

Ways to Make your Dental Online Content More Shareable

by Naren Arulrajah with Vikas Vij

One of the best endorsements for the content on your dental website, blog, social media or an online article is when a reader chooses to share it online with others. Search engines view online shares as a kind of ‘vote’ for the quality of your content, and reward it with higher rankings in the search results. As a dental professional, you can aim to create shareable content to help promote your dental practice to your target audiences online.

Key Attributes of Content

When readers share your content, they take it as a form of endorsement, and associate the content with their personality. Therefore, the type of content that is most likely to get shared will usually have the following attributes:

- The article or opinion is positive or supportive of some idea, rather than negative or a critique.
- The subject matter excites the imagination or inspires awe.
- The content connects with the readers on an emotional level.
- The content provides a fresh perspective or a balanced opinion on a controversial issue.

Five Tips to Create Shareable Content

Consider the following tips when creating content to attract more traffic for your dental website, and boost the prospects of your practice.

Look for New Information or Data

You can generate unique information or data on dental through a survey or feedback of your own patients, peers, or industry associates. You may conduct an online poll through your website, e-Newsletter or social networks to come up with first-hand data. That has the potential to achieve a high number of shares.

Add an Element of Newsworthiness

When you come across some new, authentic information, research or report related to dental that opposes the established assumptions, principles or practices, or offers new solutions, you can use it as a theme for your content. You have to be among the first ones to use such new information and swiftly convert it into reader-friendly content and disseminate it online.

Be a Thought Leader

If you write regularly as a dental professional, try to focus more on the specific areas of your expertise. Use your personal experience with patients, the interactions with peers, the knowledge

gained through conferences, academic pursuits, or research efforts to come up with original, cutting edge thoughts.

Subscribe to Alerts and Newsletters

To stay current on the content topics, subscribe to Google Alerts at Google.com/alerts for a few specific dental related terms. Any new reference to those terms on the web will be sent to your email Inbox. You can subscribe to a daily digest, so you will receive just one mail a day from Google.

Prompt the Audiences to Share

Provide ample opportunities for your readers to share your content. If you are posting an article, blog, infographic, video or slide share online, include a share button that prompts the readers to share the content instantly on their own blog, forum, website, or social network. Provide the link to your latest content on your home page.

Shareable content will not only provide you with a wider audience and exposure for your dental practice, it will also deliver strong SEO benefits over time. So next time you are planning to write a new article for your dental website, blog, column or social media, make sure the content is more in tune with the trends and prompts more readers to share it with others.

About the Author:

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of dentists. With a team of 130+ full time marketers, Ekwa.com helps one doctor in an area dominate their market and grow their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.