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How to Write Blog Posts That Appeal to Patients

As a dentist, you know you need to provide information to your patients. This applies online as well — maintaining a blog on your website plays a vital role in maintaining or building relationships with patients, and attracting new prospects, too.

This is especially true now. Offices are slowly reopening after the COVID-19 shutdown but many patients are still apprehensive, so they are searching for information online. You want folks to find great tips from you while also feeling reassured that a dentist is available if they have a dental emergency or just need dental care.

The question is, how exactly do you write these posts? After all, you have a lot of expert knowledge, but that medical expertise isn't necessarily something they need. No one does their own dentistry, after all!

However, you do want to educate them about general dental topics, and — most of all — encourage them to come in to see you regularly.

Here are some ideas you can use when creating blog posts for your website.

Create great blog topics

As a dental professional, you might not feel like you have a way with words. Staring at a blank document can be intimidating — what do you write about?

With COVID-19 on everyone's mind, you can talk about simple ways to maintain dental hygiene at home, especially since it may be longer than usual between dental appointments. You could also outline new safety practices and infection controls that have been added to your office; this will help your patients feel more secure about coming into the office if they need to.

One aspect of dental hygiene that's often overlooked is the dental needs of children. Answer questions people have about their children's dental needs, such as when they should first brush their teeth. How old should they be when a parent schedules their first appointment?

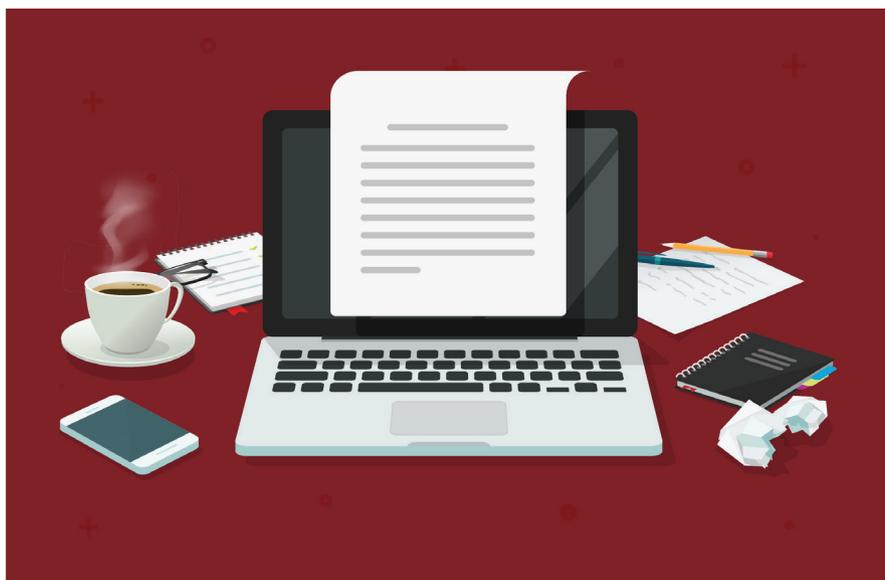
Something that many patients don't realize is that their dental health is a big factor in their overall health. Gingivitis isn't just a gum issue, it's a way for bacteria to enter the bloodstream and cause serious damage. Missing teeth can affect people's ability to eat their favourite foods, or to speak with confidence. You could do a series of posts on these impacts.

Finally, consider answering common questions that are asked in your clinic. Anything you are asked regularly is a great blog topic. If you aren't sure where to start, use a free tool like the website [answerthepublic.com](https://www.answerthepublic.com), where you enter a term and are provided with a variety of questions that are commonly searched for. It offers a gold mine of ideas.

Do keyword research

As you write a blog, it's a good idea to specifically use keywords that consumers are searching for in Google. That's the best way to ensure your blog posts will rank highly in Google search results.

A variety of online sites can help you research keywords for search engine optimization (SEO). As a local business, you'll also want to include your city or neighbourhood among your keywords. For instance, if you're in Toronto, you may want to target "dental cleaning in Toronto," since potential patients are likely to search for that phrase.



Note: it's important not to overuse keywords. There was a time when it was "the more the better," but those days are long gone. Instead, focus on using them naturally and including them in important places, such as the title, headers, and first 100 words of your blog post.

Make your authority clear

Google has started regulating health and wellness sites that don't have strong authority or research behind them. Many sites have found themselves sliding down Google's rankings.

This is good news for medical professionals. The key is to make sure Google can tell that you are truly an expert. This will help your blog posts rank more highly, and get more traffic.

Google has started using ranking factors that are often called EAT, which stand for Expertise, Authority and Trustworthiness. You can increase your EAT and thus improve your likelihood of ranking well.

How? Here are some tips:

- Include author bylines and biographical paragraphs
- Improve your reputation online as a dental expert by getting interviews, quotes and building your social media presence
- List your credentials on your "About" page
- Make sure your site security is excellent

Create a call to action

Once someone reads your blog post, what should they do next?

You might think the answer is obvious, but the truth is that people need to be told. Simply adding something like "Click here to schedule your appointment today!" has been shown to make a significant difference in how many appointments are actually scheduled. Every blog post should have a call to action (CTA).

If you have an email list you use to nurture your relationship with your patients, invite them to your website, and to download a freebie. The freebie should be something related to a blog post, such as a checklist of how to care for a baby's teeth from ages newborn to five.

Having folks on an email list is great because you can share information with them directly without having to rely on them to go to your website. And, it's a great way to stay in touch during the pandemic.

No matter what your CTA is, be sure you have one on every post!

A great blog builds a great business

Having a blog is a big part of building your dentistry business. It gives you a great way to introduce yourself to possible patients, helping them get to know and trust you so that they're willing to schedule an appointment.

It's a great way to continue to market your business and also to connect with existing patients — especially important given folks are still encouraged to stay home as much as possible. Digital information sharing and marketing is a great boon to your practice — both now and in the future. 



John Vuong is the owner and founder of Local SEO Search. He helps small and medium-sized businesses rank on Google and dominate their local market. John puts a strong emphasis on relationships and treats his clients like family, helping their business grow and succeed. For more information, please visit www.localseosearch.ca.