

Marketing : What Thriving Dentists Are Doing Right Now!



This will help you in setting the right mindset & educate you on the tactics that Thriving Dentists focus on to make their marketing most effective!

the Thriving Dentist
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* **Setting the right mindset**

When we are to talk about what drives dentists to work towards achieving success in their practices, you will definitely find them driven by a “thriving” mindset that guides in why they do what they do & how.

This is also very much linked to how they are able to effectively align their marketing with the very same values, i.e the “why” behind what they do for patients & the process of “how” they do it for them.

1. Thriving Dentists want a low overhead practice. It should come as no surprise to know that the alternative is just not favorable at all. This has been highlighted even more as we see the effects of COVID-19 affecting many practices that have had high overheads.

Embracing the concept of low overheads is one of the best decisions you can take today.

2. They want patients who are choosing them for reasons other than being on their insurance plans.

They want patients to say “I want to go there because I really like Dr. Paul, Tim and their amazing team & all that they do for us”. They want to have a practice that is relationship-driven, with patients who value & appreciate the expertise & care that your practice provides them with.

If you take a look at our Google reviews, you will come across many patients mentioning our doctors & team members by name. That’s just how much they appreciate us as a practice.

3. Your patients may also choose you for the technology you provide.

Most patients are now going to be interested in choosing a dentist who they know, like & trust as opposed to looking for other practices to look into the procedures you aren’t able to help them with. This is why technology can also play a role in helping patients choose you.

✱ Tactics: Fundamentals of Marketing Today

Let's now take a look at the tactics that thriving dentists focus on in their Marketing **to be found** by ideal patients.

1. NAP

NAP stands for Name, Address, Phone Number.

As you are aware, over 6.6 Billion people use Google every day, it has become a household name at this point in our lives.

One of the factors that Google looks into, is your NAP profiles on the internet. Since this is done by algorithms automatically, even a slight variation in the information of your practices can eventually lead to you being noted as an **untrustworthy result**, even if you had nothing to do with it. Accuracy of your NAP profiles is extremely important in your practice showing up on search results.

2. Google E.A.T

Google's E.A.T update, which stands for Expertise, Authority & Trustworthiness, is an update that affects websites in the Your Money Your Life category, which also includes practices like LifeSmiles that provide health services to patients.

If your website does not display signs of expertise, authority & trustworthiness in the content on your site, you will not be shown on search results when patients look for the services you might be providing.

3. Google Lighthouse Scores

Google Lighthouse scores, in simple terms, look at various factors of your site like page load speed, mobile optimization, privacy & security standards to determine if your site is worthy to be shown in search results. A website with high Lighthouse scores stands a higher chance of being shown on search results as opposed to a site that scores poorly.

4. Google Backlinks

Backlinks are signals from other sites that link back to the content within your site. The more sites that link back to yours, the more relevant & popular your site will be, increasing your authority in showing up towards the top of search results.

We discuss this topic and action steps in greater detail in episode #432 of The Thriving Dentist show. Listen to the full podcast for more in-depth information at <https://www.thrivingdentist.com/podcast-show/>