

DENTAL MARKETING

# Preparation for a Post Pandemic Dental Practice

*(Think - Brushing/Flossing between Check-ups)*

The **Three Pillars** of  
Online Success

# 1 WEBSITE:

It is your most important communication tool.

Open 24/7

## **Traffic on average during COVID up 20-45%**

Quick updates - have a COVID-19 statement about status, hours, etc...

Important for website visitors to know how your practice is addressing COVID-19.

Follow ADA and State Association guidelines.

Keep it simple and directed at patients.

## **Most Important Pages:**

Welcome - Should highlight key points about practice/location/procedures

Doctor Biography - How will prospective patients perceive you

Contact Us - Phone number, contact form, Google map

## **Take a good in-depth look at all your pages.**

Is information outdated?

High value services listed?

Are contact forms easily accessed?

Have your website provider update pictures and content you have been delaying

Blog on healthy dental care topics.

Your website vendor should be available and responsive. If not, find a new firm ASAP.

**Have your website provider update pictures and content you have been delaying. Blog on healthy dental care topics.**

## SEO:

Studies have shown those that continue to market during down times (i.e. 2008 recession) come out way ahead of their competition.

### **80% of search traffic to your website is by Doctor Name and/or Practice Name.**

Check that this information is prominent on your website.

Individual Bio pages for each doctor.

Important pages are search optimized for this information.

Search for your name or practice name. What do you see?

Multiple authority listings (Website, Directories, Google Business Page)?

Positive reviews from patients on multiple listing sites?

**Now is the time to request updates to your website from your provider to make any needed adjustments.**

## **3 REPUTATION MANGEMENT:**

Engage patients to leave reviews. Your patients are at home with time, and will be much more likely to take a moment to leave a reviews. It gives them something to do.

### **Build up social proof online**

Read and respond to all reviews whether positive or negative.

Be POSITIVE and do not "argue" with negative posts.

"Thank you for your feedback, we will contact you to address any concerns"

Social Media - Make it a priority and connect with local Facebook group pages.

People will want to get out post COVID-19 and dental care will be a priority. They will either be contacting you, or possibly searching online for dental care providers.

**The first step in getting to know Optima  
is a 5 minute phone consultation.**

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