



# Search Marketing Opportunity Checklist For Cosmetic Dentists

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## How To Use This Checklist

This checklist serves as a guide to search marketing opportunities for cosmetic dentists. Using this list, you can identify all potential **opportunities for new patient acquisition** and **discover untapped marketing channels**.

The list is segmented by opportunity type: **Paid Search Ads (SEM), Organic Search (SEO), Local Business Listings, Local Directories,** and **Website Optimization**.

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Ready to take the next step and get more patients for your practice? Email me at [shawn@shawnlivengood.com](mailto:shawn@shawnlivengood.com) or visit [www.shawnlivengood.com](http://www.shawnlivengood.com) for more information.

## **Paid Search Ads (SEM)**

Paid search ads let you reach new patients at the precise moment that they are searching for cosmetic dentistry services. You can target specific keywords and locations (i.e. “dental implants portland oregon”) to ensure you are reaching high-intent leads in your specific area. SEM opportunities include:

- ☐ Google Ads
  - ☐ Microsoft Ads
  - ☐ Google Local Service Ads (LSAs)
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## **Organic Search (SEO)**

SEO traffic takes some time to ramp up, but once it does it is a consistent source of free traffic. To ensure that your website ranks highly in local search results for cosmetic dentistry services, consider these areas of SEO opportunity:

- ☐ Technical SEO (robots.txt, sitemap files, correct site errors, etc.)
  - ☐ Structured data optimization (Dentist schema markup + review markup)
  - ☐ Title tag and meta description optimization
  - ☐ Home page content optimization
  - ☐ Service page content optimization
  - ☐ Content strategy
  - ☐ SEO-friendly internal linking structure
  - ☐ Backlink acquisition strategy
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## Local Business Listings

Local business listings are one of the most visible ways to reach new patients. These listings often appear at the top of search results, contain important information about your business, and highlight reviews that will influence whether a prospective patient chooses your practice. Local business listing opportunities include:

- ☐ Google Business Profile
  - ☐ Bing Places
  - ☐ Apple Maps
  - ☐ Yelp
  - ☐ Facebook Page
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## Local Directories

High-quality local citations are a crucial aspect of local SEO. By ensuring that your practice is represented well in these directories, you send powerful ranking signals to search engines and get in front of patients who are using these directories to find a new dentist. Local directory opportunities include:

- ☐ Healthgrades
  - ☐ Local “best dentist” lists
  - ☐ Chamber of Commerce directories
  - ☐ City-specific business directories
  - ☐ Healthcare provider directories
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## Website Optimization

The user experience on your website plays a critical role in whether or not a prospective patient chooses your cosmetic dental practice over a competitor. By understanding user behavior using analytics tools and improving the user experience based on data, you can improve conversion rates and amplify the effectiveness of your search marketing campaigns. Website optimization opportunities include:

- ☐ Conversion rate optimization (CRO)
  - ☐ Landing page testing
  - ☐ Mobile experience optimization
  - ☐ Site speed improvement
  - ☐ User heatmap analysis
  - ☐ Accurate and comprehensive Google Analytics setup
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## Conclusion

If you need help with any of these action items, I have years of experience delivering search engine marketing results for cosmetic dentists and other clients. With my help, you can **improve your cosmetic dental practice's visibility where it matters** and **get more new patients**. Contact me at [shawn@shawnlivengood.com](mailto:shawn@shawnlivengood.com) or [use my booking link](#) to get a **free 30-minute consultation** and learn more about my service offerings.