



The Ultimate DIGITAL MARKETING **CHECKLIST** FOR DENTISTS



HOW TO WIN ONLINE & ATTRACT MORE
PATIENTS VIA THE INTERNET

SEO • PPC • SOCIAL MEDIA • WEBSITES • ANALYTICS

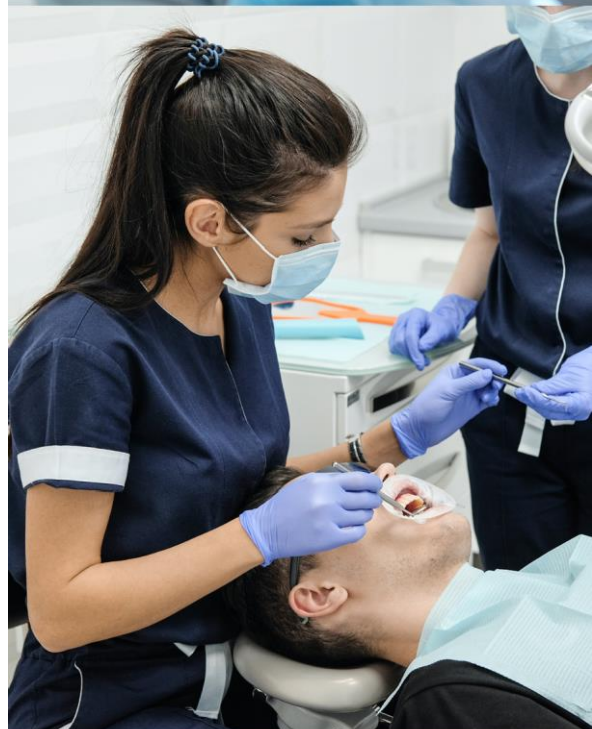
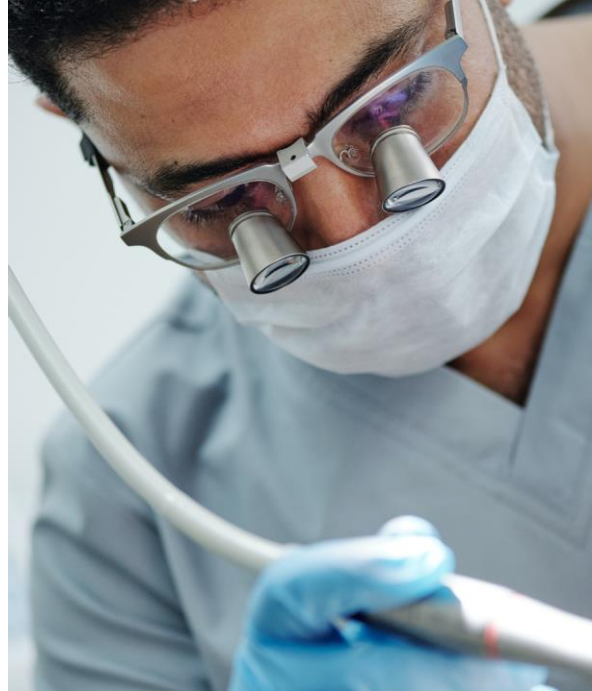
Elevate Your Dental Practice in 2023 with Triforce Digital Marketing

Ready to grow your dental practice in 2023?

Choose **Triforce Digital Marketing**, an all-in-one solution dedicated to increasing revenue, streamlining processes, and attracting high-quality patients through SEO, PPC advertising, inbound marketing, and consultancy.

At **Triforce Digital Marketing**, we believe in customized solutions that enhance your web presence, attract high-value patients, and boost your income. Benefit from our expertise and comprehensive services, ensuring your dental practice receives the attention it deserves. Take a leap towards growth by driving significant website traffic with our proven digital marketing approach.

Propel your clinic forward with **Triforce Digital Marketing's** all-in-one solution. Increase revenue, streamline processes, and attract high-quality patients through our comprehensive digital marketing approach. Trust our proven track record and commitment to quality. Schedule a free consultation to witness firsthand how we can help your dental office flourish for years to come.



IS YOUR DENTAL CLINIC EXPERIENCING ANY OF THE FOLLOWING?



Lack of time:

Many dentists are busy treating patients and managing their practice, which leaves them with limited time to focus on digital marketing. Our agency can help by taking on the digital marketing responsibilities and providing dentists with the tools they need to manage their online presence.



Difficulty measuring ROI

Some dentists may have difficulty tracking the success of their digital marketing efforts and measuring the return on investment. Our agency can provide data-driven insights and analytics to help dentists understand the performance of their campaigns and make informed decisions.



Limited marketing knowledge

Not all dentists may have extensive marketing knowledge or experience. Our agency can provide guidance and expertise in areas such as SEO, social media marketing, and PPC advertising to help dentists improve their digital marketing efforts.



Inconsistent brand messaging

Dentists may struggle to maintain a consistent brand messaging across their digital marketing channels. Our agency can help create a cohesive brand identity and ensure that messaging is consistent across all channels.



Limited budget

Some dentists may have limited budgets for digital marketing efforts. Our agency can help by creating cost-effective campaigns that maximize the impact of their marketing spend and provide measurable results.

Overall, our agency can provide dentists with a tailored digital marketing solution that addresses their pain points and helps them achieve their business goals!



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☐ Is your website optimized for conversions (calls and messages)?

- ☐ Are you able to easily find your phone number in the upper right corner of every page?
- ☐ On your contact page, do you offer a straightforward and user-friendly contact form?
- ☐ Do the images and videos on your website represent your dental office and staff honestly? rather than depending solely on stock photography?
- ☐ Do you incorporate compelling and attention-grabbing Call-to-Action (CTA) elements after each section of text?
- ☐ Do you offer website visitors the option to engage in chat or two-way text communication for more interactive experiences?
- ☐ Does your website adapt well to mobile devices and include an easily accessible click-to-call button for seamless mobile usage?
- ☐ Does your website load quickly and smoothly on both desktop and mobile devices?

☐ Is your website optimized for search engine rankings?

- ☐ Do you include your main keywords in the title tag on every page of your website, such as "Porcelain Veneers | [Your Practice Name]"?
- ☐ Do you have dedicated pages that highlight each of your core treatments and services? Is there unique and informative content on every page of your website?
- ☐ Does your website rank well for important keywords, such as "your town/city dentist," "dentist in your town/city," "dentist near me," and other related search terms?
- ☐ Are you consistently generating new content or maintaining an active blog on your website?
- ☐ Do you regularly create new backlinks to your website to increase its online visibility and reputation?

☐ Is your practice optimized to rank on Google Maps?

- ☐ Have you successfully secured and authenticated your Google My Business (GMB) listing? Do you possess the login credentials?
- ☐ Have you maximized the optimization of your Google My Business listing?
- ☐ Is your practice name, address, and phone number (NAP) consistently listed on all major online directories?
- ☐ Do you have 40 or more online reviews, for example, reviews on Google?
- ☐ Do you have an active plan for consistently obtaining fresh online reviews?
- ☐ Are you regularly sharing updates on Google My Business and actively addressing customer queries?

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☐ Are you taking advantage of paid online marketing?

- ☐ Are you actively running Google Ads campaigns?
- ☐ Are you employing retargeting ads to reach potential customers who haven't converted yet?
- ☐ Have you organized your Google Ads account into well-structured campaigns and ad groups? Are
- ☐ you targeting specific keywords with customized text ads and dedicated landing pages?
- ☐ Do you have conversion tracking in place to monitor leads and attribute them to specific ad groups and keywords?
- ☐ Are you currently running targeted Facebook Ads to reach your ideal target audience?

☐ Are you active on social media?

- ☐ Have you set up business profiles on Facebook, Instagram, and Twitter for your practice? Do
- ☐ you have a dedicated YouTube account established for your practice?
- ☐ Does the practice owner have an active LinkedIn presence?
- ☐ Are you consistently publishing content on your social media profiles on a regular basis? Do
- ☐ you actively engage with and respond to comments on your social media posts?
- ☐ Do you interact with and share content posted by potential patients on social media platforms?
- ☐ Does your Instagram feed maintain a cohesive and consistent visual theme?

☐ Are you leveraging email marketing & automation?

- ☐ Are you promptly following up with leads within a five-minute window through phone calls, SMS, and email?
- ☐ Do you have conversion campaigns implemented to nurture unconverted leads through multiple touchpoints (phone, SMS, and email) until they schedule a consultation?
- ☐ Do you maintain a database of your patients' email addresses?
- ☐ Are you sending out a monthly email newsletter to your subscribers?
- ☐ Are you effectively utilizing email marketing to stay top of mind with your audience and establish trust?
- ☐ Are you leveraging both email and SMS to encourage and solicit more online reviews?

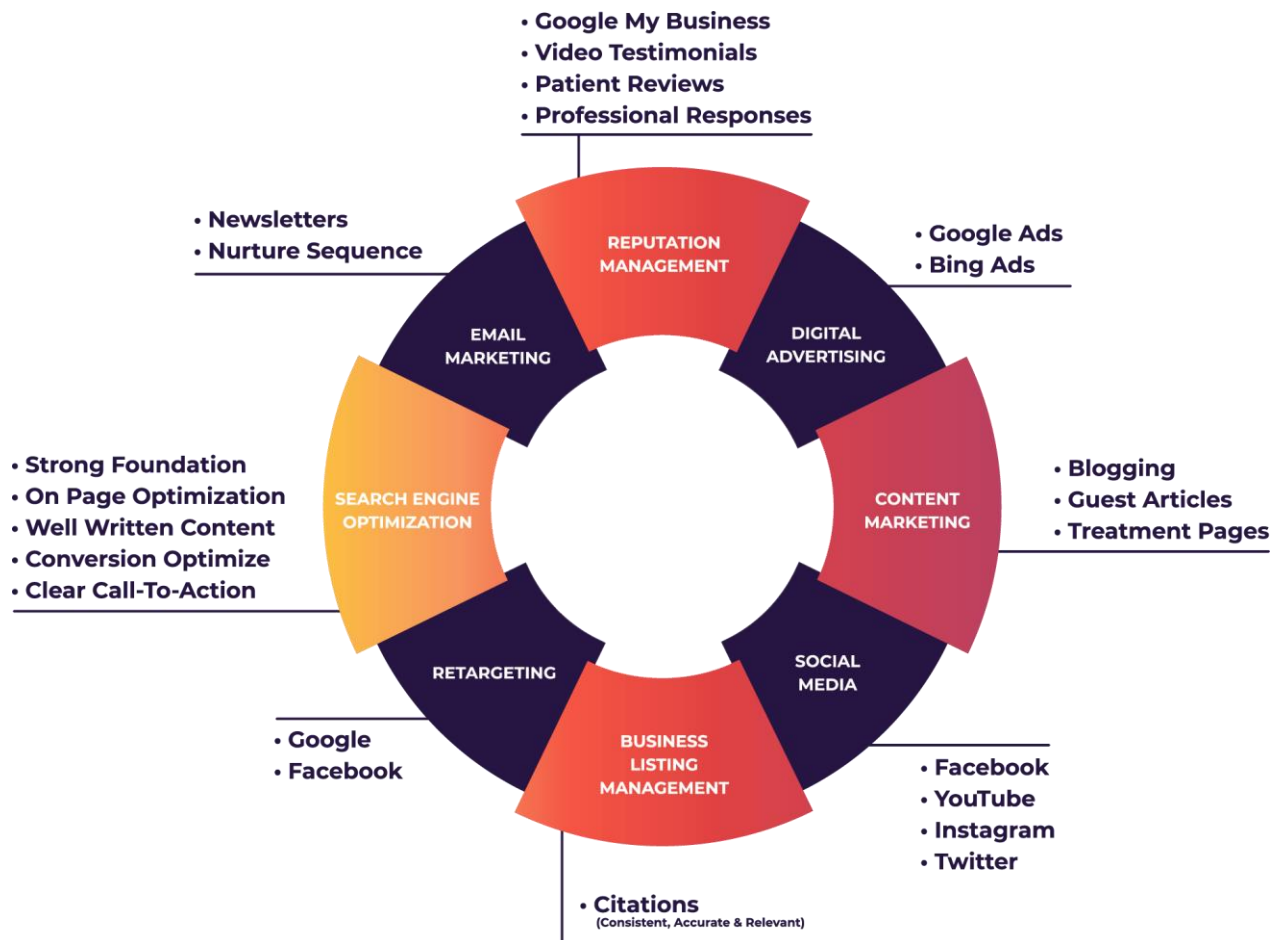
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☐ Are you tracking how much money your marketing efforts are making you?

- ☐ Are you monitoring the financial impact of your marketing endeavors?
- ☐ Do you utilize Google Analytics to track and analyze your website's performance? Are you keeping tabs on keyword rankings to assess your visibility and SEO efforts?
- ☐ Do you employ call tracking to measure the effectiveness of your marketing campaigns in generating phone leads?
- ☐ Do you have a dashboard that provides insights into your cost per lead, overall marketing expenditure, and projected return on investment (ROI)?
- ☐ Are you utilizing a Customer Relationship Management (CRM) system to track leads, identify their sources, and measure revenue generated?

Maximize the flow of calls, leads & profitability in your Dental Practice



Are you looking to take your dental practice to the next level in 2023?

Look no further than **Triforce Digital Marketing**, the all-in-one business growth consultancy for dental clinics. Our team is dedicated to helping practice owners increase profitability, reduce workload, and attract high-quality patients.

With our comprehensive approach to digital marketing, we can develop a customized strategy tailored to your specific needs. Our four-pillar services, including SEO, PPC, inbound marketing, and consulting, are designed to boost your online visibility and drive traffic to your website.

At **Triforce Digital Marketing**, we pride ourselves on our commitment to excellence and our ability to deliver measurable results. Don't just take our word for it - schedule a free appointment with one of our experts today to learn more about how we can help your dental practice thrive in 2023 and beyond!



To schedule your FREE
Digital Marketing Assessment visit:
www.triforce.io/schedule
(469) 998-1337

