

# 5 ways to build a strong online presence for your dental practice brand

Dentists must have a presence online in order to succeed in today's environment. How to do that successfully may be challenging to initiate. How to develop a strong online presence.

Author - Naren Arulrajah

May 29th, 2019



***Technological advancements and global networks have enabled us to stay connected with the world 24/7 and to work online from anyplace. Traditional media has now taken a backseat due to the dynamic and instantaneous nature of the internet and social media. And just like every other product and service out there, it is imperative for your dental practice to have an online brand presence.***

For most people these days, a business or product doesn't exist if it cannot be found online. Therefore, your dental practice must have a good online brand presence to inform people about your services, attract potential clients, and ensure repeat customers. The virtual world offers great opportunities to businesses to make their presence felt and influence audiences. Here are the top five ways you can build and manage a great online presence for your dental brand.

## **Have a powerful website**

Your website is the face of your brand in the virtual world. Whether you're a popular name or a newcomer, you must have carefully curated content and a unique website design that distinguishes you from other dentists and highlights your services.

You can have a powerful website by showcasing an attractive landing page, industry relevant data, details about your dental practice, and contact information. Traditionally, many businesses have been listed in online directories. But having your own website increases your credibility with clients and allows you to regularly update your practice details.

It is important to note that social media pages do not allow you complete autonomy. But your website is a place where you're in complete control of the information. So, you must utilize the website content well in order to create a positive and lasting brand image.

## **Publish SEO content**

People trust what they see online, and they see it only if your content is search engine friendly. Almost all online searches take place on search engines such as Google and Bing. The dental practices and websites that are showcased on the first page of a search get the maximum attention and response.

Getting your dental services listed in Google's top rankings requires content that is in line with search engine keywords. Consistently being in any search engine's top search results increases your brand credibility. It can also generate more client leads as your website will be easily noticed and people will read about your services.

Making your website search engine friendly requires you to use some useful tips, while creating content to be published.

- Your website content must contain all the keywords that are relevant to your domain. The language must be impeccable and the information must be authentic and helpful.
- Increase your online visibility by having popular media pages and other websites linked to your website. This can be achieved through social media feeds, sponsored content, or guest blogs.
- Internet users are usually online on their smartphones. So, it is absolutely essential for your website to be mobile-friendly, fast, and responsive. If content on your website cannot be easily viewed on a phone, you won't get the desired responses from people.

## **Develop a social media presence**

Social media interaction among internet users is a powerful tool that can make or break your brand image. With millions of daily active users on social media networks such as Facebook, WhatsApp, Instagram, and Twitter, social media is a huge pool of influencers and marketers.

Your dental practice must have a regular and active presence on social media so that people are constantly aware of your services. The life of brands on social media is dependent on their visibility, so don't make the mistake posting "once in a while" on social media.

## **Share positive reviews on your web pages**

People today are more likely to trust a stranger's opinion about products and services available online rather than take feedback from friends and family. Reviews posted on sites such as Yelp and Google can either work wonders for your dental practice or not.

A great way of promoting your practice and encouraging people to visit your website or office is to publish positive reviews and testimonials from clients on your website and social media pages. You can also invite happy clients to share their views about your dental practice on review sites.

## **Have "search alerts" in place**

In order to promote your dental brand in the virtual world, you must be aware of what is being said about your brand online. Creating a notification alert with the top used search engines using the name of your dental practice can help you monitor any content posted about your brand on blogs, Facebook pages, and Twitter handles. This also allows you to respond quickly to any queries or reviews that may get posted.

## **Takeaway**

A robust online presence can be developed at a very low cost. Especially for new or small dental practices operating on a limited marketing budget, focusing on building a compelling brand presence can result in increased traffic at your office and create a wide patient base that sustains in the long run.



*Naren Arulrajah is president and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of dentists. With a team of 180-plus full-time marketers, [ekwa.com](http://ekwa.com) helps dentists dominate their markets and grow their businesses significantly year after year. If you have questions about marketing your practice online, call (855) 598-3320 to speak to Mr. Arulrajah.*