



Dental SEO Tips (Our dental SEO strategies below started as a blog post but turned into a mini e-Book. Enjoy!)

At www.ConversionSmiles.com, we are focused on dental PPC (AdWords, Facebook etc) strategies but we happen to know a lot about dental SEO. The reason you found this article is likely because of our own SEO efforts to grow our dental AdWords blog as we use inbound marketing to find new dental practices that need help with dental AdWords Management.

Who might be interested this Dentist SEO Tips & Tricks article?

Dentists who want to do SEO themselves. Believe it or not, it isn't really that hard for dentists to do SEO well. You don't need to have the best SEO in the world - you just need your dental website to be SEO'd better than other dental websites in your area.

Dental practices who want to do SEO themselves. Make it a team effort - divide SEO responsibilities among your team so no one person has too much burden. Ask staff members to volunteer to write dental health related blogs. Provide incentives like Amazon gift cards or holding quarterly drawings for big prizes.

Dentists who are paying for dental SEO services and want to make sure the right stuff is getting done. If you are paying someone to do "dental website SEO" and they are not taking care of the items below you need to ask them why not. If you don't get a good answer, it might be time to look for a new company that specializes in dental practice SEO.

SEO companies servicing dental practices but don't specialize in dental practices. SEO for the local plumber and Search Engine Optimization for a dental practice are two very different things. In this article, we will provide tips & tricks specifically geared toward helping dental practices with organic search.

Web Design companies that help dentists with SEO but don't really specialize in dentist SEO. Dental web design companies can keep dental practices as customers longer if they can figure out how to help the dental practice clients drive more traffic.

What is dental SEO?

Dental SEO is the art and science of optimizing dentist websites to make sure those websites are found for relevant dental related queries without the dentist needing pay to Google AdWords. Good dental SEO ensures a dental practice is found on the first page of organic search for important keywords that convert into dental patients like Dental Implants, Dentist Near Me, Teeth Whitening Acron, etc.

What Are The Benefits of Dentist SEO?

The first benefit of dentist SEO is it is free. Think of Dental AdWords campaigns as Pay Per Click and dentist SEO as Free Per Click. Sure there's some time and sweat equity but otherwise, SEO is free. The more dental SEO articles and pages on your website the more likely your dental practice will be found.

The second benefit is dental SEO can provide benefits for years to come. A dentist can sit down for 45 minutes, write an article and will likely get traffic for years to come from that article. That traffic is great because 1) it tells Google you have a popular website that attracts visitors (Google hates website that are wastelands than nobody ever visits 2) if dental SEO is done correctly that article will include dental keywords that attract visitors that convert into dental patients. Imagine that - write a good dental keyword optimized blog post that attracts one new dental patient per month. That's 12 new dental patients per year. Now, imagine six of these dental patients stay with you for the long-term and are valued at \$10,000 each. Over 5 years, that single blog post could be worth \$300,000 in revenue. (6 dental patients per year @ \$10,000 each * 5 years)

Hope we got your attention now. Dental SEO matters!

What is a Page Title?

You are probably reading this post in Chrome, Safari or another browser. This page is probably one of many open tabs. Go ahead and scroll up and hover over tab title for this page. The "tab title" is actually called the "page title. For this page, it should say something like Dentist Seo Tips & Tricks when you hover over the tab. If you have a tab open for CNN.com, it probably says something like "Breaking News, Latest News and Videos."

Why Is Page Title So Important to Dental SEO?

The page title is also the headline that appears in the Google search results. For instance, if you found this page in the Google search results you probably saw the headline "dental SEO tips - Free Instant eBook" in the search results because that is the page title of this article.

Whereas, someone searching for "breaking news" would likely see the "Breaking News, Latest News and Videos" page title / page headline in the Google search results. How cool is that? Google actually lets you create a headline for a page to make it attractive and clickable for people searching the web! Sadly, many dental practices do not take advantage of this and simply leave their page titles as "home" or something totally generic that would be unlikely to resonate for someone searching Google for help with dental procedures.

A page title that is descriptive (for what you want to be found for) also helps Google index your dental website properly. The page title is the one place you can scream at Google "this is what this page is about". For instance, if you have a page about dental implants and your dental practice is in Acron, Ohio, a page title of "Dental Implants Acron, OH" would help Google greatly. Imagine for a moment you are the Google robot. You have two websites you could possibly show for the search query "dental implants, Acron Oh". One web page has the page title "Breaking News" and one has the page title "Dental Implants Acron OH". OK robot - which website do you want to put as the top listing? Of course, the top result would be "dental Implants Acron OH". So, you can see you, are not really competing against every website on the planet you are only competing against websites that are screaming about the same stuff you say is important in the page title.

Make sure your "page title" is your top choice

Remember you can't (and shouldn't) cram every dental procedure into your page title. Instead, you will need to find the best dental keyword phrase you think will drive the best traffic that will convert into dental patients.

Why Does A Clickable Page Title Matter

Now, let's take it one step further. You are the searcher and you just typed in the Google query "Dental Implants, Acron, OH" and you see two search results with the following headlines that resulted from page titles Search Result #1 "Dental Implants Acron, OH" or #2 "Best Dental Implants in Acron, OH". If your answer is #2, you are like most Google searchers looking for the absolute best answer. For this reason, don't just include the raw information in your Page Title but include persuasive language that will attract clicks in the Google search results. The Google search results is a self-perpetuating popularity contest. If Google sees people are consistently clicking on your result "Best dental implants in Acron, OH" over other results they will reward your web page by giving it higher and high place in the search results. As your results get higher placement, you will be more likely to get clicks which will again mean favored placement

by Google. All of this matters because if your web pages are not seen they will not attract new dental patients. If your pages are seen often on page 1, they will attract new dental patients.

On Page SEO For Dentists

People think Google is so amazing the search robots can guess what keywords your website should be found for. The can be somewhat true, sometimes but most of the time Google needs to be spoon fed some pretty big clues in the form of keywords. The reality is, if you want your dentist website to be found for a particular dental related keywords phrases, you better make sure those dentist related keywords are actually used on a particular webpage a number of times. For instance, let's say you want your dental practice in Hartford, CT to be found for the keywords "root canal Hartford CT". You better have a webpage that uses the keywords root canal & Hartford, CT multiple times. Once again, let's pretend you are Google robot. C'mon it is a fun exercise. OK Google robot, I have two pages for you to index for the search query "

On Page SEO also attracts clicks you would never imagine would even be search queries. For instance, someone might be searching right for "root canal and teeth whitening special". Of course, you would be unlikely to have a page that is dedicated "root canal and teeth whitening special" but something magical happens when you write lots of content consistently. It might turn out that you wrote a blog post about root canals that happened to be linked to a teeth whitening special. Bingo! Because all those keywords were listed on the same page, you have a much better shot at your webpage being shown than most other dental websites. You just have to keep pushing out dental related content and let the SEO universe do its thing!

Dental Keyword Bait

Think of dental keywords on the page, post or article as bait. Every time a phrase or set of keywords appears on a page that is bait for to attract different types of fish. (dental patients) For instance, the term "dental keyword bait" is bait for someone searching for the term "dental keyword bait" because we are providing the exact term someone is looking for and have bait to attract them. Go ahead and Google the term "dental keyword bait" ConversionSmiles is probably on the first page in Google because that exact phrase (bait) appears on this page. (and because it probably doesn't exist anywhere else on the internet!)

On Site SEO For Dentists

So, we believe Google not only looks at the content of a given page but at all the content on the entire site. For that reason, let's consider a dentist website that has a thorough page about root canals but that page never discusses teeth whitening. We think if Google sees the website does focus on teeth whitening on multiple other pages, it will rank the webpage higher for the query "root canal and teeth whitening special" than a page that is focused on root canals from a site that site never discusses "teeth whitening". Essentially, when someone is doing a search with Google the robots are asking "who is the authority on this keyword phrase?" So, even if your page doesn't have the exact right keywords you still might have a chance at a decent placement in the search results. Google might still consider your dental website an authority

"root canals & teeth whitening" if you have a page dedicated to root canals and other pages related to teeth whitening. Our advice is to make sure your website has lots of content that includes all of the dental keywords that matter to your dental practice.

How To Find Dental Keywords For SEO

The first thing a dentist should do is think about what dental procedures they want to do more to grow their dental practice.

The dentist should create a list of primary or focus dental keywords they definitely want to get found for by new dental patients. This may sound obvious but is important early on to decide which dentist keywords are the "must haves" and the "nice to haves" for your dental practice.

Ask Dental Patients What They Searched For With Google, Bing etc.

We've looked at hundreds of thousands of real search queries from real people searching the web. You would be shocked at some of the ways people use Google and how much different Google queries vary. One person might simply type dentist into Google and expect Google to do their magic to find the best dental practice for them. The next person might type in "dentist that does orthodontics, teeth whiten & has good review near my house". The point is you can get great ideas for keywords you would never think of yourself by just asking someone what they typed into Google.

Use A Clean Browser / Incognito Mode

Every web browser gives you the ability to search in what some people call "porn mode" or "incognito mode". This essentially allows you to search without leaving any footprints. We don't care about your footprints but want you to search with incognito mode because sometimes search results can be biased based on previous web surfing activity. For instance, if you are a frequent visitor to your own site "UpsideDownFrownsDental.com" Google will eventually decide this is a helpful result for you personally and will show this result higher in your own personal search results. Of course, this can be really misleading.

Dental SEO Pro Tip- Make Sure Your Dentist SEO Expert Uses Incognito Mode

When you are checking your own results for dental keywords in Google, use incognito mode so you get unvarnished results. When your dental SEO expert shows you their great results for dental keywords in Google make sure they are also using incognito mode. Otherwise, it is very easy for them to mislead you that your dental keyword is placing high when it is actually not for a typical Google searcher. Plus, if you tell your dentist SEO expert to use incognito mode, you can expect better results from them because you will be identifying yourself as a savvy dentist rather than just another dentist they can take advantage of...

How to Change your browser to incognito mode. (see this article [Browse In Private](#))

Look At Top Dental Sites Listed In Organic Results In Your Area

First, change your browser to incognito mode. Now, just do a search for "dentist near me". Check out the top 7 organic results with Google. Evaluate each website. Look at the main page from an SEO perspective. What is the Page Title of the main page of the dental practice? What dental keywords phrases are being used multiple times on the dental practice website? If you a particular dental keyword phrase being used multiple times you can guess that keyword phrase is important to the dental SEO expert running the site and is probably delivering good results. (if the page is in the top 7 for dentist near me the dental practice is probably using a dental SEO expert or really knows what they are doing)

Look At Big City Top Dental Sites Listed In Organic Results For Top Organic Dental Keywords

If it works in NYC, Chicago or Boston you might want to consider using the same dental keywords and seo techniques on your dentist website. The previously mentioned cities are ultra competitive and the top dental websites almost definitely have dental seo experts optimizing the sites. Do a Google search for something like "New York City Dentist" and see what you find.

For example, we searched for "New York City dentist" and at the time of our Google search the top dental practice result was for "Pearl Dental".

The first the thing we noticed is the 'page title' for the main page was "Pearl Dental NYC - Dentist, Financial District New York, NY". As you can see that page title is packed with dental seo keywords to trigger search results NY related Google search queries.

The next thing we noticed is the domain itself <http://www.pearldentalnyc.com/> is optimized for dental SEO with term Dental and NYC right in the domain name. This is a good tip new dentists starting new dental practices. When considering domains names, you should consider if the domain is optimized for dental SEO. Keep in mind, an seo optimized domain does two powerful things. For instance <http://www.pearldentalnyc.com> 1) tells the Google robot "this page is related to Pearl, dental & NYC" 2) tells the human searcher this dentist website is related to "dental in NYC". Point #2 helps 'click through rate' because the Google searcher who is making a quick decision about what result they want will see confirmation right the URL that the site is related to their Google search of New York City Dentist. Imagine for a moment you are a dental patient searching for a dentist in NYC and you need to quickly choose between <http://www.pearldentalnyc.com/> and <http://www.upsidedownfrowns.com> which will you choose? You will more than likely choose the website that gives a clue it matches your query. The website will benefit with higher Click Through Rate. (CTR) Google will reward the higher click through rate with better placement because they are seeing the result is resonating with searches and providing relevant info.

How To Find Multiple Dental Keywords Multiple Times On Dentist Website Page

Every computer and most mobile devices have some sort of find feature. Usually, something like "Cntrl" + "F" will pop up a search bar. From an iPhone or Ipad "From any Home screen page of your iPhone or iPad, touch your finger to the screen and drag down to reveal the Spotlight search field." Now, just put in the word you are checking and you might see something like "4/ 226" which means the dental keyword was used 4 times out of the 226 keywords on the page. Usually, by hitting "enter" or "next" you should be able to find each part of the webpage the actual keyword was used.

When we looked at the on-site SEO for Pearl Dental, we notice a couple of things. They used the term dental 33 times. They used the term dentist 13 times. They used the term New York 7 times. They used the term NYC 9 times. When we checked how many words were on the website we found the total was 1,280. Keep in mind, this dentist website uses a number of carousels (which slide pictures and texts) so the number keywords varied depending on which carousel slide was viewable at a particular time.

The dental practice also listed dental procedures with photos and links to services pages. Dental procedures included Invisalign®, Tooth Implant, Teeth Whitening, Teeth Cleaning, Root Canal, Cavities, Cracked/Broken Tooth, Same Day Crown, Laser Gum Treatment. It is fair to assume these are target dental SEO keywords the dentist practice wants to be found for in Google.

The other big thing we noticed was the prominent Google map at the bottom of the dentist's website. This map does two things. It screams to the Google robot "Hey this dentist is located in NYC! Look we even have a map of exactly where the practice is!" It also tells the Google searcher "this is dental practice is in NY!"

Make Sure Your Dental Practice Has A "Google My Business" Listing

Google My Business is a free listing from Google that validates the physical address of your business. Here's Google describes Google My Business and the benefits of using the free listing "Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special."

Google needs clues to understand how to index your dental website. Obviously Google My Business gives the mothership a really big clue about the location of your dental practice.

Are you still reading this? Wow! Good for you. It is turning to be more like a book than a blog post! Thanks for hanging in there.

Use Your Dentist AdWords Account To See Which Dental Keywords Are Converting

If you are paying for dental keywords clicks in Google, you better make sure you are optimizing your dental website for those same keywords. Start with the keywords that are converting (getting form fills, phone calls) and make sure you have pages focused on those keywords. Paying for "Toledo Dental Implants Dentist"? You better make sure you have pages that are optimized for that keyword phrase.

Use AdWords Broad Match to Find Dental Keywords

We advise dentists to use Broad Match option in AdWords very, very, very, very, very carefully. AdWords Broad Match searches can bring cause the dental practice to pay for incredibly wasteful clicks. For instance, A google search for the term "dentist" with AdWord broad match get your Google ad clicks for terms like "dental school", "How to become a dentist when you grow up", or "the name of the dentist from that Christmas move."

So, when it comes to dentist SEO strategies, we also recommend you use AdWords Broad Match very carefully! However, AdWords Broad Match can help you discover great dental keywords you otherwise never would have considered. In fact, AdWords is the best way to get into the head of searches because it is really the only place you can look at the exact Search Terms the person searched for on Google. In AdWords, simply select Keywords and then select Search Terms tab.

AdWords Broad Match might help you find that will pay dividends for you years to come in organic search. For example, you might people consistently search "dental implant dentist". That term might seem a little strange to you and it might not be something you naturally include on your website. However, if you consider that a page optimized for "dental implant dentist" (in the page title, on-page keyword usage, etc) might bring in a new dental patient every month - you want to create a page optimized for that keyword phrase pronto!

Google AdWords Keyword Planner

If you have a Google AdWords account you should look for dental keywords with the keyword planner. Here's how Google describes the Keyword Planner "free-to-use feature within AdWords, its tools for generating keyword ideas and bid estimations can help you plan your marketing strategy."

Use "Searches Related To" In Google

You may have noticed for some search queries, Google has a section at the bottom of the search results that include related searches. This a treasure trove of actual searches from

actual people with enough search volume that Google thinks the searches might be valuable for the person searching Google.

For instance, we did a search for "dental implants Detroit" and saw the related searches below. If you have a dental practice in Detroit and you don't have a web page that is optimized for dental search terms like "dental implants Michigan cost" or "all on 4 dentures Michigan" - shame on you because people are doing those searches and just might be your next best dental patient.

Searches related to dental implants Detroit

university of Michigan dental implant cost

u of m dental implant cost

one day dental implants in Michigan

dental implants Michigan cost

top things you should know about dental implants

are all dental implants the same

mini dental implants Michigan

all on 4 dentures michigan

Google "Searches Related To: Pro Tip - Do a dental keyword search in your market. Click on a suggestion in the Searches Relates To that could be valuable for your dental practice. Now, look at Related Search at the bottom of the page to see if you can find additional dentist keyword ideas.

Use Google Suggest To Find Dental Keywords

Google wants to help searchers get to the best result as quickly as possible. For that reason, Google offers up suggestions as you type in a search query. For instance, when we typed in "dentist Amherst NH" we were provided the following keyword suggestions:

- Dentist Amherst NH
- Dental Amherst NH
- Pediatric dentist Amherst NH
- Coleman dentist Amherst NH
- Leighton dentist Amherst NH
- Best dentist Amherst NH
- Dovetail dentist Amherst NH
- Family dentist Amherst NH
- Aspen dental Amherst NH reviews
- Amerident dental Amherst NH

If you don't have a webpage that is optimized for the term "best dentist Amherst NH", you are making a big mistake. The Google Suggestions are based on historical search data, so Google

is telling you that prospective dental patients are actively searching for the keyword phrase "best dentist Amherst NH".

Google continues to offer "Google Suggestions" because people actually click on the suggestions rather than typing in their own search. So, although someone never intended to type "best dentist amherst NH" that is the search they end up doing. So, you can expect "Google Suggestions" get a high amount of traffic.

Google Suggestions Dental SEO Pro Tip - Do a dental keyword search in your market. Click on a Google Suggestion that could be valuable for your dental practice. Now, look at Related Search at the bottom of the page to see if you can find additional dentist keyword ideas.

Use Keyword Variations / Exact Keywords

Yeah, Google is wicked smart. If you have a website about kids scooters it probably doesn't matter if you have each of the following variations 'kid scooters', 'kid's scooter', or 'kids scooters'. Google will figure it out.

For a moment, pretend you are the only dentist in Boston. Your dentist site would probably get found for the term "dental practice in Boston" even if you never used the exact term "dental practice". But, guess what? You are NOT the only dentist in Boston. You think up every keywords variation and use every exact phrase you think will be used by dental patients. Don't assume "Google will figure out". If your competitor has the exact phrase and you have a generic phrase, you can assume your competitor will get the click, the new dental patient and the opportunity to grow their dental practice.

Each Dental Procedure Must Have Its Own Page

If your dental practice helps patients with root canals, you darn well better have a page that speaks specifically and mostly about root canals and how you help dental patients in Anytown, USA. In fact, you should also have the search term on your main page of your website with a link to your root canal page. You might also want to link to authority sites that talk about or have definitions for the term Root Canal. What you are doing here is giving Google a big hint about what your page is about... Root Canals!

Make Sure You Link Internally To Important Pages

Google loves links. You can't control most links your dental practice receives. However, you can control links within your own site. There are a number of reasons internal linking is helpful.

- 1) An internal link tells Google the linked page is important enough that it deserves a link
- 2) The internal links can include dental keywords that otherwise wouldn't naturally make sense to include on a particular page
- 3) Internal links might be relevant and get clicked by your website viewers
- 4) Internal links keep your visitors on your dental website which keeps your bounce rate low and shows Google your website is relevant to visitors.

Make Sure You Blog Frequently

It is so easy to procrastinate writing another dental blog post. A week goes by. A month goes by. Who cares. It doesn't really matter, right? It does matter! Frequently publishing dental blog posts has a number of benefits.

1) Google is always looking for hints as to if a website/business is still active or not. The last thing Google wants to do is offer a website result for a business that went out of business three years ago. There's a simple way to tell Google you are alive and well. Every time your dental practice publishes a new blog post, you are essentially telling Google "I'm alive, I'm alive". Once again, imagine you are the Google robot. You have two websites. Website A is very active. Website B has not been active for quite a while. Which search result would you give higher placement in the Google search results?

2) Frequent blogging makes give you an opportunity to create content with dental keywords that otherwise might not naturally fit on your dentist website. For example, "dental implant dentist" might be a weird phrase to include on your dental implant page but is something you might be able to fairly naturally squeeze into a blog post. Even if it doesn't seem natural, you should not care that much because most of the people reading your blog post are only reading it because they found you in Google search. (so it worked!)

3) Frequent blogging helps you show prospective dental patients that your dental practice is very active and an authority on particular dental topics.

Write Random Interesting Stuff

As a dentist, you've seen everything. Day to day dental stuff might not be that interesting to you anymore but might be super interesting to your dental blog readers. You might write something like "We walk in the office at 8am on a Saturday morning and have an emergency message from a young man who needs to help with a broken tooth. In the message explains he made the mistake of trying to open a beer bottle with his teeth. He leaves all kinds of other details including that he needs an 'emergency dentist who specializes in broken teeth'. Only one problem. He was still slurring a bit and didn't leave his phone number".

Random keywords strung together can be a happy accident that finds big traffic. We call that keyword serendipity. You might not always find the perfect traffic but Google will think your site is popular when you consistently get searches from around the world for the search term "beer bottle broken tooth emergency".

Make Sure Dentist Website Pages And Posts Are Long

There is an instinct to "keep it short." Forget that. The data shows that Google robots and Google searchers both like longer content. Spell it out. Tell the whole story. You will end up providing need info, keeping visitors on your site longer and showing Google you are providing

relevant content. Try to make it a goal to have at least 1000 words of content on each page. You won't always get there. But if you have the goal, you will end up writing more and better content.

Consider An Seo Wordpress Plugin like Yoast

Yoast won't do dental SEO for you, but the plugin will keep you honest and make sure you are doing more of the right stuff. Yoast will help you with readability, keyword focus, keyword optimization and much more.

Try To Make Your Website Bigger Than Competing Dentists' Websites

More pages on your website is one more indication to Google that you didn't just "throw up a website". Lots of pages show you are an authority on a particular subject. In your case, you want to be the authority on dentistry in Anytown, USA. Sometimes bigger is better.

Write Some Crazy Long Dentist Article Blog Posts

OK, we don't expect you to do this all the time but a few times a year you should try to write some crazy long blog posts. If you can write some blog posts that 2-4K words that will have a number of benefits. 1) Show Google you are an authority and take this website stuff seriously 2) Create an opportunity for "keyword serendipity" - your post might be found for some surprisingly popular keyword searches because your website just happens to include the keywords in the search string. 3) You will have the opportunity to provide truly valuable content that is worth reading and sharing.

Get Links From Local Sources

Ask other local business who links to their website locally. Might be they get links from the library, town, school or some other local authority site. Local newspapers or local news sites are also a great place to get links locally. Links from local sources are great to tell Google your site highly relevant to a particular local area. The more local links the better.

Get Links From Dental Related Stuff

There all kinds of dentist directories and dental related websites. Many the site will provide links to dental practice website. Links from dental related websites are great to tell Google your site is related to the dental industry. The more dental related links the better.

Put A Video On Your Dentist Website Front Page.

A dentist video helps in a number of ways. First, the dentist video helps to tell your dental practice story either from the perspective of the dental staff or maybe from the perspective of a dental patient if it is a testimonial video. Also, the dental video helps keep visitors on your website longer. Longer website visits tell Google that visitors are happy and makes Google more likely to place your site high in search rankings next time. If you use a video host like

YouTube (which we recommend) you can include important search terms in the title of the video and link the video page to the main page of your dental website.

Consider A Scholarship

Instead of wasting thousands of dollars on Google AdWords, you can actually contribute to a good cause as you grow your practice by creating a scholarship. A \$500 scholarship might be a big deal for a student in your community but also help you get relevant local links and Facebook love in your local area. Many scholarships are listed on websites which would make for powerful links.

Consider Non-Dentist Related Content That Might Be Helpful To Your Local Community

Yes, your website should be loaded with information related to dentistry. However, occasionally you can include blog posts that have nothing to do with dentistry but might be helpful to your community. You could blog posts like 10 fun things to do in "Little Rock". A blog post like that can include links to local website (which help tell Google you are local) and might just get some super valuable local links and Facebook love.

Check Your Dental Website - But Not On Your PC or Phone

Because of browser cache, cookies and stuff like that your dental website is probably faster for you than most people. For that reason, it is very important for you to understand what the typical experience is an average. Ask a friend or family member to use their phone to do a quick test. The other option is to use incognito mode (described above) on both your phone and desktop computer.

How Does Your Website Look On Mobile

If your dentist website doesn't both looks and works great on mobile, you are in big trouble. Make sure dental patients can have an amazing experience on the phone (ok amazing might be a little bit too much to ask - but make sure your dental website doesn't stink - causing the dental patient to leave. See more of our thoughts on Mobile here [Why Mobile Matters](#)

Check Your Dental Website For Speed

Slow websites are so 2010. If your website is slow, fix it immediately. Otherwise, you can assume visitors you have earned through good dental SEO or dental AdWords management will exit in about 2 seconds if they do not find the information they want. That 2-second exit back to the search results is a strong signal back to Google that your website is not ready for prime time.

Include A Google Map On Your Website

Your web designer can very easily embed a Google map with your exact address on your website. Obviously, this a great way to give Google a big clue that your dental practice website should be relevant to dental patients in Anytown, USA.

Use Real Images - People Like Real Images Better

The Google robots likely don't care much if you use stock photos or not but prospective dental patient likely will. Some stock photography is fine but real photos help make your dental practice seem more authentic, warmer and inviting. A bunch of stock photos and generic text might cause website visitors to leave after about 10 seconds. You don't want that as you will lose the prospect dental patient and Google will punish your results.

Compress Your Dental Website Images

Stock photo and real photos can be huge. WordPress can help you compress images and you can also use online tools like <http://compressimage.toolur.com/>. Big images will slow down your website and scare away visitors.

Don't Go Crazy For Links

There are SEO companies and dentist SEO experts who will swear up and down that a massive linking strategy is the best way to get your dentist website #1 Google results.

Some SEO Link Strategies Are Bad / Black Hat Links

Some SEO consultants will want to use all kinds of black hat link strategies that might work in the short term but are not a good look term. If your SEO expert wants to use Black Hat links you should consider finding a new SEO company.

Black hat links are essentially links to your website that your dental practice did not earn. These links can be helpful to help your dental website zoom up to the top of Google results in the short term but eventually could hurt your dental practice.

Why Black Hat Links Are A Bad Long-Term SEO Strategy

Periodically, Google updates their algorithms to help ensure they are providing the most relevant results. A dental practice reliant on black hat links could wake up tomorrow and find their dental practice website is now on page 3 or worse for major dental keywords. It's kind of like taking steroids away from a baseball player. Expect performance to drop immediately. If your dental practice is set up to rely on inbound dental lead from organic search, it could be devastating and very expensive for your dental practice when those inbound leads dry up and you can't do a thing about it.

Why Black Hat Links Won't Work Much Longer

Google is getting smarter every day. Probably every minute. Google is leading the world with artificial intelligence (AI) research and of course, they are going to use AI to improve their own search results and their cash cow.

Bad Links + AI = Bad For Business

Here's where we thinking Google is going with AI for organic search results. Soon, Google will be able to create a profile for a business like a local dentist practice. A profile will indicate a typical dental practice has X number of local links, X number of national links, x number of random links. Soon, (if not already) Google will be able to look at the particular dental website and easily determine through artificial intelligence that domain has a ridiculous number of powerful links that do not match what a typical dental practice might receive. Next, Google will be able to analyze the linking websites and see if the other site links are also getting an atypical amount of link juice. This is a long way of saying if your dental practice website "looks weird" to Google robots in the future, you can expect the Google robots will catch on and punish your site accordingly.

This Is Only A Start To SEO For Dentists

There are hundreds of other things you can do to optimize a dentist website for organic search. In fact, we will be periodically updating this blog post. If you disagree with any of the SEO strategies listed above let us know in the comments. If you want to add other SEO strategies for dentists, let us know in the comments.

<http://www.dentistryiq.com/articles/2014/05/9-dental-seo-questions-to-ask-the-agency-for-your-dental-practice.html>

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