



The Ultimate
DIGITAL MARKETING
CHECKLIST
FOR DENTISTS



HOW TO WIN ONLINE & ATTRACT MORE
PATIENTS VIA THE INTERNET

SEO • PPC • SOCIAL MEDIA • WEBSITES • ANALYTICS

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

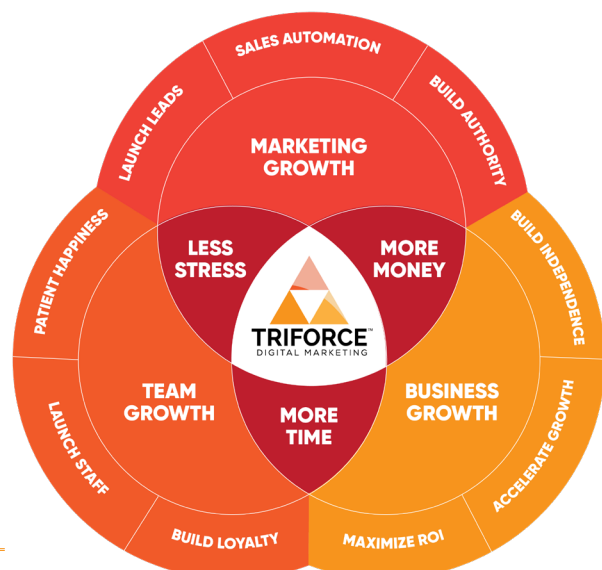
Dentists may struggle to maintain a consistent brand messaging across their digital marketing channels. Our agency can help create a cohesive brand identity and ensure that messaging is consistent across all channels.



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!



THE ULTIMATE DIGITAL MARKETING CHECKLIST FOR DENTISTS

HOW TO WIN ONLINE & ATTRACT MORE PATIENTS VIA THE INTERNET

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

Does your phone number appear in the top right corner on every page?

Do you have a simple contact form on your contact page?

Does your website use authentic, non-stock photos + videos of your dental practice & team?

Do you have a compelling Call-to-Action (CTA) after every block of text?

Do you give website visitors the option to engage via chat or 2-way text?

Is your website mobile friendly with an easy click-to-call button?

Is your website fast loading on desktop & mobile?

Is your website optimized for search engine rankings?

Do you have your main keywords in the title tag on every page of your website?

E.g. Porcelain Veneers | Your Practice Name

Do you have pages for each of your core treatments?

Do you have unique content on every page of your website?

Does your website come up for the most important keywords? E.g. "your town/city dentist", "dentist in your town/city", "dentist near me", and other similar keywords?

Are you consistently creating new content or blogging?

Do you regularly create new links back to your website?

Is your practice optimized to rank on Google Maps?

Have you claimed & verified your Google My Business (GMB) listing? Do you have the login?

Have you properly optimized your Google My Business listing?

Are you listed on all the major online directories with the same practice name, address, and phone number? (NAP)

Do you have 40 or more online reviews? E.g. Google Reviews

Do you have a proactive strategy for getting new online reviews every day?

Are you posting to Google My Business weekly and responding to questions?

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Are you taking advantage of paid online marketing?

Are you running Google Ads?

Are you targeting unconverted leads with retargeting ads?

Is your Google Ads account organized into campaigns & ad groups?

Are you targeting keywords with specific text ads & landing pages?

Do you have conversion tracking in place to track leads back to the ad group/keyword?

Are you running targeted Facebook Ads to your ideal prospect base?

Are you active on social media?

Do you have your business profiles set up on Facebook, Instagram & Twitter?

Do you have a YouTube account set up for your practice?

Does the practice owner have a LinkedIn account?

Are you posting content on your social media profiles on a consistent basis?

Do you like and reply to all comments left on your posts?

Do you engage (like, comment and share) with content posted by potential patients?

Does your Instagram feed have a consistent theme?

Are you leveraging email marketing & automation?

Are you following up with your leads within 5 minutes or less via phone, SMS & email?

Do you have conversion campaigns in place to follow up with unconverted leads 5-7 times via phone, SMS & email until they book a consultation?

Do you have a database with your patients' email addresses?

Are you sending out a monthly email newsletter?

Are you leveraging email marketing to stay top of mind and build trust?

Are you using email & SMS to get more online reviews?

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HOW TO WIN ONLINE & ATTRACT MORE PATIENTS VIA THE INTERNET

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

Google Analytics

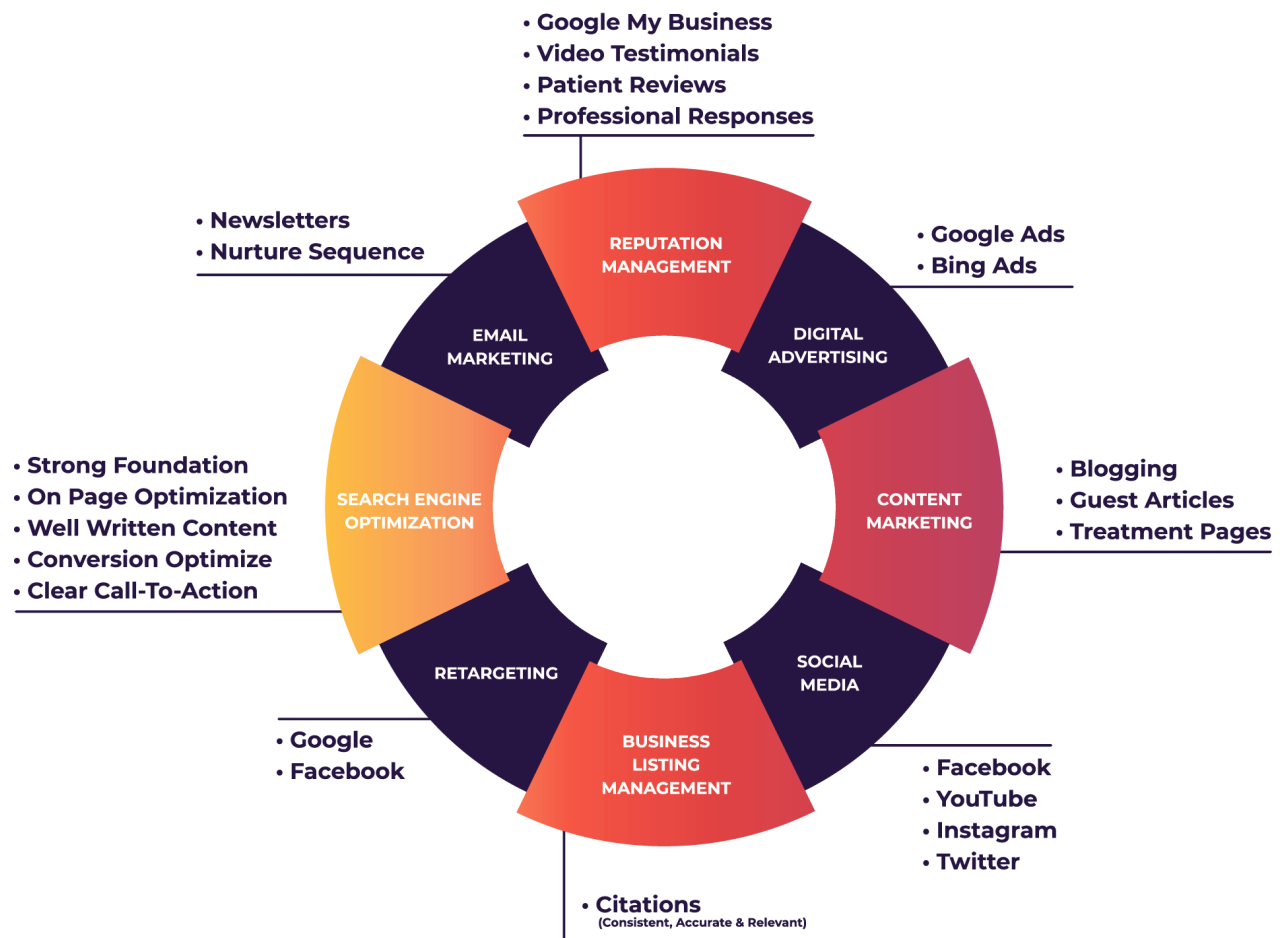
Keyword ranking tracking

Call tracking

Dashboard showing cost per lead, total marketing spend, and projected return on investment(ROI)

CRM to track leads to the source & revenue

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



Are you looking to take your dental practice to the next level in 2024?

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 2024 and beyond!



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

