

How to Find New Patients Online



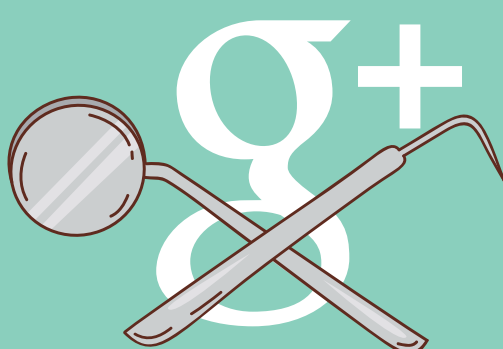
The Local SEO Guide



Local SEO is extremely important for local businesses, such as dentists because the nearby competition is so similar. In order to stand out from other local dentists you have to be found first when patients are searching online. Local SEO will get your practice more exposure in the Organic Search Results, get you listed in the Local Pack Results, allow you to have a Google Map Pin, and get your own Local Knowledge Panel.

Set Up Your Office

Google+ Local Page Optimization



- ✓ Verify your local page
- ✓ Use your official business name
- ✓ Complete your profile 100% including detailed descriptions
- ✓ Ensure the Name/Address/Phone (NAP) on your page is consistent with your website
- ✓ Separate practitioner local pages may be added
- ✓ Regularly update your page with photos or specials
- ✓ Make sure you claim and delete all duplicate pages for your business



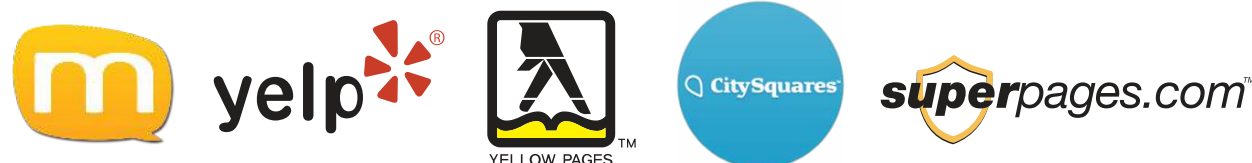
- ✗ Don't keyword stuff your business name field
- ✗ Don't use a P.O. Box as an address
- ✗ Don't have duplicate listings

Get Them in the Door

Citations



- ✓ Keep NAP consistent on all citations
- ✓ Select high quality sources
- ✓ Include niche specific sources
- ✓ Select local directories
- ✓ Remove all duplicate listings on major data aggregators
- ✓ Check to see if your business is listed on a site before adding it
- ✓ Add as much information as possible on listings (descriptions, photos, etc.)
- ✓ Diversify your citations with directories, newspaper articles, and blog posts



On-Site Optimization

- ✓ Create unique content that includes local information
 - Local reviews
 - Directions, hours, where to park
 - Include photos that mention location in their file names and alt tags
- ✓ Embed a Google map on your Contact Us page
- ✓ Optimize your site content, title tags, meta tags and URLs for your location and specialties



- ✗ Don't keyword stuff your website
- ✗ Don't forget to check Webmaster tools for error warnings
- ✗ Don't copy content from other websites



The New Word of Mouth

Reviews

- ✓ Encourage patients to leave reviews on your Google+ Local page
- ✓ Recommend other websites that host your citations that offer reviews such as Yelp, Manta, or YellowPages.com
- ✓ Print out handouts with visuals on how to leave reviews
- ✓ Reply to reviews, even if negative
- ✓ Emailing patients after appointments to ask for reviews on specific sites is a good way to get fresh testimonials



- ✗ Don't use an on-site review station. Leaving reviews in office will result in the reviews coming from the same IP address, a red flag for spam.
- ✗ Don't link to listing review pages from your website or newsletter
- ✗ NEVER use fake reviews


Inbound Links

- ✓ Be involved in your local chamber and industry associations
- ✓ See where your top competitors are getting links from as ideas
- ✓ Press releases can be good links for community initiatives
 - Get involved in local events
 - Offer local university discounts
 - Sponsor local activities or charities
- ✓ Pursue links from niche bloggers or local news editors



- ✗ NEVER pay for links
- ✗ Don't receive links from low quality sites

Created by:  **Sales & Marketing TECHNOLOGIES**
Unlocking Your Potential To Thrive Online

 smtusa.com
 [/smtusacom](https://www.facebook.com/smtusacom)
 [@smtusa](https://twitter.com/smtusa)

Sources

- <https://support.google.com/plus/answer/6093571?rd=1>
Create your Google+ profile name
- <http://moz.com/learn/local/citations>
Why Citations Are Important to the Success of Your Local Business
- <http://blog.hubspot.com/blog/tabid/6307/bid/32479/32-White-Hat-Ways-to-Build-Inbound-Links.aspx>
32 White Hat Ways to Build Inbound Links