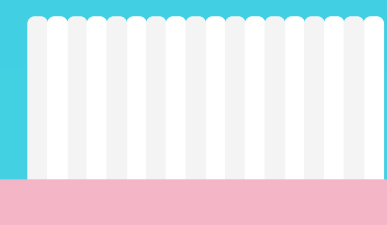




Local SEO for Dentists



93% of all purchases, including dental services, start with an online search.



92%

of searchers choose businesses on the first page of local search results.

46%

of all Google searches seek local information

60%

of patients visit a dental practice in person after reading a positive review.

86%

of patients select a dentist by reading online reviews.

How can you make sure your practice shows up first when patients search 'dentists near me'?

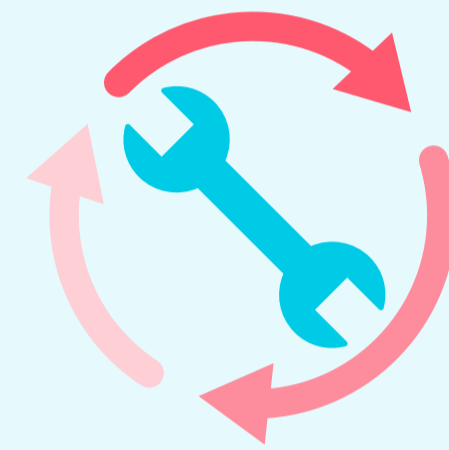
Rank for the Map Pack

The Map Pack, or Local Pack, is a set of three locations listed on the SERP with a Google map showing their location and pushing traditional organic results down.

You want your dental practice to appear in the top three results as these appear at the top and receive the most number of clicks.



Because the Map Pack can change drastically depending on the patient's location, it's helpful to use a tool like Local Falcon to track your rankings across a specific radius around your office or clinic and benchmark your competitors' efforts.



Local Ranking Factors

Optimizing for local search and the Map Pack

1. Google My Business

2. Review Signals

3. Social Signals

1. Google My Business Profile

Google My Business (GMB) is a tool that lets you claim and manage your Business Profile. This profile appears on the search engine results page (SERP) and provides practice information like address, hours of operation, map, and pictures. It also allows patients to add reviews and engage with you.

Optimization Tips

- Complete your listing as much as you can, and keep it updated if anything changes.
- **Keep your NAP citations consistent and clear.** Every time you mention your business' Name, Address, and Phone number, you're making a NAP citation. Google uses these citations to verify that your information is correct across all channels.

Bob's Dental
1234 Main St.
San Francisco, CA 94102
(XXX) 555-5525



Bob's Dental Practice
1234 Main Street
San Francisco, CA 94102
(XXX) 555-5525 ext. 15

- The NAP you're using on your GMB profile must be the one you use all across the web (your website, social media, and directories). Every mention of your business information should be a 100% match.
- When setting up your GMB profile, make sure to pick the primary category that best describes what you do. Some options include Dental Clinic, Dental Hygienist, Dental Implants Periodontist, Dental Laboratory, and Dentist.
- Add a secondary category to help you rank for complementary keywords.

2. Review Signals

Google uses your business's reviews to decide whether or not you'll rank for local searches. The number of reviews and positive versus negative feedback ratio are important signals Google uses to determine where to put you on the organic listings (blue links) and even in the Map Pack.

Optimization Tips

- **Ask patients to leave a review on your business profile.** Potential patients will check reviews before deciding to call or visit your office.
- **Reply to every review you receive.** Patients like to see that you're engaged!
- **Yes, reply to negative feedback too.** Replying to negative feedback tells Google - and other patients - you care for your patients' experience. If there's a negative review, responding with understanding can reduce its impact.



3. Social Signals

Google engagement (i.e., your interactions with user reviews on your business profile) and social media activity - including Twitter and Facebook - can impact your local SEO.

Optimization Tips

- Use the same email to create your profiles on these websites, and one that you will have access to for the life of your practice.
- Create social campaigns partnering with other local businesses or brands.
- Stay relevant by listening to what your audience is talking about and be part of the conversation.
- Use images and videos.

