daughter lives in NC and comes here to see him. His staff is wonderful too.
Like · Reply · January 14 at 3:27am

 **Jamey Lewchanin** Do you guys do laser dentistry? Or do you guys do the pin hole technique to restore gums that have recessed? (This process is less intrusive than the two traditional ways)
Like · Reply · June 21 at 2:48pm

 **Tina Campbell Woodruff** He is BY FAR the BEST dentist I have ever been to. I have no dental insurance and cannot afford him. 😞. But, can I just tell y'all what a wonderful human being he is!?
Like · Reply · January 13 at 3:36am

#5

Google Ads

Have you ever noticed the ads that appear at the top of search results on Google?

If you have, then you have seen Google Ads, a form of “pay per click” advertising. This type of advertising is a strategy in which advertisers pay each time a user clicks an online ad.

It’s so effective because potential new patients will see your ad first when they search for a dentist in their area. Therefore, Google Ads are a vital part of your practice’s online visibility.



dentist spokane



All Maps Images News Shopping More Settings Tools

About 7,890,000 results (0.68 seconds)

Adliance - Top Dentists | Dentists in Spokane, WA

Ad www.top-spokane-dentists.com/

Friendly, Professional Dentists in Spokane. Schedule Now.

Dentists Near Spokane | We Work With All Insurance | AspenDental.com

Ad www.aspendental.com/

★★★★★ Rating for aspendental.com: 4.8 - 24,499 reviews

Schedule Your Next Aspen Dental Appointment Online In 3 Simple Steps. See How. Peace of Mind Promise. Emergency Dental Care. Online Appt Scheduling. Services: Emergency Dental Care, Root Canal, Tooth Extraction, Fillings, Oral Surgery.

Find an Office Near Me · Dental Services · My First Office Visit FAQ · Get An Invisalign® Smile

Best Dentist Spokane - Dr. Ken Collins

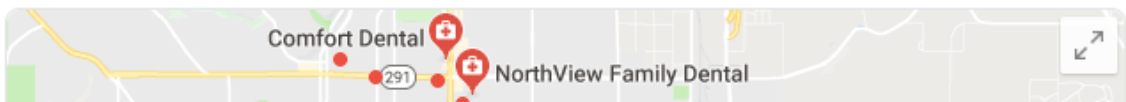
Ad www.wemakespokanesmile.com/dentist

Offering general and cosmetic dentistry services in Spokane

Dentist In Spokane | Make An Appointment Today

Ad www.coltoncompletedental.com/

Trusted Dental Professionals Nearby. Make An Appt. To Maintain Your Oral Health! Friendly Doctors & Staff. Experienced Professionals. Highlights: Dedicated Team, Providing Personalized Care.



5 Pro Tips From Our Google Ad Experts



“Free Consultation” is now a very common service offered by most dentists. Since new patients expect it already, it isn’t always the best use of your budget to advertise this service.



“Pediatric Dentistry” is a service needed by many families. However, they don’t always use that term to find a dentist for their child, so traffic and leads can be lower than expected. Family dentistry is typically a better term to use in your ads.



“Referral Services” are better mentioned on your website and not advertised using Google Ads because they are a more complex discount option.



“24 Hour Emergency Dental” is a phrase dentists should *never use* in Google Ads unless they truly do have a dentist at their practice 24/7.

If you want to attract more emergency cases, use phrasing like “same-day” or “emergency dental” and stay away from claiming to have 24 hour dental treatment options.



“Pinhole Gum Surgery” is a phrase the general public doesn’t understand. If you want to attract more of these cases, target symptoms that would be treated by pinhole gum surgery instead (*“bleeding gums”*). This way the ad gives the answer to the patient’s search query.

Don't Risk Being Invisible To New Patients

If you find yourself unable to get enough new patients, your online visibility may be to blame.

At the end of the day, no matter how great your service is, and no matter how well you treat your patients, if they can't find you online you'll continue to struggle.

You've already taken the first step toward improving your online visibility by downloading this guide. If you're ready for a more hands-on approach, use the information listed below to schedule a free practice assessment with us.

This is a 30 minute call where we'll deep dive into your practice and your online presence to identify where your biggest areas of opportunity for growth exist. We look forward to speaking with you soon!



Firegang partners with dental practices in the United States and Canada using a variety of marketing initiatives to help generate new patient leads, including:

- » Reputation management
- » Conversion-optimized website design
- » Pay-per click advertising
- » Organic search engine optimization

If you're ready to take the next step to grow your practice using a customized dental marketing strategy that works, schedule a complimentary call with our team, we'd be happy to chat with you.

🌐 VISIT: firegang.com/assessment-content

📞 CALL: (800) 398-0979

✉️ EMAIL: marketing@firegang.com