

The Ultimate Digital Marketing Checklist for Dental Clinics – 2025

1. Is Your Website Optimized for Mobile and Speed?

- Your site should load in under 3 seconds.
- Ensure it's mobile responsive — most users browse on mobile.
- Use tools like Google PageSpeed Insights to identify and fix speed issues.
- Compress images and avoid bulky plugins.

2. Are You Using Google My Business Correctly?

- Claim and verify your GMB profile.
- Use accurate NAP (Name, Address, Phone) across all listings.
- Add services, business hours, and regular photo updates.
- Ask happy patients to leave 5-star reviews.

3. Do You Have an Active Social Media Presence?

- Focus on Instagram and Facebook — great for local visibility.
- Share patient testimonials, behind-the-scenes, and dental tips.
- Use local hashtags and location tagging.
- Engage with comments and DMs.

4. Have You Tried Retargeting Campaigns?

- Retarget website visitors who didn't book an appointment.
- Use Facebook Pixel and Google Ads remarketing tags.
- Create a custom audience and show them testimonials or offers.

5. Bonus: Turn Your Website Into a 24/7 Patient Generator

- Add WhatsApp or click-to-call buttons.
- Use lead capture forms with "Book a Free Dental Consultation."
- Include trust signals like certifications, years of experience, and reviews.
- Offer downloadable content (e.g., "Dental Care Guide") to capture leads.