



Patience is an Important Virtue in Achieving Dental SEO Results

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To achieve high rankings in local online search results for major keywords, your dental website must outperform thousands of other sites vying for the top spot. Everyone wants to rank on the top of Google Page One because a vast majority of search users will typically choose a result from among the top five to 10 entries on the first page.

When you look at the enormous payoff that high search rankings can have for your practice, it is worth investing the time and effort it takes to let your dental SEO strategy make its full impact and deliver the desired results. Many people who implement SEO lose their patience quickly or get disappointed when they don't see improvement in their search rankings over a short period of time.

But SEO is a marketing strategy for those who are looking at long-term and sustainable benefits. To begin with, search engines use bots to crawl through every page of your dental website. Once the pages have been read, they will be stored in the database of Google or other search engines, and will be indexed. This alone is a time-consuming activity.

Therefore, older and established websites usually rank higher than newly launched websites because their indexing may have yet to be completed. Search engines can be irregular in updating their algorithmic search rankings. Sometimes the updating may be done in a day, while at other times it may take a fortnight. You should be prepared to wait patiently because there is no other choice.

Each element of your dental SEO strategy requires a lot of time. For instance, a substantive pool of website content must be created in order to achieve better local search optimization. Inbound links are a vital element, and it will take time to attract high quality inbound links to improve the search ranking prospects of your website.

Every single change that you make to your website will slow down the SEO process because new website pages, design features, multimedia content or regularly updated content must be reviewed and tweaked for SEO. But at the end of the day, the rewards of a time-consuming and painstaking SEO strategy can be deeply satisfying in terms of top search rankings for your dental website.

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 140+ 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.