

# Dental Internet Marketing 101

## A How to Guide



twitter



Social Media, Google Places and more

Dr. Leonard F. Tau  
[drleнтаu@pcde.com](mailto:drleнтаu@pcde.com)



**Dr. Leonard F. Tau**, maintains a full time private practice in Northeast Philadelphia focusing on general, cosmetic, reconstructive and implant dentistry. He received his dental degree from Tufts University School of Dental Medicine in Boston, MA and a Certificate in Advanced Education in General Dentistry at UMDNJ in Somerdale, NJ. Dr. Tau has had extensive training in cosmetic and reconstructive dentistry including Invisalign. He is a member of the American Dental Association, Pennsylvania Dental Association, Academy of General Dentistry (Fellow 2010), Academy of Cosmetic Dentistry, and the International Team For Implantology. He is also involved with many local study clubs. His primary focus in his practice is patient comfort and painless dentistry. He lectures locally and regionally on internet marketing a medium that has allowed him to exponentially grow his fee for service practice.

From Leonard Tau:

A common request after my presentation on internet marketing is to provide something to the attendees that make it simple for them to get started the next day with their own campaign. I have developed this how to guide per your request. I hope you can use it and it enables you to be more productive and enjoy dentistry as much as I do. It will be released in sections and will constantly be updated as to keep up with the many changes that occur. Social media is here to stay, its time to embrace it and let it help your practice grown. Please provide me with your email address and when the updated come out I can email you the pages.

My contact information is below:

Dr. Leonard Tau  
Pennsylvania Center for Dental Excellence  
11905 Bustleton Avenue  
Philadelphia, PA 19116

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

[drlentau@pcde.com](mailto:drlentau@pcde.com)

(215) 969-4400 (office)

(215) 292-2100 (cell)

Twitter: drlentau

Facebook: PennsylvaniaCenterforDentalExcellence

Blog: <http://pennsylvaniacenterfordentalexcellence.blogspot.com/>

DISCLOSURES: As stated in the presentation I do not get paid by any company to discuss their services. These are companies that I have worked with that have allowed me to be successful. I have no biases.

# Google Places for your dental office

Google is the most popular search engine in the world today. Since more people use Google than any other search engine, it pays to show up in its results. If you are marketing your dental office online, you're going to want to make the best use of the platform as possible.

But there's a little trick for using the search giant to get the word out, and that's local search. The search algorithm detects when someone is looking for a local business, and automatically serves up a little map with nearby listings to match the query. So if someone looks for "pizza in brooklyn" they're going to get a map with pizza places above the regular search results.

Get on that local map and you're golden. Luckily, you can influence how and where and when your particular dental office appears in search results by using Google Places (this service rebranded from Google Local Listing). Even better, it's totally free to sign up and use the basic level of service. In my opinion it is one of the most important things to setup if you are looking to make a splash online in addition to a custom built website.

The process behind setting up a Google Places listing isn't difficult. As busy as you probably are, though, it might not seem to be worth your while. For the few minutes that it will take, setting up and optimizing a listing is definitely worth it. If you have a dental office in Philadelphia, for instance, you'd probably like your listing to appear when someone searches for "dentist Philadelphia." By adding plenty of detail to your listing, you can increase the odds of appearing high in the rankings.

Another reason to gain control over your listing involves accuracy. If your dental office has been in business for more than a year, there's probably already a listing for it. All too often, incorrect information appears on these business listings. Your listing might highlight the wrong area of specialty, for example, or list the wrong phone number, address or even you name may be misspelled. You could be losing business without even knowing it. Google uploads reviews left by your patients and you may not even know you have a negative review.

Google just recently changed an algorithm that combined the google places and the organic results so having both an accurate and claimed google place and an optimized website are more important than ever before.

## **BEFORE YOU BEGIN**

When setting up your Google Places account it is critical to understand that there is no way to transfer the account to someone else. If you sell your office and have any other reason to transfer control of the account you will need to shut down the listing and start over unless you are willing to allow that person to have access to all of your google business and/or personal information. This would mean losing all of your reviews and citations.

Therefore, **DO NOT** allow your marketing consultant, advertising agency or any other company to create a listing in their account. You may get a phone call from someone who says they want to help you. Avoid, Avoid, Avoid. Tell your front desk do not confirm office information to just

anyone on the telephone. They could use this information against you. Sometime they setup an account for you without you knowing. Google needs to verify your listing via either a telephone call or postcard in the mail. Duplicate listing under the same telephone number, address or name can wreak havoc on your listing. Ask me how I know. Create the listing in YOUR google account.

DO NOT use your personal google account or the google account of another business you own to create your listing.

DO Create a brand new google account for each business. This way you will be able to transfer control without losing any of the work that had gone into creation of the account.

Google is constantly changing their rules in regards to your places account. Keep up with the changes to make sure your listing is not breaking any of them.

I would also use this strategy with regard to all local listing such as MerchantCircle, Bing, Yahoo, Yelp, and others. Make sure you use the same information as well for all of your listings.

## **STEP BY STEP INSTRUCTIONS**

1. Open up a google account for your dental office. You can setup a gmail account or link it to an email address you already have. Just remember what I said above. You can also use other Google services (Analytics, Docs, etc) with this same account name.
2. Visit local.google.com. On the left hand side of the screen, you'll find a link that says, "Put your business on Google Maps." Make sure you are logged into the account you want to link the listing to, then click the link.
3. After clicking the link, you'll be given several different options. Select the one for "Google Places". This will bring you to the section where you will begin the process of setting up and optimizing your dental office's listing.
4. As you make your way through the forms you may be presented with possible matches for your dental office. If a listing for your office already exists, you can claim it as your own. If you already know the listing exists you can search for your listing without the above steps and just claim your listing. Otherwise, follow the steps to supply google places with all of the information about your dental office.
5. As mentioned, you will be given the option of confirming your listing via the phone or by mail. It is much quicker and easier to do this via the telephone so that is the option I would recommend. If you are not in the office when setting it up you can wait to finish when you get to the office or you can have them send it by mail. The postcard takes about a week to receive in the mail so it is definitely much slower. If you choose the telephone option, in about a minute or two, a code will be called in via a recorded message. Enter the code in the Google Places form and your listing will be confirmed.

6. Now that you have confirmed your dental office listing, enter as much information as possible. The more complete the profile and accurate the information the better ranking you may achieve. Update the phone number and address if necessary. Provide details about the services you provide, hours of operation. Add videos, photos and links to your website and social networking profiles. Make your listing as useful and informative as possible to give potential patients looking for a new dentist to pick up the phone and call.

### **Maximizing Your Google Places Listing**

If you are using DemandForce in your practice they will help maximize your listing since it will upload select reviews each month to help establish your online reputation. In addition these are some things you can do take advantage of your listing. This listing will give your dental office awesome exposure for no cost. If you do not jazz up your listing you will not be going very far. The fact is the most dentists are buried in the middle pages and pages of similar listings with nothing that sets them apart. You give potential patients no reason to call your office and schedule an appointment. Set yourself apart, follow these steps, and hopefully your new patient flow will increase.

- 1) Research keywords and use them correctly throughout the listing. Google is constantly changing rules related to these so you may need to look some of this on your own. You can use the Google Adwords keyword search tool for help.
- 2) Complete all parts of your listing to maximize your opportunity for showing up in a local business search. The more information you provide about your dental office the more likely you'll be to show up in the searches of those seeking your services. The more relevant information the better.
- 3) Use tags to set yourself apart. A small fee (\$25) a month will make your listing stand out from the competition. \$500 off invisalign, free consultation, voted top dentist are all examples of short snippets that you can use.
- 4) Add photos and videos to your listing. Take a photo of your entire team, a photo of your office. Use a flip video camera to record patient testimonials, show a new procedure. The videos and images will show up in their own search results, directing people to your google local listing page. Videos are now so effective in getting your message across. Embrace the technology do not shy away from it
- 5) Link to your website, blog, facebook fan page, etc. Remember everything is somehow linked online
- 6) Have patients upload reviews directly to google if you do not take advantage of the services that DemandForce offers. You can now respond to reviews online. Express an appreciation for the positive ones and do not delete the negative ones. It can adversely affect your status. One negative review among many positives is not nearly as damaging. It actually shows that you are a normal human who is not able to please everyone. Be careful what you say in your

responses. Review what you have written prior to posting. Ask your office coordinator for her opinion prior to hitting the enter button. We sometimes can come off the wrong way.

- 7) Use your qr code. Market your google place via a QR code. Google provides you with a qr code for your google places listing. It can be found in your dashboard. Print it out and give it to your patients. Using a mobile device they can easily get to your places page with this code.

Using the above steps in addition to the huge advantage of signing up for DemandForce will help establish, maintain and grow your online reputation and set you apart from your competition.

# Facebook for your dental practice

First of all if you are unfamiliar with Facebook (get your head out of the sand), Facebook is a social networking website where people across the globe post profiles and connect with other folks. Facebook was originally created to be a form of “social networking” for college students and has blossomed into the most visited website in the world for individuals and small businesses as well. Facebook now has more than 500 million active users and 50% of those users log onto Facebook in any given day and spends almost one hour using it. If you took a poll of your patients I would suspect that at least 50% if not more were already on Facebook. Get with the program and get your practice up and running on this social media giant. You can do this by yourself or you can hire a company like My Social Practice to design and maintain all of your social media. Whichever way you choose to go, do not continue to wait and watch your competition take advantages of these opportunities.

## Facebook Basics

In order to create a business page for dental office you first must create a personal page and link your dental office to it. A lot of people do not want to get started on Facebook because they are concerned with privacy issues. You can create a personal Facebook profile and keep it completely private so nobody can find you. On the reverse side you can let all of your friends now that you have now joined the 21st century and are using Facebook to let the world know what you are doing this second. You never know who you may be able to reconnect with using Facebook.

Why use a personal account? Primarily because you cannot have both. If Facebook finds out you have both you risk getting permanently banned from Facebook and having both accounts closed. Business accounts restrict your access to certain information, such as information on those who become fans of your practice.

## Benefits of a Facebook “Fan” Page for Your Dental Office

The benefits for business of having a Facebook page are many. They include:

- The Facebook page for your fans will help you to connect with your customers and clients in a more personal way.
- Having a business Facebook page helps to create a more professional appearance and a more professional reputation in your market.
- A Facebook page allows you to send updates about events, promotions, and other newsworthy happenings related to your business.
- You can interact with your customers and clients by starting discussions and within comments and photos that you post on Facebook.



- Having a Facebook page for your business also give you an additional method for controlling access to your most private (and potentially embarrassing) Facebook posts. Rather than agreeing to be Facebook friends with strangers and clients (who you'd rather not know about your personal and family life), you can invite them to "like" your Fan page instead and send them the URL for the page. That way they can keep up with developments about your business without having access to your personal Facebook updates.
- You have an option of letting your Facebook page visitors write on your wall and you can control what they post. However, the more unrestricted you are about letting people post on your business page, the more interaction you'll get and the more followers you'll get. You will want to check regularly for spam posts and remove them promptly, but it's worth it to allow your prospects and customers – your “fans” – to interact freely with you.

### Setting up a profile

To setup either a business or personal type of account, the first thing you'll need is a valid email address ready to use for Facebook. When you have your email address, go to the Facebook site ([www.Facebook.com](http://www.Facebook.com)) and register as a new user. In this process, you will be asked for your first and last name, the email address you'll be using for Facebook (which you'll have to enter twice to confirm) and the password you want to use in order to log into Facebook in the future. You'll also be asked to provide your date of birth (which you can hide from anyone or everyone within your privacy settings). Of course, you can choose to give a fake name and birthdate, but your email address must be valid as Facebook will test the address before you can completely set up your profile.

After you enter in that information, click the **Sign Up** button. A confirmation email will be sent to the email address you specified. Use that email to validate your new account and complete your Facebook profile setup.

After setting up a personal profile you will then be able to setup you dental practice online. Your personal account had friends but when you create a business page you have fans. The more fans the better. With a personal page you can setup multiple fan pages and promote multiple businesses.

Once you have created your personal page, there are a couple of ways to setup a business “fan” page.

- 1) <http://www.facebook.com/pages/create.php> and goto where is says Create a Page for.
- 2) You can also access the setup area for Facebook Fan pages by selecting **Help Center** under **Account** and then click **Pages for Business** under **Facebook Applications and Features** or **Ads and Business Solutions** on that page . Then, click **Creating and administering your page** next, and then **How can I create a page?** You'll then see where you can start creating the page.

Fortunately, after you've created one Facebook Fan page, additional Facebook Fan pages will be much easier to create as you'll have an Ads and Pages link under your profile picture in the left column of your own wall.

The process sounds more complicated than it is, but Facebook makes it more complicated than it needs to be.

### **Next Steps in Creating Facebook Fan Pages**

Once you've accessed the area where you create Facebook Fan pages, you will need to select the category that best fits you. Once you make this selection, you cannot change it, so choose carefully:

- Local business
- Brand, product, or organization
- Artist, band, or public figure

Once you've made your selection, you'll be provided with a drop-down list to make your next selection. For example, when you select **Local business**, you'll need to choose the type of business. When you select **Brand, product or organization**, you'll need to make a selection from that list. If you're not really sure, clicking the button next to any of these three options will allow you to access the list and see which best fits your situation.

1. Once you select **Local business**, brand, artist, etc., you'll be presented with a list of selections from which you can choose. For Local business, the selections are for types of businesses. Make the appropriate selection for your page. Not all types of businesses are represented, so just look at the options and choose one that best fits you.
2. The next step is to name your page. Facebook Fan pages must have an official name. This can be the name of your business, but it can also include keywords for which you'd like to rank well for in Google search.
3. Once you've named your Fan page, check the box that you are the official representative for the page.
4. You may want to review Facebook's terms before proceeding. You do that by clicking the **Review the Facebook terms** link.
5. Click **Create Official Page**.

Once you've completed the basic steps, you'll be able to provide additional information about the business, add a photo, and begin creating a personality for your page. You'll also want to include links to your website and/or blog, your LinkedIn profile and your Twitter account to further help spread the word about your business and get your customers and prospects to interact with you.

### **Custom URLs for Facebook Fan Pages**

You've probably already noticed that I have a custom name for my facebook page [www.facebook.com.pennsylvaniacenterfordentalexcellence](http://www.facebook.com.pennsylvaniacenterfordentalexcellence) . However, you cannot specify a custom URL for Facebook Fan pages until your pages have 25 fans (people who have clicked the "Like" button on the top of your fan page). If marketed correctly, it should not take you long to

get the required number of fans. Before you start to really promote the site, make sure the custom URL is setup.

Don't worry though. Once you get those 25 followers (fans), you can change the URL to something that's easily identifiable and remembered. Your old default URL that Facebook created for your fan page will automatically be redirected to your custom URL, so all of your links will continue to work.

### **Getting Fans to Your Facebook Page**

There's no question that the more *Facebook fans* you can get for your Facebook business page, the more exposure you'll have for your business or service. Those who follow Facebook Fan pages may be referred to as "followers", "fans" or "likes". I prefer "Facebook fans" as I relate "followers" to Twitter, even though Facebook now refers to Fan pages as "Official pages"

NOTE: There is no direct correlation between the number of "Friends" you have on Facebook and the number of "fans" you have for your Facebook business of Fan page. This section relates only on how to get "fans" not "friends"

### **Why Facebook Fans are Important**

Having a Facebook Fan page allows you to send updates to everyone who chooses to "like" your Facebook page. Once they've liked your page, your Fan page updates will automatically appear on their wall. Of course, the more Facebook fans your page has, the larger the number of people who will see your message.

### **How to Get More Facebook Fans**

There are several ways to get fans for your Facebook Fan page. Here are just a few ideas:

1. Create a custom Welcome landing page in Facebook so when people visit they are strongly encourage to click the Like button. Take a look at my page to see an example.
2. Invite your existing Facebook friends to like your page (become fans), and hopefully they, in turn, will get others to also like your page and become fans
3. Include a Facebook badge or link to your Facebook Fan page on your website/blog and in any email newsletters you send out.
4. Include a link to "Like" your Facebook Fan page in your email signature.
5. While you can only have one link in your Twitter profile, by creating a custom background image for your Twitter profile, you can display the URL for your Facebook fan page. Best if you've already created a custom URL for your Facebook Fan page (have at least 25 fans).
6. You can advertise with Facebook ads encouraging people to "Like" your Fan page. In line with that, you can consider offering incentives for people to become your Facebook fans, such as coupons, free downloads, etc.
7. You can send a link to your Facebook fan page to your new followers in Twitter and can occasionally Tweet out a link to your page inviting people from Twitter to connect with you on Facebook.

8. Include your Facebook Fan page URL on your business cards, letterhead, and brochures. Again, best if you've already created a custom URL for your Facebook Fan page (have at least 25 fans).
9. Create a sign in your office enticing patients to “like” your practice by offering a free teeth whitening or an electric toothbrush, etc. Be creative. The better the incentive the more response you may get.

### **Growing Facebook Fans Takes Time**

Don't expect overnight results with a sudden influx of Facebook fans. Over time, you'll start growing your following and your business Fan page will start showing up in Google searches. Your fans may also recommend your page to other Facebook members.

### **Facebook Tips**

At least once a week, if not more often, **post an update**, such as a testimonial video from YouTube, a before-and-after case in your album, information on a particular product or technology, news in dentistry, a cool link that your patients might like, and/or a tip for patients' oral homecare.

**DO NOT FORGET ABOUT YOUR FACEBOOK ACCOUNT!** Many, many dentists start out gung-ho, then get busy with life. If you do not have time to devote to social networking, you have a few options: 1) don't even get started, or 2) teach your admin staff to manage your Facebook account and make it part of his/her job description to keep it up to date or 3) hire a company like My Social Practice to do it all for you.

### **The Benefit?**

The more presence you have online, the better your internet marketing, the better return on investment. The Yellow Pages is in bankruptcy, people are looking for dentists online. You want to appear like your technologically savvy and genuinely interested in your patients? You want to leverage the web to your advantage? Social media is the key. It takes time and commitment. There's just no way around that part.

So you hopefully have a website, and now you have a Facebook account and a google place. **Take your social networking strategy to the next level** -- start a blog on your website, upload a video to YouTube, and when you post on your blog, Twitter it!. Sounds complicated you say. I will discuss these sites soon, so stay tuned.

All you needed to know about.....

# Google+ Local for Dentists



Dr. Leonard F. Tau  
iSocial Dental Consulting  
(215) 292-2100  
[drleнтаu@isocialdentalconsulting.com](mailto:drleнтаu@isocialdentalconsulting.com)



## Google+ Local for Dentists

Growing up in the late 70's and 80's I will always remember the commercials from EF Hutton where two people are having a conversation in a crowded location and they are talking about investments, one of the people mention the name EF Hutton and the entire place becomes instantly quiet. The announcer says "When EF Hutton talks, people listen".

Fast forward 30 plus years and I can see the same commercial but they are talking about Google. Google is the king of the internet, when they talk people need to listen. Just how important has google become: when searching for something on the internet most people now say they googled it even though there are 100's of other search engines. 68% of all searches are conducted on google. My 5 year old son asks me to Google things all the time. 100 billion searches are conducted on google each month which equates to 3 billion searches each day. YouTube is the 2nd largest search engine and guess who owns it. Plain and simple google is king of the world when it comes to local search.

Social media isn't a fad, its a fundamental shift in the way we communicate. "Friending" and "following" are now verbs commonly used in the English language. We now post photos on our Facebook wall rather than the walls of our own house. The social media kingdom came into our lives fast and hasn't stopped changing since. Remember My Space, it started a phenomenon. Next came Facebook in 2004 and it has become the most dominating social media site there is. As of August 2012 there are almost 880 million worldwide users. Twitter has come close to trumping Facebook. "Tweeting" has become almost as popular as "updating" a status. Twitter is short, fast and to the point. At 140 characters per tweet, the statements are simple and informative. Twitter is more of a "post and leave" type of site while Facebook is a "type and wait for a comment" site.

My practice, the Pennsylvania Center for Dental Excellence, in Northeast Philadelphia has grown significantly since I purchased it in March 2007. This remarkable growth is almost entirely due to my overall internet presence, online reputation, local search optimization, and use of social media. Google is the leader in local search particularly due to the evolution of Google Places, and is largely responsible for the majority of patients that come into my office for the first time. For those of you who do not know what Google Places is, it is the first 7-10 listings that show when performing a search such as "Invisalign Dentist Philadelphia" (Invisalign "your location" ) or "Dentist 19116" (dentist "your zip code"). Along with these 7-10 listings, there is also a map showing the location of the said listing, as well as additional important information about that specific business (address, telephone, office hours, and website). Your Google Places listing is a free listing provided by Google which when claimed can be optimized with photos, video, coupons, and in my opinion the most important aspect reviews. For a dentist who has a limited online presence these patient reviews can quickly help you separate

yourself from some of your competition in your geographic location. Just like asking your patients for a referral to help grow your business, you can also ask them to provide feedback about their visit so a potential new patient can read about other experiences in your office. Why are these reviews so important? Some general statistics show that:

- 97% who made a decision based on an online review found the review to accurate. (Comscore/The Kelsey Group, Oct. 2007)
- 92% of people have more confidence with information found online than they do from another source (Wall Street Journal, Jan 2009)
- 90% of online consumers trust recommendation from people they know,
- 70% trust unknown users, 27% trust experts, and 14% trust advertisers (Econsultancy, July 2009, Erik Qualman, Socialnomics)
- 70% consult reviews or ratings before purchasing (BusinessWeek, Oct. 2008)
- 7 in 10 who read reviews share them with friends, family & colleague thus amplifying their impact (Deloitte & Touche, Sept. 2007)

Most importantly, **80% of online reviews are positive, so why would you not ask for one.**

In my office we like to diversify the sites where our patients leave reviews, but Google is far and away the most important since it is the most visible when performing a local search. In fact, it has been estimated the one in four searches on the internet are local searches. We have accumulated over 100 reviews, which have differentiated myself from the dentist across the street, in the same shopping center, and down the road from me.

In the past getting a review from your patient was very easy. The patient would login to Google with either a gmail address or signup for a google account with their existing email, go to your google place listing directly or by using a QR code, rank you based on 5 stars, leave the feedback and log off. It took only a couple of minutes and the results were phenomenal. When I ask a new patient why they chose my office, many times they state, "*you had more reviews than everyone else*" or "*your reviews were great*".

Despite numerous attempts to enter the fray into social media with their own sites like Orkut, Lively and Buzz, Google has been largely unsuccessful until recently. In June 2011 Google launched Google+ (Google Plus), and 1 year later they already have 250 million users. Recent number show that users spend an average of about 12 minutes per day on the site, which is far less than Facebook and it seems to be lagging in engagement as well. Google+ introduced the concept of "circles" and it was recommended to be included in as many influential circles as possible. Google also

introduced “Search, plus your world”, which combined your search results with Google+ results from your circles to provide what they think is a better search experience. Google+ really did not gain any traction at all, and remained relatively irrelevant until May 2012 when they changed the local search landscape forever by introducing Google+ Local and eliminating Google Places. The Wall Street Journal recently proclaimed Google+ “a virtual ghost town”. It now has my attention and many others as well – and should have yours.

Given Google’s leading position in local search, the shift from “Places” to “Google+ Local” sent many dentists who depend on local traffic from Google Places scurrying to figure out how this new landscape will impact maps and organic search engine rankings. Initial data suggests this is more of a rebrand than complete overhaul in the way it ranks local businesses. I would think in the future that Google+ Local pages will allow for “social interactions” between dentist and their patients, similar to what you get with your Facebook Business Page. Google is hoping dentists and other businesses will find their Google+ Local page more useful than their Facebook page, spend more time adding content and interacting with their clients. Google wants to be bigger than Facebook and this is one way to help achieve their goals.

More importantly... dentists can use Google+ Local to recruit and acquire new local patients!!!

Google+ Local pages allow business owners (dentists) to market themselves to local consumers by letting them know where they are located, as well as providing them with other pertinent information about their dental office.

Google+ is similar to the YellowPages (the dinosaur book that most people never open anymore) as it lists services and products according to their location. The biggest difference is; it does it electronically and can be constantly updated, rather than published once a year which makes it far more powerful. In fact, it delivers extremely targeted results based on keyword searches, which people looking for a dentist are searching for.

One of the best things about Google+ Local is the cost... it’s absolutely free to use. As a dental practice owner with an already high overhead, we are always on the lookout for inexpensive ways to put your office in front of people who are already in your buying cycle. Even better, it increases your online presence – an absolute must to compete this day and age with all of the other dentists. Google+ Local helps establish this strong online presence, which is geared specifically to your local market.

As I mentioned earlier your Google Places listing, on or around May 29, 2012, was converted to the new Google+ Local listing. The following changes occurred as a result of this conversion by Google:



- a) Google Places is now Google+ Local
- b) A local tab has been added to Google+, so consumers can search for and recommend local businesses
- c) Google's old 5 star review metric (as well as almost everyone else's) has been replaced with the Zagat review and scoring system ( everyone was wondering why Google bought Zagat – now we know why)
- d) Google+ Local pages have been integrated with Google Search, Maps, and Mobile Maps
- e) Google+ Local now uses a two tier search system involving location and what they are searching for
- f) Within this report I want to help you understand:
  - The new features of Google+ Local and which are the most important.
  - How Google+ Local is different from the old Google Places.
  - Why this is important for your dental office.
  - What impact this has on local search environment

## Local - Now with a dash of Zagat and a sprinkle of Google+ & Google+ Local in a Nutshell

### Google+ Local Search Results for “Dentists, Philadelphia, PA”

Google+ dentists Philadelphia, PA

dentists near Philadelphia, PA

From top reviewers Just for you

Also try: cosmetic dentist · pediatric dentist · dental clinic · orthodontist · periodontist · dentex dental · dental implants · endodontist · dental lab · 1 family dental

**Methodist Hospital: Emergency Department**  
Dentist · 220 South 16th St # 900, Philadelphia, PA · (215) 545-2600

**At a glance:** excruciating pain · tooth pain · broken tooth · dental service · root canal

"I have no idea what they're like. But they are not 24/7. They might not be even 20/6. They have no hours and no way of knowing if they are present. They may be nice, maybe not. But they get a 0/3 for..." [More »](#)

**Dr. Ken Cirka-Best Dentist Philadelphia City Paper**  
Dentist · 1601 Walnut Street, Philadelphia, PA · (215) 568-6222

**SCORE** OVERALL **22** 31 reviews

**At a glance:** free consultation · dental hygienist · office manager · patient exam · free new

"OK, no one actually LOVES going to the dentist, but this is the closest to "love" that I can get in that regard. My husband and I have been going to Dr. Cirka for about 8 or 9 years now and just love..." [More »](#)

**Pennsylvania Center for Dental Excellence: Dr. Leonard Tau**  
Cosmetic Dentist · 11905 Bustleton Avenue, Philadelphia, PA · (215) 969-4400

**SCORE** OVERALL **27** 99 reviews

**At a glance:** health savings plan · pleasant experience · massage chairs · pain free · paraffin wax

You rated it excellent.

YOUR PLACES

4 reviews  
No check-ins

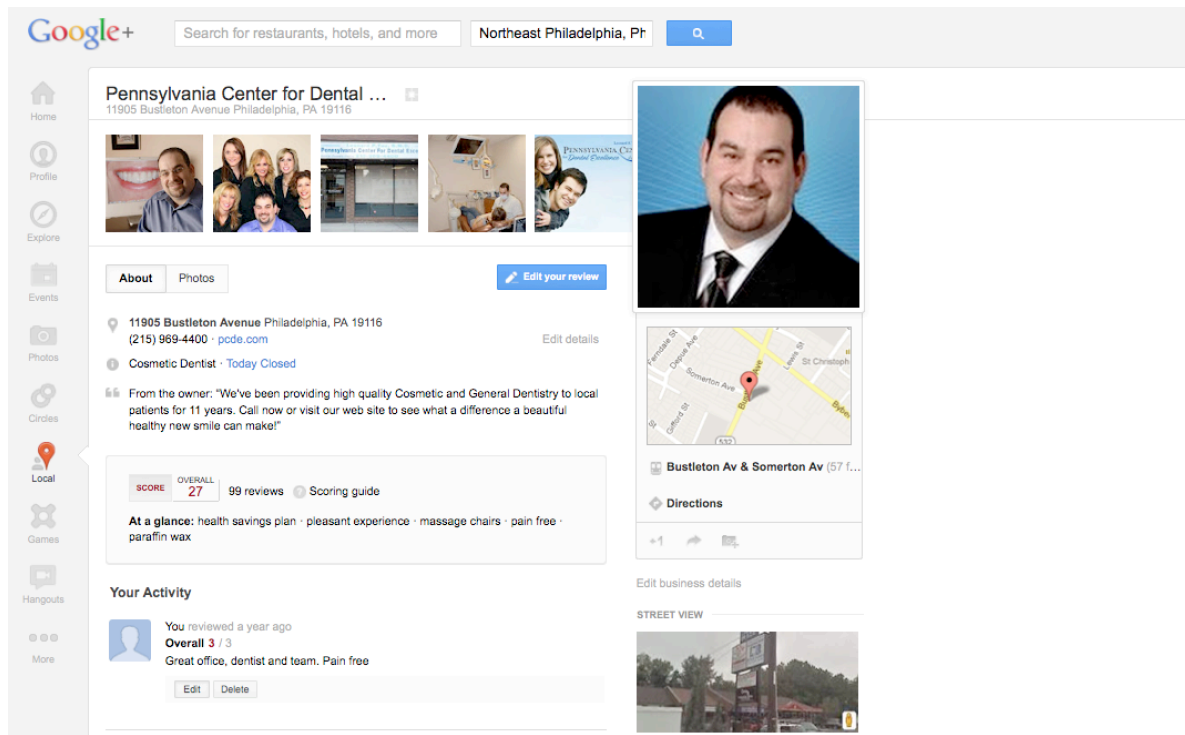
KEY TO RATINGS

Averaged scores are calculated on a 30-point scale based on user reviews.

When potential patients go online to search for dentists in their local area, most will stop in the Google+ Local section to find a dentist who can meet their needs. When searching, a list of dentists in their searched area appears (like in the prior image).

Google+ Local is a **free** service that focuses specifically on businesses and their locations. These pages are integrated within Google's social networking site Google+.

### Google+ Local Listing for the "Pennsylvania Center for Dental Excellence"



As you can see above Google+ Local is a great way to provide potential patients with information about your office. Services and/or products you offer, photos of your office, your hours of operation, payment methods, directions, and your address and website are just some of the information that someone searching can find. Not only that but it is also a place where patients can see or even leave reviews about your office.

The former 5 star rating system has been replaced with the new Zagat scores. Patient reviews play a huge role in these scores, but they actually entail other factors as well. I will be discussing the Zagat scoring later in this report.

Incorporating Google+ into the mix enables Google+ Local to recommend places, based on places they have reviewed before, as well as places their friends have liked and reviewed. These recommended places are geo-targeted as well.

Google+ Local gives dental practice owners a powerful marketing and interaction tool, which allows them to communicate and interact with their patients and potential patients using Google's social networking site.

Google+ Local is aimed at giving users a more "active" feel and offers features that work toward benefitting your target audience. Google Places basically just became "social" with the advent of Google+ Local.

When I first learned of the changes that had occurred, I began to panic as Google Places played an enormous role in attracting new patients to my practice. I can assure you that after a few months there is really nothing to panic about. I will shed the light on things your office needs to do and what they need to worry about.

In many of my seminars some offices did not even know that Google Places existed, and obviously realized how important this was to establishing their online presence.

### **What does your dental office need to do?**

#### **If Your Office Already Has A Verified Google Places Page:**

You should not have to do anything as Google automatically made the change from Google Places to Google+ Local. You should still manage your page through the Google Places dashboard.

If you do not have a Google+ account I would immediately sign up for one (if you have a Gmail account, you can simply convert that to a Google+ account). Once you have a Google+ personal account, you can create a Google+ Business Page.

As of the middle of August you are now able to merge your Google+ Local and Google+ Business page by verifying your Google+ Business page. The easiest way to do this is to login to your Google+ account, at the very bottom will be an icon for "More", click on this link to access your office page. At the top of the page, next to your business page name, there will be an "Unverified" caption in light gray font. By hovering your mouse over this, you'll be shown a box that will prompt you to "Verify Now", click verify. (see next image).

You are now using Google+ as a page. OK

**iSocial Dental Consulting** Unverified View as... Edit profile

Verify your business to be found across Google, including Search and Maps.

[Verify now](#)

Visible only to owners and managers

Posts **About** Photos Videos

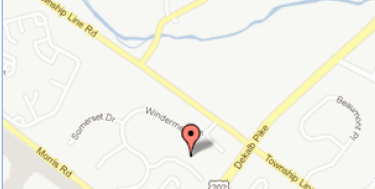
**Introduction** Need help with your online reputation. How about internet marketing or social media. You have found the right place. Check us out and let us know if we can be of assistance.

**Hours** Sunday 12:00 am–12:00 am


**Website** [www.isocialdentalconsulting.com](http://www.isocialdentalconsulting.com)

**Contact info** Phone +1 215-292-2100

**Address** 1431 Knightsbridge Drive, Blue Bell, PA




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



+1 +16

16 HAVE YOU IN CIRCLES



IS THIS YOUR BUSINESS?

It may say that some of the information is not public and needs to be public to be able to verify the listing (see below). Once you make the necessary information public you will be able to verify the information.

Google+  Q

You are now using Google+ as a page. OK

**iSocial Dental Consulting** Unverified View as... Edit profile

Verify your business to be found across Google, including Search and Maps.

**Note:** You'll need to make basic information about your business public before you can verify. The following fields need to be public:

- Contact info
- Address

When you're finished, click "Unverified" again to continue verifying your business.

[Change settings](#)

Posts **About** Photos Videos

Share what's new...

**iSocial Dental Consulting** Nov 8, 2011 · Public

Interested in hearing Dr. Tau presentation. Check out his presentation schedule below

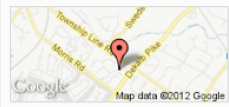
[iSocial Dental Consulting | Dr. Leonard Tau's Lecture Schedule](#)

Welcome; About Dr Tau; Presentation Schedule; Testimonials; Contact Dr Tau; Resource Library; Hide Menu. DR. TAU'S 2011-2012 PRESENTATION SCHEDULE. Below you will find the dates and locations of m...

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Add a comment...

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16 HAVE YOU IN CIRCLES



Once you click verify now, Google will tell you they are sending you a postcard with a PIN number, to complete your verification. **I would suggest you let your team know that you will be receiving a very important postcard in the mail so they do not throw it away.** Google would previously place a phone call to your office providing the needed PIN number, but now wants written verification, so it will take about 1 week to receive your postcard.

In order to verify your association with this business, we'll send you a postcard with a PIN.

PIN verification ensures you are authorized to manage the business's official presence on Google.

- 1 Request a postcard with a PIN. You can add an optional contact name.

- 2 When you receive the postcard (in about a week), go to the web address on the postcard to open a page where you enter the PIN.

- 3 **iSocial Dental Consulting** will then be verified on Google.  
[Learn more](#)

I have read and agree to the [terms and conditions](#).

[Request postcard](#)



Need to update your address? [Modify your profile](#). [Learn more](#)

Once you receive your postcard (which actually it comes in a envelope, so I would say it is a letter), you will need to log back in, verify the account, and your Google Places and Google+ Local will be merged. The following screen shot will show you what it will look like once merged.

Google+ Search for restaurants, hotels, and more Northeast Philadelphia, Phi Leonard Tau

You are a manager of this page. Switch to this page

**Follow**

**Pennsylvania Center for Dental ...**  
11905 Bustleton Avenue Philadelphia, PA 19116

11905 Bustleton Avenue Philadelphia, PA 19116  
(215) 969-4400 · [pcde.com](http://www.pcde.com/)

Cosmetic Dentist · Edit details

From the owner: "We are a high quality fee for service dental practice located in Northeast Philadelphia. We specialize in Cosmetic, Restorative, Implant Dentistry and are a premier provider of Invisalign. We invite you to become a part of our highly regarded Philadelphia dental practice. You'll find quality care, state-of-the-art technology, and a luxurious office that provides comfort no matter which of our services you require. The dental office of Philadelphia dentist, Dr. Tau, located in Philadelphia, Pennsylvania, offers cosmetic dentistry, general dentist services, tooth whitening, sedation, veneers, and invisalign."

<http://www.pcde.com/>

Bustleton Av & Somerton Av (57 f...)

Directions

## If your office does NOT have a verified Google Places page:

Normally if you have a phone number and business, you should have a Google Places or now a Google+ Local page.

You want to claim your Google+ local listing

### Claim your listing on Google+ Local

- Sign IN to your Google / Gmail account! (Be sure it's the one you want to be the master account!)
- Go to [Maps.Google.com](https://www.google.com/maps) (click on MAPS listing if you are on [Google](https://www.google.com)).
- Find your listing by name and address!
  - Example: Pennsylvania Center for Dental Excellence
- Click on the 'Is this your business?' link and claim your listing.
- Alternatively, go to <http://www.google.com/places> and click on 'Get started now.' Follow the instructions to find and claim your listing.
- Usually, you will claim your listing by verifying the telephone number. If not, the address will be verified by postcard.

Once your listing is claimed, be sure to complete your listing as much as possible for the best results. Fill out all the fields and incorporate keywords in your description, and upload photos to complete your listing. I would recommend a doctor's headshot, team photo, office photo, etc.

Once you have created and claimed your listing, as well as your Google+ page, you want to use the tools that will eventually be responsible for helping you gain even more exposure. These include joining circles, encouraging your patients to leave reviews, posting updates about your business (similar to Facebook), and more.

## Google+ Local Features

Several new features have been introduced with the new Google+ Local, and they are all aimed at making life easier for business owners when it comes to enhancing their online presence. These features make it easy for existing patients to “rate” dentists, “recommend” dentists, and for those looking to “find” dentists.

## GOOGLE+ LOCAL TAB

Google+ now offers a “Local” tab on the sidebar. This tab will take users to the Google+ Local platform, which is where they can search for local businesses. When they click on the listing, they will be taken to the Google+ Local page where they will have all the information about the business including photos, reviews, and contact information.

## ZAGAT SCORING SYSTEM

The screenshot shows a Google+ Local page for the Pennsylvania Center for Dental Care. The page includes a navigation sidebar on the left with icons for Home, Profile, Pages, Explore, Events, Photos, Circles, Local, and More. The main content area features the business name, address (11905 Bustleton Avenue Philadelphia, PA 19116), phone number (215) 969-4400, and website (pcde.com). A large profile picture of a man in a suit is displayed. Below the profile picture is a map showing the location at the intersection of Bustleton Ave and Somerton Ave. The page also displays a review section with a 3.0 overall score based on 99 reviews. A specific review by Layla Bauder is highlighted, stating "Best dentist in Pennsylvania! Go here!" and "At a glance: health savings plan · pleasant experience · massage chairs · pain free · paraffin wax". A dropdown menu is visible over the review, showing sorting options: Most helpful, Latest, Highest score, and Lowest score.

Google acquired Zagat in September 2011, which gave them access to over 35,000 reviews and scores, and allowed them to bring them to the Google+ community.

Zagat provides a summary of user reviews and a scoring system, which helps potential patients make decisions based on a number of factors. Each and every Google+ Local page will have a Zagat score and summary once they reach a certain number of reviews. The scores will be based on a scale of 30 points, which represents the average scores of different reviewers.

All scores in Google+ Local are determined by user reviews; these individual user ratings are based on a point scale from 0-3:

- 3 = Excellent
- 2 = Very Good
- 1 = Good
- 0 = Poor to Fair

These ratings are then averaged and multiplied by 10 to get an average score:

- 26-30 = Extraordinary to Perfect
- 21-25 = Very Good to Excellent
- 16-20 = Good to Very Good
- 10-15 = Fair to Good
- 0-9 = Poor to Fair

Google has always promoted reviews on their local listing and this make it more visible and important. Compared to traditional directories like the Yellow Pages there is no comparison.

One concern in the past for dentists in regards to reviews was that patients could hide behind the reviews as anonymous and there would be no accountability. This has changed with Google+ Local, as the review process will no longer allow for anonymous reviews. With Google+ Local, all your reviews and associated photos are **visible to everyone on the web, under “your Plus name”**. Your reviews and associated photos are displayed to:

- Anyone who views your profile on Google+
- Anyone who searches for places, if they’ve added you to their Google+ circles
- Anyone who views places you’ve reviewed

The only reviews that can remain anonymous, if they so choose, are the ones already left for your office.

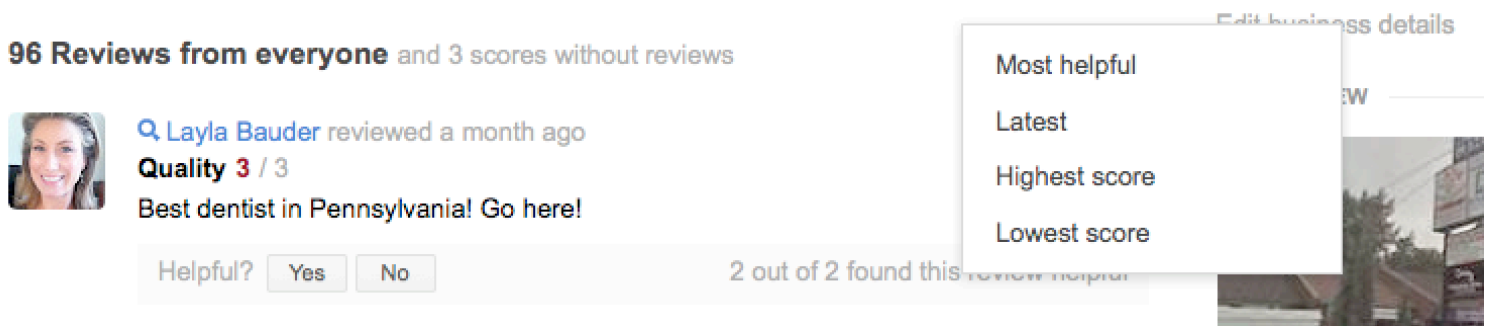
That being said there are some potential downsides to the new Google+ Local pages.




For one, consumers must login to Google+ to review a business using the Zagat system. While this may result in higher quality reviews by decreasing the volume of malicious or fictitious reviews, this new dynamic creates potential challenges for dentists. For most of them, it was difficult enough (albeit incredibly important) to request and then secure reviews from happy patients, without having to worry about additional barriers to action. In my experience, it has really been difficult to get patients to leave reviews and when they are willing to, most if not all of the new reviews do not seem to publish to your page. I have heard from countless dentists throughout the US this is a big problem, and as of right now we do not have an answer to why this is happening.

Another issue is if you do receive a negative review, it is much **harder** to hide or “bury” the review by adding more positive. The Google+ Local pages have a drop down menu that allow you to see the latest reviews, most helpful reviews, highest score and lowest score. If someone selects lowest score, all the negative reviews are now at the forefront of the page. Patients will want to see the negatives in most cases more than the positive.

## BETTER PHOTOS



96 Reviews from everyone and 3 scores without reviews

 **Layla Bauder** reviewed a month ago  
**Quality 3 / 3**  
Best dentist in Pennsylvania! Go here!

Helpful?   2 out of 2 found this review helpful

Most helpful  
Latest  
Highest score  
Lowest score

Some businesses like Dentists rely heavily on pictures (before/after photos) to promote their products and services. With Google+ Local, things got much better with photos. Google+ Local allows users to post larger images, which makes it easier to showcase your office this way.

## RANKING AND INDEXING

Search engines will now index all Google+ Local pages, which is one of the biggest changes since your Google Places page was never indexed. Dentists with multiple locations will enjoy the benefits of this feature.

Google+ Local pages are now “social” and the rankings on Google now have a social flair to them as well. What this means is any review on Google+ Local should work toward a higher ranking on the Google search engine in your local area.

This makes Google+ Local a vital part of your office's online marketing campaign. Being more social; the better, the more circles you join; the better. This is a very powerful tool you need to begin using now.

One of the main reasons Google merged/replaced Places with Google+ Local, was to give businesses a chance to utilize social content. This is so much more effective than just showing someone your name, address, telephone number, website, etc., which almost every other directory site offers on the internet. Some of those you pay for, this is FREE – Google+ Local allows users to interact with businesses on a more personal level and vice versa.

PLUS 1's

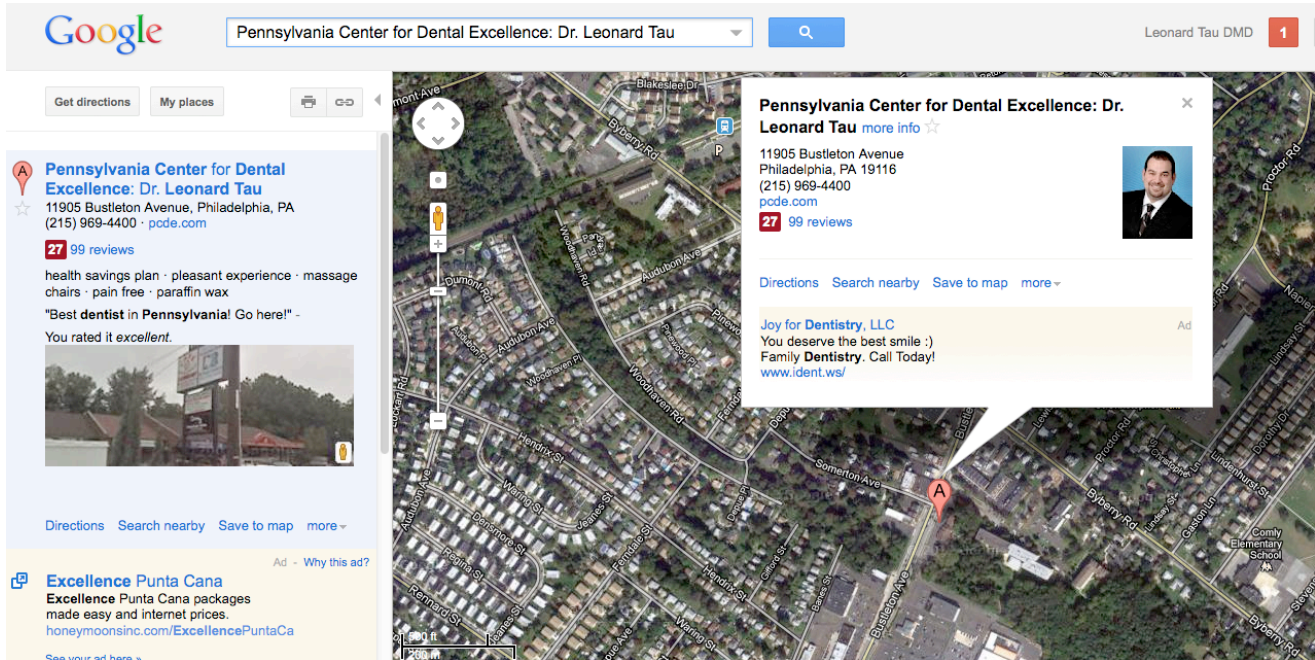


Visitors are now able to "+1" local business pages. This is important because it affects the appearance of your page in local search results. When someone gives your page a "+1", your page will appear in different Google products for their friends. Google has turned word of mouth into a digital powerhouse. There is simply no stronger marketing than your patient's word of mouth. You can see below I have incorporated a "+1" button on my homepage, and 10 people have recommended my office.



## MAP INTEGRATION

Google has now included maps in the Google+ Local pages. This will allow patients to familiarize themselves with the location of your office, and makes it easier to decide if you are convenient enough for them (one of the main reasons why potential patient will choose a dental provider).



## How Does Google+ Local Help to Attract New Patients?

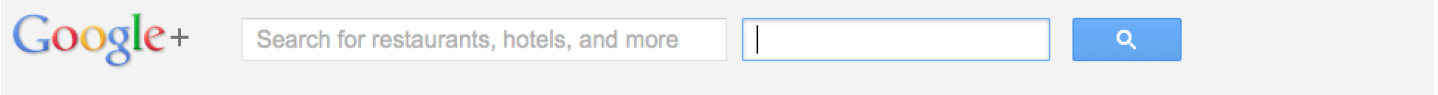
Potential new patients are now searching the internet for a dentist; no longer are they using the yellow pages. Google+ Local makes finding dentists much easier than ever before, and at the same time, providing the potential new patient with a lot of information about your practice.

With Google+ Local, potential patients can:

- Quickly and easily find a local dentist in their area who offers what they are looking for (i.e. Invisalign, veneers, sedation, etc). They can also find reviews, photos, office hours, etc.
- Instantly get recommendations based on their Google+ circles, their past reviews, and their location.
- Find reviews from friends and people they trust in the search results.
- Write reviews of your office
- Experience easier use via integration with a host of other Google products.

## How do they go about finding your office?

Once logged into Google+ a potential patient will have two search boxes at the top of the screen.



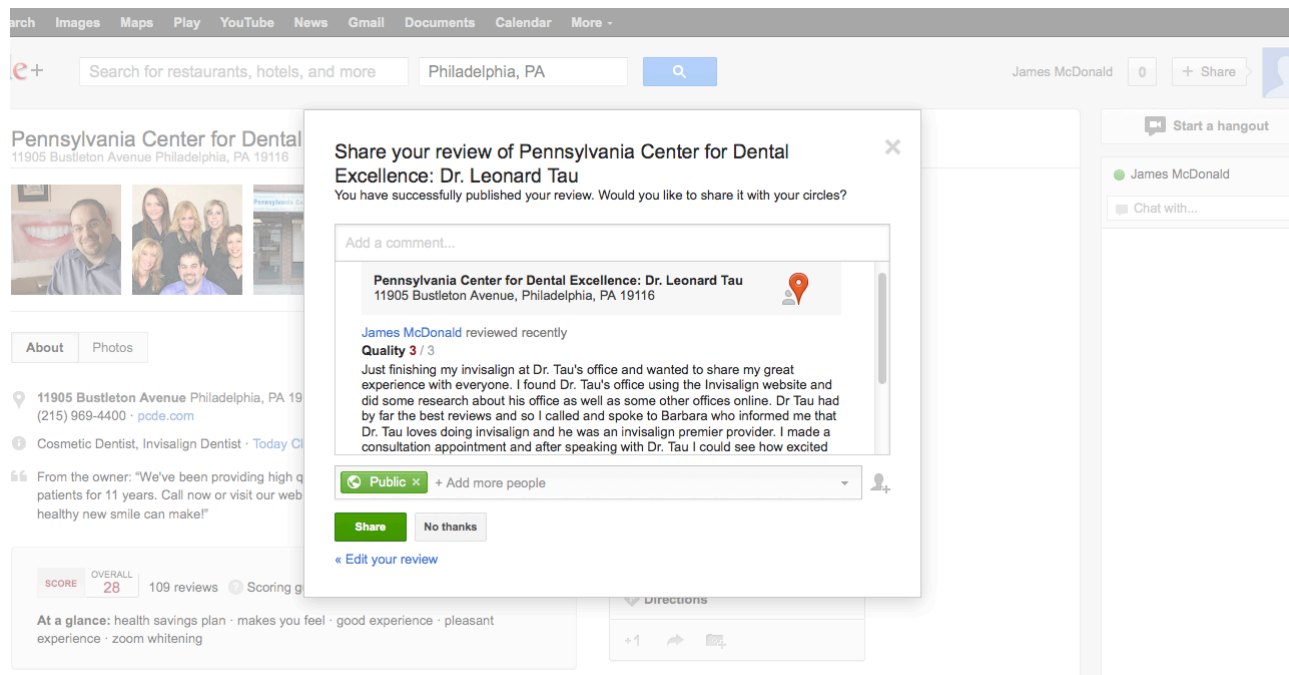
They will enter what they are looking for (i.e. dentist, Invisalign, sedation, porcelain veneers, etc.) in the first box, and in the second box they will enter the desired location. They can enter the city name, zip code, state or even street intersections. Google+ will then make recommendations for places it thinks they will like based on reviews and suggestions from their top reviewers.

Your Google+ Circles will affect the recommendations as well. Any search conducted from maps, organic search, or Google+ Local will incorporate results from the user's Google+ circle connections.

For example if a user searched for "Dentist" they will see Dentists who have been recommended by a friend in their circle. The results may include a rave review, along with the rating they have given you. This is good because it's a virtual word of mouth and people trust opinions of friends, family, or other close sources.

## Why will they call YOUR office?

Today most people will call the listing that stands out above the rest of the listings. In addition, most people like having a voice and love to go online to tell the world about the experience they had in your office. This means reviews play a key role in attracting new patients. Google+ Local should make it easy for patients to leave reviews, but as of now, countless dentists are complaining that reviews their patients have left are not getting published. Here is an example of a review posted by a patient of mine (see the following screen shot he sent to me). His posting stated it was published, but is not visible to the general public on my Google+ Local page.



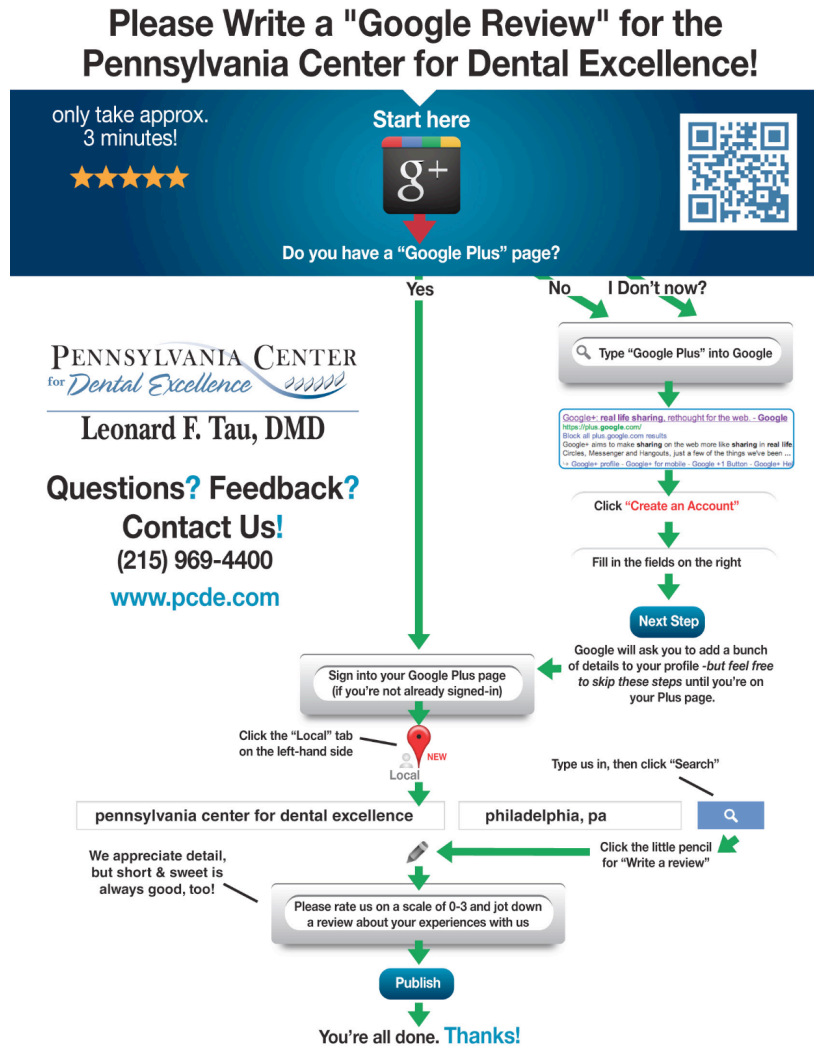
If this system were working well, reviews published would make a listing stand out, and thus attract more business. Lots of great reviews, in my opinion, equal more business. Potential patients tend to flock to the higher ranked listings because they believe and trust what others say.

On the other hand, negative reviews can turn potential new patients away. As long as good reviews outweigh the poor ones, your business should continue to grow from this online exposure.

As stated before, patients are now required to have a Google+ profile and their name will be attributed to the review. Until a previous reviewer signs up for Google+, the old reviews that were transferred from Google Places will show up as "A Google User". I would suggest asking a few patients to leave reviews to see if you are able to get them to publish. If not, I would wait until the dust settles before requesting them from your patients.

I would also recommend you let your patients know what they have to go through in order to leave a review so they are prepared. You can also provide a survey to your patients to see if they already have a Google+ account, or where else they prefer to post reviews of businesses they frequent. If they do use Google+, it makes the process so much faster for the patient to provide the feedback.

My practice uses the marketing piece below to help patients when it comes to leaving a review. We hand it out and ask them to spread the word about our practice.



## Conclusions

Google Places was great for dentists, and I believe Google+ will be even better if Google figures out what is wrong with their review process. Yelp has a bad reputation because of their supposed review filter. I do not believe Google wants that same moniker. With the advent of Google+ and the merge with Google+ Local, dentists will now get a chance to socialize with their patients. The biggest limitation with Google Places was the inability to interact with anyone; this is all in the past as Google+ Local pages now offer a more functional and one-on-one social approach to marketing. This constant communication can easily allow dentists to convince patients to leave reviews for others to see.

Most dentists feel as though their hands are too full to deal with new-age digital marketing channels, such as social media and internet marketing, so they simply put it on the backburner, which in my opinion is a huge mistake. Google+ Local is an avenue that every dentist should take advantage of if they really want to compete in the digital age.

Embracing reputation management, as well as social media has taken my practice to the next level. Asking for feedback and joining the social media conversation is just a small piece of the marketing puzzle, but albeit an extremely vital one. The creation of Google+ Local pages shows social media has grown in importance, and will probably play a future role in local rankings. I have proclaimed for a number of years you are way behind if you have not started with social media as of yet. The longer you wait to embrace things, the farther behind you will be. Google+ Local has become the king of the castle when it comes to local search. Dentists now have a compelling reason to pay attention to Google+; ignore it at your own peril. Google has spoken and you must listen, as if they were EF Hutton.

My company helps dentists increase the number of new patients by using a combination of internet presence, online reputation, social media, and local search to become the go-to dentist in their area. If you feel I can be of service, please contact me at (215) 292-2100 or email me at [drLentau@isocialdentalconsulting.com](mailto:drLentau@isocialdentalconsulting.com) for a complimentary consultation to see how I can help you take your practice to the next level.



# Please Write a "Google Review" for the Pennsylvania Center for Dental Excellence!

only take approx.  
3 minutes!



Start here



Do you have a "Google Plus" page?

Yes

No

I Don't now?

Type "Google Plus" into Google

Google+: real life sharing, rethought for the web - Google  
<https://plus.google.com/>  
Block all plus.google.com results  
Google+ aims to make sharing on the web more like sharing in real life  
Circles, Messenger and Hangouts, just a few of the things we've been ...  
Google+ profiles - Google+ for mobile - Google +1 Button - Google+ Ho

Click "Create an Account"

Fill in the fields on the right

Next Step

Google will ask you to add a bunch of details to your profile -but feel free to skip these steps until you're on your Plus page.

Sign into your Google Plus page  
(if you're not already signed-in)

Click the "Local" tab  
on the left-hand side



Type us in, then click "Search"

pennsylvania center for dental excellence

philadelphia, pa



We appreciate detail,  
but short & sweet is  
always good, too!

Click the little pencil  
for "Write a review"

Please rate us on a scale of 0-3 and jot down  
a review about your experiences with us

Publish

You're all done. Thanks!

Leonard F. Tau, DMD  
**PENNSYLVANIA CENTER**  
for *Dental Excellence*  
DENTISTRY FOR THE QUALITY CONSCIOUS

Questions? Feedback?

Contact Us!

(215) 969-4400

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





# SOCIAL MEDIA CHECKLIST



## General Suggestions for Your Profiles

- \_\_\_\_\_ Don't worry about the number of followers, fans, connections, etc. It's not about the quantity, rather the quality of them.
- \_\_\_\_\_ Be sure to interact with everyone who is interacting with you.
- \_\_\_\_\_ Don't only promote your practice – remember, it is called “social media” for a reason!
- \_\_\_\_\_ Use a smiling photo as your main photo - do not use your logo or before/after photos.
- \_\_\_\_\_ Do not let someone post for you, be genuine, patients will notice.
- \_\_\_\_\_ Be positive, do not talk about negatives ... especially the economy!
- \_\_\_\_\_ Be directly involved, do not let a team member have full control.
- \_\_\_\_\_ Constantly reinforce social media and your involvement to your patients ... promote it in your practice, emails and other communication.
- \_\_\_\_\_ Enjoy, have fun, and reap the benefits.



## Planning

- \_\_\_\_\_ Set goals for your social media.
- \_\_\_\_\_ Set a budget for your paid campaigns.
- \_\_\_\_\_ Decide who will handle your design work.
- \_\_\_\_\_ Decide who best fits the position for handling your updates.
- \_\_\_\_\_ What social media sites will you focus on?
- \_\_\_\_\_ Make sure you have a functioning Website and Google Places Page!
  - \_\_\_\_\_ Facebook      \_\_\_\_\_ Twitter
  - \_\_\_\_\_ YouTube      \_\_\_\_\_ Blog
- \_\_\_\_\_ Decide what message you want to purvey.
- \_\_\_\_\_ Establish who your target audience will be.
- \_\_\_\_\_ Decide on a name to be used throughout your campaigns.



# SOCIAL MEDIA CHECKLIST



## Google Places Page



- Find your listing and claim it if it has not been already claimed, complete verification process.
- Enter your business information exactly as you want it to appear and if you have already established an online presence then it should exactly the same as your other listings (You need address consistency).
- Fill out listing 100%.
- Add photos, videos, coupons - like I said 100%.
  - a) add at least 5 photos - remember the 1st picture you load will be the one that is displayed at the top of your listing ... Make it great!
  - b) add at least 1 video - make it about you and your team, a procedure, patient testimonial, etc.
  - c) add a coupon - \$ off a procedure, free whitening, free consultation, be creative
- Wait until you are indexed before promoting the page, does not mean 1st page, only when showing up in the Google Places section. This should only take a couple of days if done correctly.
- Generate a TinyUrl for your Google Places Page!
- Promote it to your patients and followers.
- Generate reviews from your patients ... you may have to ask for them.
- Set up 3rd party directories to generate citations.
- Set up local citations.
- Use social media to reinforce your Google Places Page.
- Send out a press release about your Google Places Page.
- Call a company to help you do all of these and give you some time to actually do some dentistry.



# SOCIAL MEDIA CHECKLIST



## Facebook Business Page



- \_\_\_\_\_ Create Local Business Page for your dental practice or business.
- \_\_\_\_\_ Adjust privacy levels for your page.
- \_\_\_\_\_ Add profile picture (smiling photo of you and your team, no logo ... unless accompanied by your photo(s) and additional info).
- \_\_\_\_\_ Manage restrictions, blocklists, postings and notification preferences.
- \_\_\_\_\_ Add page administrators (you, a team member, a company you hire).
- \_\_\_\_\_ Complete basic information about your office.
- \_\_\_\_\_ Add like box or badge to your website.
- \_\_\_\_\_ Invite friends and import email addresses from your contacts.
- \_\_\_\_\_ Create vanity URL ([www.facebook.com/username](http://www.facebook.com/username)) once you have 25 “likes”. Make sure the name is SEO-Friendly and relevant.
- \_\_\_\_\_ Create and post status updates on your wall - try and not post more than twice a day, but be consistent.
- \_\_\_\_\_ Post visual content (photos, videos and links).
- \_\_\_\_\_ Get reviews posted automatically on your wall ... this will only happen with specific services (i.e. Demand Force, Smile Reminder, etc.).
- \_\_\_\_\_ Find and “Like” other business and/or people.
- \_\_\_\_\_ Add photos and videos to your page.
- \_\_\_\_\_ Promote your Facebook page on all your advertising.
- \_\_\_\_\_ Create promotional material with QR Codes.
- \_\_\_\_\_ Use an incentive to increase likes (iPad promo, whitening, discount, etc.).
- \_\_\_\_\_ Create a “check-in” deal for instant word of mouth (whitening pen).
- \_\_\_\_\_ Ask your patients to leave a review on your wall.
- \_\_\_\_\_ Use before/after photos to show potential patients what you do.
- \_\_\_\_\_ Hire a company to design and implement your Facebook Page.
- \_\_\_\_\_ Consider using Facebook Ads.
- \_\_\_\_\_ Become the local authoritative dentist.



# SOCIAL MEDIA CHECKLIST



## Twitter Page



- \_\_\_\_\_ Sign up for an account.
- \_\_\_\_\_ Create a username people will recognize, similar to your facebook name.
- \_\_\_\_\_ Create your custom background, or have it created for you.
- \_\_\_\_\_ Complete your profile information, and be sure to include your website domain for followers to easily access your complete practice info.
- \_\_\_\_\_ Use “Find People” to follow relevant people.
- \_\_\_\_\_ Connect with people in your community.
- \_\_\_\_\_ Make meaningful connections, do not worry about the number of people, it’s the quality of connections that counts.
- \_\_\_\_\_ Link your Twitter account to your Facebook Business Page.
- \_\_\_\_\_ Join relevant groups within your industry.
- \_\_\_\_\_ Interact with your followers ... without interaction, there will be no interest.
- \_\_\_\_\_ Thank and acknowledge people that “follow” you.
- \_\_\_\_\_ Do not use an auto-follow service, use personal notes such as “Thanks for the follow!”.
- \_\_\_\_\_ Use Hootsuite or Tweetdeck to track your account.
- \_\_\_\_\_ Search for relevant hashtags “#your city”, “#dental”.
- \_\_\_\_\_ Upload photos ... sharing photos of your work is always encouraged.
- \_\_\_\_\_ Post interesting content, do not talk about dentistry all the time.



# SOCIAL MEDIA CHECKLIST



## YouTube



- Create your YouTube Channel - keep your Channel name as similar to your Facebook and Twitter accounts as possible.
- Use the same or similar photos for branding purposes.
- When uploading videos the titles should include relevant keywords.
- Use the same keywords in the description of the video, add as much information about video as possible (remember, videos are picked up by search engines rather quickly).
- Use your website address first in the video description.
- Link your YouTube Channel to your Facebook and Twitter accounts.
- Embed videos from your YouTube Channel on your website, blog, etc.
- Use a camera like Flip Video to upload patient testimonials, videos of procedures, patient education information.
- Ask patients to subscribe to your channel.



## Bloggng



- Set up your blog using Blogspot, Blogger, etc.
- Link your Blog to your Facebook, Twitter, YouTube and your website.
- Create relevant blog posts regularly.
- Blog posts should have keyword rich titles.
- Include video and pictures to enhance the content.
- Use your website address in your postings whenever possible.
- Make sure you are submitting your blog to an RSS Feed.
- Ask your patients to subscribe to your blog and comment on the postings you publish as well.



# SOCIAL MEDIA CHECKLIST



## **LinkedIn**



- Sign up for an account.
- Fill out your profile completely providing as much information about your business as possible.
- Connect first with people who you know and build from there.
- Connect with local business and other dental professionals.
- Reach out to human resource managers in nearby companies (they often know about insurance benefits).
- Request recommendations and endorsements from people you know.
- Participate in discussions.
- Connect your profile to other social media sites.



## **Advertising Your Social Media Accounts**

- Add links to your social media account to your website.
- Send out a newsletter to your complete patient database.
- Add links to your email signature.
- Include social media URL's on your business card.
- Create a QR Code for all of your sites (i.e. Google Places, Website, Facebook, YouTube, etc.).
- Include links on ALL of your traditional advertising mediums!
- Ask your team members to suggest or talk about your sites on their social media account ... they can be a great resource for your online marketing!
- Create signs or posters to display in your practice to promote the sites.
- Add links on your Google Places Page.



# SOCIAL MEDIA CHECKLIST



## Online Reputation Management

- Make sure your office is listed on the main directories who generate reviews for your office ...
  - a) Google
  - b) Yahoo
  - c) Bing
  - d) DoctorOogle
  - e) City Search
  - f) Insider Pages
  - g) Judy's Book
  - h) Angie's List
  - i) Yelp
  - j) Rate A Dentist
- Ask patients to leave reviews on various websites.
- Use marketing pieces to generate those reviews.
- Consider using incentives for patients to leave reviews.
- Respond to negative feedback ... yet be very cautious to respond positively.
- Place testimonials on your website (written and video).
- Link reviews to your Facebook Business Page.
- Add links on your website for patients to leave reviews on the various sites. It is not necessary to have links to every review site.
- Use the feedback constructively.
- Hire a company to help monitor your reputation.
- Use a service like Demandforce or Lighthouse 360 to help generate more reviews.
- Offer great customer service and treat patients well ... they will be happy to leave a glowing review.
- Watch your reputation grow, and the patients roll in.





# Internet and Social Media Glossary

There's a lot involved in building an online presence. To explain some of the industry jargon, iSocial Dental Consulting offers this internet dental marketing and social media dictionary and keyword glossary.

**Algorithm** - An algorithm is a set of formulas developed for a computer to perform a certain function. This is important in the social sphere as the algorithms sites like Facebook and Google use are critical for developing content-sharing strategies.

**Blog** (*web log*) – Blogs function as online journals. Most blogs are updated frequently and focus on a general topic, providing a record of company updates, the author's personal life, news stories on specific topics, etc. Blogs can be hosted by a site such as WordPress, and can have RSS feeds associated with them.

**Bounce Rate:** The percentage of visitors who only view one page of a website before exiting.

**Browser** (*web browser, internet browser*) – The software a computer uses to access the internet to view and navigate websites. The most popular web browser programs are currently Microsoft Internet Explorer (IE), Mozilla Firefox (FF), Apple Safari, and Google Chrome.

**Click-Through** – When a user who is shown an online advertisement actually clicks the on ad, ending up on the the advertiser's offer page. PPC and CPC marketing costs are based on users clicking through.

**Click Through Rate (CTR)** – A way to measure the effectiveness of online advertising. The CTR is equal to the number of clicks on a specific ad divided by the number of impressions (how often that ad is displayed), indicating how often people who see the ad actually click through.

**Click To Conversion (CTC)** (*Conversion Rate*) – A measurement of how often leads convert. For a dental practice, this would mean the rate at which leads are converted to new dental patients. Calculated by dividing the number of clicks by the number of conversions, the conversion rate is the ultimate metric of success and converting web visitors to leads or customers.

**Cost Per Click (CPC)** – Also called Pay Per Click marketing (PPC), this is a type of web advertising where advertisers pay a fee to the search engine each time someone clicks their ad (often a text ad). The CPC is the amount the advertiser agrees to pay each time someone clicks on their advertisement. The CPC increases when more advertisers are competing for the same keywords.

**Cost Per Impression (CPM)** (*Cost Per 1,000 Impressions*) – A type of internet marketing where the advertiser pays based on how many impressions their ad receives (i.e., how often the ad is seen by users). Payments are set per 1,000 impressions. Banner ads often use CPM marketing.

**Directories** (*Online Directories, Web Directories, Portals*) – A website or search engine that provides detailed directory listings. Directory marketing can increase web presence.

**Domain Name** – A website’s overall main address. Domain names often end in *.com*, *.org*, *.net*, etc. Most websites have many web pages associated with their primary domain name. The domain name is the part of the URL after <http://www> that can be seen in your browser.

**Domain Redirects** (*website forwarding*) – When one domain name or URL redirects visitors to another website with a different domain name or URL. This allows multiple domain names to point to a single website.

[Facebook](#) - Facebook is a social utility that connects people with friends and others who work, study, and live around them. Facebook is the largest social network in the world with more than 800 million users.

[Flickr](#) - Flickr is a social network based around online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets, and other methods.

[Foursquare](#) - Foursquare is a social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who “check in” to different types of locations.

**Geo-Targeting** – A type of Targeting where marketers specify the geographic areas from which they want leads. Website content can be geo-targeted to include city, town, neighborhood, ZIP code, county, state, and region.

[Google+](#) - Google+ is Google's new social network. It differs in that it promotes social sharing that is more similar to how people share in real life by providing features such as one that limits who you are talking to, creating 1-on-1 conversation.

[Hashtag](#) - A hashtag is a tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a “#.” Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference, online or offline.

[HootSuite](#) - HootSuite is a social media management system that helps brands streamline campaigns across social networks such as Twitter, Facebook, LinkedIn, and Google+ Pages. Teams can collaboratively monitor, engage, and measure the results of social campaigns from one secure, web-based dashboard.

**Impressions** – An online ad receives an impression every time a user views a webpage displaying that ad. Depending on the amount of time the user spends on the page and where the ad is placed on the page, the user may or may not actually notice the ad.

**Internet Marketing** (*online marketing, web marketing*) – Using the internet to reach new leads, contacts or clients. Methods include Search Engine Optimization (SEO), Search Engine Marketing (SEM), PPC advertising, and Local Search.

**Keyword** (*Keyword Phrase, Key Phrase*) – The word (or, typically, group of words) that a person enters into a search engine. Keywords are also the words or phrases that are included in web pages or bid on for paid advertisements.

**Keyword Optimization:** – A search engine optimization technique where specific keywords or phrases are included within a web page to improve search engine positioning for those keywords or phrases. Search engines look for a keyword ration that suggests the page’s content is related but not overstuffed with keywords.

**Keyword Tags** (*Meta Tags*) – Tags in the HTML programming code of a web page that define the keywords used on that page. Keyword tags are a type of meta tag; other meta tags include a page’s title and description tags. Though meta tags are somewhat invisible to website visitors, they can affect a page’s search engine positioning.

**Like** - A “Like” is an action that can be made by a Facebook user. Instead of writing a comment for a message or a status update, a Facebook user can click the "Like" button as a quick way to show approval and share the message.

**Link Building** - Link building is an aspect of search engine optimization in which website owners develop strategies to generate links to their site from other websites with the hopes of improving their search engine ranking. Blogging has emerged as a popular method of link building.

**LinkedIn** - LinkedIn is a business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of June 2010, LinkedIn had more than 70 million registered users, spanning more than 200 countries and territories worldwide.

**Local Search** – Web searches for local services or products. Local searches include keywords based on (1) the service desired and (2) the geographic area. Local search engine optimization involves geotargeting web pages by including geolocation information such as city or town, neighborhood, ZIP code, county, state, or other geographic identifiers.

**Local Business Listings** (*Local Search Listings, Local Listings*) – In a search engine’s map or local search area, details about businesses are listed in local search results. Listings tend to include the business’s name, phone number, hours, description, and website; many also contain customer reviews and testimonials. Local search sites include Google Maps (previously known as Google Local), Yahoo! Local and Bing Local (previously Windows Live Local, also known as Bing Maps).

**Long Tail Keyword** (*Long Tail Keyword Phrases, Long Tail Key Phrases*) – Keyword phrases that are less common and include more words than the most common keywords in a particular area. These specific niche keyword phrases tend to be at least four words and are often entered in quotes. Long Tail Keywords can play an important role in search engine marketing.

**Meta Tags** – Tags in the HTML programming code of a web page that describe content on that page. Types of meta tags include keyword tags, page title, page description, and alt tags. Though

meta tags are somewhat invisible to website visitors, they can affect a page's search engine positioning.

**Mobile Marketing** – Marketing that focuses on reaching users through mobile devices like the iPhone, iPad, Android, Blackberry, Treo, and other smart phones.

**Organic Search Results** (*Natural Search Results, Natural Results, Organic Results, Natural Listings, Organic Listings*) – The results returned by a search engine based on its search algorithm that tries to choose the most relevant and related content. Organic listings are not advertisements, in contrast to Paid Search.

**Page Rank** (*Position, Rank*) – How high a particular webpage or site appears in search engine results. Google assigns pages a rank from 0 to 10, with priority in search results being given to pages with higher ranking. Many factors play into page ranking, including keywords and incoming links, but search engines closely guard their exact positioning algorithms.

**Paid Search Listings** (*Paid Placement*) – Paid listings or advertisements returned by a search engine for a particular keyword phrase, usually purchased on a Pay Per Click basis. Paid Search Results are in contrast to Organic Search Results.

**Pay Per Click (PPC)** (*Pay-for-Performance*) – PPC marketing is the most leading type of search engine advertising. With PPC search engine marketing, advertisers pay the search engine for every time someone clicks on their ad.

**QR Codes:** Quick Response, meant to be scanned by a smartphone's camera the QR code then immediately takes you to a specific website or web page.

**Return on Investment (ROI)** – How much an investment nets compared to its cost. All marketing efforts should generate a positive ROI.

[RSS Feed](#) - RSS (Really Simple Syndication) is a family of web feed formats used to publish frequently updated content such as blogs and videos in a standardized format. Content publishers can syndicate a feed, which allows users to subscribe to the content and read it when they please, and from a location other than the website (such as reader services like Google Reader).

**Search Engine** – A website where people can search the internet – for example, Google, Yahoo!, or Bing. Search engines typically include both Organic Listings and Paid Listings.

**Search Engine Marketing (SEM)** – Online marketing that revolves around search engines. Major tools include SEO (search engine optimization), with the goal of improving placement in keyword search engine results, and paid search such as PPC (Pay Per Click advertising).

**Search Engine Optimization (SEO)** – Methods of increasing search engine position. SEO typically involves targeting particular keywords and keyword phrases. Search engines use complex and secret algorithms to determine page rank, involving content, programming code, and incoming links.

**Search Engine Reputation Management (SERM) (*Online Reputation Management*)** – Coordinating a person or company’s entire online presence, including websites, SEO, paid search marketing, testimonials, social media, blogs, and online reviews. Reputation management is the key to dealing with negative press or consumer reviews.

**Search Engine Results Page (SERP)** – The page(s) displayed by a search engine when someone searches for a particular keyword phrase. These pages show both organic and paid listings. Search Engine Management (SEM) tries to make a website or ad appear higher up on this page (or set of pages).

**Search Term** – The word or phrase that a person enters into a search engine. Search Terms refer specifically to what users are searching for, not what websites are offering or advertisers are targeting.

**Social Media** - User-generated online content, and websites feature content submitted by users. Social media outlets include social networking websites, blogs, video sharing, wikis, podcasts, etc.

**Social Networking** – Online interactions between users. Social Networking Websites are a type of social media that let users share information with other users, whether for personal or business reasons. Examples of social networking include online profiles at Facebook and LinkedIn, consumer reviews on Yelp and local search, feeds on Twitter, link sharing on Digg and del.icio.us, blogs on WordPress, videos and playlists on YouTube, photo sharing on Flickr, and social apps for the iPhone and Android.

**Strategic Partnership (*Affiliate Marketing*)** – Third party marketing. Strategic partners (affiliates) are paid a commission for marketing and selling a merchant’s product, attracting leads, or increasing website traffic.

**Targeting** – Attracting specific types of visitors, leads, or customers. For example, Geo-Targeting is a method of targeting local patients by including geographic information.

**Traffic (*Website Traffic, Web Traffic, Site Traffic*)** – The measurement of visitors to a particular web page or website. PPC marketing leads to Paid Traffic, while Search Engine Optimization (SEO) and incoming links encourage Natural Traffic (organic traffic).

[Twitter](#) - Twitter is a platform that allows users to share 140-character-long messages publicly. User can “follow” each other as a way of subscribing to each others' messages. Additionally, users can use the @username command to direct a message toward another Twitter user.

**Universal Search (*Blended search*)** – When a Search Engine Results Page shows multiple types of search results: not just websites, but videos, images, news, and local search results.

**URL (*Universal Resource Locator*)** – The exact address of any particular web page or other piece of content posted on the internet. The full URL of any web page can be seen in your browser. One domain name may have many web pages, each with its own unique URL.

[Viral Marketing](#) - Viral marketing refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

**Website** (*web site, site*) – Most websites include multiple web pages. The content on all these pages is part of the website as a whole. Websites are typically identified by their primary domain name.

**Web Page** (*page*) – A unique page on a website, identified in your web browser by its URL. Most websites have a single domain name but include multiple web pages.

[Yelp](#) - Yelp is a social network and local search website that provides users with a platform to review, rate, and discuss local businesses.

[YouTube](#) - YouTube is a video-sharing website on which users can upload, share, and view videos. Three former [PayPal](#) employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by [Google Inc.](#) for \$1.65 billion, and is now operated as a subsidiary of Google. YouTube is the largest video sharing site in the world.

Leonard F. Tau, DMD

**PENNSYLVANIA CENTER**  
*1<sup>st</sup> Dental Excellence* 

DENTISTRY FOR THE QUALITY CONSCIOUS

On behalf of the entire team at the Pennsylvania Center for Dental Excellence, let me welcome you to our practice. We are grateful that you have chosen us to meet your dental needs, and trust that you will find your experience in our office to be pleasant, professional, and extraordinary. You may discover that we are different from the average dental practice. When you visit our office you will find a unique and relaxing environment. Our team is friendly and attentive. All of our treatment is designed to be comfortable, to be long lasting, and to exceed all your expectations. We use the latest technology and techniques our profession has to offer. Our greatest strength lies in the unequalled advanced training in cosmetic and reconstructive dentistry we have received. It is for these simple reasons that we are the "Pennsylvania Center for Dental Excellence."

In order to better serve you, we are enclosing in this Welcome Packet several important documents that will assist us in making your transition to our office as smooth as possible. Please read each one carefully so that you can become familiar with our practice philosophy and policies. We are happy to answer questions you may have at any time.

Please find the enclosed questionnaire that should be filled out prior to your first appointment with Dr. Tau.

Be sure to visit our website at [www.pcde.com](http://www.pcde.com). We look forward to serving all your dental needs for you and your family.

Yours truly for better dental health,

*Leonard F. Tau, DMD*

Leonard F. Tau, DMD

Leonard F. Tau, DMD

# PENNSYLVANIA CENTER *1<sup>st</sup> Dental Excellence*

DENTISTRY FOR THE QUALITY CONSCIOUS

## REGISTRATION AND HEALTH HISTORY

Date: \_\_\_\_\_

First Name: \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name: \_\_\_\_\_  male  female Date of Birth: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Social Security#: \_\_\_\_\_

Email Address: \_\_\_\_\_ Emergency Contact: \_\_\_\_\_

Marital Status:  married  single Student:  full-time  part-time  N/A Occupation: \_\_\_\_\_

What would you prefer to be called? \_\_\_\_\_ Who may we thank for this referral? \_\_\_\_\_

Family Physician: \_\_\_\_\_ Phone#: \_\_\_\_\_

Dental Insurance Carrier: \_\_\_\_\_ ID#: \_\_\_\_\_ Group #: \_\_\_\_\_

Check this box ONLY if the Insured person (the person receiving dental service) is the same as applicant above. If not, enter Insured info below.

Name of Insured: \_\_\_\_\_ Insured's SS#: \_\_\_\_\_ Insured's Date of Birth: \_\_\_\_\_

Relationship to Insured: \_\_\_\_\_

Employer of Insured: \_\_\_\_\_  full-time  part-time  retired Phone#: \_\_\_\_\_

Employer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Who is financially responsible for this account? \_\_\_\_\_ Phone#: \_\_\_\_\_

Please **select Y = Yes or N = No** if you **have** any of the following conditions:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Y <input type="checkbox"/> N - Rheumatic Fever                | <input type="checkbox"/> Y <input type="checkbox"/> N - Thyroid Disease  | <input type="checkbox"/> Y <input type="checkbox"/> N - Seizure Disorder  |
| <input type="checkbox"/> Y <input type="checkbox"/> N - Heart Disease                  | <input type="checkbox"/> Y <input type="checkbox"/> N - Anemia   | <input type="checkbox"/> Y <input type="checkbox"/> N - Kidney Disease    |
| <input type="checkbox"/> Y <input type="checkbox"/> N - Heart Murmur (or MVP)          | <input type="checkbox"/> Y <input type="checkbox"/> N - Asthma   | <input type="checkbox"/> Y <input type="checkbox"/> N - Venereal Disease  |
| <input type="checkbox"/> Y <input type="checkbox"/> N - High Blood Pressure            | <input type="checkbox"/> Y <input type="checkbox"/> N - Diabetes   | <input type="checkbox"/> Y <input type="checkbox"/> N - Bleeding Problems |
| <input type="checkbox"/> Y <input type="checkbox"/> N - Tuberculosis                   | <input type="checkbox"/> Y <input type="checkbox"/> N - Are you nursing  | <input type="checkbox"/> Y <input type="checkbox"/> N - Cancer            |
| <input type="checkbox"/> Y <input type="checkbox"/> N - Use Oral Contraceptives        | <input type="checkbox"/> Y <input type="checkbox"/> N - Might you be pregnant  | <input type="checkbox"/> Y <input type="checkbox"/> N - Aids/HIV          |
| <input type="checkbox"/> Y <input type="checkbox"/> N - Artificial Joint / Heart Valve | <input type="checkbox"/> Y <input type="checkbox"/> N - Hepatitis Type: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C | <input type="checkbox"/> Y <input type="checkbox"/> N - Eating Disorders  |
| <input type="checkbox"/> Y <input type="checkbox"/> N - History of Endocarditis        | <input type="checkbox"/> Y <input type="checkbox"/> N - Radiation Therapy: Head / Neck   |   |

Other conditions not listed: \_\_\_\_\_

Are you allergic to latex, soy or egg products? \_\_\_\_\_

List any antibiotics, anesthetics or other drugs you are allergic to: \_\_\_\_\_

List all prescription medications you are presently taking: \_\_\_\_\_

Do you have any disease, organ transplant, or take any medication which may depress your immune system? \_\_\_\_\_

Do you have, or have you ever had clicking, popping or pain in your temporomandibular joints (TMJ)? \_\_\_\_\_

Have you been hospitalized in the past five years?  Yes  No If yes, why? \_\_\_\_\_

Do you take aspirin on a daily basis?  Yes  No If yes, why? \_\_\_\_\_

Are you under a physician's care presently?  Yes  No If yes, why? \_\_\_\_\_

Have you ever been a drug or substance abuser?  Yes  No Do you smoke?  Yes  No How much? \_\_\_\_\_

Is there anything you would like to discuss with the Doctor in private? \_\_\_\_\_

I attest that I understand and answered all the above questions honestly and completely. I understand that the doctor is basing his treatment on this information. I authorize the release of information to insurance carriers and other health care professionals who are involved in my care. I assign my insurance benefits to PCDE unless otherwise indicated.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*Your signature indicates you have received a copy of the HIPAA law and Dental Materials forms as well as releasing Dr. Tau to utilize any dental photographs for lecturing and educational purposes.



### DENTAL HEALTH AND APPEARANCE

Reason for visit: \_\_\_\_\_ Approximate date of last dental visit: \_\_\_\_\_

What is your primary concern that you would like us to address first? \_\_\_\_\_

When would you like us to start treatment? \_\_\_\_\_

Have you ever had any serious problem associated with previous dental treatment or any dental emergencies?  Yes  No

If so, explain: \_\_\_\_\_

What, if anything, has happened in previous experiences at the dentist that was reason not to return? \_\_\_\_\_

Do you ever feel (or have you ever been told) that you don't have fresh breath? \_\_\_\_\_

How often do you brush your teeth? \_\_\_\_ time(s) a select... How often do you floss? \_\_\_\_ time(s) a select...

What type of brush do you use?  Manual  Powered

Do you avoid brushing any part of your mouth because of pain?  Yes  No If yes, what part? \_\_\_\_\_

Which foods cause you twinges of pain:  Hot  Cold  Sweet  Sour  None

Do your gums feel tender or swollen?  Yes  No

Do you chew on only one side of your mouth?  Yes  No If yes, explain: \_\_\_\_\_

Do you clench or grind your jaws while sleeping or during the day?  Yes  No Do your jaws ever feel tired?  Yes  No

### COSMETIC/ESTHETIC EVALUATION

Are you delighted with your smile?  Yes  No Please rate your smile from 1 to 10 (1 = I hate my smile, 10 = awesome) \_\_\_\_\_

Would you like to have whiter teeth?  Yes  No

If you had a magic wand, what, if anything, would you change about your smile? \_\_\_\_\_

What (if any) personal or professional benefit might you gain if you had a gorgeous smile? \_\_\_\_\_

Do you have any special occasions coming up? \_\_\_\_\_

Through state-of-the-art technology of cosmetic dentistry, we have the ability to help you achieve a world-class smile, often overnight... Using Dental Imaging and Digital Photography, we can simulate very closely how YOU would look after the improvements, PRIOR to any treatment! Imaging can be performed as part of your exam visit (at NO additional charge). Would you like to see what YOU would look like with a new and improved smile?  Yes  No **If yes, please select all that apply:**

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Lighten all front teeth showing | <input type="checkbox"/> Rebuild fracture(s) | <input type="checkbox"/> Straighten rotation   | <input type="checkbox"/> Eliminate dark or stained fillings |
| <input type="checkbox"/> Lighten single tooth            | <input type="checkbox"/> Lengthen            | <input type="checkbox"/> Straighten angulation | <input type="checkbox"/> Reduce gum showing in smile        |
| <input type="checkbox"/> Close spaces between teeth      | <input type="checkbox"/> Shorten             | <input type="checkbox"/> Eliminate crowding    | <input type="checkbox"/> Repair uneven edges                |

Please add anything you feel is important:

At Pennsylvania Center for Dental Excellence, though our focus is on appearance-related dentistry, our team also delivers routine general dental care as well. With flexible payment plans as well as phasing treatment over time, you and your family can achieve spectacular long-term results. Thank you so much for the opportunity to be of service.

Warm regards,

Leonard F. Tau, DMD



**Leonard F. Tau, DMD**  
**CONSENT FOR USE AND DISCLOSURE OF HEALTH INFORMATION**

**SECTION A: PATIENT GIVING CONSENT**

Full Name: \_\_\_\_\_ Telephone: \_\_\_\_\_ Social Security#: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**SECTION B: TO THE PATIENT - PLEASE READ THE FOLLOWING STATEMENTS CAREFULLY**

**Purpose of Consent:** By signing this form, you will consent to our use and disclosure of your protected health information to carry out treatment, payment activities, and healthcare operations.

**Notice of Privacy Practices:** You have the right to read our Notice of Privacy Practices before you decide whether to sign this Consent. Our Notice provides a description of our treatment, payment activities, and healthcare operations, of the uses and disclosures we may make of your protected health information, and of other important matters about your protected health information. We encourage you to read it carefully and completely before signing this Consent. We reserve the right to change our privacy practices as described in our Notice of Privacy Practices. If we change our privacy practices, we will issue a revised Notice of Privacy Practices, which will contain the changes. Those changes may apply to any of your protected health information that we maintain. You may obtain a copy of our Notice of Privacy Practices, including any revisions of our Notice, at any time by contacting our office at 215-969-4400 or by mailing us at 11905 Bustleton Avenue, Philadelphia, PA 19116.

**Right to Revoke:** You will have the right to revoke this Consent at any time by giving us written notice of your revocation submitted to the address above. Please understand that revocation of this Consent will not affect any action we took before we received your revocation, and that we may decline to treat you or to continue treating you if you revoke this Consent.

**SIGNATURE**

I, \_\_\_\_\_ have had full opportunity to read and consider the contents of this Consent form and your Notice of Privacy Practices. I understand that by signing this Consent form I am giving my consent to your use and disclosure of my protected health information to carry out treatment, payment activities, and health care operations.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If this Consent is signed by a personal representative on behalf of the patient, complete the following:

Personal Representative's Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

**YOU ARE ENTITLED TO A COPY OF THIS CONSENT AFTER YOU SIGN IT.**

11905 Bustleton Avenue • Philadelphia, PA 19116 • (215) 969-4400  
[www.pcde.com](http://www.pcde.com)

Leonard F. Tau, DMD



## FINANCIAL MENU

We offer a wide range of financial options in order to pay for your dental treatment.

### A) Split Payment

Half of the total treatment is due at the preparation visit, and the second half is due the day of cementation of the crowns/bridges/veneers.

### B) Pay as You Go

You may choose to pay your obligation for each visit with cash, check, or credit card at the visit.

### C) Prepayment in Full

For any treatment over \$2000, a prepayment Bookkeeping Courtesy of 5% will be given for direct payment in full by cash or check before or at the first treatment visit.

### D) CareCredit

With fast online approval CareCredit can help you get the healthy, radiant smile you've always wanted with the card designed specifically for your dental needs. CareCredit offers No Interest and low monthly payment options, no up-front costs, no prepayment penalties, and no annual fees so you can show off those pearly whites as soon as you're ready. And if Dr. Tau recommends a procedure your wallet's not quite ready for, CareCredit can help you get it sooner.

## FORMS OF PAYMENT ON BALANCES DUE

In order to facilitate access to the very best health care possible, you may choose from any of the following: Cash, Visa, MasterCard, American Express, Discover, Money Order, Personal Checks, or CareCredit (see above).

I understand that if I become delinquent on my account, my account will be turned over to a collection agency, and I will subsequently be reported to the credit bureaus. In case of total default, I promise to pay any collection costs and attorney fees incurred to collect on this account.

After your dental insurance has paid for dental services rendered at PCDE, you may have an outstanding balance. This balance may include any deductibles, copayments, denials, and non-covered services. We do our best to estimate what you will owe. For balance owed, we will require a credit card authorization.

Credit Card: (check one)  Visa  MasterCard  Discover  Amex  CareCredit

Card#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

I certify that I have read, fully understand, and accept the above financial policy.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Leonard F. Tau, DMD

**PENNSYLVANIA CENTER**  
*Dental Excellence*

DENTISTRY FOR THE QUALITY CONSCIOUS

**COMFORT MENU**

Your comfort is our priority. We provide a variety of services to ensure that you are comfortable at all times. Please select from the following options:

- Patients find that if they take an analgesic prior to treatment it helps later in the day.  
Which would you prefer?  Tylenol  Advil  Other: \_\_\_\_\_

- We provide various levels of sedation to ease your mind.  
Would you benefit from a sedative?.....  Yes  No

If yes, we provide:  Nitrous Oxide (laughing gas)  
 Mild sedative (oral medication)  
(Note: With mild sedative, you will need someone to drive you to the appointment.)

- We now offer Oraverse, Oraverse is the first and only product to rapidly reverse the effects of your local dental anesthetic.  
Would you be interested in learning more about it?.....  Yes  No

- Our treatment rooms are equipped with cable TV and DVD players. Watching TV or a movie is an excellent way to pass the time during your visit. Please let us know what your favorite movie or TV shows are, and at your next appointment we will make sure we have it for you to watch.

- 
- We also have iPods for your use with personalized playlists.  
Would you like to use an iPod during your visits?.....  Yes  No  
Please provide a list of the artists or type of music you like so we can load them for your next visit.

- 
- Complimentary WiFi Internet access is available for your use throughout the office. Please feel free to bring your wireless Internet device with you for each visit.

- Blankets help keep you warm and relaxed through your visit.  
Would you like a blanket?.....  Yes  No

- Pillows provide an extra measure of comfort if you have a sore back or neck.  
Would you like a pillow?.....  Yes  No

- We also offer our patients a complimentary paraffin wax treatment during your visit.  
Would you like to take advantage of this service?.....  Yes  No

- Is there anything else we can do to make your visit comfortable?

## Please Handle Me With Care

\_\_\_\_\_  
Patient Name

We feel it is necessary to develop a rapport with our patients. Many new patients have had a past unpleasant dental experience. It is crucial to us to know and understand your concerns. We are committed to taking the time to get to know you, discuss your concerns, your fears, and your dental expectations.

**Please place a check mark in the box next to the statement that concerns you or describes your problem.**

- I gag easily.
- I feel out of control when I'm lying down for a long time, and I feel uncomfortable about what you will say about my teeth and hygiene.
- Pain relief is a top priority for me.
- I don't like shots (or I've had a bad reaction to shots).
- Please tell me what I need to know about my mouth in order to make an informed decision.
- My teeth are very sensitive.
- I don't like the sound of that tool that makes the picking and scraping noise. It is like someone is scratching fingernails on a blackboard.
- I don't like cotton in my mouth.
- I hate the noise of the drill.
- Please respect my time. I don't want to be left sitting in the reception area.
- I want to know the cost up front.
- I have difficulty listening and remembering what I hear while sitting in the dental chair.
- I have health problems and questions that we need to discuss.
- I am interested in conscious sedation (nitrous oxide with oxygen)  
*(Commonly called laughing gas, produces a mild sedation that is helpful in decreasing anxiety.)*
- I am interested in oral sedation: for adults who need a deeper state of sedation

### **Partnership Pact:**

I ask that you honestly inform me of all my dental problems. I want you to make me aware of the best quality dentistry available today. Then we can discuss how I can make healthy choices that will work within my budget. I also want to know all the pain relief options available to me, how each dental procedure will work, and how much of my time will be required.

Thank you for visiting our office today! We hope we made your dental visit as comfortable as possible. It is through direct feedback from our patients that we have learned how to serve you well enough to be named one of the Top Dentists by Philadelphia Magazine. We appreciate your comments. Many of our patients discuss their desire to leave a testimonial on the internet. We have learned that navigating the internet to create the testimonial can be confusing. We call it word of mouth 2.0. In an effort to make it easier we offer a step-by-step guidance below.

A) DemandForce: If you have supplied us with your email address, you should be receiving emails from our office confirming your appointment as well as thanking you for coming in for your appointment. In this email there is a link to provide feedback about your visit. When you click on this link you will be able to post a review for others to read. If you are interested in joining our email program please make sure to provide us with a valid email address.

2) Leave a review directly on Google: This method gives the most exposure as most people who use online search engines use Google. To leave a review you can just follow these steps. In the Google search bar, type in Dentist 19116. Our office will most often be listed first. Click on where it says \_\_\_reviews. The number will be changing as people leave them. Click on leave your own review. Type in your feelings about your visit to our office.

3) Other websites you can leave a review on are: Yahoo.com, Citysearch.com, doctoroogle.com, Yelp.com, and many others.

4) Put the review on paper just like it was done before the advent of computers and the internet. I will submit it to my web design company and it will be reproduced under patient testimonials

5) You can also leave a comment on our wall on our Facebook Fan Page at [www.facebook.com/PennsylvaniaCenterForDentalExcellence](http://www.facebook.com/PennsylvaniaCenterForDentalExcellence). Remember to like our practice to be entered to win some fun items

6) If you feel comfortable to be videotaped, we are uploading video testimonials so others can see them online. Video has really taken off and if you are interested please let one of our team members know.

I thank you in advance for your consideration in helping grow our practice. We are always accepting new patients, and sincerely appreciate your referrals of family and friends. If you do refer someone you care about to our practice, please make sure you tell them to let us know that you sent them so that we may thank you!

Yours truly for better dental health,

Dr. Leonard F. Tau and his team

## Online directories that are known to contribute to profile ranking

Online directories that are known to contribute to profile rank

**Google**

<https://www.google.com/accounts/ServiceLogin?service=lbc&passive=1209600&continue=http%3A%2F%2Fwww.google.com%2Flocal%2Fadd%2FbusinessCenter%3Fgl%3Dus%26hl%3Den-US&followup=http%3A%2F%2Fwww.google.com%2Flocal%2Fadd%2FbusinessCenter%3Fgl%3Dus%26hl%3Den-US&hl=en-US>

**Yelp** <https://biz.yelp.com/claiming>

**Yahoo** <http://listings.local.yahoo.com/csubmit/index.php>

**Bing** <https://ssl.bing.com/listings/ListingCenter.aspx>

**Best of Web** <http://local.botw.org/helpcenter/jumpstartproduct.aspx>

**Universal Business Listing (paid)** [https://www.ubl.org/Signup.aspx?ref=GL\\_10](https://www.ubl.org/Signup.aspx?ref=GL_10)

**Localeze** <http://webapp.localeze.com/extranet/login.aspx>

**Rateitall** <http://www.rateitall.com/404.aspx?404>;<http://www.rateitall.com:80/promote>

**infousa** <http://dbupdate.infousa.com/dbupdate/startupdate>

**superpages** [http://www.supermedia.com/spportal/advertisingsolutions.do?omlinkid=hp\\_advert-solutions-dropdown](http://www.supermedia.com/spportal/advertisingsolutions.do?omlinkid=hp_advert-solutions-dropdown)

**Citysearch** <http://www.citysearch.com/>

**Insiderpages** <http://www.insiderpages.com/advertiser>

**Brownbook.net** <http://www.brownbook.net/business/add/>

**Doctoroogle** <http://www.doctoroogle.com/>

**City Voter** <http://cityvoter.com/>

**Judys book** <http://judysbook.com/>

**Nomoreclipboard** <http://nomoreclipboard.com/>

**Angies list** <http://angieslist.com/>

**My Huckleberry** <http://www.myhuckleberry.com/>

**Better business bureau** <http://bbb.org/>

**Livestrong** <http://livestrong.com/>

**Dental List Usa** <http://dentistlistusa.com/>

**Dentists.com** <http://dentists.com/>

**Telephone guide** <http://www.telephoneguide.com/>

**Healthgrades** <http://www.healthgrades.com/>

**Yippie Biz** <http://submit.yippie.biz/>

Ask Local Pages <http://asklocalpages.com>

health care near you [http://www.healthcarenearyou.com/health/modify/add\\_listing\\_home.jsp](http://www.healthcarenearyou.com/health/modify/add_listing_home.jsp)

Mojo Pages <http://www.mojopages.com>

101 Dentist <http://www.101dentist.com/>

<http://www.wellness.com/>

<http://www.healthprofs.com/>

<http://www.healthcare.com/>

<http://www.demandforce.com/>

<http://getfave.com/>

<http://www.healthline.com/>

<http://patientfyi.com/>

M Live

<https://mymarketplaceadmin.travidia.com/WAFForm.aspx? act=Search& tab=BusinessListing& sea=AdvertiserBusinessListingClaimSearch&mp=800109&bl=1313962&src=profile>

Panoramio <http://www.panoramio.com/>

flickr <http://www.flickr.com/>

<http://www.buildingphotos.com/>

<http://www.serviceslisted.com/>

<http://www.hotfrog.com/>

<https://the570.partners.local.com/>

<http://www.hopstop.com/>

<http://www.clinicwalk.com/>

[http://www.partypop.com/register\\_vendor1.cfm](http://www.partypop.com/register_vendor1.cfm)



# Internet Marketing Resources - Dr. Len Tau

**Callcap • Brett Howard • (866) 362-6968**  
[BHoward@Callcap.com](mailto:BHoward@Callcap.com) • Call Tracking Numbers

**CGI Communications (Next Ad Agency) • Chris Sokal • (585) 880-0726**  
[CSokal@CGICommunications.com](mailto:CSokal@CGICommunications.com) • Click-to-Call/Click-to-Text, Videos, Reputation Builder

**Cre8ive Marketing Services • Gary Benoit • (702) 448-3135**  
[Gary@Cre8iveMarketingServices.com](mailto:Gary@Cre8iveMarketingServices.com) • Responsive Website Design, SEO, CMS, Graphic Design, Printing and Traditional Marketing

**David Schwab, Ph. D. • (407) 324-1333 Ext 2024**  
[DSchwabPHD@me.com](mailto:DSchwabPHD@me.com) • Video FAQ Blog

**DDS GP / DDS App • Download from iTunes Store • [www.KickAssApps.com](http://www.KickAssApps.com)**

**Demand Force • Jessica Lauck • (415) 814-4754 • [JLauck@DemandForce.com](mailto:JLauck@DemandForce.com)**

**Digital Sign ID • Brandon Edgerton • (267) 809-7710 • [Brandon@DigitalSignID.com](mailto:Brandon@DigitalSignID.com)**

**Doctor Base • Sean Cottrell • (415) 613-5540 – Cell**

**iSocial Reviews • Dr. Leonard Tau • (215) 969-4400**  
[DrLenTau@iSocialReviews.com](mailto:DrLenTau@iSocialReviews.com)

**Lighthouse 360 • Brian Smith • (888) 427-5454 Ext 87 • [Brian@Lighthouse-PMG.com](mailto:Brian@Lighthouse-PMG.com)**

**Lorrie Walker • (863) 409-3034 – Cell**  
[Lorrie@LorrieWalker.com](mailto:Lorrie@LorrieWalker.com) • Original/Custom Blogger

**My Social Practice/Local Dental Marketing • Seth Dahle • (801) 891-6424**  
[Seth@MySocialPractice.com](mailto:Seth@MySocialPractice.com) • \$300 Off Set Up Fee by Mentioning My Name

**Prodentite • Chris Ratchford • (980) 355-0709**  
[Chris@Prodentite.com](mailto:Chris@Prodentite.com) • Local Optimization

**Social Media Dentist • Stephen Knight • (804) 615-0156**  
[Stephen@SocialMediaDentist.com](mailto:Stephen@SocialMediaDentist.com) • Video Blogging

**Staffed Dental Chat • Mark Felker • (308) 760-8067**  
[Mark.Felker@StaffedDentalChat.com](mailto:Mark.Felker@StaffedDentalChat.com)

**Surf-Links • Michael Net • (407) 217-5362**  
[MNet@Surf-Links.com](mailto:MNet@Surf-Links.com) • Friends & Family Discount by Mentioning My Name

**We Create Forms • Shumain Ivery • (407) 373-5675**  
[Sivery@IveryDesignStudio.com](mailto:Sivery@IveryDesignStudio.com) • Custom Electronic Forms Design/Programming

**Your Dentistry Guide – Ceatus Media • Jason Pizzinant • (858) 483-5022**  
[Jason@Ceatus.com](mailto:Jason@Ceatus.com)



## Your Attendance Has Rewards

Thank you for attending today's seminar. We hope you found it informational and can take back a few tips to your office. If not and you are still struggling with online reputation, internet marketing, social media or simply want to make more money – then iSocialDental Consulting may be for you. Dr. Leonard Tau offers a number of different packages that can suit the needs of any office. For attending one of Dr. Tau's seminars you will receive \$500 off the cost of any of these packages.

For more information check out our website at [www.isocialdentalconsulting.com](http://www.isocialdentalconsulting.com).



***Bronze Package :*** Internet Marketing Audit - Dr. Tau will provide your office with a comprehensive customized evaluation of what you are currently doing, create a customized plan and offer ideas and suggestions on how to become the dentist to go to in your local area. The customized proposal will be emailed to your office and monthly consultation phone calls will take place until your campaign has taken off. Len will personally be available to discuss future changes that are necessary throughout the campaign. As a client of iSocialDental Consulting you also receive preferred pricing through the various vendors that work closely with Len to help achieve your ultimate goals.



***Silver Package:*** Everything that Len teaches you he has taught his team. Let Len spend a day with your team teaching them the ins and outs of your new marketing campaign. All of the above but in addition Len will spend an entire day in your office working with your team in order to help implement the necessary changes. During the day in your office Len will work on anything else that you feel needs to be addressed (collections, review generation, staffing concerns).



**Gold Package:** As you may have learned from this seminar, Len and his team do things differently, it is what makes him stand out from other dentists (his competition). In addition to everything in the Silver package you will be able to spend a full day in Len's office observing what he does everyday. From seeing how Len presents treatment and reviews financial options to how his team asks patients to leave reviews and gives the patient an experience they will tell their friends and family about (the WOW experience).



**Platinum Package:** "The Works" - If you would rather do dentistry and not worry about Google, Facebook, website design, SEO, etc, let Len handle your entire campaign. You may be called to approve certain design, etc but this is for the dentist that does not have time and would rather outsource everything. Len will develop a plan, contact the necessary vendors and help implement the marketing campaign. Len will spend a day in your office and you will do the same in his office. This is the whole enchilada.

We look forward to working together and taking your practice to the next level. The time is now to enter the 21st century and iSocialDental Consulting is here to help you get there. If you have any questions do not hesitate to call Len at (215) 292-2100 or email him at [DrLenTau@iSocialDentalConsulting.com](mailto:DrLenTau@iSocialDentalConsulting.com).