



# 10 WAYS TO GET NEW PATIENTS FROM THE INTERNET

By Stephen Anson and William Esteb



smileMARKETING  
New Patient Dental Websites





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*80% of Internet users have searched the web for health-related topics.*

Is your practice showing up for those searching for a dentist in your area? Dental digital marketing doesn't just consist of building a website. It's about designing a patient-friendly website that receives traffic from a variety of digital channels.

With over a decade of experience managing the online presence of thousands of dental practices, Smile Marketing has collected and organized these 10 powerful tactics that you can use to generate new patients from the Internet. Obviously, these approaches work best if you have a website ([#9](#)). But even if you don't (yet), these suggestions can increase your visibility on the web and translate into more new patients.

Most of these tips can be implemented at no cost other than your time. Many can be delegated to someone on your team. Simply follow the instructions in this guide, and you'll be well on your way to increasing the visibility of your practice – as well as increasing the size of your patient base.

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# 1. Review Sites

Review sites have seen a tremendous growth in popularity over the last few years as a method for online users to express their opinions about the goods and services they have purchased.

As a result, review sites have become essential for shoppers looking for a trusted mechanic, a great hair salon – and yes, even the best dentist in their area.

Couple this with the fact that reviews posted to such sites score very well in search engines, and you have a perfect opportunity to get your practice noticed – and positively reviewed for all the world to see – for free.

Once you have created your profiles on these review sites, we highly recommend you send a quick message to your patient base asking them to post reviews of your services on them. For the do's and don'ts of asking for reviews, read [this post](#). Positive reviews from current patients are a very easy, yet powerful way to increase your authority and positive standing with prospective patients viewing your website information for the first time.

Read on for instructions on how to get your practice listed on these top review sites. Be sure to first search each site to see if your practice already has a listing that can be claimed and edited. It's always better to claim and optimize an existing listing rather than risk creating a duplicate:





## Yelp



1. Go to: <https://biz.yelp.com>
2. Type in your address and practice name
3. Click "Get Started"
4. If not listed, scroll to the bottom of the page and click on "Add your business to Yelp."
5. Enter your details and click "Add business"
6. You'll be sent an email containing a link you must click to confirm your listing.
7. After the Yelp team confirms your business in a couple of days you'll be able to log in to your account and maximize your listing.

## InsiderPages



1. Go to [www.insiderpages.com](http://www.insiderpages.com)
2. Change the city name to your city by clicking "change city"
3. Under "Find a top rated doctor near you" select "Dentistry" for the "Specialty" drop down
4. Click "Search"
5. If you don't find your practice listed, click on "Add a New Business."
6. Follow the prompts.

## Merchant Circle



1. Go to [www.merchantcircle.com](http://www.merchantcircle.com) and claim your business listing by finding it and clicking the "Claim Listing" button.
2. Enter a valid email and then select a password you will remember.
3. Click "Submit" to claim your listing.
4. Complete your listing by adding your practice hours and other details.

## ExpressUpdate



1. Go to <https://www.expressupdate.com/search>
2. Enter your business name and hit the enter key
3. Go through the listed business information and click “Claim Now” for the information that matches your business.
4. Click on “Call Me Now” and ExpressUpdate will call you on the business phone number that’s in the listing.
5. On the call, you will be provided a pass-code which you need to enter on the screen that follows after you click on “Yes, Call Me Now”.
6. If your business isn’t listed for you to claim, click on the “Add it now” link in green which you will find below the result box.

## Angies List



1. Go to [www.angieslist.com](http://www.angieslist.com)
2. In the upper right corner click on “Business Owners”.
3. Click on “Get Started”.
4. Follow the prompts to set up your account.

## 2. Local Search Engines

Getting your practice listed on local search engines is paramount to getting more traffic to your website, more calls to your receptionist and more new patients in your practice.

Local search listings include not only your basic contact information, but they also include a map of your practice location. Think of local search listings as the yellow page directory of the 21st century – with one clear advantage – the listings are free. And you can update them with new content whenever you wish.



### Google My Business

Follow the step-by-step directions here:

<https://www.google.com/business/placesforbusiness/>

### Bing Local

Walk through the simple procedure here:

<https://www.bingplaces.com/DashBoard>



## 3. Dental Directory Listings

There are numerous dental directory and informational sites online that will give you a free 'basic' listing for your practice. Listed below are a few that you should get your practice listed on.

Are you a member of a local or national dental association, group or organization? Make sure your practice is listed. Consider other dental-specific organizations relating to your dental college, technique, or certifications you've received that may have online directories and get listed there as well!

### America Smiles

**Step 1:** Go to [americasmiles.com](http://americasmiles.com)

**Step 2:** At the bottom of the page click on the "List Your Practice" link.

**Step 3:** Fill out your profile and click "Create my account".

### Smile Guide

**Step 1:** Go to <http://www.smileguide.com/get-listed/>

**Step 2:** Follow the instructions to create a listing.





## 4. Health Directory Listings



There are also numerous health-related directories online that will give you a free 'basic' listing for your practice. Here are several of the larger directories and how to get listed:

### Wellness.com

**Step 1:** Go to [www.wellness.com](http://www.wellness.com)

**Step 2:** Hover your mouse over "Directory" and click, "Get Listed".

Then answer the prompts and walk through the process.

### DoctorDirectory

**Step 1:** Go to <https://www.doctordirectory.com/>

**Step 2:** Fill in the information and click "Create Your Free Account".



## 5. Social Media

Unless you've been living under a rock for the last several years, you know that businesses are using social media to promote themselves. But how on earth can you use these outlets to produce new patients?

Let's take a brief (yet realistic) look at these powerful sites:

### Facebook

Facebook is a social website that lets users join networks organized by city, workplace, school, and region. Users can also add friends and send them messages, and update their personal profiles to notify friends about themselves.



What does this mean for you? You can use your Facebook page to post about yourself, your practice, your procedures, etc. As well, you can post links to stories you recently read and found interesting, and add photos, videos, and much more. It puts the referral process on steroids!

As you post more information, Facebook users will be able to find you and 'like' you. Chances are that your Facebook followers will be closer to your geographic region—making Facebook an excellent channel for posting about things happening in your specific area.

Once again, it is very easy to take advantage of this incredible free source of traffic:

**Step 1:** Go to “Create Page” Link. There are lots of ways to get to this page, but I’ll make it easy for you. Just click here: <https://www.facebook.com/pages/create/>

**Step 2:** Choose a Page Type. Choose “Local Business or Place”.

**Step 3:** Choose a Category. Your category choice is VERY important, affecting how prospective new patients can find you.

**Step 4:** Choose a Business Name. Again simple, but super important. Enter your EXACT practice name that people know you by.

**Step 5:** Agree to Facebook Pages Terms. To proceed you must agree to Facebook’s terms. Facebook is constantly tweaking them, so know what you’re agreeing to.

**Step 6:** Click “Get Started”. Click the blue button.

**Step 7:** Set Up Your Page. Simply follow the prompts and you’re ready to like and share and collect some fans.





## Twitter

Twitter asks one question, “What’s happening?” Answers must be under 280 characters in length and can be posted via smartphone app or the web by simply typing your message into the text box on your Twitter page.

What does this mean for you? You can use your Twitter page to post your latest thoughts and activities – from the simple and mundane “Just having coffee and reading my email” to the more informational “We have begun taking reservations for our latest procedure XYZ. Stop by our site for more info.”

We also find that Twitter is a great way to keep track of any articles or news stories of interest you have recently read. Simply post a link to the story you found, and add a short personal thought about the article.

The best part is that there are millions and millions of other Twitter users not only posting their thoughts as well, but LOOKING for people sharing the similar views or offering services they need.



Simply combine a few personal thoughts on your page with a few links to articles you find interesting, and you begin to grow a following of Twitter users. As you continue to post, you continue to grow followers, gain credibility, and begin to be seen by Twitter users as an authority on your subject(s) (i.e. dental, pain relief, etc.).

It is only a matter of time before a Twitter user (or many) find your 'Tweets' (as your posts are called on Twitter) informative enough to click through to your website or find your practice listing online and make an appointment for a consultation.

So, how do you take advantage of this amazing free source of traffic?

Easy:

**Step 1:** Go to [www.twitter.com](http://www.twitter.com).



**Step 2:** Click "Sign up."

**Step 3:** Provide basic information about yourself such as your full name and email address.

**Step 4:** Make sure you pick a user name that represents your practice, or at least lets users know what you do. Examples: alphaDental, drsmithchiro, drbobthechiro, sallysmithdc etc. You will probably have to play around with this for a while to find a user name you really like that describes who you are – but it is worth the time!

**Step 5:** Follow the remaining prompts.



## 6. YouTube

Do you already have a promotional, training or education video for your practice? If so, posting it to YouTube can be a tremendous source of traffic to your website. Use your channel to upload your videos, manage your subscriptions, and interact with your viewers. Creating a channel is a quick process:



**Step 1:** Sign in to YouTube by signing into your Google account that you created in the Local Search Engine section above.

**Step 2:** Once you are logged into YouTube, you will see your username. Click on this to open your Channel Manager, which was automatically created when you created your Google account. Click “Create Channel” next to your Google My Business profile name, which should be your practice name.

**Step 3:** Once you are in your channel dashboard, you can customize it. Click the “Add channel art” button to add a banner image to your channel. Click the Pencil icon in the top-right corner of your banner to add links to your personal website and social networking sites. Give your channel a description to give potential viewers an idea of the content on your channel.



**Step 4:** Upload your first video. Click on the Upload button at the top of the YouTube page, and then browse for video files on your computer that you’d like to add. “Tag” them with descriptive words or phrases so they show in searches.

## 7. Local Websites

Many websites have a page of professional links or additional resources. Getting your practice listed on such pages can offer tremendous value, not only from the traffic it can generate, but the link sends a powerful message to search engines that you are a local authority.

Here are some ideas about whom you can solicit a link or mention from:

- ✓ Better Business Bureau
- ✓ Chamber of Commerce
- ✓ Charities
- ✓ Service clubs
- ✓ Community events
- ✓ Health fairs and expos



Brainstorm a list of such partners, and then send them a brief email asking them to add a link to your site from theirs. One-way links (their site to your site) are optimal, but if you must trade links, a reciprocal link is better than no link at all.

## 8. Citations



Citations are “mentions” of your business name, address and phone number on other webpages, news articles, press releases, blog posts and other places in which there is no link to your website. Citations are a key factor in the ranking algorithms of the major search engines. Other factors being equal, practices with a greater number of citations will probably rank higher than practices with fewer citations.

Citations should have consistent, accurate information listed for your practice (name, address, and phone number – or NAP). It is particularly important to track down and update any old citations if your practice has **moved or changed names**.

You can audit your citations by doing a quick Google search of your NAP information. If you notice inconsistencies or outdated information, take the steps necessary to get the information updated.



## 9. Practice Website

Yes, there are still practices that have not yet secured a website!

If you don't have a website (yet), or you have an underperforming static-sit-there-doing-nothing-brochureware website, upgrade to the Smile Marketing digital marketing service.

**Click here to learn why you don't want a website, you want a digital marketing service.**



Learn more about our commitment to attracting new patients for our patients and [the Five Factors of Digital Marketing Success.](#)





## 10. Quality Content



Simply having a website is no longer enough. To build authority with the various search engines it's essential that you have content that is relevant to an audience (current and prospective new patients).

Search engines determine this by monitoring what visitors do on your website. How many pages do they visit? How long do they spend on each page? Do they land on your home page and immediately leave (called a "bounce"), or do they linger? These metrics and others are used by search engines to determine the value and importance of your website – something largely determined by the quality of your content.

Long gone are the days of gaming the system by modifying meta tags, keyword stuffing or making other superficial alterations. Today, search engines are able to detect these attempts and either ignore or worse, penalize your site based on the severity of the infraction.



Ultimately, high quality content that serves a real audience and converts website visitors into new patients is what determines whether your website will return its investment.

Careful! Discount website providers will usually depend upon you to supply this content. And if you're not a writer who is accustomed to creating persuasive content, this is an area best left to experts.

When you choose Smile Marketing, we'll conduct a 45-minute interview. Then, our professional writing team will turn that into compelling written content that motivates website visitors to pick up the phone and begin care. While others misdirect your attention by crowing about their SEO or high search engine rankings, what really counts is converting visitors into new patients!

All things being equal, sites with more original, well-written content perform better than sites with less content.



# In Conclusion

There you have it. Ten ways to increase the exposure of your practice on the Internet and increase new patient traffic.

By now you can see that there is a distinct advantage to having a website to provide more information to prospects who see you in these various online directories. Internet users tend to be more highly educated, and because they can learn more about you before making an appointment, show up prequalified. In many ways, they behave like referral patients.



# THE FIVE FACTORS OF ONLINE MARKETING SUCCESS

With over a decade of experience managing the online presence for thousands of dental practices, we've discovered that the following five online marketing factors are essential to maximize new patient results.





# THE FIVE FACTORS EXPLAINED



## High-Converting Website

It all starts with a contemporary, mobile-friendly website design that connects emotionally with target patients and content that persuades them to choose your practice over another local chiropractor.



## Website Traffic

Once you have a high-converting practice website, you'll want to maximize organic and paid traffic from search engines. Our research shows that over 80% of new patients start their online journey to find a new local chiropractor with Google.



## Social Media

Social media is a great internal marketing tool to build patient community. The benefit is increased patient retention/loyalty and referrals. However, social media also aids new patient conversion as many new patients will review your social presence before they schedule an appointment.



## Online Reviews

5-star online reviews with Google and other review sites aid new patient conversion by establishing trust. Monitoring your reviews and responding appropriately is essential to managing your online reputation.



## Email Marketing

An internal and external marketing tool, email marketing allows you to nurture existing patient relationships and new patient leads. Sending relevant email messages can encourage a new patient lead to choose you or prompt an existing patient to reactivate or refer you.

When you have the above five factors in place, your online marketing will produce a steady flow of new patients from the Internet.

Contact Smile Marketing to schedule a complimentary review of your practice's online presence:

**Get your free Digital Marketing Checkup or call (800) 381-0228**