

DS

Attract the patients who want 'high  
value dentistry' in your area.

UPDATED

A Guide to

# Getting Your Dental Practice Website to the Top of Google

by Dr Simon Smyth and Mr Dan Hunter



**Do You want to make 2016 a more profitable year for your dental practice?**

**Imagine your website at the top of Google for all your high value treatments. What would that do for your practice?**

**Search engines; mainly Google bring people to your website that are looking for the high value dental treatments you offer. These people are your potential patients.**

**Do you want more new patients booking high value treatments?**

**Then please look inside.**

## Forward By Dr Simon Smyth

In April of 2009 I started up a new single handed private practice. I made a good website and did all the usual marketing stuff such as local newspaper ad's, flyers etc., in order to get patients. That worked reasonably well, but the type of patient I really wanted to attract were those people specifically looking for cosmetic, implant or Cerec type dentistry - what I call 'high value dentistry'.

I then tried some regional 'glossy' magazines and made some ad's purely on cosmetic or implant dentistry. I got a few patients but it was expensive, ad's typically cost £1000 for a full page. Return on my investment was not good! Very occasionally, I would get a patient from the internet. Someone found my website and booked in for an appointment. What I soon came to realise was these patients were looking for the high value dentistry I wanted to do using the internet typically Google.

**by Mr. Dan Hunter**

## **Introduction**

Seo is single handedly the best tool for you to get high value patients from the internet. Forget Social Media, really how many people are actually going book in for a high value treatment like veneers from a tweet or status update. Not many! Why? Because most keep it private they don't share it publicly. Our social media accounts are not just close friends and family but full of life passer byes and old acquaintances that we wouldn't like to share such information with. The ones that do are a small number and if we look and meaningful results it's a lot of time, which is money for a trickle of new patients.

## **The internet is the biggest generator of new patients for dental practices**

### **2015**

A big year for search not only did we see Google use responsive web design as a ranking factor within its algorithm. There was a complete rewrite of its core system. The first time a change on such a large scale has taken place in years!

There have been many other tweaks and changes that may have had a positive or negative effect on your website. Penguin is still the biggest website killer and second to that Panda. These two friendly sounding programs really are not that friendly.

**Panda:** It's job is to look for poorly written, copied or scraped\* content and website pages that are very thin in content. If panda finds these attributes on your website then you will loose your ranks. \* (a computer bot that rewrites others copy or material)

**Penguin:** It's job is to look at link patterns and keywords of the links to your website. If link gains or building happens too fast or it is over done, you will lose your website position or ranks in Google. A big risk using low quality service providers.

The great thing about the web is people use it to search for high value cosmetic dental treatments in their location. The very same dental treatments you offer! What difference could that make to you?

Your website positions in Google makes a massive difference to how you can preform as a business online. Having a top spot in Google provides more traffic that in turn creates new patients and importantly more revenue.

The percentage of users that actually click on the results in Google may not be what you thought. I've included some data below provided from *moz.com*

Position	AOL 2006	Enquiro 2007	Chitika 2010	Optify 2010	Slingshot 2011	Chitika 2013	Catalyst 2013	Caphyon 2014
1	42.3	27.1	34.35	36.4	18.20	32.5	17.16	31.24
2	11.92	11.7	16.96	12.5	10.05	17.6	9.94	14.04
3	8.44	8.7	11.42	9.5	7.22	11.4	7.64	9.85
4	6.03	5.1	7.73	7.9	4.81	8.1	5.31	6.97
5	4.86	4.0	6.19	6.1	3.09	6.1	3.5	5.5
1 to 5	73.55	56.6	76.65	72.4	43.37	75.7	43.55	67.6
6	3.99	4.1	5.05	4.1	2.76	4.4	1.63	3.73 (6 to 10)
7	3.37	4.1	4.02	3.8	1.88	3.5	1.09	N/A
8	2.98	3.2	3.47	3.5	1.75	3.1	1.04	N/A
9	2.83	2.8	2.85	3.0	1.52	2.6	0.44	N/A
10	2.97	3.6	2.71	2.2	1.04	2.4	0.51	N/A
Top 10	89.69	73	95	89	52	92	48	71.33

You can see that nearly 70% of users click on websites in the top 5 positions.

There are different levels of SEO and that comes down to knowledge. Before that though let's take look at some website pointers. It's all very well being at the top of page one if a patient searches, say, for a cosmetic dentist in your area, but if your site is not effective, the potential new patient will quickly click to the next site listed and you have just lost that new veneer, implant or orthodontics case.

## Website Effectiveness

Your website is your “shopfront.” You should put as much into your virtual shopfront as you would to the reception area in your practice. Your website needs to attract potential patients to come to your practice.

Pull up your website. Pretend you are a new patient and ask yourself the following questions. Or better yet, find someone who has never seen your site before and ask them to answer these questions:

### 1. Where do your eyes go first?

A visitor to your website typically has an attention span of only a few seconds. That means your website must “hook” them in that amount of time. Make sure the first thing they see/notice is something interesting enough to buy you more time.

### 2. Do you know right away what this website is about?

Again, you have limited time to get your message across. If there are too many distractions, a site visitor may not ever know what your practice is about or that you offer the type of treatment they are searching for.

### 3. Is the important information “above the fold?”

Most site visitors want to know the details without doing a lot of work. If they have to scroll down to find the main idea, they will likely leave earlier than you’d like. Make sure that your **Unique Selling Point (USP)** is clearly spelled out. This is a piece of information that says in one sentence or less why someone should want to be a patient in your practice. Make it clear and prominent on your site. For example, a patient looking for veneers should be easily able to go straight to your page on veneers. In fact, you should treat each page you have on a specific treatment you want to be searched out for as a separate website in its own right.

### 4. Can you easily find the benefits of the treatment/service?

A visitor to your site wants to learn as much as possible about the *benefits to them* of being a patient in your practice. Treatments are important too, but the most important thing a visitor can take away is a sense that this practice will make an impact in their life...for the better.

### 5. Is there a clear call to action?

If potential patients like what they see, it is important to move them along quickly. There should be a prominent, easy way for them to contact your practice and book an appointment on your website.

## **6. Are the colours and images aesthetically pleasing?**

If your website is too busy or jarring, you will lose visitors. Take a little time to coordinate colours and to implement high quality images that add to your message.

## **7. Is the font easy to read?**

Make sure your font is easy to read and is not distracting. Don't get fancy; just stick with a simple sans-serif font in a contrasting colour to the background.

## **8. Are there bulky sections of writing anywhere on the page?**

Long, bulky paragraphs are likely to get skipped. Try breaking up your copy into smaller sections that get the point across quickly.

## **9. Do the menu items clearly tell you where they will take you?**

Site design and usability are important considerations that often get overlooked. Think about what information you would want to find if you visited this site, and plan your menus accordingly. There should almost always be an "about us" and "contact us" page.

## **10. Is there an easy way to contact the practice?**

If your website does its job, you will likely have interested prospects who want to learn more or simply have a few questions. Make sure they have an easy way to contact you.

## **11. Can you find out more about the dentist(s), receptionist, hygienist and nurses at the practice?**

Visitors often want to know who they are dealing with. Having an "about us" page is a great way to show the world who you are and why you are the best one to handle the job. Include photos, too – everyone likes to associate a face to the practice.

## **12. Do you feel personally connected?**

Visitors who feel personally connected will be more likely to stick around and/or become a patient. Tell your story, and tell them why you are the right choice. You can personally connect with your visitors by being honest, using a conversational writing style and including real testimonials from other patients.

## **13. Is the writing corporate or conversational?**



Corporate writing is good for...well, big corporations. But a

small business shouldn't pretend to be a big, formal entity that is disconnected from the public. Your ability to relate to your customers is a big reason why they will eventually choose you – start right away with engaging, conversational tone in your writing.

#### 14. Is there multimedia?

Multimedia is a great way to add character and interest to your website. Videos, podcasts, tutorials and other multimedia options allow you to present your message to your visitors in a way that appeals to *them*.

#### 15 Are there links to social media?

Social media allows you to communicate with your patients, and it allows them to communicate with each other. Include links to your blog, Facebook, Twitter and other social media accounts. Make it easy for everyone to find you on social media...even if they don't book an appointment immediately, they may choose to follow you in some fashion.

Once you determine the areas of your website that need improvement, develop a plan to start implementing changes. **You don't have to do them all at once** – do a few at a time until you have a website that you can be proud of (and one that consistently brings in new patients)

# Getting to the Top of Google with SEO

A great website won't do you any good unless you can get some traffic flowing to it for the treatments you want to be found for. By optimising (SEO) your site for those search terms the higher up the page you will appear when a potential patient searches for say 'Veneer dentist in Reading'. A few simple steps can get people to your website. The more you put into SEO, the better your chances of converting the people looking for the dentistry you offer into new patients.

The first step is a simple one, but it is one that may make all the difference. Before you do anything else, you need to set up a way to track website traffic and statistics. **We recommend using Google Analytics – it is free, easy to set up and easy to use.**

To set up your analytics, you must first sign up for a Google account (a Gmail account works just fine). Go to <http://www.google.com/analytics> and click on the "sign up now" button on the top right corner of the page. You will have the option to sign up for a Google account (if necessary) or proceed with the setup. You'll be asked for your website address and will be given a snippet of code to insert into your site.

Once you are setup with Analytics, the sky is the limit. You can track everything from unique visitors to time-on-site to pay-per-click and adwords success. At the beginning, you'll probably want to focus on how much traffic you are getting and where it is coming from.

You will be able to tell if you are getting traffic from referring sites (such as your blog, social media posts or any sites you are linked to) or from organic traffic (searches for your name or other keywords). This data will be crucial as you move forward with SEO campaign and tactics.

Traffic analysis is the foundation to successfully managing your marketing and SEO efforts. You'll know what is working and what isn't.

# Search Engine Optimisation - Part 1

by Mr. Dan Hunter

**One of the** big problems, in trying to learn or do SEO for your own Dental Practice is the sheer amount of information freely available online. With no understanding you will think this is great but has this information you are now learning and going to spend time carrying out been tested or proven? This is where the problems start. The internet is full of half-truths and poorly considered theories. Imagine spending hours each week on your dental website and it does not budge up the Google ladder and you're still sitting somewhere down on page two or further down the result chain.



The information that we are going to provide to you is different; it has been tested and proven. Yes, that means it does work. There is nothing else I do to my client's dental websites to get it to the top of Google than what we are going to tell you here.

So Let's begin.

## What is Search Engine Optimisation?

**Definition:** SEO is a creative technical process of methods used to create more business exposure through Search Engines like Google, Bing, and Ask. Greater exposure comes from increased ranks- Increased ranks can lead to increased practice revenue.

This Guide is going to give you the secrets that others do not want you to learn. SEO as we know realistically has two methods On Page and Off Page.

**Definition:** On page Optimisation.

All the elements and tags that can be optimised in some way physically on your website for example the title tag in the header hierarchy and navigation.

**Definition:** Off page Optimisation

This refers to efforts made in SEO off site, meaning anything that you do that is not a physical change to your website that has an effect to your website traffic. For example **link building or social media**.

## The Secret To Effective On Page Optimisation



So, on page is the process of producing a website or web page to an optimal level using the various html tags and elements that are available. Different on page factors provide different results, results based on factors that the search engines give weight to. Weight meaning the amount of power or result it will give to the optimisation you have implemented when placing your site in a ranking position.

A quick lesson on terminology as I use terms interchangeably and don't want to confuse you.

### Tags, Elements and Attributes.

A tag is the starting and closing bit of the html code, so for example `<p>` is a tag and the closing `</p>` is a tag. In Xhtml self-closing tags were introduced for example a page break `<br />` which makes that a tag or an element. Now HTML5 is a little more relaxed and allows you to forget closing tags or just choose not.

`<p>`This is a paragraph`</p>` The complete code from the `<p>` the text and `</p>` is a element .

An attribute is something that differs between tags or elements. For example a image can have a src alt or a title attribute. `<img src="" alt="" title="" />`.

This is not a markup tutorial but that should be enough information to not get confused with the terminology for those that are new to HTML mark up.

## What Are The Main On Page Factors to Optimise?

- **Optimal Title Tags**

This is the title of each webpage. The bold blue title displayed in each of the 10 results Google and other search engines display in the results when you carry out a search. This is by far the most important factor that on page can provide results from.

- **Website Structure**

One of the biggest ranking signals that has been implemented in the recent years is your websites structure to try and take away the impact of spammers links. I really suggest reading up on silo architect

- **Optimal Header Tags**

These are the tags `<h1></h1>` through to `<h6></h6>`. These tags or elements are used to create a hierarchy in your online documents. Think of a newspaper how some headings are bigger than others thus creating a visual content hierarchy.

- **Optimal Meta Tags**

These elements such as keywords, robots ,zip-code, language and bot specific tags like slurp, Googlebot etc Are added between the `<head></head>` tags in your HTML document.

- **Optimal Meta Description**

Is another element added in the `<head>` of your document that once provide the blurb seen on the search engine result pages under the title. Although this does not provide any serp moving result it can increase conversions or actual clicks from the serps into your website

of working out the density of a keyword within the web pages text.

- **Optimal URLs**

The naming convention of your website structure E.G [www.yoursite.com/my-keyword-page.html](http://www.yoursite.com/my-keyword-page.html)

### Mobile Responsive

As the world has moved forward with technology there is an abundance of ways to get online. So many different devices means so many different screens and resolutions. Today its not about a fixed design but a more fluid experience that can be different for each device type. If all things are equal and you are in a market place where all your competition are using mobile responsive code then its important you do to. If the others are not. Be the first.

## Hype

Things that you get told to do but in reality do not have impact below page ten.

- **Optimal Alt Tags**

The alt is a required attribute of the <img> tag . This is to be used to add a description of the image for usability of partially sighted users or users that use a screen reader.

- **Optimal Body Text**

This would be the text that is inside <p></p> and other HTML tags. Just write natural.

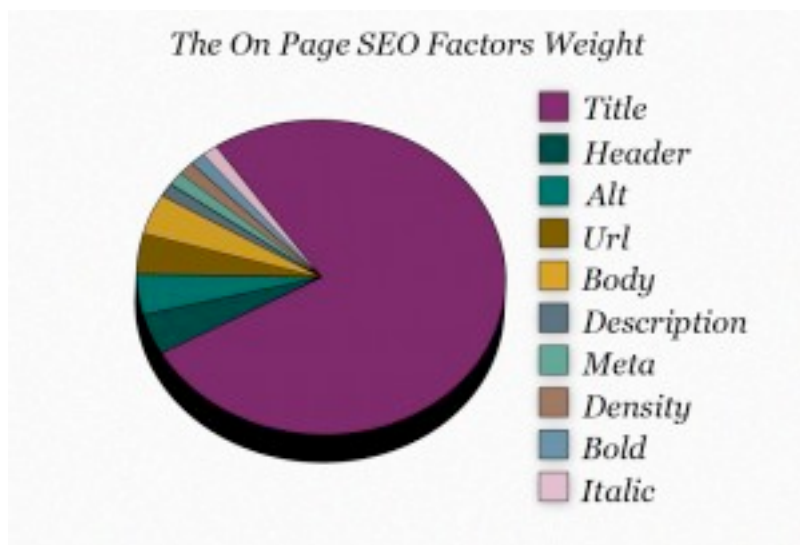
- **Optimal Keyword Density**

If you write naturally then this is not even something you need to think of, You only need to score the goal once.

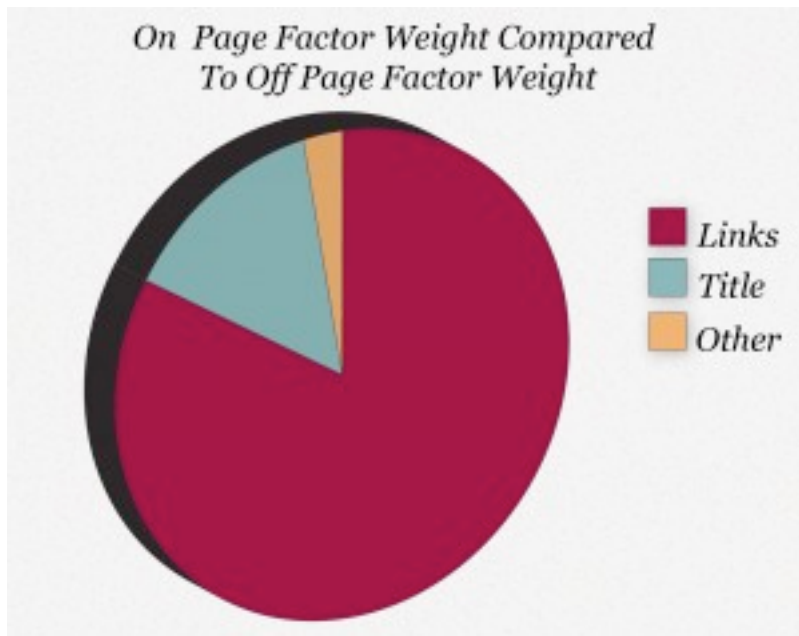
The process

OK, so if you have read through all we have said about On Page Optimisation, unless you made your own site and are familiar with HTML code, you will probably be thinking '**How do I actually do any of that?**'. You just need to have the most important ones correctly done which really is just the Title Tags.

As you can see from the chart below, the Title Tag alone counts for 75% of On Page Optimisation SEO weight.



The most important factor for SEO is Off Page Optimisation as you will see from the diagram below. Less than 20% of On Page Optimisation counts toward SEO and of that 20%, 75% is just the Title Tag. **Links far outweigh any of the on page factors.** We will look at Off Page SEO in Part 2.



Now we have looked at on page factors, their value and affects, it is clear that the Title Tag is the most important factor for on page SEO. Remember, I did not say that the others don't provide any result, just when you compare the time it takes to carry out those factors to the results they provide it is not ideal use of your resources. Do not waste time on diminishing returns. For competitive sectors such as Dentistry, most on page factors will not provide any positive change in the top 10 results.

## How to Write the Perfect Page Title for your Website

The title is the single most powerful on page SEO factor. If you were to only do one on page factor this is the one. You can forget optimising all the other tags and just put your effort in to the title and H1- H6 tags then once ranks are gained tweak the other on page factors if you feel the need.

**Note:** As I said before, if you are building a website from scratch you can easily add optimised on page factors like alt tags, link attributes, bold text, keyworded URLs

*etc. as you build it. But, if your site is up and running the result you will get from going back and adding all these factors is not worth the time you will invest.*

The title tag element is displayed as a blue (or purple if you have visited the site) hyper link text title to your website in the Google Search engine results pages. Known as the SERP's to us SEO's.

### [Cosmetic Dentistry Windsor Berkshire \\*Harley Street Dentist ...](#)

[www.sensuradental.com/](http://www.sensuradental.com/)

We practise surgical dentistry as well as **cosmetic dentistry**, because while we believe that looks count, so does health and that may mean restoring missing ...



### [Our Dentists - Sensura - Private Dentist for Cosmetic Dentistry in ...](#)

[www.sensuradental.com/sensura.php?pgidx=our\\_dentists](http://www.sensuradental.com/sensura.php?pgidx=our_dentists)

**Cosmetic Dentist** Windsor logo. 120 St. Leonards Road, **Windsor**, Berkshire. SL4 3DG Tel: 01753 864 216 - [info@sensuradental.com](mailto:info@sensuradental.com). Home; Services ...

### [Dental Implants Windsor \\* DR Raj \\* Harley Street Dentist ~](#)

[www.sensuradental.com/implant-dentist-windsor-berkshire.html](http://www.sensuradental.com/implant-dentist-windsor-berkshire.html)

A **dental implant** is essentially a replacement tooth root. They are small cylindrical shaped pieces of titanium alloy that are surgically placed into the jaw in the ...

### [Sensura - Private Dentist for Cosmetic Dentistry in Windsor, Berkshire](#)

[www.sensuradental.com/sensura.php?pgidx=contact\\_us](http://www.sensuradental.com/sensura.php?pgidx=contact_us)

**Cosmetic Dentist** Windsor logo. 120 St. Leonards Road, **Windsor**, Berkshire. SL4 3DG Tel: 01753 864 216 - [info@sensuradental.com](mailto:info@sensuradental.com). Home; Services ...

The title tag is coded in your websites header in between the tags

```
<title>Cosmetic Dentistry Windsor Berkshire *Harley Street Dentist @Sensura</title>
```

## Visible Cut Off Length

The title element has a visible cut off length. What does this mean?

When you look at the search engine result page displaying your query outcome, the blue hyper link title to your website will have a maximum character length that can be displayed.



Google – 64 characters

[Bing.com](#) yahoo & [Ask.com](#) – 70 characters

Although Google's normal cut off rate is 64, 69 characters have been seen. Don't forget that spaces also count.

Break up the tag into sections conforming within the visual cut off length. Although this is just a visual cut off and ranking value can still be passed after the limit. However, as this restriction is in place it is good practice to try and work within these boundaries.

## **My Method For Structuring Page Titles**

Keywords | Call To Action | Branding

Keywords 30 characters

Call to action 20 characters

Brand 14 characters

## **Keywords**

The weight provided across the title tag is not even. The most weight is passed at the beginning, the first phrase should be your most important. The first 30 characters are the most important in terms of passing ranking value. Try to never make blind guesses so let the page itself tell you what the keywords should be. Focus on a single phrase or a cluster of phrases. The home page will always be slightly different as this is normally the gateway page that does not focus directly on one category but your site theme as a whole. Don't just look at your competitors and copy them. Really read through the pages and let each one educate you on what the correct phrases for that page should be.

## **Call To Action**

This is what will entice the searchers to click on your website. Price points, what makes you or your service different than your competitors. Use this space to grab some attention.

## **Branding**

This will be for brand name or acronym. If the brand name is the same as the domain address then do not place it in the title. You will naturally rank for your brand name in any case. If you feel you need or prefer to have your brand name

seen on the page title then do so. You could always put the brand name after cut of length. Especially if you happen to have a long brand name.

## **Word Placement**

Never fuss too much about the order of the phrases and keywords words that you place within the title other than the most important one first. That does not mean just plunk them in any way you like. If it is not perfectly readable as a whole then do not stress too much. This causes all sorts of arguments or discussions between SEO folk. Some say it is very important to make sure that the title reads naturally as this will increase your clicks. Of course you do not want it to look spammy or too off the mark but like I said above it does not matter too much as long as you include the keywords so you can get partial matches.

## **Partial Matches**

A partial match is when you have one or more of the users search terms or keywords in your title tag. So it really does not matter what order you put them in as Google and search engines will bold the words matching your users query in your title. The page content plays a role in this too. You can be assured they will be drawn to the partial match. As a human, most of us will subconsciously just notice the bold words that match what we are looking for. This is when our call to action comes in. If you have a powerful call to action for example your lowest price point, a free offering within your service such as a free initial consultation, etc. You are going to get clicks especially if you differ from your competition. Clicks are much more important than ranked impressions. Ranked impressions are no good for anyone. Well no one but Google's keyword tool.

## **Do not waste title 'real estate' as it is valuable.**

Do not repeat words

Do not use stop words like in, and, at, to, on etc

## **Instead**

Use symbols & \* | ~ > / \ = + - to break sections and draw attraction.

One thing that is a real bugbear for me is when the beginning letter of title words is not capitalised. It looks untidy.

So now you know how to structure and create page titles let's take a look as some examples.

## **Bad Example Title Tags**

I will use this website swbdesigns as the first example.

## **The Homepage:**

**Title:** Website design Woking Website Development Woking cheap websites SEO and search engine marketing Services from swb web designs Woking

Bad Repetition

Way over character limit

No Capitalisation on words

Use of stop words

No call to action

A better example for the index page.

**Title:** Website Design Service | Woking Surrey | HTML, Flash, PHP & ASP @SWBDesigns

Capitalisation Of words

No repetition

Most Important phrase first

Now this is a better structure a little long it is 69 characters at ASP. If you Google search website design Woking you will see in this case Google is showing 69 characters as the cut off in the serps. That just leaves my branding after the cut off which I think works just perfect.

## **Web Design Page:**

**Title:** web design woking website design woking website designer woking surrey swbdesigns

Bad Repetition

Way over character limit

No Capitalisation on words

No call to action

A better solution and what I have in use

**Title:** Web Design Service Woking Surrey | Starting at £500 @SWBDesigns

This again is a much better example. We have the most important phrase first which is web design service and my geo location. Remember that the page this title

is for is well categorised for web design and the page content dictates web design. The title along with the content ensures we will be shown in the SERP's for partial matches. Through natural writing and LSI.

Don't go keyword stuffing your body text. For example:- web site design, web designer, woking design service

Then we have my call to action "starting at £500" this price point will act as a CTA to get the users to visit my site (something my competition are not doing). Then we have the branding, "SWBDesigns".

Let us look at one more example this time from the web.

I do not like to publicly criticise others work, but this is a good example of what not to do. I have contacted this company and gave them free advice on how to produce better title tags that would provide better results back in November which they ignored or have not acted upon yet. So let's do it for them.

The domain is [www.andrewmartin.co.uk/](http://www.andrewmartin.co.uk/)

This is an example of a website that's product range is a brand name the same as the domain. Here are two shocking useless examples of how not to write your page titles.

### **Home Page:**

**Index:** Andrew Martin, Andrew Martin Furnishing, Andrew Martin Furniture, Andrew Martin Fabrics, Andrew Martin Fabric, Andrew Martin Design, Andrew Martin Interior Design, Modern Furniture, Asian Furniture, Fabric Suppliers, Suppliers of Fabrics, Interior Design.

First off this title has 258 characters. Secondly it repeats the brand name in this case Andrew Martin seven times. They have also used the brand name as the first phrase in the title which we know will be passing the most power. What a waste of real estate, as this site as with all sites will clearly rank for their brand name. If we counted how many characters this title is with just the brand name it is 91. All the somewhat more relative terms that would have more of an effect on this site are to the end.

Now it is clear that this website offers some very nice bespoke designed products from some big names in the interior design industry. The site is well structured with categories for each product line. Without knowing too much about the brand I would at first instance change the title tag to.

Interior Design | Fabrics, Furniture, & Accessories @Andrew Martin

Or

Interior Design | Fabrics, Furniture, & Accessories \* Free Shipping \*

Now we can look at a category page for this site.

I have chosen the coffee tables page.

**Title:** Coffee Tables, Furniture, Andrew Martin, Andrew Martin Furnishing, Andrew Martin Furniture, Andrew Martin Fabrics, Andrew Martin Fabric, Andrew Martin Design, Andrew Martin Interior Design, Modern Furniture, Asian Furniture, Fabric Suppliers, Suppliers of Fabrics, Interior Design

Once again a huge page title 281 characters, the brand name has been repeated 7 times in fact other than coffee tables at the beginning which in this case is the best thing we can take out of this tag it is a complete duplicate of the home page stuffed with phrases.

### **My Version**

Coffee Tables | Bespoke Design ~ Be Different ~ @Andrew Martin

Or

Designer Coffee Tables | Bespoke | Be Different @Andrew Martin

My title tags are not perfect as I have not studied the brand. I think they are more suited than the current page titles in place and would provide more value for organic search.

Look at the possible keyword matches I could create from my title.

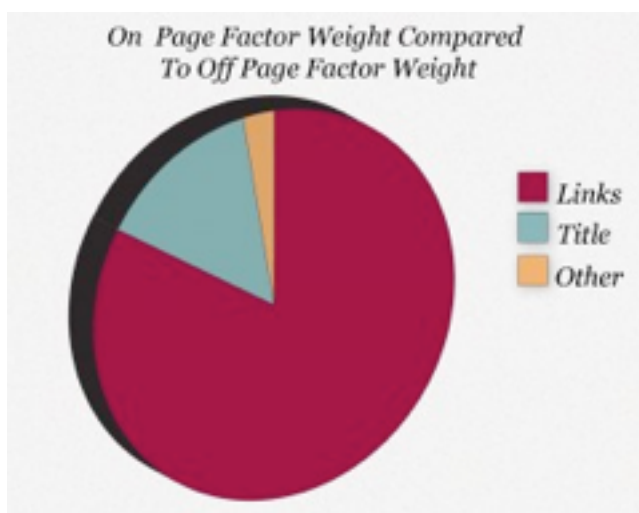
- Designer Coffee Tables
- Bespoke Coffee Tables
- Designer Bespoke Coffee Tables
- Different Coffee Tables
- Bespoke Tables
- Coffee Tables

You should feel more confident about creating that perfect page title. There is no one size fits all. Just let the content talk to you. Then use my structure along with what I have taught you and you are well on your way to the perfect page titles.

# Search Engine Optimisation - Part 2

Mr Dan Hunter

## The Secret To Effective Off Page Optimisation



Having got your On Page Optimisation completed by perfecting your Title Tags now we turn to what is really important and counts for over 80% of SEO. **Off Page Optimisation and Links.**

Links build your reputation and credibility among search engines (and potential patients for that matter). These inbound links (often called backlinks) also allow search engines to more easily find you, rank you and get you on the search lists. Not all backlinks are created equal, however.

Links that come from legitimate sites are best. If you are linked from a very popular site – even better. But purchased links from “**link farms**” might actually do **more harm** than good. It may sound daunting, but you can build a solid base of backlinks the right way if you are patient and consistent in your efforts.

In SEO there are **three types of links** that you can get pointing to your website.

### 1. Links You Produce Yourself and Social Media

We can all obtain these links quite easily. It is not hard for anyone of us to spend time generating directory submissions to local directories (Freeindex, Hotfrog etc.), blog comments, links to your Facebook pages, Twitter account, forum signatures and your internal link structure within your own site from your most powerful pages.

As you can guess the value provided from such links is very low. There is no editorial or vote of confidence value added from these links. The search engines are also pretty good at determining these types of link thus discounting the value they pass to your site. These links could help you move from page 20 to page 10 but they only offer short term boosting, they will of course help a site with no links at all. These are the sort of links that a website run for fun or as someone’s hobby/ personal site gain for themselves as they know no different and it probably works for them in a non-competitive market. These types of links will not earn you any money and should not be part of your long term SEO plan.

## 2. Links You Earn

This type of link is the **most valuable**. It is this type of link that the search engine like Google and Bing etc. want your site to acquire. The reason that these types of links are given the most value by the search engines is that they are seen to them as an editorial or vote of confidence. You earned them from the content on your site. The biggest mistake or area of confusion that site owners or SEO's have when trying to gain this type of link is that great content does not always have anything to do with your own website, or the website you are working on. Sometimes nothing at all. That may seem a little confusing but remember you are trying to convince other webmasters with powerful sites to link to yours. They will do this when you have some content that will improve the value that they can give to their users.

However, this is far easier said than done! Getting the right links from authoritative and relevant sites that rank well on search engines is not easy. Unless your site has something to offer them, you won't get the link.

This is what took the most amount time and effort in SEO for my site, but it is what got me from page 2 to the top of page 1. I worked with other quality sites to produce relevant content on cosmetic dentistry, implants, tooth whitening and all things dental. I also made quality new sites on these subjects and got links. It was a lot of work and effort, but the results now speak for themselves. The good news is that these links made with other highly ranked quality sites can also be used to link to other dental websites to give powerful SEO. More on that later.

## 3. Links You Buy

You can buy links from many places on the internet and you can search for related, themed and non-themed directories that provide links. You can join membership forums/clubs that let you place profile links. You can pay to have content created and released across article sites. You can hire staff or a freelance person to manage your brand, create social media hype and engage with your targeted audience in the hope of gaining links. You can get them to source free links. You can pay to have blog posts posted on blogs with a link. You can produce and trade content with other websites for the sake of a link. You can raise money for charity or make a financial donation to an .edu establishment for a link. You can buy your way into high value and low value content farms or networks. There is literally an endless amount of ways for you to buy a link. Remember you don't have to pass money as we know it for a link... Content, products, gifts are three ways that links

can act as a form of currency that people use to buy more links. If you didn't earn it you bought it!

The results and value that bought links can pass to your website is huge. The search engines do not like this practice and it is against most of their terms of service. But they cannot stop it, they just can't! They can create algorithm changes and rely on user interventions but things can be hidden so things do not always appear as it seems. Remember the search engine is just a computer algorithm at work. Links can range from just £1 to much, much higher sums of money. Yes, you can get great results but it is a risky business and can end up being **very expensive**. If you participate in this type of link acquisition **be very careful**.

## Behold the Penguin



In mid 2012 Google released one of the biggest and most damaging algorithm changes called Penguin. This change to Google took out a lot of the scheming and rubbish but also damaged a lot of the unsuspecting online business owners whose website developers, un-be known to them, were participating in such tactics. This prolific change took a look at some of the tactics being used to 'fudge' the results in Google searches. It would sniff out paid links and bad tactics and remove the power these links gave to the website.

What's more, even if your site wasn't involved in bad tactics, any site that was linked to yours along the link chain would affect your site.

**Note:** *Always be careful where you obtain your links as the Penguin may not get you if your tactics are above board, but if your linking source has been playing with the Penguin it will devalue their sources and so on. So, indirectly you become affected. This can go back as far as 7 generations.*



## Links Conclusion

The conclusion from looking at the 3 different types of links you can gain for your website tells you there are two options that will be very beneficial, especially when we are talking about websites where the purpose is to generate an income.

Produce mind blowing content on your site for other webmasters in the hope to attract links. Or buy the link power you need to be competitive with your competition. Either way do not waste time on the low quality stuff. It may be a good starting point but any successful SEO plan will not accommodate such low quality.

## Updates in 16/2015

### 2016 Updates

#### Unnamed Update — January 8, 2016

Multiple tracking tools (including MozCast) reported historically-large rankings movement, which Google later confirmed as a "core algo update". Google officially said that this was not a Penguin update, but details remain sketchy.

### 2015 Updates

#### RankBrain\* — October 26, 2015

Google made a major announcement, revealing that machine learning had been a part of the algorithm for months, contributing to the 3rd most influential ranking factor. \*Note: This is an announcement date - we believe the actual launch was closer to spring 2015.

## Panda 4.2 (#28) — July 17, 2015

Google announced what was most likely a Panda data refresh, saying that it could take months to fully roll out. The immediate impact was unclear, and there were no clear signs of a major algorithm update.

## The Quality Update — May 3, 2015

After many reports of large-scale ranking changes, originally dubbed "Phantom 2", Google acknowledged a core algorithm change impacting "quality signals". This update seems to have had a broad impact, but Google didn't reveal any specifics about the nature of the signals involved.

## Mobile Update AKA "Mobilegeddon" — April 22, 2015

In a rare move, Google pre-announced an algorithm update, telling us that mobile rankings would differ for mobile-friendly sites starting on April 21st. The impact of this update was, in the short-term, much smaller than expected, and our data showed that algorithm flux peaked on April 22nd.

## Unnamed Update — February 4, 2015

Multiple SERP-trackers and many webmasters reported major flux in Google SERPs. Speculation ranged from an e-commerce focused update to a mobile usability update. Google did not officially confirm an update.

## To Sum Up

I have used my skill set to rank websites specifically dental websites for years. I ranked Dr Simon Smyths Website in weeks for his practice and he worked with me to ensure my service was tailored made the best way for cosmetic dentists. I have a video on YouTube which documents the search engine results for popular searches (veneers, cosmetic, whitening etc.) in the Southampton area before and after we plugged my site into our SEO system. Click the link below to watch.

[http://www.youtube.com/watch?feature=player\\_embedded&v=aeVQ\\_VP5vuM#t=0s](http://www.youtube.com/watch?feature=player_embedded&v=aeVQ_VP5vuM#t=0s)

Good SEO takes time, but if you follow what we have said, get your site looking good and effective, spend time perfecting your Title Tags for **all pages** on your site and then concentrate on building quality links, you will get good results.

## Keeping Your Site on Top

Once you have your site at the top you need to keep it there. Unfortunately, you can't just get on with all the new work that will be coming in, you will need to spend time and effort keeping your site up on top. Writing fresh content for your website, blog content, keeping up with conversations on any social media linked to your site and maintaining and forming new links are all required to keep on top.

Also, the algorithms Google use to rank websites are a closely guarded secret and are changing with each new release of Google e.g. Panda and Penguin - yes, Google is continually evolving but they don't tell you what the changes are - that's half the fun of SEO, finding out how Google and other search engines 'think'.

If you don't adapt to changes in Google's thinking then your site could fall off quite quickly.

# A Free Website and SEO Evaluation

I run a small company called Dental SEO Ltd [www.dentalseold.co.uk](http://www.dentalseold.co.uk) which can do for you exactly what SEO has done for many other dental websites. All that has been created to achieve the results I have got can be applied and connected to your site and you could be getting to the top of Google in just a matter of weeks and attracting quality, high value patients without any more magazine advertising, pay per click, adwords, radio ad's etc.. What's more, once I get you to the top, we will keep you at the top, leaving you free to keep doing the dentistry.

If you would seriously like to get your site to the top of Google for organic searches in your area or town, then click the link below and Dental SEO Ltd. will give you a completely free website evaluation and search engine results analysis. We only work with a small number of dental practices and only one practice in any town or geographical area as we don't want our clients competing with each other.

**[Click here for FREE Website and SEO Evaluation](#)**

**And finally**, I am always happy to give advice to anyone regarding anything said in this guide. My contact details are as follow:-

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