

Optimizing Your “Digital Address”

Why Orthodontic Practices Should Care About SEO



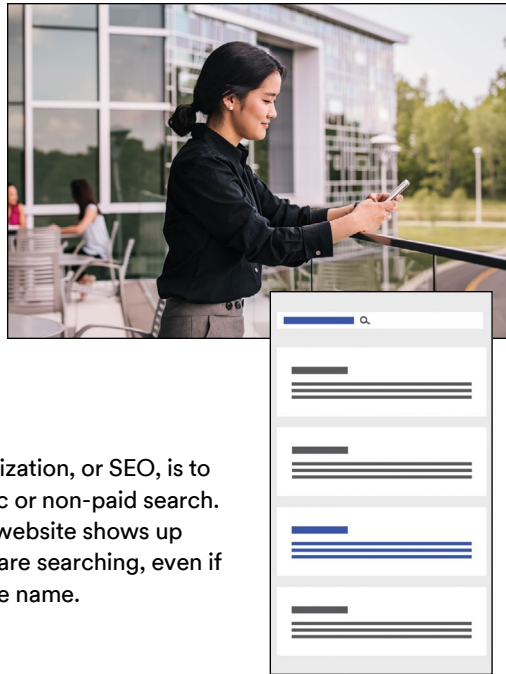
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Tammy Torbert has worked in 3M Healthcare, Industrial, and Consumer global marketing roles, including the iconic Post-It® Brand.

Most first time customers will use Google Maps® to easily end up at your front door. But what about prospective patients searching online for an orthodontic practice? **Will your practice show up?**

It's no surprise, Google® is the most common Search Engine. Would you believe it processes 3.5 billion searches per day. Some may look for your practice by name or enter phrases like “Orthodontists near me” or “Best orthodontist in my city”.

The objective of Search Engine Optimization, or SEO, is to improve a website's position in organic or non-paid search. In simple terms, it's making sure your website shows up when people in your geographic area are searching, even if they are not searching by your practice name.



SEO can be segmented into two types:

1. Objective SEO, which is in your control and can be measured and improved. There are several actions that will improve Objective SEO including:
 - ✓ Use of prominent but evenly spaced keywords
 - ✓ Use of html text and links, including text descriptions for Alt Images
 - ✓ Including a Title Tag for every searchable page on your practice website
2. Subjective SEO, which rewards web pages that provide quality content searchers want to consume.

Believe it or not, search engines are smart and measure what searchers click on. They even track when a searcher clicks on a link and hits the back button after landing on the page.



SEO is complex and strategies evolve as search engines become “smarter.” Want to know the best part? You can optimize your practice website for SEO.

Free On-Demand Webinar!

3M Oral Care worked with our agency partner to develop a 15 minute webinar to help orthodontic practices optimize their website SEO. The webinar will go deeper into the critical elements for both Objective and Subjective SEO with examples and a checklist of questions to ask your agency.

This webinar will be available by the end of December.

Questions, please contact Tammy Torbert at tmtorbert@mmm.com.



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