

3 Good Reasons Why You Should Invest the Same Level of Care in SEO as You do With Teeth



Much like a patient maintaining his oral hygiene, the level of care you're willing to invest in improving the performance of your dental office's website determines the longevity of your practice. For a moment, consider a casual patient who doesn't regularly schedule dental cleanings. By not implementing a course of action to keep his smile bright, he runs the risk of losing many—if not all—of his teeth. Worse yet, he is far more prone to **developing a serious illness later in life.**

Website optimization works the same way.

Search engine optimization (SEO) boosts internet traffic to your website directly from search engines. When a potential patient wakes up with a toothache, she searches "best dentist near me" on her smartphone. If your dental practice doesn't maintain a strong foothold online, the patient schedules an appointment with your competitor, and you miss out on what could have been a long-term patient. If you lost one potential patient, you could surely lose many more. And this trend can lead to a decrease in revenue, ultimately impacting the longevity of your cherished dental practice.



**If You're
Not First,
You're
Last.™**

You care about your website's visibility as much as your patient's smile.

If you want to attract more patients and increase revenue, your dental practice needs better visibility online. The best way of achieving greater visibility is by ranking higher on search engines.

It's simple: if your practice isn't first, it's last.

Because potential patients are actively searching for relief from their dental pain on the internet, you need to invest in an SEO program to win a page one ranking every time. Even if your dental office is already on popular platforms like Instagram, Facebook, and LinkedIn, it is worth noting that **SEO drives 1000% more traffic than social media.**



Investing in SEO is your clearest path to becoming the most popular dental practice within your community. Since your dental office is more likely to serve customers locally, it is imperative that your dental practice focus on local SEO. According to Think with Google, **30% of all mobile searches** are related to location and 76% of people who search on smartphones are looking to visit a nearby business within a day. Patients are literally a fingertip within your reach.

Optimizing your website is not only great for visibility but also for your reputation.

You carry a good relationship with your patients, and your page ranking should reflect that! Potential patients are not only searching for immediate dental pain relief but also trustworthy dental offices where they will continue to seek care long after their first visit. To potential patients, a page one ranking on search engines is a sign of trustworthiness. Do you want to build confidence in the public's perception of your dental practice? Then consider investing in an SEO strategy. Why? When people feel that a search engine trusts your dental practice, they will confidently reciprocate that feeling. The higher you rank, the more credible you appear. SEO is crucial to your practice of maintaining a positive online image, and a second search page ranking can shrink your reputation. Ultimately, a professional-looking website instills confidence in a dental practice. The online face of your practice should be just as nice, clean, and well-kept as the waiting room inside your dental office.

**75% OF USERS
NEVER SCROLL
PAST THE FIRST
PAGE OF RESULTS.**



**70% OF LINKS
SEARCH USERS
CLICK ON ARE
ORGANIC**



**39% OF
CUSTOMERS COME
FROM ONLINE
SEARCH**

dentist near me



**81% OF INTERNET
USERS SEARCHED FOR
A SERVICE ONLINE**



**SEO DRIVES 1000%
MORE TRAFFIC THAN
SOCIAL MEDIA.**



**76% OF PEOPLE WHO
SEARCH ON
SMARTPHONES ARE
LOOKING FOR A NEARBY
BUSINESS**



As a trustworthy dental practice, you strive to ensure that your patients feel safe regarding their decision to go with your business. Yes, the reviews are important and factor heavily into your search page ranking. In case you didn't know, **85% of consumers trust online reviews** as much as personal recommendations. You wouldn't want to diminish the hard work you and your team put in to earn a five-star rating online by not optimizing your website and reserving the first-page rank.

You're investing in the longevity of your business.

Over half of all website traffic is driven by organic search. The outcome of an effective SEO strategy is increased traffic going straight to your website. How does this strategy work? The primary focus of website optimization is creating content with keyword-related title tags. For example, if a potential patient looks up "tooth pain" on Google, this short tail keyword will generate a first page with the most relevant websites at the top. The most relevant websites produce the greatest amount of optimized content with matching keywords and backlinks on their web page.



SEO |

SEARCH

Keywords like “dental implants,” “tooth pain,” and “oral care” are more competitive because of their search volume. The use of long-tail keywords such as “discreet teeth whitening treatment for very famous, good-looking famous celebrities” is a common SEO strategy. Long-tail keywords cost less because they are less competitive, and your business can capitalize on that fact.

Here’s a hypothetical example. A potential patient searches, “tooth pain after three months.” If your website promotes optimized content, it is more likely to see higher click-through rates because the question is more specific. When performed effectively, these methods increase web traffic funneled through your website. Although pay-per-click (PPC) is a valuable tool in digital marketing because it targets users who are ready to purchase your services, SEO is a more cost-effective method because organic search generates your site traffic. Consider that the **first five organic results account for 67% of all the clicks**, meaning potential patients don't bother scrolling past the first results page. Optimizing your content means you're earning potential will skyrocket.

WHY GO WITH SEO?

The best way to increase revenue is to rank first on Google searches.

Potential patients are doing a tremendous amount of online research before they ever reach out to your practice. If your dental office isn't listed on the first page of keyword searches, then you're falling behind the competition.

Implementing a systematic search engine optimization (SEO) program solidifies your reputation within the community, increases traffic, and builds better visibility and credibility for your dental practice.

