

TDO E-Marketing Capabilities

729 [TDO KB](#) October 11, 2023 [Cloud Ribbon Menu](#) 13.29K

- Creative Design:

- Branding

- 3 Key factors: Who you are, what you do, and who you do it for.
- What is your niche? (e.g. Endodontist)
- This will be the platform across the board.
- Consistency is key.
- Colors: Think logo and office colors.
- Fonts: 2 or 3 maximum readable fonts that flow.
- Everything starts with a solid website that is easy to navigate and answers questions they did not know they were asking.
- A solid website is today's modern business card.
- People no longer ask for business cards, they will ask for your social media (Instagram/fb) or google you (website).
- Professional photos are key!

- Usability

- The first law of usability is "Don't make me think." TDO templates are designed with this in mind.
- Someone who has no idea about Endodontics for example, can look at your website and think to themselves: "OK, Root Canals are not so bad" and "I get it now" or "I know I will be in good hands, let me contact them now!" 📞.
- They should be able to quickly locate what they need or you will lose their attention and they move onto the next website ([bounce rate](#)).
- When you are creating your website think from the patient perspective and what would they want. How would you greet a first-time patient in your office? Think of it in terms of patient flow. Answer the questions they consistently ask when

calling you.



[Patient Login](#) [Admin](#) [Referring Doctors](#)

CALL NOW (801) 432-8200

[HOME](#) [WHAT IS ENDODONTICS?](#) [ABOUT US](#) [FAQS](#) [TESTIMONIALS](#) [CONTACT US](#) [BLOG](#)



NEED A ROOT CANAL? CALL AN ENDODONTIST

Located in Riverton, Utah, Copper Creek Endodontics provides endodontic treatment and root canals to patients throughout the Salt Lake Valley.

What is Endodontics?

Endodontics is the diagnosis, management, and treatment of diseases of the pulp and surrounding bone of the tooth. [Learn more about the practice here.](#)

Our Doctors

We have three great doctors at Copper Creek Endodontics: Dr. Curtis Brimley, Dr. Nathan Dinsbach, and Dr. Matthew LeCheminant. [Learn more about them here.](#)

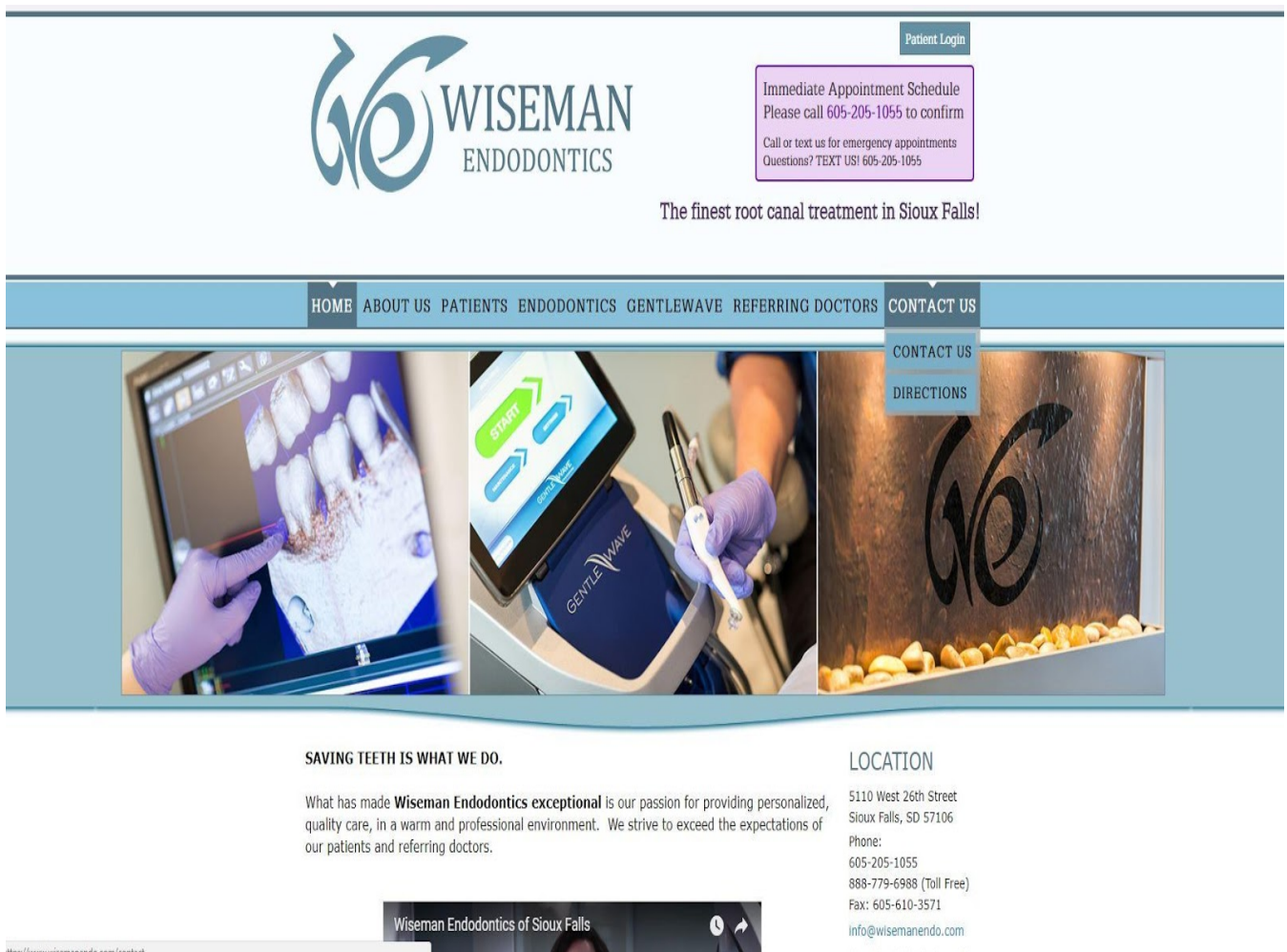
LOCATION

3409 West 12600 South
Suite 120
Riverton, UT 84065

Phone: (801) 432-8200
Fax: (801) 386-5508

- What are your customer's or visitor's goals?
 - What should they learn before they click away?
 - Learn about services.
 - Get more info on your topic.
 - Answer their questions (FAQ's).
 - Schedule an appointment.
- Give the customers what they need
 - Not what they want but what they NEED.

- Quality products\services.
- Customer Service (Contact info visible)
- Expert Information (Procedures, what to expect, FAQ's...)
- Social Media Links (FB, Instagram)
- Informational videos or tutorials. (Embed You Tube videos) These will double up as SEO AND patient education!
- Easy Navigation.
- Ease of scheduling.



- Search Engine Optimization (SEO) options:
 - Create a Blog Page. Also known as a form of OFFSITE SEO.

- Place Key Words in Several Areas:
 - Page Title

[GENERAL](#) [SITE LINKS](#) [ADMIN LOGIN](#) [PATIENT LOGIN](#) [REFERRING DOCTOR LOGIN](#) [ADVANCED OPTIONS](#)

Website Title Tag

By default the website will set the title tag, which is displayed in your web browser and visible to search engines, to the page title set in the General settings area of the Web Wizard. You can override that settings here.

- Meta Tags

Metatag Generator

Meta tags are a way to provide search engines with information about your website. The two meta tags that you can generate below are the description and keyword meta tags. The description meta tag should list a short description of the website. The keywords meta tag should list the key words that you think people will use to enter into search engines to find your website. These can be words or phrases that are separated by a comma.

Description:

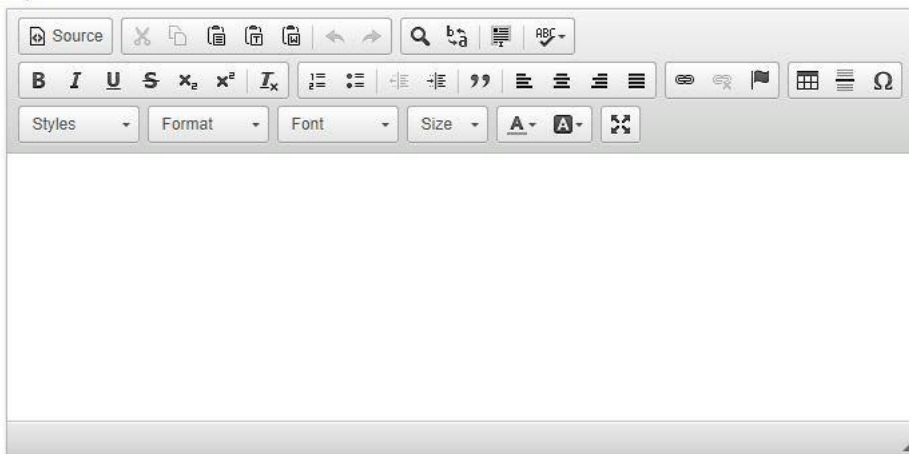
Key Words:

- Content Area Titles

Page Header Custom Content

You have the option to add custom text and scripts to your page header. You have the option to edit areas at the top and bottom of the header area.

Top Area

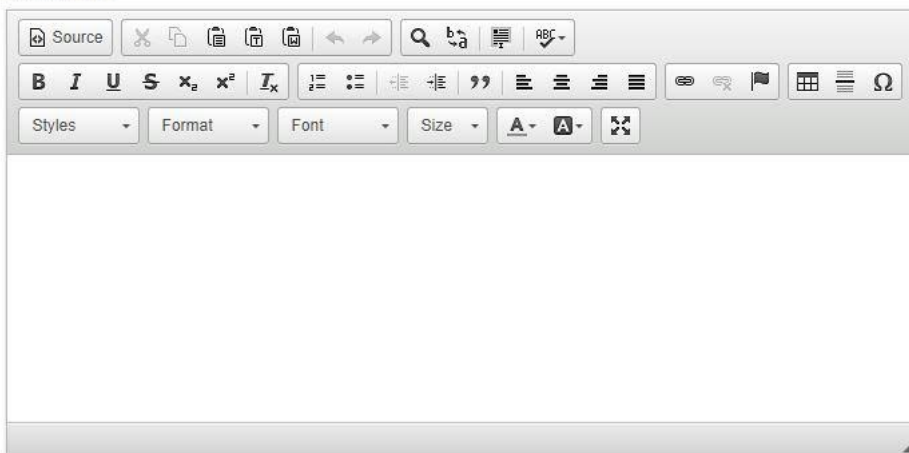


A WYSIWYG editor interface for the 'Top Area' of the page header. It features a toolbar with icons for source code, undo, redo, search, and various text formatting options (bold, italic, underline, strikethrough, subscript, superscript, text color, background color, bulleted list, numbered list, link, unlink, unlink all, insert link, insert image, insert table, insert media, and insert widget). Below the toolbar are dropdown menus for Styles, Format, Font, and Size, followed by font color and background color pickers. The main editing area is a large, empty white box with a scrollbar on the right side.

Submit Text Changes

Column Display Type: Single Column Column Number: First Column

Bottom Area



A WYSIWYG editor interface for the 'Bottom Area' of the page header. It features a toolbar with icons for source code, undo, redo, search, and various text formatting options (bold, italic, underline, strikethrough, subscript, superscript, text color, background color, bulleted list, numbered list, link, unlink, unlink all, insert link, insert image, insert table, insert media, and insert widget). Below the toolbar are dropdown menus for Styles, Format, Font, and Size, followed by font color and background color pickers. The main editing area is a large, empty white box with a scrollbar on the right side.

- Content Body
- Social Media

Social Media Buttons

There are various services available that will help you create buttons to link your website to social media. This area of the web wizard will allow you to place these buttons on your website.

Social Media Code:



A large, empty text input field for entering social media code. It has a thin border and a small icon in the bottom right corner.

Page Position: 0 ☒ Visible

Add New

- Image Alt Tags
- Menu and Page Links

Home

Home	Edit	☒ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
	Add New Page					

About Us

About Us	Edit	☒ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
Office Info	Edit	☒ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
Office Policy	Edit	☐ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
Staff	Edit	☒ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
Testimonials	Edit	☒ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
FAQ	Edit	☒ Visible	Page SEO Options	Move to:		☐ Show on Single Page Site
	Add New Page					

The options below will allow you to specify custom Title and Metatags for each web page. Please just enter the text and the tags will automatically be added to your website.

Page Title:

Page Meta Tags:

Description:

Keywords:

The Page URL option will allow you to customize the name of the page at the end of the website address. Please use a word or phrase without any spaces.

Ex: www.tdo4endo.com/ourteam

Page URL:

Edit ☒ Visible Page SEO Options Move to: ☐ Show on Single Pa

- Google Web Master Account
 - [Google Webmaster Guidelines](#)
- Google Business
 - Is my site on Google?
 - What is [Google Business](#)?
 - Here are some tools to get your [website on Google](#).
- Google Analytics

- What is [Google Analytics](#)?

- **What is SEO (Search Engine Optimization)?**

- Search Engine Optimization is a way of streamlining the content of your website to improve its position in the search results.
- It is not easy. It is not an exact science as Google will update and change its [Algorithm](#). It takes some time to work on and results will begin to show in a few weeks typically if consistent.
- Learn more about SEO and Analytics [HERE](#).
- Why is it so important? Because in Google search, 70% of users do not go beyond the first page of Search Engines.
- The number 1 position will get 33% clicks
- How do search engines work?
 - Robots or crawlers
 - Looks for RELEVANT content.
 - Looks for fresh content (eg blog)
 - Looks for popular sites.
 - Really really smart.
- **SEO: On-Site SEO and Off-Site SEO (Social Media/Blogging etc.)**
- **On site SEO:**
 - Keyword Research:
 - How to find keywords, who are my competitors? Modeling
 - Who comes up on the first few pages?
 - What are the keywords?
 - What are the Title Tags
 - What is the Description Tag
 - Are they advertising?

■ Other ways to do keyword research is to:

- Brainstorm... Ask yourself what would I search for?
- Research Google Trends, AdWords, Alexa
- Resources:
 - <http://www.google.com/trends/>
 - <http://adwords.google.com>
 - <https://yoast.com/suggest>
 - <http://tools.seobook.com/general/keyword-density/>
 -

■ Keyword Phrases

- Search Engines have gotten pretty advanced about interpreting meaning.
- 75% of search queries are between 3 and 5 words long. Write your headlines accordingly.

• URL's

• Title Tags

- The most important RELEVANT tag
- Add keywords, but don't stuff
- 56 characters or less

Gary Carr DDS – Limited to Endodontics - San Diego

Our office of **Dr. Carr**, Joy Haskins, and Linda Matthews is known the world over for their commitment to excellence. Joy has been **Dr. Carr's** assistant for 31 ...

[About Us](#) · [Endodontics](#) · [Patient Information](#) · [Testimonials](#)

[Dr. Gary Carr - San Diego](#)

www.garycarrdds.com/

Dr. Gary Carr offers advanced root canal therapy using microscopic endodontics in San Diego, CA

- Meta Description
 - Entice people to click
 - Don't tell them everything
 - Use keyword at least once
 - Don't stuff and draw attention
 - 160 characters or less.

[Dr. Gary Carr - San Diego](#)

www.garycarrdds.com/

Dr. Gary Carr offers advanced root canal therapy using microsopic endodontics in San Diego, CA.

- h1 tags
 - Headlines- Search Engines love these (Blog title) or (page content title)
 - Don't overdo it.
 - Don't duplicate the title tag
- Anchor tags or internal links (link from one page of your site to another.

- Images (alt tags)
 - Search engines can index images too.
 - Name image with a keyword
 - Use “alt” tag
 - This works for embedded video as well.
- Content, content, content!!
 - RELEVANT content with your keywords
 - Keywords sprinkled not splattered.

Off- Site SEO

- Also called search engine marketing (SEM)
- Inbound links
- Blogging
- Social Media (Instagram, Facebook, Twitter, You Tube, LinkedIn)

SEO Tools

Automation is one of the biggest small business secrets for success.

Examples:

Planoly for Instagram

MeetEdgar for Facebook

Convertkit for email marketing platform

Google Analytics and Webmaster Tools

A tracking code inserted into the pages of your website. This will give you the ability to monitor your traffic.

Facebook Pixel for Ad Campaigns

A tracking code can be added from your Facebook Business page to track Ad Campaigns you run through FB & Instagram. This is called a FB pixel.

Examples:

<https://www.mccartyendo.com/>

<https://www.modernendo.com/home.aspx>

<https://www.advancedcareendo.com/>

<https://www.wisemanendo.com/home.aspx>

<https://www.coppercreekendo.com/>

<https://www.belmarendo.com/home.aspx>

Online URL: <https://kb.tdo4endo.com/article.php?id=729>