

10 Tips To Beat Your Competition on Google

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These days, it seems that many orthodontists familiar with search engine optimization want to know and understand how to beat their competition in the online ranking war. Knowing how to accomplish this requires a bit of knowledge about Google. Google is concerned about content and reputation. Websites that have a lot of fresh content, such as text and videos or receive many inbound links (links from other websites), rank above the rest. Understanding this and building upon both means orthodontists can beat their competition on Google's organic search results without even hiring an SEO guru. The following techniques are exactly what leading SEO firms have done to place many orthodontists' websites at the top of Google search results.

Website content needs to be abundant, original, and frequently updated. At the same time, an orthodontist's reputation must grow so they can establish themselves as a solid source of orthodontic information – at least in their immediate market. SEO is no longer about “optimizing” a website. Companies that still dwell on this and charge for optimization are light years behind. Optimizing a website only helps if the content and reputation are in order. Otherwise, the website is nowhere to be found, even if the SEO firm optimizes it on a daily basis.



Below are ten easy steps that can be taken to provide Google with what it needs content and reputation wise:

1. Google Places

Orthodontists should list their practice's website in Google Places. Their name should include “orthodontist” or “orthodontics.” This will ensure that they are placed higher than their competitors who do not include that in their title.

To learn how to add a business to Google Places, visit our blog at www.mastergoogle.com/blog and search for Google Places. There is a video with easy, step-by-step instructions on how to go about this. Listing the practice on Google Places will take approximately 20 minutes.

2. Blog

Have the webmaster build a practice blog on the website under the orthodontist's domain, such as www.yourdomain.com/blog. Everything that is posted on this blog by the orthodontist, staff or patients will be considered fresh content by Google. Many clients of reputable SEO companies rank well for their websites and their blogs as a result of the content they post and the patient comments those posts generate.

Post information to the blog at least once a week. Write anything – articles, press releases, newsletters, announcements and anything else you can think of. Just make sure grammar and spelling are correct. The blog must be under the orthodontist's domain. Services such as Blogspot, Blogfa, and WordPress that provide a free blogging platform will not help in SEO rankings.

3. Website Content

Update the practice's website content once every few months. This often is the most difficult thing to do because most orthodontists do not want to step away from what they are used to reading on their website; however, doing so will give the website a boost in Google's eyes.

4. Staff Website Content

Orthodontists who do not have a webpage for each staff member and each service that they provide should ask a copy writer to write one for each. The webmaster should then build the new pages using that content. The more text and webpages a site has, the more powerful it becomes.

5. Write Articles

Write articles about the practice. The articles must be tailored toward the average Joe, not professional peers. The content must teach the public the ins and outs of orthodontic care, what they should expect from an orthodontist, how to find the best treatment provider, etc. The information should be focused on educating potential and existing patients, not sales-like or marketing-oriented.

Locate local news blogs and see if they allow users to register as writers. If so, orthodontists can post articles and press releases to these websites, but they should be sure to include a link from the post back to the practice's website. The link received from this post is worth more than paying an SEO company that optimizes websites.

Be sure to rewrite the article and post it on the practice's blog. Do not post the original version of the article because that will damage the website's reputation since the article has already been seen by Google.

6. Press Releases

Write a press release. Is there a new hire? Did someone in the office just attend the American Association of Orthodontists meeting? Has the practice celebrated an anniversary or other milestone? Whatever the timely news items may be, write about them. Press releases can be tricky, but websites are available that explain how to write a good release. They must be timely, short, and sweet.

Articles and press releases can be sent to reputable news publication sites on the Internet. The cost is between \$50-\$250. It's definitely worth it. When submitting articles and press releases, be sure to ask the publisher how to place a website link in the article. Most of them have automated ways of linking back to a practice's website and, if they don't, they will manually add it. Articles and press releases posted to these websites will be in Google News the day after publication.

7. Yahoo! Directory

Orthodontists also should add their practice's websites to the Yahoo! Directory. It currently costs \$299 annually, and it is an easy process to add a business. All that is needed is a Yahoo! account and a credit card.

8. Website Links

Orthodontists who are members of organizations can ask them to place a link to their practice's website from the organization's website. This includes professional and civic organizations such as Kiwanis and Rotary clubs, dental associations, etc. Also, for those who sit on boards of charities or other non-profit organizations, if

those organizations list a board of directors on their websites, place a link back to the orthodontist's website under the director's name.

9. Positive Press

Write a press release about "giving back" to the community through membership in civic and non-profit organizations. This time, submit the release to a different news outlet.

10. Share & Rank

When sending newsletters to patients, orthodontists can ask them to place a link to their websites if the patients write a blog or share the newsletter on their Facebook page. In the newsletter, ask patients to "rate" the orthodontist's practice using websites such as Yelp, Yahoo!, Demand Force, or other rating tools available online.

Please note that for orthodontists whose offices are located in Los Angeles, New York, or other large metropolitan areas, it is necessary to do more than what has been mentioned above to rank at the top. There is a large amount of competition in those areas and it takes a bit of effort and legwork to reach the top of the rankings.

The above is exactly what some of the best SEO companies in the world do to rank orthodontists and non-orthodontic clients at the top of the search results. If all of the above suggestions are done continually for three months and the orthodontist's website still does not rank above the competition, consult with an SEO consultant and ask for some input on why the practice's website is not at the top.

Ali Husayni has worked in the Search Engine Optimization (SEO) field since 2003. He founded Master Google a year later with the focus of helping clients rank at the top of Google organic search results. Since then, his company has helped hundreds of clients increase their sites' traffic and revenues through better exposure on Google. For more information, visit the company's website at www.mastergoogle.com.

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