Avoid Costly Mistakes With This Dentist SEO Routine

Daily

- ☑ Log into your platform (Google My Business, Yelp, etc.) and respond to new reviews and messages.
- ☑ Thank patients for positive feedback and address any concerns in a professional manner to build trust and engagement.
- ☑ If there are any changes to your operating hours, team members or services, update your website and Google Business profile right away to maintain accuracy.

Weekly

- ☑ Access Semrush, Google Analytics or your preferred tool to pull a report of your current keyword rankings. Focus on those that are driving traffic and conversions, and adjust your strategy to target underutilized but relevant keywords.
- ☑ Set aside time to draft or update content that reinforces your expertise. Add patient-focused FAQs, procedural guides or explainers that showcase your knowledge and authority. Ensure each new post is optimized with relevant keywords.
- ☑ Use Google PageSpeed Insights to test your website's speed. Compress large images, enable caching and ensure the layout adapts seamlessly to mobile devices.

Monthly

- ☑ Use Google PageSpeed Insights to test your website's speed. Compress large images, enable caching and ensure the layout adapts seamlessly to mobile devices.
- ☑ Log into Google Analytics and create a custom dashboard to monitor metrics like organic traffic, bounce rates and conversions. Review these metrics to see what pages are performing well and adjust your strategy accordingly.

Quarterly

- ☑ Update structured data and schema markup.
- ☑ Perform a deep dive into your competitors' SEO strategies. Identify new keywords, content trends, and gaps in their approach.

60 Million SEO Visitors/Month on Autopilot. Click here to find out how.