

# Dental Practice – Digital Best Practices

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When existing and prospective patients visit a dentist's website there are 4 main questions that should be easily answered on the first page (either directly answered or conveniently linked to):

- a. Where is the office located?
- b. What are the hours and days of operation?
- c. Is my insurance accepted?
- d. How do I book an appointment?

2



Ensure your website looks good and works on **Mobile devices**. Overall **48%** of Internet visits were mobile in 2018 (<https://www.statista.com/topics/779/mobile-internet/>)

Test your sites mobile friendliness here:

<https://search.google.com/test/mobile-friendly>

3

Ensure that you have some **analytics tracking** on your site. Google analytics is a good place to start, though other packages may offer more accuracy.

<https://support.google.com/analytics/answer/1008015?hl=en>

4

Ensure that your website has correct **contact information**. Make sure that your address matches what is listed on Google My Business profile. Ensure phone numbers are the same and that street indicators are consistent. *(If Google My Business says "Ave." instead of avenue, ensure your website also says "Ave.". If Google My Business says E. instead of East, make sure your website also says E.)*



5



Make sure your **site links** to your official Facebook, Twitter, Instagram, and Youtube pages on all pages of your site.

6

Make sure your site **loads quickly**. This is one of Google's strongest ranking factors (<https://searchengineland.com/google-speed-update-page-speed-will-become-ranking-factor-mobile-search-289904>)

Test your site speed here:

<https://developers.google.com/speed/pagespeed/insights/>

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Complete your **social media profiles**. Ensure that they include cover images, profile images, a completed About Us section including location info, as well as links to your websites. If you yourself don't have the time or expertise to promote your office via social media, consider assigning a dedicated team member to champion this effort.

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If you have an **active blog**, be sure to post new blog articles to all of your social media channels. This will give you an opportunity to signal that you're an active business and, possibly, enter into your followers' organic social media feeds.

Do not abuse these channels. Make sure you're posting articles that your followers will care about. If they don't interact with your posts, Facebook, Twitter, et al. will reduce your reach and only show to people who regularly engage with your content and exclude you from all other feeds.



9

Use **patient communication platforms** (ie: *SolutionReach* or *Revenue Well*) to contact dormant patients via email or text, and invite them to come back for unscheduled treatment or preventative appointments. This may be a good opportunity to offer discounted services or introduce new innovations that may enhance their experience.

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**Track results** on a monthly basis. How many dormant patients have re-engaged as a result of your blog posts, social media engagement or email/text communications? How many upgraded services have been sold as a result of these efforts? How many more appointments are being booked as a result of adding easier to find content to your site? Which sources of traffic have improved as a result of these combined efforts?

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As younger generations, working professionals and busy parents prefer to **book appointments online** rather than via phone, consider offering online scheduling system.

<https://www.softwarepundit.com/overview-online-appointment-scheduling-systems-dentists>