

SEO for Dentists

Complete Strategy Guide

SEO for DENTISTS: Complete Strategy Guide

WHAT IS SEO?

Search engine optimization (SEO) is the process of improving your website to increase its visibility on search engines like Google.



KEYWORD RESEARCH



Find relevant keywords that patients are searching for, focusing on local keywords specific to your area

ON-PAGE OPTIMIZATION

- Optimize title tags and meta descriptions
- Use headers and keywords in content
- Improve site structure and navigation

LOCAL SEO



- Claim and optimize your Google Business Profile
- Build local citations and get reviews



MEASURE & IMPROVE



- Use tools like Google Analytics to track traffic and performance

Why SEO Matters for Dentists

71% of potential patients search online before contacting a dentist. 86% contact a dentist after their research.

If your practice is not ranking on page one of Google, you are likely losing patients to competitors.

Local SEO: Your First Priority

Optimise your Google Business Profile with accurate details, high-quality photos, and patient reviews. Ensure your NAP (Name, Address, Phone) is consistent across all directories.

Website Optimisation Basics

1. Use targeted keywords like 'dentist near me', 'teeth whitening in [City]'.
2. Optimise meta titles, descriptions, and headers.
3. Ensure mobile-friendliness and fast load times.
4. Use schema markup for dental services.

Content Strategy for Dental SEO

Create informative blog posts answering common patient questions. Topics like 'How often should I get a cleaning?' or 'What is Invisalign?' improve keyword relevance and help establish authority.

On-Page vs Off-Page SEO

On-Page: Title tags, meta descriptions, keyword optimisation, internal linking.

Off-Page: Backlinks from reputable sites, guest blogs, social media signals.

How to Measure and Improve

Use tools like Google Analytics and Google Search Console to track rankings, traffic, and engagement.

Refine pages that aren't performing, and continue building links and publishing new content.