

# **THE TOP INTERNET MARKETING CHANNELS FOR DENTISTS**

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There are countless methods available to businesses looking to find new leads on-line and to a certain extent, most will work if managed by a skilled Internet marketer. However, when it comes to Internet Marketing specifically for the dental niche there are three channels where you should focus your efforts: Search Engine Optimization (SEO), Pay-Per-Click (PPC) and Social Media. Together, these three channels form a complete on-line marketing program that has the potential to grow your business faster than any other marketing tactic we have seen. If worked properly, these channels will help you gather more high converting leads than all other channels combined. But be aware, these channels, especially PPC campaigns can lose you money very fast!

## **Search Engine Optimization (SEO)**

Search Engine Optimization or SEO is the deliberate process of affecting your rankings in the search engines results. This method can have a big impact on the organic or natural traffic to your site. There is no sense in building a beautiful website if people will never find you. Keep in mind, the top three ranked sites on Google receive about 60% of the clicks! And if you are not on page one of Google you are practically invisible to potential customers. Try this: go to Google and type in "dentist your city", which is what a potential customer might search. Check and see what competitors are there and hopefully you are right up there with them. Also, remember that there are many other phrases prospects might search and you should rank for these terms as well. One caution: beware of SEO marketers that use blackhat methods not approved by Google. These practices can get your site removed from Google's listings, also known as deindexing.

## **Pay-Per-Click (PPC)**

Pay-Per-Click or PPC Advertising requires you to pay a publisher each time your ad is clicked. Other variations charge per impression or order. For this reason it is often referred to as paid traffic. PPC is hands down, the quickest way to generate leads on-line. If you are just starting out on-line it can bring in new customers and help to fast track your business. So why isn't everyone using it? Because PPC is the fastest way to lose money as well! This is commonly happens when campaigns are being managed in a competitive niche by someone with little experience. Keep this in mind if you decide to try PPC. There are many platforms available to dentists but the best converting providers are, in order, Google AdWords, Bing Ads, and Facebook Ads.

## **Social Media**

Social Media has become the latest buzzword in Internet Marketing. And for good reason, considering the sheer number of people that participate and the amount of time they spend on these sites. For the dental niche we have found social media to be an excellent tool for engaging and educating potential customers, and for building your brand. It is often the first touch point, but for closing the deal, we have found SEO and PPC to be more effective. There are hundreds of social sites at your fingertips but for the dental niche we have found it best to focus on the big 3: Facebook, Google+, and YouTube. Others to consider include Twitter, Pinterest, and LinkedIn.

Our experience with dentists has convinced us that most of your on-line marketing budget should be devoted to these three channels, which make up a complete program that if managed properly, will help grow your business to the next level. Please feel free to contact us if you have any questions or want to discuss how we've helped others in your field.

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