25 SEO Tasks for Dental Websites

High-quality service and patient care are the top priorities for a dentist. That's the foundation of any business, but attracting customers is difficult without marketing. In today's tech world, boosting your online visibility is imperative for your dental office.

Digital marketing starts with creating a great website and optimizing it for search engines. In this article, you'll discover 25 crucial SEO tasks for dental sites. These will ensure that you are in the top results when someone searches for local dentists. Of course, we'll assume your website is up and running already. Here is what you need to do to improve its SEO!

Basics

1. The Importance of HTTPS Encryption
Website security is your top priority. HTTPS encryption makes your visitors feel safe and helps your site rank higher. Most hosting providers offer HTTPS by default. You can check this by entering your website's address in the address bar. If you notice a padlock after opening the homepage, this encryption is active.

2. Check If Google Recognizes Your Website
There's no point in performing any SEO measures without Google indexing your website. Google crawlers do a fantastic job, and it shouldn't be long before they recognize your site after publishing it. In addition, it's easy to check if you are present in the search engine. For example, type "site: yourdentalsitename.com" in Google and see if it comes up in the results.

3. Install Google Search Console
Google offers an excellent selection of free tools to optimize websites and boost SEO. The essential utility to apply for is the Search Console. Its purpose is to improve your search engine ranking. You can check current positions and main keywords. The console also allows submitting sitemaps, which help crawlers understand your site's structure.

4. Install Google Analytics
As the word suggests, Google Analytics will offer insights into your site's visitors. You can see their number, but also the location and other helpful info. For example, do you need to boost your local SEO? Would you like the visitors to spend more time on the site? Analytics can help you identify areas that could use improvement.

5.   A Responsive Website Design

A mobile-friendly website is an essential SEO requirement these days. Google uses it as a ranking factor, but it's more important than mobile web browsing has never been this popular. An average potential user won't go to a computer only to perform a simple search. Instead, they'll type a query in their smartphone browser. If the results take the customer to your website, you want to provide them a pleasant experience.

6.   Check If You Have Robots.txt File

This is a simple text file that communicates with search crawlers. It tells them which places are off-limits. For example, there's no need for them to store the Cart section if you sell dental products online

It's easy to create a "robots.txt" file. Here are some examples of the commands to include:

Allow: /blog

Disallow: /cart

*User-agent: Googlebot, Bingbot, or * for all groups*

7.   Research Competitors

It's always wise to know what the competition is doing. That way, you can adjust and identify what could give you an edge over other businesses. As for websites, check which keywords they focus on, platform design, and overall user experience.

On-Page SEO

8.   Add Important Info to the Homepage

The homepage should contain crucial information about your dental business. That includes your dental office's location, phone number, and name. You can create a footer section where you'd insert that.

Don't forget the meta titles and descriptions of your pages. For example, the homepage meta information should include the city and state of your dental business.

9.   Identify the Right Keywords

Keyword research plays a crucial role in optimizing your content. You can use professional tools that identify the most searched queries in the dental industry. Don't forget that your focus should be on the local area. You can use keyword difficulty tools to analyze the competitiveness for the desired phrase.

10. Attract Visitors with an Excellent Blog Section

A blog section is a fantastic way of boosting your SEO. It allows building search engine authority by adding fresh content. In addition, the articles should be helpful to potential customers and entice them to your site.

Although content quality is imperative, don't forget to use keywords. The experts suggest that each page should have a primary keyword. Additionally, the headers should be attractive to motivate visitors to read the article.

Technical SEO

11. Repair Broken Links, Pages, etc.

The initial requirement is to check if everything works smoothly. Begin with the main menu and check if the links take you to the appropriate sections. There should be no broken pages as they affect SEO ranking and user experience. You should occasionally check external links placed in blog articles, too. If you notice any errors, fix them immediately to avoid them damaging your SEO.

12. Improve Page Loading Times

Crawlers can recognize if it takes too long to load a page. That's what could affect your site's ranking. It's why you should accelerate page loading times as much as possible. Content management systems (CMS) like WordPress offer plugins specialized in helping you to optimize the site loading.

13. Use SEO-friendly Page URL Structure

Each page of your site has a different URL address. Optimizing them could boost your SEO. The expert's advice that you should use the primary keyword in the page's URL. For example, if you add a page about braces for children, use that string when creating its address. Another tip is to keep the URL under 128 characters to make it better for crawlers.

14. Set Up an SEO Plugin

Using WordPress, Joomla, or a similar CMS, you can benefit from an SEO plugin. These additions can help to identify problems and suggest the best actions for each page. In addition, many plugins provide tips while preparing a page for publishing. That way, you can optimize it before it goes live.

15. Fix Duplicate, Missing, or Outdated Content

Here are some tips for securing optimal content:

- Did you accidentally publish two identical pages? This could affect your SEO, so make sure to erase one.
- If you erased a page, make sure to remove any links to it on the site.
- You can update old articles with new content and boost their SEO rating.

16. Boost SEO with External Links

Did you ever hear about link juice? The idea is to utilize the reputation of other websites to boost your SEO rating. As for on-page actions, you can add external links. Avoid competitions, so focus on the official dental association, studies, research, etc.

Listings

17. Sign Up for a Google My Business Account

This is a mandatory step for local SEO. An accurate listing will help to show precise information in maps and searches. Google My Business is free to register, but keep the information updated. The experts suggest visiting the dashboard frequently. That's because anyone can propose changes to your GMB info, and you don't want the competition abusing that.

18. Get You Apple Map Listing

Many people use smartphone navigation. That's why your dental office should appear on local maps once a patient types its name. Apart from Google Maps, you shouldn't forget Apple Maps listings. It's easy to add the required information and make it easy for customers to find you.

19. Open a Healthgrades Account

Healthgrades is a specialized online directory of healthcare providers. Claiming your profile will ensure your office appears when patients look for dentistry services in the area. The registration is free, and the statistics indicate it can help attract double as many patients to your business.

20. Check the Information Is Correct

Once you sign up for Google My Business, Apple Maps, or Yelp, make sure to visit these accounts regularly. You want to ensure that the information about your dental office remains updated and accurate. These platforms can also provide valuable patient feedback to improve your services.

Off-Page SEO

21. Become an Active Business Community Member

Is there a local dental association in your area? Are there seminars, conferences, or training held nearby? It would be best if you become an active member of your business community. It never hurts to spread your contact network.

22. Sponsor Local Events or Teams

Is there a school sports team or competition you could sponsor? Perhaps you could buy jerseys or pay for an advertisement in the local stadium. Of course, you can sponsor other events outside of sports, too. First, however, make sure they will gather your target audience.

23. The Importance of Social Media

Social media is an excellent way of boosting awareness and staying in touch with customers. Facebook, Instagram, and LinkedIn are mandatory for businesses these days. Social networks can be great for digital marketing. Make sure to post regular updates with engaging content and answer any questions quickly.

24. Create a Link Building Strategy

Link building is a crucial SEO element. Here are the steps to take:

- **Identify potential opportunities**. Is it a trade organization, web directory, blogger? Once you find a suitable match, don't hesitate to propose link exchange or another form of cooperation.
- **Create linkable assets**. That includes valuable articles in the blog, how-to videos, etc.
- **Write guest posts**. Can you write a guest post on another site as an industry professional? That helps to build your reputation while the link to your site boosts your link juice.

25. Keeping Track of Your Competitors

Finally, we can't stress it enough that monitoring your competitors is imperative. It's not only about discovering changes they made to websites. You might identify new services they started providing. Learning about their actions on time will help you fight back and keep track of the latest trends!