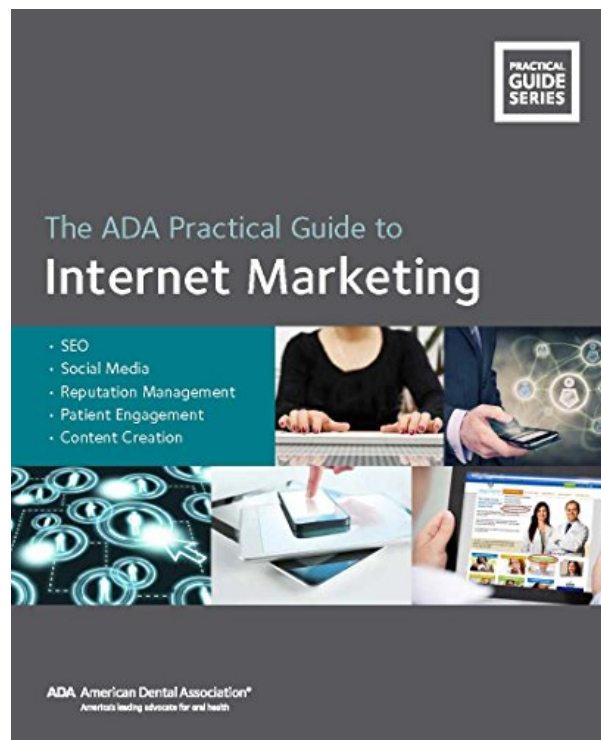
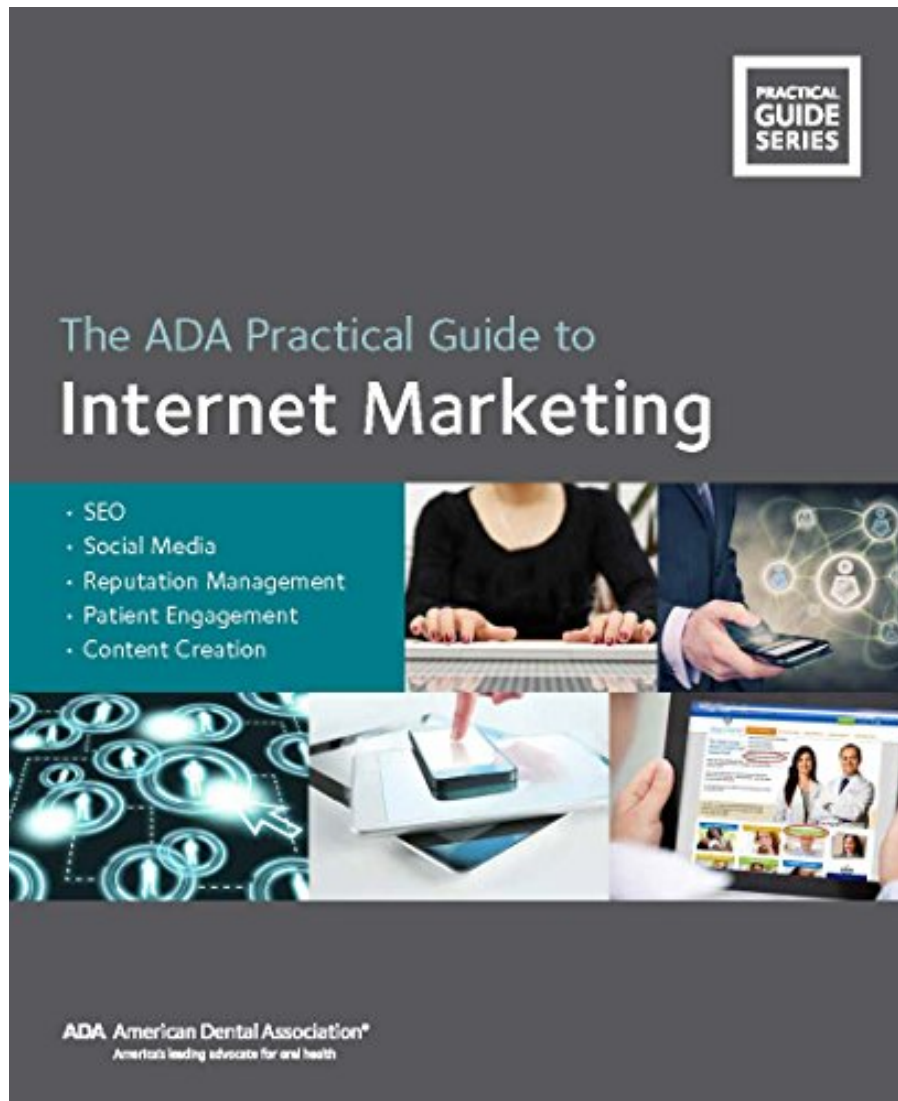


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Increase your practice visibility online with a comprehensive Internet marketing plan. From developing a digital marketing plan to deciphering social media sites to increasing your search engine ranking, Internet Marketing explains the basics and how you can apply them to your practice.

Internet Marketing addresses key questions such as:

- What are my Internet marketing goals, and how can I create a plan to meet them?
- Which social media platforms fit my practice best?
- Should I focus my Internet marketing efforts on one platform or several?
- What's an algorithm and how does it affect SEO?
- Should I respond to a negative online review, and what can I legally say?
- How does regularly updating my practice website influence its Google search ranking?
- Where can I find engaging content for my blog, Facebook page, and other marketing vehicles?
- What should I keep in mind about Internet marketing and HIPAA?
- Who should be in charge of my practice's Internet marketing campaigns?

Industry experts focus on issues specific to dental practices, keeping in mind budget, staffing, and legal constraints. This guide also includes the ADA publication, The ADA Practical Guide to Social Media Planning.

## Table of Contents

Chapter 1: Building a Solid Foundation for Your Dental Practice Marketing

By Naomi Cooper

Chapter 2: Putting It Together: The Building Blocks of Internet Marketing

By PBHS

Chapter 3: Posting Effective Content That Engages, Provides Value, and Shares Practice Culture

By Jack Hadley

Chapter 4: Creating Stronger Patient Relationships Through Facebook

By Edward J. Zuckerberg, D.D.S., F.A.G.D.

Chapter 5: Blogging for Dental Professionals

By Colleen Greene, D.M.D., M.P.H. and Chris Salierno, D.D.S.

Chapter 6: Reputation Management for Dentists

By Shauna Duty

Chapter 7: Search Engine Optimization

By Naomi Cooper

Chapter 8: Making the Transition from Paper to Digital Marketing

By Xañá Winans

Chapter 9: Legal Considerations for Digital Internet Marketing

By the ADA Legal Division  
Chapter 10: Social Media Planning  
By the ADA Council on Communications

- Sales Rank: #1972986 in eBooks
- Published on: 2015-01-27
- Released on: 2015-01-27
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