

# SEO + MARKETING CHECKLIST

## Your Website

- Responsive (great user experience on ALL devices)
  - Contains quality content; regular addition of new content
  - Secure (HTTPS)
  - Current design that's user friendly and accurately reflects your practice
  - Fast-loading (within 2-3 seconds)
  - Proper technical optimization
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## Online Directories

- Google My Business (GMB) listing should be claimed and optimized
  - Claim all other directory listings; ensure name, address, phone are consistent and accurate
  - GMB - Name, address, and phone number should be accurate
  - GMB - Listing should be filled out, link to your website, and include photos
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## Reviews

- Regularly ask for reviews on Google, Yelp, Facebook
- Create a reviews culture in the practice with the team
- Use morning huddles to make asking for reviews a daily habit
- Get the team excited to ask for reviews with group contests and fun prizes
- Celebrate good reviews together
- Use texting software to request reviews and make it convenient for patients

# SEO + MARKETING CHECKLIST

## Linking

- Look for linking opportunities in things you're already doing to support the community
- Publish blogs regularly - the more valuable content you have, the more opportunities you have to be linked to
- If the practice is mentioned somewhere online without a link, send a brief email asking for a link

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## Social Media

- Share real, authentic photos and videos that reflect the personality of the practice
- Use social media to drive traffic to your website and blog periodically

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## Questions?



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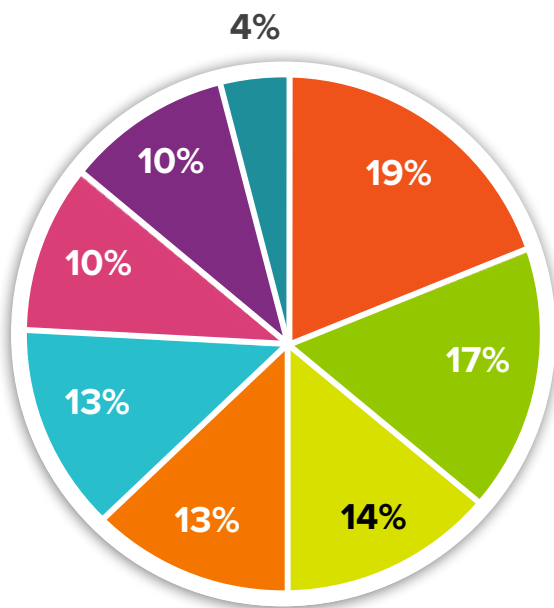


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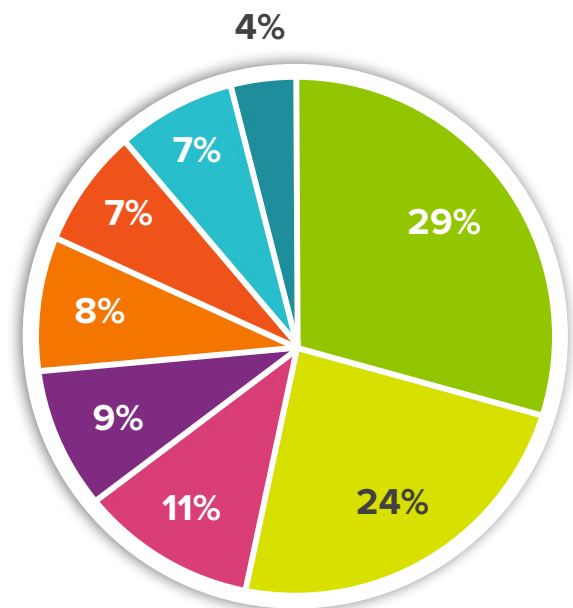
# ⚙️ GOOGLE RANKING FACTORS

These are the top 8 signals that affect your local and organic rankings on Google:

- Google My Business
- Citation Signals
- On-page Signals
- Link Signals
- Review Signals
- Social Signals
- Behavioral Signals
- Personalization



Local Ranking Factors



Organic Ranking Factors



# VIDEOS MADE SIMPLE

You may be asking yourself, "What does a video cheatsheet have to do with SEO?"

This course will be full of surprises! You'll learn simple SEO hacks and get tools like this one to help you easily create amazing SEO content in no time.

## Top Tips for Pro Video Results

- Choose a quiet, well-lit area and speak loud enough for the microphone to pick up your voice. (A lapel microphone is a great, inexpensive solution!)
- Remember this is not an infomercial, so loosen up and smile often!
- Sit comfortably, use your hands when explaining, and imagine you are speaking to a close friend behind the camera lens.
- It's okay to have notes, but try to speak from the heart and not look down too much.
- You can answer the questions directly or have someone ask you the questions while video taping.






# VIDEOS MADE SIMPLE


## Doctor Interview Script


Create a 1 to 2 minute video discussing a featured service. Use this helpful script as a guide, and It will be easier than you think!


### QUESTION:


### GOAL:


 What is [featured service]?


 Without being too technical, help your audience understand your featured service or product.


 Why would a patient need this service?


 Talk about why people want this service or product. Example: They need an implant because they have a missing tooth. Highlight how the missing tooth impacts their life – inability to eat foods they love, embarrassment in social and work situations, etc.


 How does the patient benefit from this service?

 Tell your audience how others have benefited from this service or product.

 What is your expertise in this service?

 Mention education, training, experience and how you feel about your ability to help people with this service.

 Why should a patient act now, using this service to deal with a dental issue?

 Explain to your audience why you personally want them to get this service or product. What are the future risks of not doing so promptly? Mention things like further damage / deterioration, costlier procedures, and how acting now can prevent these.)



# VIDEOS MADE SIMPLE

## Patient Interview Script

Create a 1 to 2 minute video discussing a featured service. Use these helpful scripts as a guide.

### How to Request a Video Testimonial:

“[Patient’s name], we’ve enjoyed taking care of you so much, and we just love your smile! Are you happy with how things turned out? [Allow for response]”

That makes us so glad! And you know, we find that when others facing similar issues see a short snippet about our favorite patients’ experience, they too get a sense of hope and know who to go to for help with their smile.

Would it be alright to capture a quick, informal video on what you expected and how you feel today? It’s just 4 questions and will take about 2 minutes.”

### QUESTION:

### GOAL:

What was your biggest worry before coming to see Dr. \_\_\_\_? Did your worry come true, and if not, what happened instead?

- Address barriers and pain points for other patients
- Focus on the positive (the fear not coming true)

What specific things did we do to help you overcome concern?

- Draw out *specific* things to look forward to instead of general words like “comfortable” or “fun”

What compliments have you received on your smile, and how do you feel about yourself now?

- Focus on the realization of the patient's personal aspirations

If recommending us to your best friend, what would you say?

- Aim for a personal account from the heart
- Move the viewer to action