



## DENTAL PRACTICE MARKETING CHECKLIST

Date	Item	Details
	Create Business Plan	The SBA offers a free template.
	Dental Practice Name	Search online for local businesses with same name; get DBA with county.
	Identify Target Market	Create a profile for your ideal patient – demographics.
	Logo	Have logo designed for storefront signage, collateral, and online media. Use a professional graphic designer who understands dental marketing and your target market.
	Taglines	Hire a copywriter to work on taglines; you will also need the writer for print and online marketing.
	Website	Secure domain and hosting; work with a designer and SEO writer who know ADA advertising guidelines and will research keywords. A developer will code the site and make it live.
	SEO Set Up	Install Google Analytics and Google Webmaster Tools on website. Conduct competitive analysis; acquire baseline rankings for targeted keywords; set up social media accounts; establish Google Business, Facebook Business, LinkedIn, Twitter accounts. Add business information to popular directories and claim Health Grades, Yelp!, Yahoo Local accounts.
	Online Marketing Plan	Create SEO-based blogging calendar; create content marketing plan; consider pay-per-click advertising; start immediately. Set monthly tasks for pulling SEO ranking and Google Analytics data for analysis.
	Initial Publicity	May include press release; direct mail; local interviews; grand opening event; chamber of commerce ribbon cutting.

### *Monthly Marketing*

Website Hosting & Support  
 Content Marketing  
 Social Media Marketing  
 Staff Training  
 SEO Rank & Traffic Reports  
 PPC Campaigns  
 Direct Mail & Print Ads

### *iDENTiwrite Services*

Dental Practice Marketing Consulting  
 Design & Website Consulting  
 Full-service SEO Copywriting  
 Content Marketing  
 SEO Management  
 Monthly SEO Reporting