

Six Ways To Own Your Online Presence

As more dental practices open in your area, what are you doing to stand out online so prospective patients can find and book with you instead of the practice down the street?

Here are 6 ways to own your online presence so you get more new patients on your schedule.



Modern, Mobile-Friendly Website

First impressions matter. **42%** of people indicate they'd leave a website with poor functionality.

- Fast, responsive design = better user experience.
- Include convenient tools: online scheduling, online forms, online payments, patient portal access.
- Publish engaging content that highlights your expertise and aligns with what your ideal patients care about.
- Add testimonials, meet the team, and share your practice story to build trust.



Double Down on Local SEO

79% of surveyed healthcare providers are prioritizing website and SEO to reach new patients.

- Target location-based keywords patients are searching for.
- Blog about your services, oral hygiene tips, and FAQs that your patients typically ask.
- Audit your directory and marketplace listings on a quarterly or annual basis to ensure they're consistent and up to date.



Use Social Media to Connect with Patients

Around **90%** of Americans look for health-related information on social media.

- Post educational content in different formats like short videos, behind-the-scenes content, interactive quizzes, and polls.
- Highlight team members, office celebrations, or community involvement.
- Run promotions and/or contests to boost interest in high-value services, increase engagement, and drive more appointments.



Optimize Your Google Business Profile

94% of healthcare patients use online reviews to evaluate providers.

- Keep hours, services, and contact info current.
- Upload high-quality office and team photos.
- Respond to all patient reviews. Yes, even the critical ones. But, be sure to follow HIPAA guidelines when responding to reviews.



Attract Patients Faster with Google and Social Ads

- Target high-intent keywords like "dental implants near me" or "Invisalign [City]".
- Use location targeting to focus on nearby patients who are your ideal patients.
- Run ad extensions (call, location, reviews) to increase visibility and trust.
- Leverage Local Services Ads (LSAs) for "Google Guaranteed" credibility.



Use AI or Chatbots to Engage After Hours

68% of healthcare providers say they're open to using AI for lead generation and qualification—and **25%** for scheduling appointments.

- Use a chatbot on your website to help patients schedule appointments and answer general questions.

Sources:

Top Design Firms
<https://blog.hubspot.com/marketing/web-design-stats-for-2020>

CallRail
<https://www.callrail.com/blog/healthcare-marketing-trends>

HealthGrades
<https://b2b.healthgrades.com/insights/blog/11-healthcare-marketing-statistics-you-need-to-know-now/#:~:text=Around%2090%25%20of%20Americans%20look>

National Library of Medicine
<https://pmc.ncbi.nlm.nih.gov/articles/PMC10617996/>

Software Advice
<https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>