

Internet Marketing for Dentists Expands with Multiple Dental Websites

Dental marketing is key to a dental practice's financial success in this slowing economy. Dentists will learn how to maximize dental search engine optimization with multiple websites targeted to specific patients.

(FPRC) -- The slowing American economy has hurt dentists along with the rest of the country. "The Nine Truths of Internet Dental Marketing," a free video tutorial program, is dental marketing expert Jim Du Molin's response to this crisis. The third installment is now available at no charge.

"Dental Practice Marketing: Multiple Website Strategy" addresses the twin issues of proximity and specificity. Dentists are first advised to determine their geographic dental markets. Next, they are advised to use multiple dental office websites to target different high-value dental patients. These categories include dental implants, cosmetic and orthodontic patients, as well as other dental specialty patient markets.

"As dental consumers are forced to make serious health care spending decisions," explains Du Molin, "they are going to focus on geographic proximity of providers and the specificity of the service they are looking for."

Dental office marketing using multiple websites is one of the most advanced dental Internet marketing strategies. Geographic internet dental marketing is key to attracting local patients who go online to find a dentist. Having multiple dental websites allows doctors to target different high-value dental markets like cosmetic dentistry, sedation dentistry, Invisalign, and other specialties.

Dentists can improve their Internet marketing response by putting themselves in the prospective patient's shoes. Countless consumers use search engines, entering search terms like "Omaha dentures" or "invisible braces Chicago." The dental practice websites that come up first the results for both the geographic and dental focus areas are going to have access to a steady stream of high-quality new patients.

The next segment of the Nine Truths series will be released shortly. Truth 4, "Customized Dental Websites for High-Value New Patients," explores how some dental patients are more valuable than others.

To receive the complete series, visit <http://www.internetdentalalliance.com/9Truths.htm> to register at no cost. Internet Dental Alliance members also receive access to additional information on dental website development.

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Visit <http://www.thewealthydentist.com> for more surveys in the areas of dental implants, cosmetic dentistry, sedation dentistry, wisdom teeth, braces, and dentures. Jim Du Molin offers a free weekly newsletter and dental practice management advice.

<http://www.internetdentalalliance.com/9Truths.htm>

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