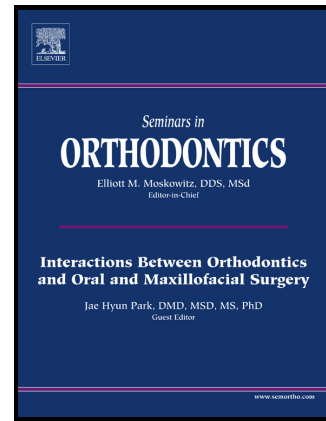


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The key to successful online marketing for an orthodontic practice: mastering the plan

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**The Key to Successful Online Marketing for an Orthodontic Practice: Mastering
the Plan**

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Abstract

Online marketing these days has sought the attention of everyone in healthcare. Internet marketing has opened the portal for dental practices to reach their target audience and thereby showcase their services in an impressive manner. According to a healthcare survey, every orthodontic patient seeks help on the internet these days before scheduling an appointment mainly for two reasons: Firstly, to find orthodontists in their local area and Secondly, to determine which would be the right clinic to meet their needs. These consumer habits benefit orthodontists with a good online presence and who deliver their internet marketing message in an impressive style on the web. This article outlines the need, technique and recent trends in internet marketing for practice growth for Orthodontists

Keywords: *Online, Marketing, Orthodontist, Website, Social Media, Reviews, Search Engine Optimization.*

Introduction

The internet is imperfect by nature and a never ending process of updates. It is commonly acknowledged that a successful orthodontic marketing strategy includes a combination of internal, external, and online marketing tactics. That being said, the Internet offers a very compelling marketing format. It is readily available to prospective new patients 24 hours a day, seven days a week, 365 days a year and has become

increasingly pervasive in our society as the preferred format to gather information and influence buying decisions. Nearly every professional today has some form of web presence and it is important not to be left behind. Long gone are the days where “word of mouth” was all that you needed to rely on for a practice to grow and there are many reasons today why most orthodontist have chosen to invest in their web presence.¹ A strong online presence increases an orthodontist’s credibility. Many people in need of orthodontic care are now using the internet to research their options

(Table 1 and Table 2).

If a potential patient searches for someone with a particular skill set and range of services on Google or another search engine, a well- optimized website will stand out amongst competitors’. It will show a visitor that a particular business is in tune with the times and is working hard to make the practice and reputation grow. A potential patient feels reassured and more confident of their choice when they can find a well-organized and engaging up to date website that describes the different orthodontic services offered. This can be the extra little push it takes to motivate a visitor to pick up the phone and book an appointment with that orthodontic office. Other people might be looking for special orthodontic services and the website will enable to easily showcase all the special skills and services.² The Internet can be a double-edged sword. A strong web presence in ranking and reputation management can vastly improve your business, just as a

poor web presence or reputation can cause great harm. In the online marketplace, business owners must “adapt or perish” in order to survive.^{3,4}

In this article we would be discussing in detail the various aspects of a great online marketing plan which is required for a successful orthodontic practice.^{5,6}

Online Digital Footprint

Internet marketing strategies in 2015-2016 (Figure 1) focus on reputation marketing and branding of the business name. This is called your “Online Digital Footprint”.

Your digital footprint includes:

1. Website
2. Local Search
3. Reviews
4. Social Media
5. Video
6. Press Releases
7. Online Articles

The Website: The Hub of your Internet presence^{7,8}

A well designed, engaging, and easy to navigate search engine optimized website is number one priority. It is the primary online representation of your practice, and the core of your online “digital footprint” which is the focus of the search engine algorithms.

With a large number of Internet consumers accessing the Internet using a smartphone, it is now a necessity for all websites to be easily viewed on a mobile device. For this reason, a responsive website is the design of choice to accommodate the ever-growing number of mobile users in the marketplace.

A responsive orthodontic website design can automatically adjust its layout to properly fit all devices including smartphones, tablets, laptops and more. With a responsive website design, orthodontists can be confident that their website is easy to navigate and viewable on any internet capable device. Having a responsive website design not only resolves the question of mobile capability, it also simplifies site maintenance and updating by eliminating the need for multiple versions of one website, thus eliminating a separate mobile site.

The process of planning and creating the way a website will look and feel is the first part of creating a website. It is the stage where one can organize creative ideas, branding and visual appeal. As with any marketing strategy or project, thorough initial planning is essential. Planning a website involves considering its role in the business plan and allocating sufficient resources to the development and upkeep of the website. At the planning stage, the following questions need to be answered; What is the purpose of the website? What do you need on your website?

A Great Website Accomplishes the Following Goals:

1. Displays a great representation of your practice with an up to date look and feel. It takes consumers less than 10 second to develop an impression of your business based on your website design. If the site is old and outdated, they will con-

sider your practice old and outdated. Is this the impression you want to offer first time visitors to your website?

2. It accurately depicts the doctor(s), office, and team to build trust in treatment and services
3. Directs visitors to pick up the phone and CALL for a new patient exam. “Your website is a marketing tool first and an information tool second it is all about them...Not You”
4. The website should be easy to navigate and find information. Don’t make patients jump through hoops or spend too much time looking for information of interest. Different is not always better based on Google analytics.
5. List both address and phone in the header area whenever possible. Many visitors coming to the site are only looking for an address or phone number. Don’t make them jump through hoops looking for basic information.
6. Top pages, after the homepage, often visited on an orthodontic website based on Google Analytics:
 - Meet the Doctor
 - Contact Us
 - Staff pages (suggest good photos and short bios)
 - Types of Braces
 - First Visit

7. Answer questions visitors are interested in researching, not products and features you want to promote.
8. Don't be too clinical. Write content on a 5th to 9th grade level so it is educational and easy to understand.
9. Google compares content from one competitor to the next. If your website is lacking in content it could affect your local ranking.
10. Emphasize benefits rather than features of treatment.

Feature: Digital X-rays Benefit: More accurate diagnostics with less radiation

Feature: Extended hours on evenings and weekends. Benefit: We understand busy lifestyles.

After your website is designed it is also important to ensure a patient can find your website in local search.

Search Engine Optimization^{9,10}

Search Engine Optimization is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users (Figure 2)

This includes the onsite SEO of your website and offsite SEO that promotes your online digital footprint throughout the Internet. The focus is no longer on just keywords, but a well-rounded reputation marketing program that consists of 8 top ranking signals:

1. On site signals of the website –Search Engine Optimization, Domain Authority (age, popularity, and size of the website), NAP-Name Address Phone , Keywords in Titles and text
2. Backlinks –Inbound links, linking domain authority. It's not quantity of the links but the quality of the links.
3. Business–Categories, Keywords in Business Title, Proximity and Geo targeting in local search
4. Citations or External Local Signals –Data Aggregators, Citation volume and authority, NAP consistency
5. Behavior –Click through rate, mobile click to call, check-ins on social media, offers to visitors
6. Personalization - Results to match the city or metropolitan area based on the user's location. Local business setup, local citations, and coding your website for surrounding areas.
7. Reviews –Quantity of reviews, velocity of reviews (consistency), diversity of reviews
8. Social media –For example for Google search engine, Google+ authority (priority

to businesses who verified early), Facebook likes, Twitter followers etc.

The various factors which effect the Search engine Optimization are:

(Table 3)

Organic Ranking Factors: The website design, Search Engine Optimization, age of the domain, and popularity of your website with traffic and backlinks continues to remain key factor in organic search results. Social media, which includes video, is #8 in ranking and not a factor in the top 10 listed above in organic or map factors. A strategically targeted social media campaign will miss the mark in eliciting ranking results in local search without a strong website or Search Engine Optimization. Another key factor in ranking is the choice of your domain name or URL. Businesses whose domain name includes orthodontic and city keywords such as mumbaiorthodontics.com have a leg up on practices listing their personal name (drgupta.com or guptaorthodontics.com) or generic branded name such as freshsmiles.com. Businesses who list ortho.com in their domain, which is not a keyword, may also not rank as well as orthodontics.com with all ranking factors equal.

Map Ranking Factors : Geo-Targeting or the method of determining the location of a website visitor and delivering content based on their location, such as country, state, city, zip code and IP address is now a major factor in maps ranking. This was not a factor prior to mid-2014 and causing a gradual shift in results.

Some businesses are now being penalized in rankings, based on their location outside of the GEO-targeted center determined by the search engines. Google's algorithm is more sophisticated than Bing's and will change the centroid on the maps based on the highest concentration of businesses in any given area. Google reviews can be a determining factor in ranking with businesses found in the same GEO-targeted area. In the past, the organic ranking of the website determined the ranking in the MAPS area. This is no longer true in 2015 and is expected to remain in the same 2016.

Even for experts, the local search ecosystem is incredibly confusing! Determining, the local search ecosystem, relevant to your country, offers a better understanding of how local data aggregators and databases fit together and where to start with branding cleanup if there is an issue.

If your business has good online branding and has not moved or changed your branded business name in the past 10 years, in all likelihood, there is no reason for concern. However, if your business is not showing up correctly in the Local Maps area, you have changed location or name and have not notified the Internet of the change, seeking the services of a Local Business specialist familiar with citations is your first step, especially if your organic ranking is doing well.

Citations- Mentions of your business on the data aggregators or databases, and search engines. Citations create a mention of your business and a backlink to your website based on your published branding or “Name, Address and Phone Number (NAP)”. Citation consistency reinforces your business branding and builds trust on the search engines based on:

- Name (Registered Legal Name)
- Address
- Phone number
- Website URL

Citation inconsistencies create havoc and reduce branding trust, resulting in loss in ranking, especially in the maps area of local search. If the information differs from the correct listing, search engines might think it's a different business. Or they might even decide that the wrong information appears so many times in other places where they gather data that the wrong info might actually be "right."

In simplified terms, the Internet is a massive spreadsheet requesting one branded listing for each local business. If the search engines finds multiple business listings in “NAP”, it reduces trust and will defer to competitors with fewer inconsistencies; thus the importance of managing your online digital footprint.

- The sources where Google and Bing pull information vary from country to country. Each has its own set of important players, known as data aggre-

gators. These aggregators typically accumulate their business databases by scanning and transcribing “NAP” information.

- Practices who moved, changed business name or under new ownership in past 5 years and did not notify the Internet are most prone to ranking issues based on branding.
- New businesses and those transitioning branding ownership to a new name will find it difficult to move up or maintain ranking without a targeted citation program to build and reinforce branding trust.
- Monthly or bi-weekly testing of your business ranking in the MAPS and organic area in local search for keyword “orthodontist city” is highly recommended.

Now let us talk about one of the most important aspects of Internet marketing and that is

Social Media Marketing ¹¹⁻¹⁵

Social media is another area that expands your digital footprint and can improve your search engine ranking. It is true that listing your business on the main social media sites such as Facebook, Google +, Twitter, Instagram, Pinterest, etc. can contribute to your online brand. Social media ranks #8 in the Google ranking signal. It creates a positive signal for your brand identity and authority. It also is a good internal marketing tool to engage patients and parents in how to communicate with your office. It is very important to have a good social media presence.(Figure 3)

Interpersonal communication is not the only type of communication affected by social media. Consumers now Follow, Like, Share, and review business online daily. Even if a business wishes not to engage in social media, their patients will be able to discuss them and review them online using social media and directory sites. Like it or not, consumers are going online to talk about local businesses.

These social media conversations can make or break your business by influencing the decision making of potential and existing patients. With orthodontic social media marketing you can join the conversation about your practice, generating a positive relationship with patients and a respected reputation in your community.

Social media doesn't just help you interact with your community and generate positive brand awareness for your orthodontic practice. It is also becoming an increasingly significant online ranking factor as search engines progressively utilize the recommendations of social site users when calculating the value and significance of your website and business related pages. Every Like, Share, and social interaction your business receives counts as a "vote" for the quality and influence of your orthodontic practice.

Orthodontic social media marketing is no longer an option for orthodontists wanting to be successful online; it is now a necessity. Do more than survive in the today's digital marketplace —your goal is to thrive and incorporate all forms of online marketing options available today to increase your web presence exponentially.

This mode of marketing has its pros and cons; The advantages being; with the popularity of digital marketing on the rise, many businesses are investigating how social media can help them promote their products and services to potential and existing customers. Social networking sites like Facebook and Twitter have transformed the way some businesses think about advertising. Some businesses direct customers toward their social network pages more than they direct them to their own websites. There are certain advantages to market via social media, but there are also related drawbacks as well. The primary advantages of social media marketing is reducing costs and enhancing reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face salespeople or middlemen or distributors. In addition, social media marketing allows firms to reach patients that may not be accessible due to temporal and locational limitations of existing distribution channels. Social media platforms increase reach and reduce costs by providing three areas of advantage for customers first, the marketing firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information that can be provided is much greater than in any other form of communication. Additionally, and more importantly, the information can be provided in a form that customers can easily process and understand. Second, social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements

The disadvantages of social media marketing are that; the online environment creates not only opportunities, but also complications and challenges for the social media marketing process. The transparency of the web makes online information available to all audiences, and reinforces the need for consistency in the planning, design, implementation and control of online marketing communication. The main disadvantages need to be considered on social media marketing, which are its time intense, trademark and copyright issues, trust, privacy and security issues and negative feedback. Feedbacks play an important role in image and brand building. Similarly in online marketing ORM is an important ingredient.

Online Reputation Management ¹⁶

Many practices have the misconception that reputation management is all about reviews. While reviews reinforce both credibility and trust for your online brand, they are not the sole requirement of reputation management as we have discussed.

Google Reviews are Your Top Priority, but not the only priority. Since 75 –80% of orthodontic consumers use Google as their search engine of choice (based on Google Analytics reports for orthodontic websites), Google comes first when gathering reviews from patients. Your demographic will determine what additional reviews are needed to develop a well-rounded reviews program. (Figure 4)

Reviews Tips and Tricks

1) Focus your time and energy building several reviews on multiple review sites, not just one. In the United States, the focus is on Google, Yelp, Healthgrades, YellowPages, Ratemds.com, etc. Your goal is to establish a well-rounded reviews “portfolio” of re-

views. In other words, “Don’t put all your eggs in one basket.” Implement a reviews strategy you can maintain over the long haul.

2) Google tracks IP addresses. It is recommended not to implement patient contests to motivate patients to write reviews in the short term. With a sudden influx of reviews, over a short period of time, you risk the possibility of your reviews being removed by Google. Reviews are difficult to accumulate and not worth the risk. Your goal is to accumulate reviews slowly and strategically over months and years. Both the search engine robots and the human users can tell when a business has been soliciting reviews. It looks illegitimate to both; slow and steady, stay the course, to win the race.”

3) As of August 2015, patients can now write a Google review on a mobile phone in the office as long as they are not connected to your office WiFi. They must be connected to their mobile service to deter Google from tracking office IP address. You must have one desktop review to open the mobile reviews area. Google is currently penalizing businesses with no reviews.

Writing a Google Review on a Smartphone

Instructions may vary on an Android phone since owners have multiple formats to choose from. It is suggested that both doctors and staff are familiar with the reviews process to guide reviewers through the process.

1. Google your practice name or doctor name on a smartphone. Add your city or town if multiple locations
2. Make sure reviewer has turned off Wi-Fi settings

3. Click on the business name in the listing (not call or directions)
4. Scroll down below the reviews summary area and find the “rate and review “area
5. Click on 5 stars and write a review. (Must be a Google+ member signed in on your phone or they will ask you to sign in or signup). Anyone can sign up with any email address. Once the signup process is completed they can write a review.

***Five reviews are needed to show gold stars when Googling your business

There is only a 1 in 40 compliance rate with email soliciting of reviews. Completing the reviews process in the office generates a higher success rate. Consider running an email report based on your daily schedule, which allows you to concentrate on patients/parents with Gmail accounts for efficiency. Those with Gmail accounts should already be members of Google+, eliminating the need for signup.

Another important aspect in creating and building your online presence would be posting online videos. Let us discuss about this media in detail.

Why Online Videos to Promote Your Brand?

Videos for advertising, marketing and promotion can give you the edge you need to convert visitors to new patients. The Internet has revolutionized advertising and proven how online advertising through videos is effective.

- Online video is a very cost-effective marketing medium, once created; it can be used over and over again at no additional cost, unlike other advertising mediums. The average video lifespan is four years.

- Video increases brand recognition and age inherently viral.
- More people prefer watching videos and remember 64% of what they hear and see versus 22% of what they read.¹⁶

Concluding Remarks

Successful Internet marketers today must be PROACTIVE and not REACTIVE when promoting a business online. Business owners who have steadily maintained their due diligence with marketing efforts, branding, and reputation management have a distinct advantage over those less attentive. It is very difficult to disrupt success, unlike the past. The Google algorithm, which changed 80% in August of 2013, no longer focuses on keyword marketing and backlink strategies of old that allowed business owner to buy their way up in ranking with SEO (search engine optimization) services. This major change makes it very difficult for new business owners, transitioning businesses, or practices who have neglected their online presence in the past to move up and surpass their competitors.

On the other hand, practices that currently display a good Internet presence and have given attention to the latest updates should not become complacent. You never know when a Google update will change tactics and negatively impact your web presence. In 2015, the local maps update and “Geo-Targeting” has negatively impacted page one ranking for more than 50% of local businesses worldwide. Expect bumps along the way, even if you are currently ranking well and following all the rules.

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LEGENDS OF FIGURES

FIGURE 1-

ONLINE MARKETING TIPS FOR ORTHODONTIC OFFICES

FIGURE 2-

BUILDING BLOCKS TO SEO SUCCESS FOR AN ORTHODONTIST

FIGURE 3-

SOCIAL MEDIA TIPS FOR ORTHODONTIST

FIGURE 4-

ONLINE REPUTATION MANAGEMENT TIPS FOR ORTHODONTISTS

TABLE 1-DEMOGRAPHICS OF INTERNET USERS WORLDWIDE

	ESTIMATED POPULATION	INTERNET USERS	PENETRATION RATE
ASIA	4,03,26,54,624	1,40,51,21,036	34.8%
INDIA	1,25,16,95,584	24,30,00,000	19.4%
CHINA	1,36,15,12,535	66,80,00,000	49.1%
AUSTRALIA	2,25,07,616	1,95,54,832	86.9%
EUROPE	82,58,02,657	56,62,61,317	68.6%
USA	31,88,92,103	27,74,36,130	87.00%

TABLE 2 - IMPACT OF INTERNET ON USERS SEARCHING HEALTHCARE
6. More than 54,700,000 results found in google for the term Health assessment tools
- Over 160 million Americans access the internet for health information.
- Four out of five health information seekers discovered information to help diagnose and treat a condition.
- In a survey that focused on Internet based health information,41% of respondents claimed that the internet did affect their health care decision,including whether to go to a doctor,treat an illness,or question their doctor.
*Google 2007;Harris Poll,2007;Jones,2000;2009;Forkner-Dunn;2003

TABLE 3-SEARCH ENGINE OPTIMIZATION RANKING FACTORS	
Top 10 Local Organic Ranking Factors	Top 10 Maps Ranking Factors
Domain Authority of Website	Physical Address in City of Search
Quality and Authority of Inbound Links	Consistency of Citations "NAP"
City In Google+ Landing Page Title	Correct Category Listing in Google+
Click Through Rate on Search Results	Proximity of Address to the Point of Search
Keyword Relevance of Domain	Quality and Authority of Citations
Diversity of Inbound links to the Domain	Domain Authority of Website
Geographic Keyword Relevance of Domain	Service Keyword in Google+ Title
Physical Address in City of Search	City in Google+ Landing Page Title
Quality and Authority of Citations	Branding NAP Matching Google+ NAP
City listing in Website Title Tags	Click Through Rate on Search Results

ONLINE MARKETING TIPS FOR ORTHODONTIC OFFICES**Identify your Target**

- Identify your competitors, Review and analyze their marketing strategies
- Create a checklist of their practises.

Optimize your website

- Use targeted keywords within headlines
- Keep your content fresh and unique.
- Make it easy for your visitors to find your contact info.

Off Page Optimization

- List your website in popular directories
- Increase your backlinks
- Create high quality videos which are easily downloadable

Update Content

- Create a blog section in your website to educate your patients
- Share relevant info about the unique services you offer in orthodontics

Social Media Marketing

- Build relationships using social media
- Provide brief updates about your services in social media.
- Spread relevant content eg. Mention if you have attended a CDE or any conference.

Accepted

Building Blocks to SEO Success for An Orthodontist



The impact of each block is amplified by the blocks below it.

Accepted

SOCIAL MEDIA TIPS FOR ORTHODONTISTS

1. Do a social media audit to know your presence

2. Choose an exclusive page for your clinic

3. Define a particular niche you want to focus on

4. Keep it simple and be specific

5. Use a friendly tone in your posts



6. Focus on your differentiator

7. Don't be arrogant in your posts

8. Treat all social channels differently

9. Post your achievements and accolades

10. Share posts at the right time for your audience

Online Reputation Management Tips for an Orthodontist

<p>Review & remain calm</p> <p>You may feel angry but remain calm</p>	<p>Remove bad content</p> <p>Try to remove the link</p>	<p>Use SEO</p> <p>Research effective key search terms & add them to your site</p>	<p>Get writing</p> <p>Create good informative content to suppress the negative</p>
<p>Add images & videos</p> <p>Generate & share images, presentations & brief videos</p>	<p>Share on social media</p> <p>Spread the word on Facebook, Twitter, LinkedIn, Pinterest, Instagram, Youtube, etc</p>	<p>Monitor your reputation</p> <p>Frequently check your name/business to see if other problems have cropped up</p>	<p>Repeat</p> <p>Constantly & continually repeat these steps</p>