

## **Make Effective Use of YouTube to Promote your Dental Practice**

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Videos constitute one of the most popular forms of online content today. Following the immense popularity of online surfing via mobile devices, video content has grown by leaps and bounds. YouTube continues to remain the dominant engine for online video watching and sharing. You can make optimal use of YouTube to promote your dental practice with these tips.

### ***Create Video Content that Fulfils a Need***

In a hyper competitive world of YouTube videos, you can grab the attention of your target audience and gain sustainable exposure when you focus on what is directly useful and needed by your potential patients. For instance, it could be information about a new procedure or technology, or a slide show explaining the results of a dental innovation that is creating a buzz on the Internet.

### ***Pay Attention to SEO***

Optimize the title and the description of your YouTube video with localized keywords to make it easier for the search engines to rank it appropriately. Link the video to your practice website and promote it over social media and blogs to gain inbound links for it. These efforts will make your video more searchable on Google and Bing.

### ***Create a Unique Brand Identity for Videos***

Over a period of time, you will have a collection of multiple videos on YouTube, which should be a part of a single YouTube channel. Provide a unique brand identity to your channel by building a custom background for each video, and using common colors and fonts as used on your practice website.

### ***Arrange the Playlists Appropriately***

You can organize all your video content in YouTube by way of playlists. You can decide which of the videos in your collection are most important, currently relevant or have lasting value, and feature them accordingly in appropriate columns. Highlight the latest or most important videos in your playlists that you want people to watch.

### ***Use Annotations and Embedded Links***

You can create annotations for your YouTube videos that will appear near the top of the video screen. The annotations can remain in place as long as you require them. One video can also include links to other videos and playlists. If you have an updated version of a video, you can provide an annotation in the old video on YouTube to re-direct viewers, rather than removing the old video from the list. Similarly, embedded links can be provided in the old versions to let people reach the new video with just a click on the embedded link.

### ***Use the 'Post Bulletin' Tab***

YouTube provides you with a "Post Bulletin" tab at the top of your YouTube channel. Whenever you are ready to launch a new video in your channel, you can make an announcement of it through this option. When the bulletin is created, a link to your video

will appear on the home pages of your YouTube subscribers. With the click of a button, you can let your entire network know about the new video.

Remember that YouTube is not a standalone platform, but is a part of the social media bandwagon. Use social networking and blogging to give more exposure and make the most out of your YouTube videos.

***About the Author:***

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