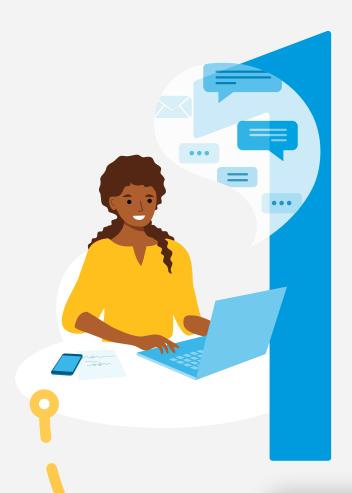
Top Online Marketing Strategies for Dental Practices in 2022



Social Media Posting

Steps to a successful social media program:

- Outline your social media goals to align with your business goals
- **Test content** to see what resonates with your clients
- Create a content calendar to meet your goals
- Interact with your client to show them they are important

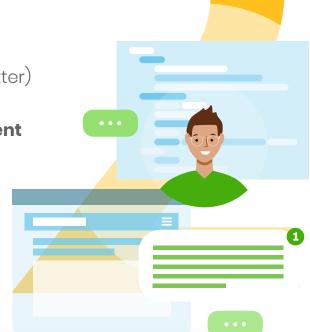


Have a dialogue with your clients online to help build up your following

Search Engine Optimization

Steps to a successful SEO Progam:

- Consider your URL length (shorter is better)
- Ensure you have **comprehensive content**
- Review your title tags for correlation to search
- Evaluate the backlinks to your website





Ensure that each page's metadata matches what you're talking about on the page



Online Reviews & Reputation Management

Step to a successful reputation management program:

- Respond to positive and negative reviews
- Follow up with patients and ask for reviews
- Post reviews on your website for potential new clients to read
- Be genuine in your responses



Reinforce you are a patient-centric practice by showing your willingness

to take feedback and make things right