

Three Innovative Tools to Increase your Dental Website Traffic

As digital marketing becomes a major part of your practice the traffic your website gets will not only become crucial to gaining new patients, but income as well. Here are 3 ways to keep your traffic up without breaking the bank.

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The traffic your dental website generates can also be a valued source of income, make sure you're maximizing it.

In the digital marketing era, many companies rely on pay-per-click online advertising on Google, Facebook and other platforms to increase their website traffic. However, paid advertising can be an expensive proposition, and the results may not be up to the mark in many cases. Here are three innovative tools you can use to boost traffic on your dental website without spending a fortune.

1. YouTube Videos

You can gauge the popularity of online videos from the fact that [YouTube](#) is now the second-largest search engine (after Google) with more than three billion searches a month. That makes it bigger than Bing, Yahoo, and all other search engines. To capitalize on the search power of YouTube, all you need is a webcam to create a video about a new procedure or technology introduced at your dental practice, or any other useful and interesting information or news related to your field.

Website traffic generated via YouTube is typically more engaged because the average viewer would have already seen a video and would be more likely to be predisposed in favor of your dental practice. YouTube provides you its own keyword tool that will help you learn about the common keywords and phrases that you

can use to drive more targeted traffic to your website.

You can embed YouTube videos on your website to increase your view count as well. The higher the number of views that your YouTube video garners, the greater will be its visibility in the search engine results. You may also consider using free online tools to create videos that involve the use of your computer, and upload them directly on YouTube.

2. Quora Q&A

[Quora.com](https://www.quora.com) is the world's most popular question-and-answer site where questions are created, answered, organized and edited by its user community. Quora is one of the most innovative tools available on the Web to generate traffic for your dental website. The site is designed to help online readers discover valuable information on specific topics of their interest.

Quora is an ideal place to generate 'referral traffic' or a steady stream of visitors who visit your dental website from site links that you place on Quora. You can answer questions posted on Quora that are related to your area of expertise. Your answers will continue to show repeatedly whenever new users ask the same question on the site.

Quora will let you build up a score on the basis of how readers rate your earlier answers. If your answer is good, the readers will vote it to the top where more people can see it. This will help build your online credibility and reputation while also increasing your visibility. To make the most out of Quora, use images and YouTube videos wherever possible with your answers. You can even link your Quora account to your social media networks, which will let your answers appear on these networks.

3. Podcasts

A podcast refers to a series of audio, video and PDF files that can be streamed online to a computer or mobile device. It is a relatively underrated source of generating website traffic, but offers a unique opportunity to build up a loyal, repeat audience for your dental website. To begin with, you can create, maintain and submit your podcasts to the iTunes store, which is the most popular home for podcasts and offers wide exposure.

Once your iTunes playlist of podcasts is created, you can add it to your blog, or even upload it on YouTube for wider reach. The user-friendly platform of iTunes is designed for easy discovery. Users can identify your podcasts quickly through the search and browse features of the platform. You may include interviews, reviews, discussions, patient testimonials and other informative, as well as conversational, elements for your target audiences.

Takeaway

Search competition gets reduced when you adopt innovative ways to increase your website traffic. You can popularize your dental practice and build an online reputation using these creative Web-based tools without incurring any advertising or marketing costs.

For more practice management and marketing tips read on [here!](#)

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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+ full time marketers, www.ekwa.com helps dentists who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.