Web Communication for Dentists
Basic Concepts

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Introduction

The Zerodonto blog was born 8 years ago, a little for fun, a little for gambling. Together with my colleagues and friends Dr. Anna Mariniello and Dr. Roberto Sorrentino, we started interconnecting ourselves with other dentists on the web.

Nowadays, online communication is very important. The network closes the gaps and allows you to reach a great number of people in a short time.

In his theory of evolution, Charles Darwin argued that it is not the strongest species that survives, but the one that is most adaptable to change. Internet is the keystone of our century: nowadays you have to be present in the web, otherwise you are not adapting to change.

In the prehistoric era, the discovery of fire changed men's life, the invention of the wheel did likewise. In my view, Internet can be compared to events of this magnitude.

The network has its own forms of communication. Even to me at the beginning it was difficult to adapt: I spent my childhood without mobile phones and internet. When I started working in '98 the only form of visibility was through word of mouth.

After 15 years, things have changed a lot. Today, as 20 years ago, it is not enough just to be good in doing something. It is always important to make people know if and what we are good for.

The ways to communicate it have just changed.

Each of us has invested more in one specialization than in another and we have to show it (perhaps by publishing clinical cases on its own website) to make sure people understand our efforts.

Once, patients came to know your skill and professionalism through word of mouth.

Nowadays, internet is the word of mouth and it will be like this more and more. Users trust the web because it is impartial. In Internet, the patient is the protagonist as it should be: this can help you if you are good but can destroy you if you are not, as happened in the direct communication between our patients more than 20 years ago.

In the web everything is amplified. Debates on the web are not easy. But if you work with passion, showing all stages of a case and without hiding anything, the results will be seen over time.
That is why we adapted to Internet and Google language and together we decided to create a guide that would help dentists approaching the Internet and managing a website.

Our SEO/SMM guide

I have always trusted the web and the potential of correct and daily activities of social media marketing. The blog at http://www.zerodonto.com has reached international visibility thanks to nearly 200,000 fans on Facebook, 6000 on Twitter and to its presence on other social networks (Instagram, Pinterest, LinkedIn, etc.).

With the help of Dario D’Acierno (NoCode) and Carlo Strino, who ensure the development of the blog and our dental practice website (http://www.studiodentisticocozzolino.it), and Ciro Bocchetti, our social media manager, together with Francesco Margherita and Riccardo Esposito - the authors of this short guide - we have gained experience on the web related to dentistry.

As Zerodonto team, we have always believed in sharing knowledge. So we wanted to develop a guide with the purpose of summarize our experience on the web, the basic concepts to manage the presence of a dental website and its spread on social networks.

The first part of the guide, written by Francesco Margherita, talks about SEO, or how to be able to optimize the positioning of our website with the tools that the internet makes available to us. In the past there has often referred to the SEO as a way to fool Google and position also undeservedly in the top positions on search engines. Fortunately today Google has become more and more powerful and tends to reward really authoritative websites as well as regularly updated websites or websites with really good content! The job of SEO, at least as we hope to be understood, is no longer that of trying to figure out where Google is weak, but where Google wants to go. That is why today the function of SEO is to optimize the content and the internal structure of a website in continuity with the guidelines that Google transmits in respect to the quality of websites. Paraphrasing Luisa Carrada, well-known copywriter, "if the reader likes it, the engine likes it too", that is to say that all strategic thinking and practices must be functional to ensure the best user experience. Contents must be correctly classified according to the logic that allows easy and fluid cruising through internal links, as well as individual content must welcome and orient visitors to the site.

The second part, written by Riccardo Esposito, talks about social media marketing, content management and creation of a professional blog.

Obviously, it will be a pleasure for us if you share this guide with your colleagues via Twitter, Facebook and LinkedIn.

Happy reading and have a good web.

Fabio Cozzolino
How to make your dental practice visible on Google
Francesco Margherita

This guide will explain how to manage the SEO project for your dental practice website in order to be reached by the greatest possible number of users geographically near or far, in need of care or of treatment in which you specialized.

How to structure your website for search engines?
SEO is optimizing a website for search engines, and this is essentially linked to the structure of the website. This is to make sure that Google perceives your added value compared to other dental offices that start approaching the internet.

How to convince Google that your study is the best? Before answering this question maybe you should answer to another. Is it really the best? And why, indeed, for whom?

So this is the key to success, be specific. Moreover we can not think to be the best for everyone, rather it is more likely trying to be the best choice just for someone. Reasoning based on market segments, commonly called "niches", will ensure that your web project is really helpful for all that users of the web that need very specific requirements. These requirements will offer you the guidelines to structure the website. Let's see what I mean:
What's your specialization?
Maybe your study could brilliantly deal with all kind of dental problems (and if it is so, it's good to communicate), but if you're passionate about a branch of dentistry in particular to the point of having matured studies, published clinical cases, having attended several training courses or taking part as a speaker at conferences, then my suggestion is to develop as much as possible the structure of the contents of your website so as to bring out your expertise in that specific area.

www.studiodentisticocozzolino.it

Google likes so much hyper-specialized websites, for a simple reason: often these websites provide more accurate answers to all questions asked by users. Talk about everything, but focus more on one topic, developing it the best you can.

Where do you work?

One aspect related very closely to dentists, as well as to all activities related to the local search, ie the geo-location of a business, is the placement on Google Maps, which can make you highly visible to those who are looking for something in your geographical area. To be visible on Google maps, you must create a totally free company account on Google My Business. Once logged in, you will be required to follow a wizard to register your business. After data transmission, Google will send a postcard containing a code to the address you indicated. After entering this code in the admin panel, your practice will be visible on Google maps.

WARNING: the businessmen of some companies pose as Google consultants. Such companies shall contact local activities through paid "premium" insertion service in Google maps. It is important to say that Google does not provide preferential paid services to increase your visibility on maps. The only available paid device through Google are the sponsored AdWords ads.
Are we really sure that the dentist is a local business?

In fact, dental offices are activities only "partially" related to local search.

Not all dentists want to be reached only by those looking for a dentist in their city, but many of them would be visible on the other side of the country, or even abroad.

If you have that kind of ambition, you have to know the difference between a local impact key-word and that not affected by geographical location from which you are searching.

What is a local key-word?
There are two types of local keys, those that associate a service to the name of a place (eg. Dentist in Rome) and those which are limited to defining a service (eg. Lingual Orthodontics).

In the first case the results offered by Google will always be the same, regardless of the location from which you search. In the second case the SERP, ie pages with search results offered by Google, will be different depending on where the user is located. That is, if I search "lingual orthodontics" from Milan I will see often different results from those seeking the same keyword from Naples.

In this context, structuring a website verticalising on services only related to a branch and not on the whole Dentistry, can generate a force to allow a more solid position for a set of relevant keywords linked to that branch throughout the country.
These indications should be considered after due consideration of our own goals about visibility, which must always be the upstream stage of a SEO and web marketing campaign. It goes without saying that a web site can be more or less localized and more or less specific for arguments, depending on the type of visibility that you are looking for.

You also have to remember that Google establishes the "localism" of a search according to the number of times users perform that research suffixing a city name. For example, if many users search for "dental veneers in Rome", the results of Google for "dental veneers" will be affected by location from which you are searching.

How can I understand if a keyword is or is not a local key?
To check if the search key on which you are aiming for is actually sensitive to the logic of the local search, you can visit the web address www.keywordtool.io and type it in the appropriate field. The website will give you all the research carried out more frequently.

That is to say, returning to the previous example, that if you enter "dental veneers" in the address field of ubersuggest, the software will respond with all the keywords containing the query dental veneers.

If among these keywords there are keywords containing the name of a city, it means that the key will be part of a local search. The greater the number of occurrences that contain the name of a city, the greater the difference in the SERP shown to users located in different locations.
Remember (for clarity) that when the query contains the name of a city, the SERP result will be the same from wherever you perform the search.

**Structural Optimization of a website**

![Basic Website Layout](image)

**Articles and Pages**

Subdivide the website of your dental practice in **Static pages** and **Articles**. The pages will be designed to accommodate content that describe in depth the activity areas of your study, the articles will contain information such as to intercept more general research about the health of the teeth. I'll explain:

The pages of the website will describe in **scientific language** the various areas of interest about Dentistry you deal with in your practice. May have in turn **sub pages** to reinforce a certain topic. For example, the Implantology page could have a **guided implantology** subpage, which explores topics of the main page. The various pages must be connected by link, according to a **hypertextual logic**.

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**Areas of Interest**

- Orthodontics
- Invisible Orthodontics
- Oral Hygiene and Prophylaxis
- Dental Bleaching
- Prosthodontics
- Osteointegrated Implantology
- Endodontics
- Pedodontics
- Oral Surgery
- Conservative Dentistry
- Gnathology
- Periodontitis
- Oral Pathology
- Veneers
- CPU Guided Implantology
- Invisible aligners

**The articles in the website** will have a more conversational tone. They could be produced as blog posts in order to **answer to very specific questions** that users of the web usually make in relation...
to teeth-related problems. Yes, in order to make this work you can (I would say you have to) develop a blog within your dental practice website and above all, you should look for updates.

**How to identify the topics to be discussed in the blog?**

To find the most discussed topics by your target audience (those suffering from teeth problems), you can refer to first-hand sources, **your patients**, interviewing them and trying to catch the fears related to their problems. Another way you can follow, goes through the analysis of forums on which most frequently arises questions about dentistry issues. There are two types of forums:

- **General forums**, or the large digital squares of the web that discuss pretty much anything. Yahoo Answers, etc..

- **Specialized forums**, ie medical portals that users do not visit seeking just advice or suggestions, but where they look for expert voices to solve their problem.

To understand the trends and have a complete picture about the topics to be discussed, must follow both these roads, analyzing one by one (if it's possible) online conversations.

Building an editorial plan based on this kind of evidence, has two functions, firstly the creation of good material to be shared for social media marketing activities and also the achievement of useful positioning results in search engines.

**Taxonomies**

If you choose the way of **content strategy**, you can achieve great results, but you must be able to properly structure the articles in your blog. **Taxonomy** is the discipline of classification. It is very important on the web because it helps Google understand **where** and **what** we're talking. A well-ordered website has a structure that aggregates all relevant articles depending on the areas of interest.

- **Categories** are the first aggregation device. For example, all the articles about **periodontitis** may be placed in a special category.

- **The tags** are an important way of classifying because they allow you to label items belonging to different categories.

  For example, an article tagged with 'oral hygiene' could belong to 'periodontal disease' or to 'Implantology' category. It means, therefore, that while the categories are archives of relevant content related to a certain topic, tags are libraries of content that may be linked to different categories.

Consequently, structuring a website via categories and tags, according to the taxonomic logic just described, is useful for
building a solid communication system and making the website much easier to consult both for users and for search engines.

**Internal link structure**

The links are the center of all the SEO work (and of the whole web). Pay close attention to the way you “interconnect” the contents on your website because the navigation paths resulting, can lead to the success or failure of your project in terms of SEO.

**Optimizing a website for search engines**, does not just mean finding the keywords to be included in the titles of content or in descriptions, rather it is about creating ordered paths scan for Google bots to let him know as soon as possible what contents of the website are more relevant on the basis of our business model.

The bot of a search engine (spiders or crawlers) is a software that scan hundreds of thousands of web pages a day in order to absorb (to assess) new content or reabsorb old ones if modified.

Despite Google scanning resources are incredibly vast, keep in mind that in the world there are millions and millions of websites to be scanned, and certainly not the case for thinking that Google will reserve more time for a thorough scan for our site, especially if our website is not as popular as that of the **BBC**, so to speak. For this reason we must be concerned to structure the internal links to content on two levels:

- They must connect blog entries to each other on the basis of the principle of relevance among topics.
- They have to connect as much as possible articles on general issues to that "pages" that deal with specific areas, ie areas of dentistry in which your practice is specialized.
These pages represent your business content, namely those for which you try to get a good ranking. It is therefore on these pages that must raining the greater number of internal links. It is essentially to create scan paths such as to let Google understand that the entire structure verticalizes strongly only on certain pages, the ones which are most important for you, those for which you are contacted every day by your potential patients.

Site-wide vs. narrow-wide links
There are two types of internal links, the **global** ones (or site-wide), that is, those repeated on every page of the website and the **local** ones, internal (narrow-wide) to individual content, for instance, those hand-signed every time the text mentions a topic that requires a hypertext reference to a more specific content.

The first kind of link is usually found in different navigation menu or in the footer of the site, while the latter are scattered throughout the text. Here the point is that **Google gives more importance to local links**, as they are more specific than the global, ubiquitous. It seems to me a good reason to focus on how to create good navigation paths based on the internal links of local nature.

Google Webmaster Tools

The Google Webmaster Tools are probably the best SEO software (and it's free), because unlike all other software, it allows you to communicate directly with the search engine, and in some cases to give him real orders on how to handle indexing of our website. Let's see the main functions:

**Search appearence**
Allows you to manage the **snippets** display. The snippet is the result in the SERP as you see it when you search on Google. In its basic form contains a title (blue or purple), a description (black) and a url (green). Some snippets, we'll have noticed, are enriched depending on the type of website and the type of search. In this case we are talking about **rich snippets**.

This occurs naturally in certain conditions, but enrichment can be facilitated by including **structured mark-up** according to protocols that are defined by institutions such as schema.org. This code is mainly used to highlight and define the individual **entities** (objects of knowledge) present in our web project.
Data highlighter

If you are not comfortable with the code, you can use the highlighter tool that lets you create sets of information to be sent directly to Google to better communicate the structure of the site pages. This tool is intuitive and does not require knowledge of code development. It's worth a look.

Search traffic

Search query

The voice search query indicates the average visibility of your website for a number of keywords. Google shows you the number of impressions and clicks. The impressions are the simple views of your results in the SERP, while the number of clicks reveals how many of those who have seen the result clicked on it.
Here the relevant data is the CTR (click through rate) which is the percentage rate that identifies the relationship between those who see the result and those who click on it. A low CTR may indicate that your result on Google is not very "attractive" or is just poorly responsive to users' search intentions.

**Links pointing to your site**

It's an interesting tool to assess the **quantity and quality of inbound links**. The usefulness of this tool is also in the fact that helps you figure out if you get (too many) links from little relevant websites or even websites that may harm you, making you risk a penalty.

In this sense we also talk about negative SEO, the one that is conducted towards your website by someone malicious in an unnatural way in order to make you lose positions on Google. It's worth giving it a try every now and possibly deny suspicious links using the software in charge of it, the Google **disavow tool**.

**Internal links**
It's one of the most important tools among those that Google makes available to us. It allows you to see the distribution of the pages of your website in descending order based on inbound links. This is very important because if a page receives many more internal links than the others, it goes without saying that communicates implicitly to Google to be more important for our business model.

When the structure of a website is not properly optimized, it may happen that the majority of internal links point to pages of little importance to your business.

This is a frequent problem in dynamic websites, that is, those in which certain links to institutional pages or disclaimer occupy such positions (sitewide) to be repeated for the entire site. You can avoid or at least control this situation, simply by looking at the internal links tool.

**Manual actions**

If Google sees that your site does not meet the quality guidelines for the content and websites, may decide to penalize some pages on your site. More precisely, if your inbound links come from network of websites created for the sale and/or the exchange of links, sooner or later Google could send you an e-mail message warning you that your website is under manual penalty.

To get out of it and regain the lost visibility, you have to remove (by contacting the webmasters of the websites) or deny (disavow tool) the link that led to the penalty and then send a reconsideration request for your website, always through the manual actions tool.

**International targeting**
Are you planning a version of your website in a different language? If so, it might be wise to duplicate the website and translate it into a space other than the one hosting the main site. Having a translated version other than the primary, hosted on subdomain of third-level or on a first level new extension, allows you to define international targeting through webmaster tools.

Through this tool you can effectively communicate to Google what is the target region of your website. This arrangement, together with the completion of the hreflang tag is important to internationalizing SEO.

Google index
Under this heading, you can check the status of content indexing, that is the way Google reads your website's pages.

Remove URLs

The remove url tool is important because it allows you to remove the pages that no longer exist on your website from Google index and from search results. Removing these pages is important because it is one of the ways to allow main content to be scanned as a priority. Removing unnecessary contents from the index helps Google understand what are the central contents, ie those about therapies and services you offer.

Crawl
Here you can find all the tools for monitoring and content scanning.

Site errors

Google notifies you directly if your website has errors, such as content not found or abnormal redirects Check regularly this tool allows you to avoid problems with the crawling of the site, due to such carelessness.
Fetch as Google
It's an important tool because it allows Google index to absorb your content immediately and in some cases, allows to get a immediate ranking (provided that you have created an actually valid content)

Sitemaps
The first thing to do when you put online the website of your dental practice, but even when you correct SEO optimization, is "add sitemap" that is sending to Google the address of the file (.xml) that contains the list of all content to be scanned, arranged in order of priority. The attribute "priority" that you can see in Google sitemap can help to understand what is the most relevant content for us, that is the most important.

On page optimization
So far I have explained how to manage the structure of your website in a SEO perspective and how to monitor the crawl by Google bots. Now we will focus on another important aspect, which is the heart of SEO, the individual contents.

Optimizing content for web search engines
First of all we have to say something important. Before you think about how to write content for search engines, you should write one good for readers, because as Luisa Carrada (doynne of Italian copywriters) says, "if the reader appreciates it, the engine appreciates it too."

Ok, but there is more. A "well written" content works much better when placed in the context of a structured site, which then takes into account all aspects of SEO we have talked about. What is usually said when it comes to composing content for the search engines, the SEO copywriting, it should be addressed as a final step, only after the considerations about taxonomies and internal links.
Any content, whether it is the article of a blog or a static page (unless it is the privacy page), must be drawn around a **focus key**, namely a main keyword. The focus key has to be present in different parts of the page, for example:

- Title
- Url
- Meta description
- Headings (at least once)
- Image main references (title - alt-description - caption)

This must be done because the key focus is usually the key word for which we intend to compete on Google with our competitors’ (other dental offices) websites.

**Density of signification**

How many times the main keyword should appear in the text of our content? It is a question asked by many without considering, in my opinion, that is not the density - intended as the frequency of the occurrences of a given keyword - that makes a content more interesting than another, but the **signification** expressed by starting from that keyword.

I'll explain. Rather than repeat 50 times the keyword *braces* within a content you intend to rank thanks to this keyword, what matters are the meanings that you can express in the main or the subordinate clause containing the keyword.

The **other words** close to your main keyword are important. Please note that Google defines the value of a single web page on the basis of the **structural context** in which it appears (the other pages of the site) and on the basis of **internal context** developed through the individual textual co-occurrences on page. A **strong** content within a **strong** website, that is a well structured and rich in content website, tends to get the best positioning results.

**Synonyms** also matter a lot. For example, if you want to write content about orthodontic appliances, Google would appreciate the fact that in the same article we talk about **orthodontic appliance** and **braces** (synonym) and it will be important creating references to other related keywords as lingual orthodontics or invisible orthodontics.
Do not become a slave to your keywords

The worst thing you can do is writing to please Google. After all, the intention may also be that, but if you think to achieve this purpose by setting aside the good sense to chase the famous "green dot" that indicates a good optimization, according to a popular SEO plugin for wordpress, then your work will be rigid, probably good, but certainly not very useful.

The best thing you can do to get good visibility of the specific content is follow the tips I've provided so far, then produce a clear, well-structured text, especially informative and useful, that is, evidently written by an experienced professional and at the the same time to answer questions and solve lacks of knowledge.

Offsite SEO strategies for visibility

In the latter part of my SEO guide, I want to talk of the difference between link building and link earning, starting from their simple definition.

- **Link building**: activities that allow you to get inbound links useful to improve the organic ranking of a website

- **Link earning**: activities that allow you to earn inbound links useful to improve the organic ranking of a website

The difference between getting links and earning links lies in the fact that the first link are constructed artificially, while the latter are deserved. Link building has mostly an economic cost and a tactical approach, while link earning has more of a cost in terms of "time" and is developed with a strategic approach. Although this is to have links pointing to your practice website, the results are very different.
I say one thing loud and clear
If you work in a health-related field such as dentistry, buying links from directories or websites is not at all a good idea.

Google is very careful about which websites are more visible in response to competitive queries regarding the world of health.

Traditional links building works, in the sense that it produces real positioning results, but these results are subject to algorithmic penalty or manual penalty by Google anti-spam team.

There's very little to joke about health, this is why the website of your dental practice must get links and more generally "signals" that are genuine proof of respect and trust for your work. Do not think about how Google could catch them, rather you've to be focused on how to deserve them.

What is a signal from a SEO point of view?
The concept of "signal" in SEO can be understood as: any indicator (or vector) of credibility.

Weak signals and strong signals
Strong signals are those from authoritative sources, those hard to get. For example, an inbound link from a relevant and very important website (such as a national or international dentists association website), is a strong signal. A mere mention obtained by a quite known person in science field would also be a strong signal. Anyway, a strong signal, whatever form it may take, always comes from above. Weak signals are endless. Here are some:

● **Links** from websites of average value.

● **Mentions** (co-occurrence of brand keyword + search keyword) on crawlable social channels, dealing with relevant topics or on blogs and sectorial forums.

● **Comment link**, which, if developed as "comment marketing" and not as "comment spam", can increase the relevance of your website in relation with some topics.

● **Reviews**, which have their own weight as a signal to give credit to an e-commerce or to a local business, just like a dental practice.

It all comes down to produce a value sufficient to capture the attention of those who may be interested to share your content as a **useful resource**, because this is the meaning of it all.
Offering a good service for all at affordable prices or offering hyper specialist service for a few at a higher cost. Anyway, before thinking about placement on Google is important to think in terms of market positioning.

Then, the ultimate meaning of all is let it known ... properly.

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If somehow we managed to create food for thought, and to give some good ideas for your practice, share this guide on Twitter, Facebook or Google Plus!
Blogging and social media marketing for dentists

Riccardo Esposito

Today it is impossible to not consider the strength of social media marketing. Working with SEO means to focus on the search engines and to use all the skills known in order to get good results in the Google search page.

Your goal: making Google understand the value of your website. This is a paramount strategy for your dental office website. Nonetheless it is not sufficient. To get good results you have to focus on two strategies linked (in different ways) to SEO’s world: blogging and social media marketing. Let’s start focusing on the first one.

What does making blogging mean to a dentist?

I will tell you simply: making blogging for a dentist means to create contents linked to its professional world and publish them on a blog. In other words a dynamic website. I know what you are thinking about. You made a little investment to create your dental office website and now you should bet on a blog: “Are not they the same stuff? Cannot I avoid it?”

No, because a blog contains an essential element to gain visibility on search engines and socials: I am talking of creating contents at regular intervals. A website has a static structure: it has a finite number of pages with texts unchanging over time. That means poor chances to get shares and a limited number of pages.
With a blog it is totally different: supporting your website with a professional blog you give daily – or weekly if you prefer – new contents to be indexed by Google. On the other hand every new publication is a new opportunity to spread on social networks your opinion. More sharings mean more opportunities to get potential customers looking for a dentist.

**Being found by customers**
This is the great advantage given by having a dental blog. Advertising directly - by purchasing a banner on a specialized website or an advertise on the local newspaper - means betting on an outdated approach. People stay away from advertising, ignore them, **do not click on banners**. Rather they seek information on socials and search engines.

That's why if you decide to create a blog for your dental practice you should begin from an important point: you do not have to advertise your office. Articles and contents have to be planned only thinking about the usefulness to your potential reader, or to the people looking for information related to the world of oral hygiene, orthodontics, more generally dental care.

This is the true goal of the blog linked to your website: to meet the needs of readers without having to push your business. People do not need advertising but content that can satisfy information, **answer questions**, suggest a good way to achieve remarkable results. And to achieve this step you have to create good contents.

**Writing for a blog**
Who created your dental office website probably has entrusted the job to a webwriter or to a professional who listens to the customers needs (in some cases by means of an account) and turns them into text. His goal: to ensure that the **user finds all the information** needed to satisfy his questions, to get information, to book the next appointment.
This is a strategy that named inbound marketing, a technique that allows you to put aside the old advertising techniques that push the message to the customer, and try to attract potential customers to your website. The point is simple: in the past companies used to buy advertising that interrupted the information flow. With the **inbound marketing** you are the information and your content is the customers needs.

Then a blog is basically based on good quality contents dealing with real accurate issues. Usually, blogs work on **Wordpress platforms**, particularly suitable for this job and easy to use. With little experience you can write by your own, without intermediaries. The Wordpress CMS is downloadable here, but I suggest you to be helped by a professional if you are not experienced with servers, hosting and FTP.

Other useful links to start using Wordpress: the [official forum](#), the [plugin directory](#), the [themes](#) to customize your blog, a guide with all the steps to [install WordPress](#) on your hosting.

**Better to have a free blog?**
The temptation is to do blogging through a free platform like Wordpress.co. The reason? You do not have to do anything, you create your account and open a blog. Simple, right? However, this version of Wordpress is very limited despite a **self-hosted version**. In other words a blog loaded on a private hosting affordable at low prices.
This way you can activate plugins, choose different themes, change the code and get easily a second level domain ([www.companyname.xx](#)).

This way you can communicate with professionalism and can also have a [corporate email](#) ([info@companyname.xx](#)) despite the classic gmail address. But what are the most important elements to do business blogging?

**Title**
This is the key element, the string that allows readers and search engines to understand what is the topic of the article. The basic rule to **write a good article**: try to understand what is the topic of the article with simple and immediate words.
Do you want to give advice essential for brushing teeth to children? A good title is: 7 tips to brush your children teeth without going mad.
Remember that, by default, the post title becomes the title tag, which is one of the most important elements for the on-page optimization of a page.

So you have to carefully choose the keywords (read the specific section treated previously by Francesco). You can also differentiate title tag and title of the article with a suitable plugin like All in One SEO Pack and SEO Wordpress by Yoast.

Text
An article is made up mostly of text, which is the communication code that allows you to come into contact with the reader. In the past one used to write for search engines and to try to exploit keywords repetition to improve website indexing.

Nowadays things have changed and the advice is simple: you have to write for people, you have to bet on a colloquial language to answer questions of your potential readers.

To optimize a text you have to follow the “easy-to-read” rule. This means that the text should be thorough, relevant, useful to the reader. But also easy to read and to scan with eyes: several studies have shown that people do not read: they just scan. Here are some tips to improve the readability of a text:

- organize text into paragraphs
- use subtitles to introduce topics
- prefer left alignment of texts
- use bulleted lists (when needed)
prefer a sans serif font

Attention to the images: they are interesting and useful but they have not to become an interruption useless to the reading. To split long text parts use white space.

Images
An article may be enriched with multimedia content, especially with images and video. If you have property content you can use them without problems, otherwise you have to respect the limits imposed by those who took the photo. On Youtube you can find many videos to be inserted freely on the site; the same applies to Slideshare, Vimeo and Creative Commons pictures. In other words registered images to be used according to the directions of the owner.

Remember that images are crucial to get readers’ attention and to improve the users’ experience. So choose only quality material: if you have photo of clinical cases, use and maybe adjust them with editing programs. Remember that images will be your ticket card even on social media. Read more: how to insert pictures on your blog.

Resource: where to find free images for your blog.

Comments
A blog allows you to collect visitors comments and opinions. You should make easy this interaction, make sure that your customers, readers and other dentists leave new comments because that means increasing of interactions and success for the blog.
This is one of the goal of making blogging: **create good interactions**, show your human side, break down the barriers with readers. Remember that blogging can help you find customers intercepting patients seeking information on Google. However it also helps to tighten relationships that can bring indirect benefits. What to do when someone leaves a comment? Answer, thank, maybe start a virtuous conversation.

**Pages**

The blog is not made just by articles: there are also static pages. or pages that collect basic information, info always to be shown to the readers visiting your blog. Static info you can give:

- **Who we are** - You have to introduce yourself to the readers, you have to give your name and last name, your curriculum, your own professional pictures. Remember that people want to know the author of a blog, especially when this author is a professional dentist.

- **The office** - You presented yourself, now you have to do the same with the office. You need to make people know your office, the staff, the applied techniques, the school. Here you can include photos of the office, of the team, maybe a video presentation.

- **Contacts** - Another fundamental page. The presence of the contact page is synonymous with reliability, prestige. Never forget the contact page with email, address, contact form, phone and map. You have to make yourself immediately available.

Then there is the **conversion page**, or a page to turn a reader into a customer. Here you have to enter all the services you offer, the technical info, treatments you do in your office.

**Invisible Orthodontics**

Invisible Lingual Orthodontics represents an innovative approach to Orthodontics, which it keeps principles and purposes (diagnosis, prevention and rehabilitation of dental malocclusions) from. Differently from traditional Orthodontics, traditional Orthodontics, Invisible Orthodontics does not use classic appliances made up of metal and ceramic brackets, that can cause anxiety and embarrassment to patients because of their visibility, but only very thin wires applied on internal dental surfaces.
You have to be specific but not wordy: you do not have to list all the titles that characterize your activity, you have to bet on the benefits. In other words, you have to answer the question "Why should I choose you"?

Obviously at the end of the services page (in technical language landing page) you have to enter a contact form to allow people to immediately send an email. This is an important point: remember that every action in a blog has to be immediate, simple, intuitive. People do not have to think about it: they should just do it.

**Editorial Calendar**

To improve your blogging experience an editorial calendar can be useful, that is a document specifying the **titles to be published** in a particular date. This way you can avoid days lacking of publications and, above all, you can spread topics homogeneously.

Without a editorial calendar, in fact, you risk to publish articles related to similar topics for weeks. With such a document, in fact, you have the situation under control. By the way: which pulse to have?

**Two articles per week?** Three? There is no a definitive answer: when something useful has to be communicate, just do it. Of course, each item is a synonym for new visits and shares. But this does not justify the publication of useless and poor exciting content.

**Integration with social networks**

Before starting the social media topic, it is right to deepen the relationship between the blogs and Facebook, Google Plus and Twitter: how to integrate them? Firstly showing its presence on the blog. Usually in the sidebar, the lateral section of a blog which should be dedicated to the **official social page badge** to push readers to become fans or followers.

Usually one prefers boxes that allows readers to join social channels directly from the blog. There are also buttons, click-on icons leading to social networks pages. But this way readers will leave the blog and **you may lose their attention**. Important: Do not forget a feed rss icon, essential to enable readers not to miss every new article.

Another way to integrate social and blog: buttons for sharing articles. This is
a key step because adding these buttons you can allow readers to share content on their social walls: this is the virality principle. Only this way you can allow your contents to spread your contents. A tip: use buttons with counters, so you can show readers your numbers and encourage them doing the same.

One more detail on sidebar
Do not forget the registration form to the newsletter, one of the most effective ways to keep in contact with your potential customers. With the newsletter, in fact, you can send special offers, useful contents or simple service announcements. The newsletter is very different from socials because it establishes an intimate bond with those who decide to give their email addresses.

Remember: use a dedicated program to send the newsletter (e.g. Mailchimp) and do not spam, do not send only advertising. Otherwise you risk a high dropout rate. The tip is this: create a strong group of followers also with the newsletter, distribute exclusive contents to reward members.

The social networks needed for a dental practice
Working on writing pure and simple, on the publication of quality content, is fundamental to your blog. That is because you can intercept potential customers looking, for example, for topics related to dental care on Google. But this is not enough. Today to succeed in the web you have to use the power of social networks. That is making people to know your brand - in this case your dental practice - also through the platforms which are based on a paramount principle: sharing. You have to fix this word firmly in your mind because it is the key to all: most dental offices arriving on socials get wrong because they create an account for socials and use it as a business megaphone.

What is a business megaphone?
A place where you can shout to the world the benefits of your company: “we” do this, “we” do that, “we” offer bargain prices, “we” are cheaper than dentists abroad and so on. This is totally wrong. Socials need to share something useful for Your followers. An advertisement is taken for what it is: advertising.

People are tired of advertising that interrupts the experience of useful contents and on socials as well the goal is similar to that shown for a blog. You have to become a useful source, you have to become something that the reader - interested in certain topics - can not do without following.

This to warn that the use of socials is not that obvious, is not a task to be delegated and is not something that can give great results in a short time. To achieve good results in this area is not recommended to be in a hurry, but a holistic approach is crucial: it is not about just to publish content of your blog or office, but to become a reference to your niche.

So in the daily social activity the rule should be the proportion 80/20. That is: 20% of your sharing should be about your professional activity, the rest is content designed and developed to meet the wishes of the public. For example:

- News related to dental field.
- Published articles from other blogs.
• Funny contents.
• Practical advice.
• Questions and contents that stimulate interaction.
• User created contents.

People need to be listened and stimulated by questions which implies the interest in followers’ opinions by who manages the social channels. But the public also needs to be pampered through contents and appropriate responses.

A Solipsistic use of socials (I share, others must follow) is doomed to failure because the first big objective for a dentist on these platforms is simple: to create relations.

The publication of contents - with its increased visits, conversions, sharings - is fundamental. But socials are still sharing and joining tools. Let's discover together the specifications of their main instruments.

**Facebook**
The company par excellence. On Facebook you can reach a wide and targeted audience. When you create an account, in fact, Facebook tries to get as more information as possible about you. This way, advertisers, or those planning a campaign, can enter data with amazing accuracy. This allows the creation of advertising more and more effective.

When you sign up for Facebook you create a personal profile or a page that identifies your person. Here you can share everything about your life - of course professional content as well, but not only - through your profile and you can create a Facebook page, the essential tool for marketing with Facebook.

With a Facebook page you can get followers, people who click “Like” and accept to find on their walls your contents and, above all, you can start advertising to push your professional business.
In particular, you can create messages to bring traffic to your website, to make people use a mobile application, to increase the fan of the page or highlight a post. Everything depends on your goals: to reach more people, a specific audience, to make the brand known, to generate sales.

Resource: [starting to advertise on Facebook](#).

**Twitter**
The social based on 140 digits. Through this platform you can send public messages containing text, links, images, videos and gif. These messages can be simple statements or replies to something published previously. They can also contain mentions and hashtags.

The mentions are the references, or citations of other accounts. They are created by inserting an “@” before the user name and are used to summon a person, to indicate the recipient, to reply or to indicate the source of a republishing (retweet).

Zerodonto Twitter account
The hashtag, however, are used to indicate the subject of the message. Usually they help users to orientate, to understand what is the theme but do not abuse it: you should always evaluate the usefulness of a hashtag.

If you add too many of them or put meaningless words in hashtag you're giving a negative service to your followers.

Remember that Twitter is the social in which the active participation becomes central: being active means to chat, to create interaction, to exchange opinions and to advice. One-way and top-down publications, are out of the Twitter logic that becomes a horizontal instrument.

In this way, ordinary people interact with the brand and ask for information, explanations, advice: on Twitter you have to be there and you have to give people what they expect. That means actual conversation, human relations mediated by a computer but warm, attentive, concrete.

**Google Plus**

Or the Google platform that encompasses the world of Mountain View. It is not a simple social but an identity linked to a multitude of products: to be present on Google Plus means to interact with the Local results, to be present in the SERP, to create Hangout - public or private hangouts - with employees, to interact with Youtube videos.

The most important data, even in this case, is the creation of a specific page for your dental practice. On one hand you have a personal profile that should be used for this: share content related to your daily life - so even professional - and on the other hand there is the page that contains your business.
I already know the problem: on Google Plus (picture above taken from Zerodonto page) there is no one, nothing happens, is empty. Wrong, on Google Plus there is a lot of activity useful to your dental practice. **You have just to find it.** Go to the home page and look for the keywords related to your business. This way you can find pages, profiles and community offering content about topics related to your work. The next step: moving the first step.

On Google Plus, as well as on Twitter and other socials, it is important to make the first move, do not wait for others to leave comments or make interaction. Many people complaining about these problems actually stand still: do not share, do not click on +1 button and do not comment.

This is a problem because at the beginning you are unknown and you can not expect from others to interact with you. Share useful content is fine, but you also have to **make yourself known** and move among threads to leave useful contributions to showcase your skills.

**Other socials**

Facebook, Twitter and Google Plus are just the tip of the iceberg. There are also other socials that exploit the dynamics of social sharing, but are not useful for your Dental practice. But above all you have to **consider the costs** and efforts required to tune them. My advice: always evaluate these parameters before you start a new adventure.

Being on Youtube, for example, means creating content up to your dental office. A good quality video can be helpful to sponsor a dental technique, to show off your skills, but if you can not invest in this area is better to avoid the publication of mediocre content.

Same goes for Pinterest. This company is based on visual content, on images, and to make the most of it you should have a lot of media to publish: technical images, graphics, photos to show your work. Other than that, you have to consider the time needed to treat the channel, to create interactions, to manage comments and interactions.

**To conclude**

The social world is an articulate, full of opportunities world but it has its difficulties. A blog can help you to be found, to create a strong and credible brand, but it can also be a double-edged sword if it is mismanaged. Leaving dead a channel, without updates, is not the ideal choice for your dental practice. Better to focus on resources that can be managed in the short and medium term.

Source of some pictures: [www.pixabay.com](http://www.pixabay.com)

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If somehow we managed to create food for thought, and to give some good ideas for your practice, share this guide on [Twitter](http://Twitter), [Facebook](http://Facebook) or [Google Plus](http://Google Plus)!