

ACHIEVING ONLINE MARKETING SUCCESS

Q&A WITH DR. JUAN LOPEZ, PROSITES MEMBER

Q: Prior to becoming a ProSites member, did you use another online marketing solutions provider?

A: Yes. We used another dental online marketing provider for our website, search engine optimization (SEO), and pay-per-click (PPC) advertising.

Q: What challenges in the dental industry, or your business specifically, influenced your decision to look for another provider?

A: In addition to personal referrals, most patients today find services through online research. I felt that our online presence had decreased. We were no longer showing up on Page 1 of search results, and I wanted someone to re-design the practice website and increase our overall online presence.

Q: What criteria did you have in mind when looking for a solution?

A: I wanted a provider that offered a breadth of services, including social media and SEO, to improve our search ranking and overall online presence.

Q: Why did you choose ProSites?

A: I researched three to five other dental-specific online marketing solutions providers and felt that ProSites had better features, as well as the ability to customize offerings to meet our needs. ProSites offers simple and effective solutions. Their team is extremely easy to work with and very flexible. They listen a lot to ensure they understand your needs, so they're able to design a website and recommend services to help you meet your goals. I would certainly recommend ProSites.

Q: At this point, you've been a ProSites member for about six months. What benefits have you experienced as a result of working with ProSites?

A: The number of new patients that find us as a result of our online presence is up about 30%. We've also improved our search rankings, consistently appearing on Page 1 of search results for cosmetic dentists in our area.

Q: What role do you think SEO plays in the success of your practice, and how is ProSites' SEO service different from others out there?

A: Simply put, SEO makes it easy for prospective patients to find us. What makes your service different is that ProSites understands the dental market and how SEO works, so you're able to keep up with the constant changes.

Q: What would you say is the biggest benefit of having an active social media presence?

A: The biggest benefit is being able to engage with current and prospective patients. The old phonebook is now social media, and that's where patients go when searching for a new dentist.

Q: What advice would you give other dentists who are looking for an online marketing solutions provider?

A: First, I would say understand your needs. Second, do research and compare your options. Third, give ProSites serious consideration because they offer strong, comprehensive, cost-effective solutions that elevate your online presence.



Service Highlights:
Market Leader Package
Custom website
Premium SEO
Premium SMM

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ProSites is the largest provider of website design and online marketing solutions for dental professionals. Our comprehensive suite of online marketing solutions includes website design, search engine optimization, social media management, pay-per-click advertising and automated patient communications.

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