

Evaluating Your Dental Office's Online Presence



You are about to experience a unique opportunity to use your own computers to evaluate and learn more about your practice's online presence. This course will be the first of its kind, utilizing a hands on approach. While I am teaching, you will be able to see how you and your office are doing in comparison to your competition and will be able to determine where you need to make improvements or modifications. Based upon my experiences working with thousands of dentists, I will be breaking this course down into various sections to target the biggest online difference makers to allow your office to stand out to those searching the internet for a dentist. I hope you enjoy the experience that we are about to embark on and your feedback and questions are always welcome and appreciated. If after the course you would like additional information or want to reach out to me for help, I can be contacted on my mobile phone at (215) 292-2100 or via email at drLentau@isocialdigital.com.

Our agenda for today will include the following areas

- **Website**
- **Search Engine Optimization**
- **Local Search**
- **Reputation Marketing**
- **Pay Per Click Advertising**
- **Blogging**
- **Mobile Marketing**
- **Social Media**

This workbook will cover the various aspects of what has become known as the "Tau Template", the avenues that you need to cover to become the dentist in your town that is visible online. In the back is a Take Action page, when you want to do something write it down.

Please remember these 3 quotes as they are very important reminders to things moving forward

Marketing takes a day to learn. Unfortunately it takes a lifetime to master"

"I never dreamed about success, I worked for it."

"Success is a very long term marathon, not a sprint."

My biases:

I would like to make you aware that all the companies that I recommend have actually done work for me and I am also not receiving any form of compensation for the referral. What that means is that I have been a guinea pig in my own practice and if something has not worked for me then I am certainly not going to recommend it for you to try and ultimately lose money like I did. I did start a reputation marketing software company which was acquired by Birdeye and I will be discussing the software during the seminar. I want you to remember one word: **DIFFERENT**. Throughout everything that I am going to be talking about keep in mind that you need to be DIFFERENT to stand out against

your competition. Being ordinary does not make you stand out . Being DIFFERENT is what can take your practice to the next level. I like to focus on things that make you DIFFERENT.

Please keep in mind that online reputation is one of the keys to my marketing plan as you can easily differentiate yourself from the other dentists in your area. The quicker way is by significantly increasing the number of reviews that you have online. I get asked many questions by doctors at my seminars, via email, in forums about marketing,etc and the one common thing I have seen in those docs that have been successful vs. those that are not is that they make reputation a priority during implementation of their marketing plan. Ignore it and all other avenues will not be as successful as they can be

A recent ad from IBM read:

Growing up, Tom Watson couldn't hit a curve ball while playing baseball. Nick Faldo rarely found the back of a hockey net, and Arnold Palmer just wasn't fast enough to make the track team. Isn't it funny how sometimes success begins just by putting the right tools in the right hands?

I am going to be giving you the right tools (I like to call them power tools) and put them in your hands. You need to take things from there and you should be successful.

The Tau Template

- Superior Customer Service and a Great Patient Experience (especially the new patient experience) (WOW)
- A well established, managed and maintained online reputation - this is now more important than a great website because they see the reviews first and foremost
- An interactive website well positioned on Google and other search engines
- A well branded social media campaign (Facebook, Twitter, YouTube, Pinterest and others)
- Blogging (video and written)
- Mobile Marketing
- A well managed paid advertising campaign (not do it yourself). Dentists in particular waste so much money in this category when they do it themselves.

Website

Your website is the face of your practice, your online billboard, your “marketing hub”. All of your marketing should be directing your patients and potential patients to your website. Other than online reputation having not just a website but a great website is one of the most important parts of the “Tau Template”. Having a great one can set you apart from your competition. You need to give potential patients a compelling reason to call your office. You can market all you want but if you do not have an engaging website patients are not going to be calling your office once they get to the site.

1) Point your browser (Google) to your website.

Do you have a website Yes or No - everyone should and if you do are you happy with your current design. Yes or No

Who designed your website? _____

How long do you have to capture the attention of a potential patient? _____

Is your website interactive or a static brochure like site ?

What makes it interactive -

Do you have any of the following on your site?

Chat Service

Video Testimonials

Downloadable PDF forms

Ask the doctor?

What calls to action if any do you have ?

Make an appointment button on each page

Download a guide or something else

Can patients schedule an appointment from the website

Common mistakes found when designing a website.

- Hidden contact information - are the name, address, phone number, and email address all at the top of each webpage. Yes or No

- Is there a call to action button
- Are your office hours visible - how will a patient know when you are open or closed
- No doctor and team photos and bios - do you call them team or staff
- Clinical photos and images - think faces and smiles - do not gross people out
- Is my page slow loading - is there animated introductions or flash present?
- Are social media buttons present so patients can interact with us?
- Are my testimonials written by my web designer or are they pulled from real review sites?
- Do I have an onsite blog
- Am I making it difficult to find information on my site

Is my website mobile friendly? Google *mobile friendly test* and find out

Is my website responsive or do I have a separate mobile site?

Now that we have completed the section on websites do you feel any differently about your site? Yes or No

Do you want to make any changes to it? Yes or No What are the changes you would like to make?

On a scale of 1-20 based on the information we talked about today, how would you rank you website.

Score for my website _____

Use this space to take additional notes.....

Search Engine Optimization

Are you currently paying a company for SEO on your site? Yes or No
How much are you paying them on a monthly basis? _____

What are some of the keywords that you want to be ranking for? (location and keyword)

Where do you rank?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Are you focused on any long tail keywords? Yes or No or Don't Know

Do I have custom content or is my website based on a template and I have duplicate content?

Based on where I currently rank has the SEO I have been doing working?

SEO Score (1-10) _____

Google Juice

What are 3 sites that can provide me with some good Google juice

- 1)
- 2)
- 3)

The most important way to get Google juice is to have _____ content

Pay Per Click Advertising

Are you currently running Google Adwords? Yes or No

What company is handling the ad-words for you _____

What is your monthly budget _____

Search for one of your keywords from above. Who is running ads on those same searches?

If you are running ads where do your ads appear Top, Bottom or Side

My ads direct them to the following page on my website....

Home page or specific service page

Pay Per Click Score 1-5 _____ (if you are not running ads at all, Score is 0)

Local Search/Presence

Local search is all about being found on the maps when someone is searching location and a specific service. Google used to have the 7 pack with 7 dentists on the maps. A huge change occurred on August 7, 2015 which dropped that number to only 3 dentists. There are a number of reasons how you can rank in what they call the "snack pack"

Search the following terms and see where you rank

Ranking

Dentist and your zip code _____

Dentist and your town _____

The service you love providing the most and town (i.e. cosmetic dentist NYC)

If you rank great, if not you have a lot of work to do if you want to attract new patients to your office. Two of the biggest ranking factors are reviews and what are called citations. We will be talking about those things soon.....

When you do a Google search for your office name there should be 10 listings on the 1st page. What sites are listed there for you

- 1)
- 2)
- 3)
- 4)
- 5)

5 most important things Google considers critical for good local rankings

Google your office name or your name and lets see what your find

- 1) Company website must be linked to your google business page Yes or No
- 2) Must have reviews on your google page How many do you have
- 3) Promote your business page and website on Facebook
- 4) YouTube videos, testimonials, etc Yes or No
- 5) Reviews on other local directories Yes or No

Citations

What is a citation?

Mentions of your business name and address on other webpages - even if there is no link to your website.

Acquiring them is usually accomplished through a registration process.

The more places your business is cited correctly, the more Google trusts the validity of the listing and the higher your business will rank on the Maps.

Direct your browser to yext.com and enter your preferred business name and your phone number. It will display a score based on a percentage, the lower the score the better. Average score would be about 25-30% . Any worse and Google is not trusting your business

Yext score _____% , what seems to be the biggest problem _____

Local search score 1-20 _____

Reputation

Far and away the most important aspect of your online presence is your reputation. It is your most valuable asset and it matters. If you spend money on marketing but don't pay attention or ignore your reputation your results will suffer.

The most important reviews sites for dentists are Google, Yelp and Facebook. How many reviews do you have on those sites

How many?	Star Rating
Google _____	_____
Yelp _____	_____
Facebook _____	_____

When we were working in the local search section above I had you do a few local search queries on Google which should have resulted in the map listings. Check out your competition and see how many reviews they have if they are ranking well. You need to meet or exceed those numbers.

How many reviews:

Competition #1 _____
Competition #2 _____
Competition #3 _____

Do you notice any negative reviews when you first search for your business. Yes or No

The best defense against a bad review is to overwhelm them with positives. Please remember this and do not get angry and respond, it could do damage that cannot be easily repaired.

Do you currently ask your patients for reviews in your office? Yes or No

If you do get reviews how are you acquiring them?

Very popular in the dental spaces are communication programs like DemandForce, Lighthouse 360, Revenue Well, Solution Reach, and Patient Activator.

Do your currently use of one of these services? Yes or No

These programs are great at communication (Recare, Confirmations, Reactivation, etc) as well as getting reviews but the problem is that the reviews do not go to the places that matter (i.e. Google, Yelp, and Facebook). How many reviews do you have through these programs _____ and how many on Google_____.

The best way to get reviews from your patients is while they are in the office. Please note that you cannot use a device in the office due to IP address conflicts as all the reviews will be from one address and WILL be taken down. If you currently doing that, please stop.

To get your patients to give you a review, you need to ask.

Do not ask for a review, you want to ask for feedback about their experiences in your office. Verbiage is KEY

_____ % of people trust online reviews as much of personal recommendations. We call is word of mouth 2.0

Dealing with negative reviews

- 1) Relax take a deep breath
- 2) Do not write angry rebuttals
- 3) Use the feedback constructively
- 4) Best defense is more positives from your happy patients
- 5) Will make your many positives look real if you do not have a 5 star reputation (4.8 is just as good)

If you are going to respond the best way to respond to a negative review is

Please remember that Reputation Matters and do not ignore it or pretend nobody is talking about you online.

Reputation Score 1-30_____

Social Media

Social media is any platform that facilitates communication amongst a group of people online.

The primary purpose of social media is to build trust and relationships with patients and potential patients as well as communicate with them, it is NOT to sell dentistry.

5 steps to social media success

Start with a plan

- a) who is your target audience
- b) what networks are you going to focus on
- c) plan should include a conversational, relationship approach
- d) make sure your profile has a personal touch
- e) Rules of HIPAA apply on social media

Create Quality Content

- a) you want engagement, likes and shares
- b) you want your followers to want more and keep coming back
- c) Quality content is informational, shareable, relevant and actionable

Think visual with images and videos

- a) images are more memorable
- b) space is limited, these will take up more of the space that you have
- c) more engagement with photos and videos
- d) Instagram, Pinterest, Vine, Tumbler are geared for photos and videos

Be Active and Responsive

- a) respond to all comments on your office wall
- b) respond to anything negative as soon as you see or hear anything

Measure Metrics

- a) you need to be able to measure shares, clicks, traffic and conversion

What social media sites do you actively take part in (circle)

Facebook Twitter YouTube Pinterest Instagram LinkedIn Other

Note: IMHO you are not going to get new patients from Social Media

Facebook

- Largest social media network
- Organic reach is way down - due to the fact that Facebook wants you to pay them in boosted posts for more of your fans to see the things that you are posting
- Think about likes and checkins due to Graph Search

Facebook posts ideas

- 1) Show how much your are loved - promote your reviews on Facebook
- 2) Before and after photos - get permission from patient
- 3) Photos of your team and patients
- 4) Congratulate team members - birthdays, anniversary, etc
- 5) Run a contest
- 6) Be funny

Facebook Do's and Dont's

- 1) Do post strong, information content with a link and photo when possible
- 2) Don't overdue calls to action, do not "beg"
- 3) Do analyze what content performs the best (likes, comments and shares)
- 4) Don't depend on Memes - once or twice a month
- 5) Do increase engagement - posting once a day is not enough
- 6) Don't ignore comments - comments are gold, tag when commenting back
- 7) DO recycle posts when appropriate

How often do you post on Facebook?

Are you currently boosting posts?

How much are you spending?

Do your social media sites have consistent branding?

If you are paying for boost please remember you are moving from social media marketing to social media advertising...

Twitter

Twitter is one of the largest social media platforms, but is it really the right place for your practice to shine? It all depends on who you are trying to reach.

Twitter's bite-sized format, instant messaging style, and ease of use make it a favorite of the millennial generation. Does your practice hope to target younger patients with an eye to long-term retention? If so, you are in luck, because younger people are more likely to follow a brand on Twitter to support it.

Mothers, one of the biggest target audiences for dental offices use Twitter on mobile devices more than they do on desktops. Image-based posts (e.g., photos, videos) spark the most interaction. But when looking for information about a company, they use Facebook or Pinterest, both of which are more visual than Twitter. If you rarely use photos or videos to build your practice patient base, Twitter may not be your best option for social outreach.

Hashtags can greatly expand a post's reach.

"Want a smile suited for the red carpet? Try #teethwhitening today at Pennsylvania Center for Dental Excellence #PCDE #Oscars" could be your way to join the ongoing conversation and expand interest in your practice.

Do you collect patient's Twitter handle?

I send out alerts to patients for last minutes openings and offer discounts to anyone who books it.

Do you use Twitter?

Do you have your Facebook posts automatically being tweeted?

YouTube

Does your office have a YouTube Channel?

Are you using YouTube to promote your practice online? Yes or No

Are you asking patients for video testimonials? Yes or No

If not, you could be missing out on one of the most effective visual tools available.

Is YouTube really that important?

According to YouTube's "Statistics" page, the video site receives more than 800 million unique users per month. Users bookmark or favorite millions of new videos each day, view more than 500 years' worth of YouTube video content on Facebook daily, and have rated or commented on over half of all existing YouTube videos.

According to Google, 77% of patients search for health-care information and options online. Sixty-four percent watch videos to learn about providers, clinics, and hospitals, and 56% view them to learn more about specific treatments or procedures. Sadly, many dentists are ignoring video as a possible conversion tool—a mistake that could be costing them potential patients.

Setting up a YouTube channel is easy (having a Google+ Page or a Gmail account makes it even easier), and you can quickly build up playlists for your patients to enjoy.

There are three ways to fill your YouTube channel with excellent content:

- **Create videos yourself.** As you already know, most smartphones are equipped with an HD camera, enabling dentists and team members to shoot video with a few simple clicks. Making videos yourself humanizes your practice because it allows potential patients to get to know you and your staff. Keep it short and simple; one to two minutes is completely adequate.
- **Ask your patients to share.** User-created content is extremely valuable. Most dentists ask for testimonials, but very few are asking for video testimonials. Get ahead of the curve! (But make sure you have written and signed permission to post patients' videos.)
- **Curate great content from others.** This is a great option when someone else has already made the best video ever about a topic you want to cover. Unless it's a dental practice located in the same town as yours, there's no competition issue, so share the love.

Ideas for YouTube videos

Besides patient testimonial videos, there are two other types of videos that can be beneficial for your practice. Most dentists are not creating these kinds of videos, and they should be!

1. **"How-to" YouTube videos** are some of the most popular videos on the web. Do a how-to video about proper brushing and then one about proper flossing. Follow up with relevant tips; for example, one tip might focus on how to tell if a toothbrush needs to be replaced. Keep a running list of ideas for short how-to videos, and get your staff involved in making them.

2. **Answering common patient questions** is another great source of material for YouTube videos. This can be the jumping-off point for another list. Jot down the questions that patients ask during office visits, and create short videos in which you answer their questions.

Bloggging

“To blog or nor to blog” that is the question.

Does your practice have a blog?

Is it separate from your website?

Does your blog have unique content or is it based on a template?

Goto your blog, copy and paste the first paragraph of one of your blogs into Google and what comes up. Does your blog come up first or does another office come up?

Bloggging is a great way to capture the long tail keyword for SEO purposes.

Bloggging and social media really go hand-in-hand. A well-written blog supported by a solid social media campaign could be the perfect way to increase traffic to your practice.

A good blog has three features:

It is easy for the search engines to read

It is easy for the target audience to find

It is easy for the target audience to read

Reasons why your practice should be bloggging

1) IMPROVE YOUR SEARCH ENGINE OPTIMIZATION -

When you begin blogging for your dental practice, your first step is to ensure that the blog lives on your website. This way, all of the traffic to the blog will also go to your website. You will also have the opportunity to convert readers and encourage them to move around your site. When writing the blog you will want to incorporate the keywords which you hope to get found for. This will help search engines to find your blog and index it when searchers type in those key terms. If you are looking for a simple way to start improving your SEO today, blogging is the answer.

2) BE PERCEIVED AS THE SUBJECT MATTER EXPERT

Blogging provides you with the opportunity to show off your expertise in dentistry. By writing well thought out and well-researched blogs and associating your name with them, you are sure to see an uptick in patients. People are always searching for reliable and trustworthy information on the web and you could fill that void.

3) BUILD RELATIONSHIPS WITH CURRENT PATIENTS

The third advantage that maintaining a blog for your dental practice has is in building stronger relationships with your current patients. Keeping those lines of communication open and encouraging interaction will have a positive effect on the relationship you have with your patients.

4) IT PUTS NEW CONTENT ON YOUR SITE MORE OFTEN

Google likes sites and gives preference to sites that are updated frequently. Blogging helps get that content on your site more often.

Do you have a video blog?
website and YouTube channel.

This is another way to garner traffic to you

Pinterest

Yes! It can be an effective social marketing tool

Do you use Pinterest in your dental office? Yes or No

With a gorgeous browsing experience, and an 80% female user base, it is often an overlooked social network in healthcare marketing. Some eCommerce sites report Pinterest as their number one conversion doorway. Now, that is a good investment of your time.

One of the coolest things about Pinterest, from a dental practice marketing perspective, is that you don't have to spend tons of time creating content! You're leveraging content that others create. You're just distilling and channeling it into a framework that markets your practice and strengthens your relationships.

Like all social media marketing tactics in a dental practice, Pinterest should be thought of, first and foremost, as an internal marketing strategy targeted toward one-on-one relationships. Your patients will share content with people in their trusted networks – many of whom live in your community and are great prospective patients.

Here are some things to consider pinning on Pinterest

1) SMILES

The appeal of a big, white, natural-looking smile is unquestionable. You can use patient smiles, celebrity smiles, animal smiles or staff smile pictures. These are a great way to get re-pins.

2) DENTIST JOKES

All the creativity of the internet at your service. Just spend some time at meme sites like someecards or 'what I really Do' and you'll get tons of content ideas.

3) LOCAL ATTRACTIONS

This will help you boost your local SEO efforts too. Assuming your Pinterest account has already been linked to your website, you can pin attractions close to your dental practice or the towns you give service too.

4) INFOGRAPHICS

There is a ton of healthcare and dental information available in the form of infographics. Since most of it has probably been already pinned, you can use this opportunity to engage with the community.

5) SERVICES

Of course the main board would be used to showcase the services and procedures you offer. Invisalign, Veneers, Teeth Whitening, etc should be included here.

These points are only ideas to get you started on Pinterest for your dental practice. Some might work, some may not. It all depends on how you approach them and how they fit your persona and your dental practice. The principle on Pinterest and any other social networking platform is the same. Be relevant, stay current and remain authentic.

LinkedIn

Does your office have a LinkedIn account? Yes or No

LinkedIn is an online networking site, focusing primarily on business-to-business relationships. Most dentists have a business-to-consumer strategy, which is not to say that LinkedIn does not have a very real place in dental marketing, but rather that it should not replace other social media sites such as Facebook or Twitter where users are more comfortable with interacting with brands.

Also, when it comes to most social media sites, I recommend my clients build their profiles under the name of the practice rather than in the individual dentist. This builds an overall consistent branding strategy for the practice, and consolidates for a group practice what could be several profiles into one powerful all-inclusive profile.

What's important about LinkedIn is that it also happens to have some very high quality users and some very high profile names attached. LinkedIn is about the only place where you can potentially connect with someone like Richard Branson and Tony Robins. In theory, a dental practice or doctor's GP could benefit from connecting with a prominent celebrity doctor or health advisor.

This all comes down to leveraging the 'degrees of separation' that attach us to everyone. Accept as many people as you can as connections on LinkedIn and you may just find that someone on there is a powerful influencer in your industry.

Again, as LinkedIn is primarily to be used for professional networking, it is all about relationship-building. LinkedIn users connect with other like-minded professionals, some of whom may be your patients. Others may be fellow dentists, specialists, doctors, business owners, community leaders, and referral sources...yes, they may turn to you for dental services, but they can also be great sources of information when it comes to running a successful business

LinkedIn definitely should be a part of your online strategy but remember its unique purpose: professional networking. When used in conjunction with other social media sites, LinkedIn can be yet another tool in your social media arsenal!

Strategies for all platforms

Remember you need to start somewhere, so choose a platform and get started. Once you are comfortable with the platform, you will discover what works best to capture attention and engage your audience. In the meantime, keep the following concepts in mind, regardless of the platform that you are using:

Always include a call to action, usually in the form of a link. Give people something to do - retweet, comment, or “click here to learn more”

Be ready to respond anytime - studies show that the quicker the response to a complaint, the more likely an upset patient will be placated

Post photos (and short videos) - these are more engaging and can be posted across every network

Utilize Hashtags - Hashtags are great tools for new audiences on Twitter, Facebook and Instagram. Try to use at least one in every post.

Promote social media channels in house - do your pamphlets and other promotional materials include an invitation to connect via social media. Ask your patients to connect via social media and train your staff to mention it to your patients as they exit the practice

Your patients can be your best advocates -there is nothing stronger than a happy patient posting photos or reviews about your practice. These moments should make you proud to be a dentist and they can be capitalized for the overall benefit of your practice.

Social Media Score (1-15)_____

Add up all of your avenues: Total Online Presence Score _____ (100)

Scoring

90-100 - you should be dominating online and new patients should be flowing in from the internet. You probably did not need to take this course :)

80-89 - you are doing well , need to have a slight improvement, take some of the pearls that you learned today and you should start doing better online

70-79 - you are lacking in some areas, you are probably not as visible as you could be.

60-69 - your online presence is severely lacking, most of your new patients are internal referrals or from insurance plan

50-59 - your basically invisible online, you need a ton of help

Less than 50 - Do you have a website, any online presence at all, how are patients going finding you. You are invisible

In the next few pages there is a list of resources so you can contact any of the vendors that I have used to help me dominate the internet.

I hope you enjoyed this course as much as I have enjoyed educating you on the power of the internet and how it is vital to make sure that you cover the various aspects of the "Tau Template" in order to dominate online. If you have any questions please feel free to contact me via email at drlentau@birdeye.com or via cell at (610) 733-2473