

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 Program:

- 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