

# Spread the love

Shaz Memon advises on how to get Google to love your practice website

According to a recent Forbes article on the top 10 SEO trends influencing digital marketing, it's no longer enough to simply have well-written content on your website.

Previously, unique copy was king, a high frequency of posts essential, and relevant keywords vital 'must haves' – with content targeted and optimised – in the bid to cannily attract Google's attention.

Now, however, your great blogs and easy-to-read patient information need more than just appeal and optimisation to reach an audience and get your website to page one of Google – they need to be supported by other credible sources, too.

I've often cautioned against the 'copy and paste' mentality of dental practices – so many repeat what's gone before and, however well designed a website, plagiarised blogs and so on will lose the confidence of popular search engines, as well as the will of the reader to plough through something they've read before – possibly on the websites of your competitors.

### Love the links

But, if you're resourceful, it truly is possible to 'reinvent the wheel'. Writing your own treatment pages, articles and blogs as well as posting your own case studies and patient testimonials will boost your popularity online, providing they are supported with reference to other viable websites and contain relevant keywords – without, of course, impacting



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on readability and style.

The trick is to approach your dental marketing as you would a clinical paper. The purpose of a citation provides supporting evidence for what you are saying and tells the reader where they can find any further reading. Similarly, providing links to verified websites offers much the same reassurance to reader and search engine.

So, back up your information with valid and trusted sources and link to the

relevant websites with back links. Link building is important for SEO – Google's evaluation of your website is based on how many domain names your website links to, and improves your ranking in conjunction with keywords, proving a powerful combination.

Link building also provides added value to patients seeking advice on treatments and procedures. For example, if you mention the BACD in relation to your cosmetic practitioners,

then link to the relevant page on the BACD website, making it easy for readers to navigate their way around the services you offer.

Create a bank of referenced resources and associated hyperlinks that build a network of 'safe places' from which your patients can pull out key information in order to make their choices. Plus, it ticks boxes with Google, so do give credit where credit is due.

### Build relationships

And don't forget to request back links to your site from others. This will increase credibility. If your practice is mentioned elsewhere – on a local news website for example – then communicate the benefits to both parties and, when networking, aim to enter into a quid pro quo arrangement with other local businesses.

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If several sites promote your page, then it keeps Google interested. Build a database of websites that have linked to you in the past and nurture those relationships. Aim to create content with these strategies in mind and consider keywords and link building before publishing.

Think about creating a Google+ profile, too. This helps Google decipher who you are and what you offer. And, do take time to audit your website to check if its design and function are fit for purpose and appropriate to your audience. Like its content, the website itself should be built with users and SEO in mind.

### Get engaged

Engagement is also a key driver, so support and amplify your website content with frequent social media activity and interact with trusted accounts on all popular platforms. Make sure you enter into conversations and stay up to speed on new thinking, innovations and the politics of dentistry.

Don't be afraid to give voice to causes and arguments that are close to your professional heart. Embarking on open discussions on HPV and illegal teeth whitening on Twitter for example, gives you credence as a clinician, particularly if you signpost readers to your website where they can find further links to other related and credible websites.



A recent study (Yoo and Sarin, 2018) reveals that, as consumers, we tend to make choices in a 'boundedly rational' way. In other words, in order to make a quick decision between similar products or services, we rely on certain predispositions while at the same time keeping an open mind to strong evidence for making an alternative choice.

Of course, sometimes it is difficult to evaluate the quality of certain products or service prior to purchase – and dentistry is a prime example.

For dental marketing purposes, these findings reinforce the power of brand loyalty and support the competitive power of testimonials and case studies and other way your practice demonstrates quality of service.

In other words, give prospective patients a reason to buy into your brand, offer compelling evidence to the content you post via and engage prolifically. They will appreciate your efforts and value information that supports your credibility – plus Google will love you, too!

Care to comment? @AesDenToday

### Reference

Yoo OS, Sarin R (2018) Consumer choice and market outcomes under ambiguity in product quality. *Marketing Science* doi: 10.1287/mksc.2017.1069

### BIOGRAPHY



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