



Why Does Monthly Traffic to Your Dental Website Fluctuate?

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A simple look at the Google Analytics of your dental website can tell you how many unique visitors come to your site every month. If you keep a track of these numbers, chances are that you will observe a significant variation in the number of people visiting the site each month. The numbers may jump all of a sudden in one month, and while you are enjoying the extra exposure, you may see the numbers go down the very next month.

The following key factors may impact the number of unique and repeat visitors that your dental website received during a specific period of time:

Seasonal Factors

During the holiday season and certain other time periods during the year, depending on the nature of your dental practice, the number of visitors to your website may increase. Economic and other cyclical factors also influence the number of people who may actively search for dental services and reach your website via online search. When the economy is going strong, the overall economic activity receives a boost, and it will reflect in your website traffic numbers.

Popular Trending Site Content

Sometimes your website or social media network may feature an interesting video, article, news item or information about a new dental product, service or technology that catches the imagination of your readers. Thousands of local patients may be interested in such information or may be seeking it actively over Google search.

In such case, keywords for your dental website may suddenly start ranking on top in search results, leading to a sudden jump in site traffic. Sometimes a piece of content from your website, blog or social media channel may go viral, generating wide exposure over a very short period of time.

Valuable Inbound Links

Sometimes a prominent online news magazine, website or blog with a large following may link back to your website for a particular piece of content. This can create a sudden upsurge in the number of visitors to your site, which could include a lot of first-time visitors from the primary website that established the back link.

You can analyze and identify the factors that lead to an increase in traffic as well as the particular time periods when the traffic to your dental website is high. Readapt your dental marketing strategy to make the most of these factors to widen the reach of your dental site on a sustainable basis.

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.