

SEO: The What, The How, and The Why



The What - Onsite SEO:

Everything we do to your website to get Google to recognize you as the most relevant result to your selected search terms. Includes things like creating an onsite blog, and the selection & implementation of your keyword strategy.

The What - Offsite SEO:

Everything we do to other websites that Google can recognize and increases your ability to be the most relevant search result. Includes offsite blogs, video content, press releases about your success and articles mentioning you and your practice.



The How:

Google is a battleground where SEO is the main weapon of choice. Each component of SEO strategy works together to point more traffic in the direction of your site. Over time this results in you appearing as a top result whenever someone searches for a business like yours.

The Why:

With a well designed and executed SEO strategy, the visibility of your website will increase over time, leading to more traffic from potential patients, more business for your practice, and more success.



Identity
DENTAL MARKETING
Your success is our success.