

SEO Checklist for Dental Websites

- **GET BUY-IN FROM PARTNERS**
Educate partners on SEO benefits.
- **DEFINE SEO GOALS**
Set specific objectives and KPIs.
- **FIX TECHNICAL SEO ISSUES**
Optimize site architecture and URL structure.
- **CONDUCT KEYWORD RESEARCH**
Identify relevant and location-based keywords.
- **OPTIMIZE GOOGLE MY BUSINESS (GMB)**
Ensure accurate NAP (Name, Address, Phone) information.
- **LEVERAGE SOCIAL MEDIA**
Share valuable content and engage followers.
- **ENCOURAGE PATIENT REVIEWS**
Actively solicit and respond to reviews.
- **CREATE ENGAGING CONTENT**
Use SEO best practices for meta descriptions and images.
- **BUILD BACKLINKS**
Engage in guest posting and create share-worthy content.
- **WEBSITE OPTIMIZATION**
Ensure mobile-friendliness and fast loading speed.

