

Sesame Search 2.0 Keeps Dentists & Orthodontists At Top of Google

Online Marketing Package Leverages Blogs, Social Networking, Link Building

February 26, 2008 (FPRC) -- Sesame Communications has innovated Sesame Search 2.0, a dental marketing package that responds to Google's recent incorporation of images, video, and social networking sites into its search results. Sesame's system takes advantage of this new playing field by supporting its doctor sites in online forums including MySpace and Blogger, increasing visibility across all of Google's favored channels.

"We're helping doctors ride the social networking wave to increase the number of new patients finding them on the Web," says Amy Balliet, Search Marketing Specialist for Sesame.

Links, blogs and profiles are managed by Sesame's in-house team of search marketing experts. "The beauty of it is that I never have to lift a finger, and neither does my staff," says Dr. Vickie Greenberg of Altadena, CA, whose web site traffic jumped 50% during her first month on Search 2.0.

With 76% market share in online search, Google can make or break a web site's visibility. Since 2005, Sesame Communications has been recognized nationally as the search performance leader for orthodontic web sites in studies using WebPosition from WebTrends; Search 2.0 continues this pre-eminence. "This is the best tool I have ever used to gain presence on the Internet," says Dr. Joe Pearson of Phoenix, AZ. "Compared to Google Adwords, Sesame Search 2.0 gives me double the hits for half the cost."

About Sesame Communications

Sesame Communications is a privately held company founded in 1999 and headquartered in Seattle, Washington. The company pioneered doctor-patient and doctor-doctor online communications for the dental industry with its 1999 launch of the comprehensive, interactive Ortho Sesame™ solution. Sesame's user base is the largest online channel in dentistry: more than 1,000,000 patients are logging on for information from their dentists, and 11,000+ dentists are registered for Sesame Interactive, which streamlines communications between GPs and specialists and improves treatment planning. For more information about Sesame Communications and its products please visit sesamecommunications.com.

Contact Information

For more information contact Amy Balliett of Sesame Communications
(<http://www.sesamecommunications.com>)
1-877-633-5193 x247

Keywords

[dental marketing](#)

[new patients](#)

[online communications](#)

You can read this press release online [here](#)