

THRIVING DENTIST

MASTERING DENTAL MARKETING IN 2020

Presented by Gary Takacs & Naren Arulrajah

**Thank you for joining us
today!**

Share in the chat the name &
location of your dental practice!

QUICK QUESTION!

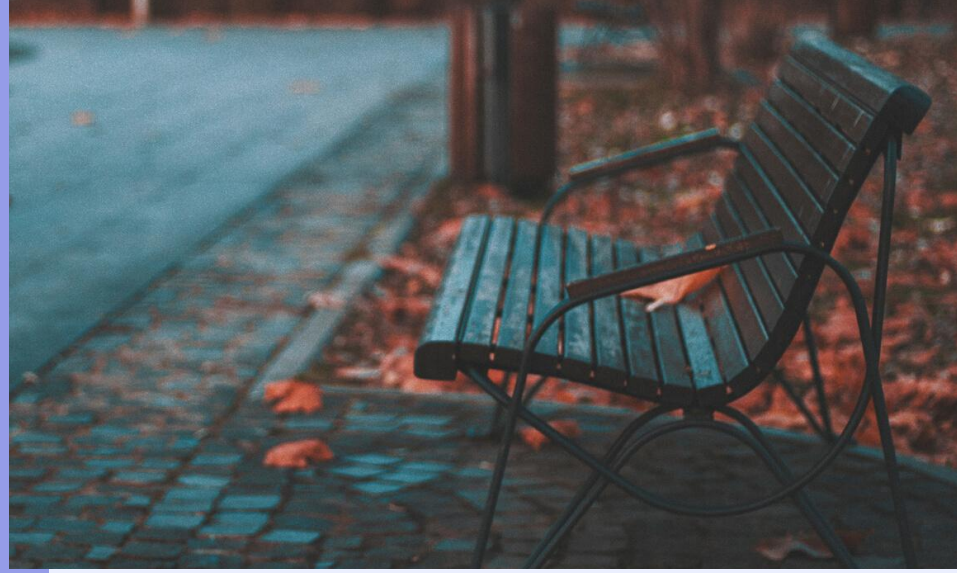
What's the current **marketing expenditure** in your company as a **percentage** of collections?

1 Hour Webinar

30 minute Question & Answer

Coaching Session at the end!

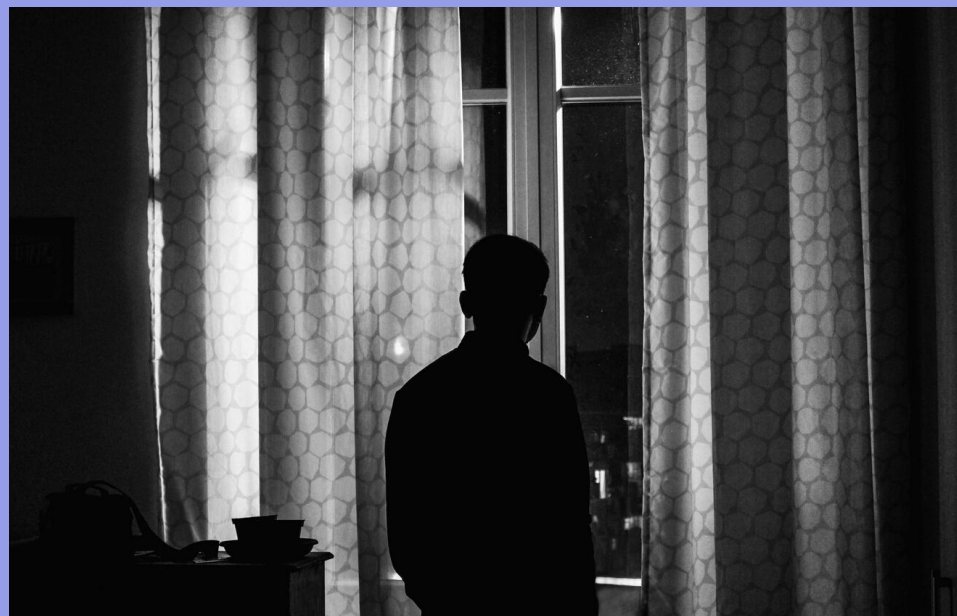
Let me
begin by
telling
you
a story



There was a dentist in his early 40s
sitting on a bench at the park on
one fine day



Looking back to when he had **just graduated** from dental school



He thought about how he **used to be passionate** about his **future** but finds it **frustrating today** on how he is **unable to enjoy** dentistry in his **own practice**

That day, he realized...

His Dental Insurance worked just like a marketing company, but...

He was giving 38% as a marketing fee to insurance companies for every patient he got!

And these patients were choosing him only because he was on their insurance plan.

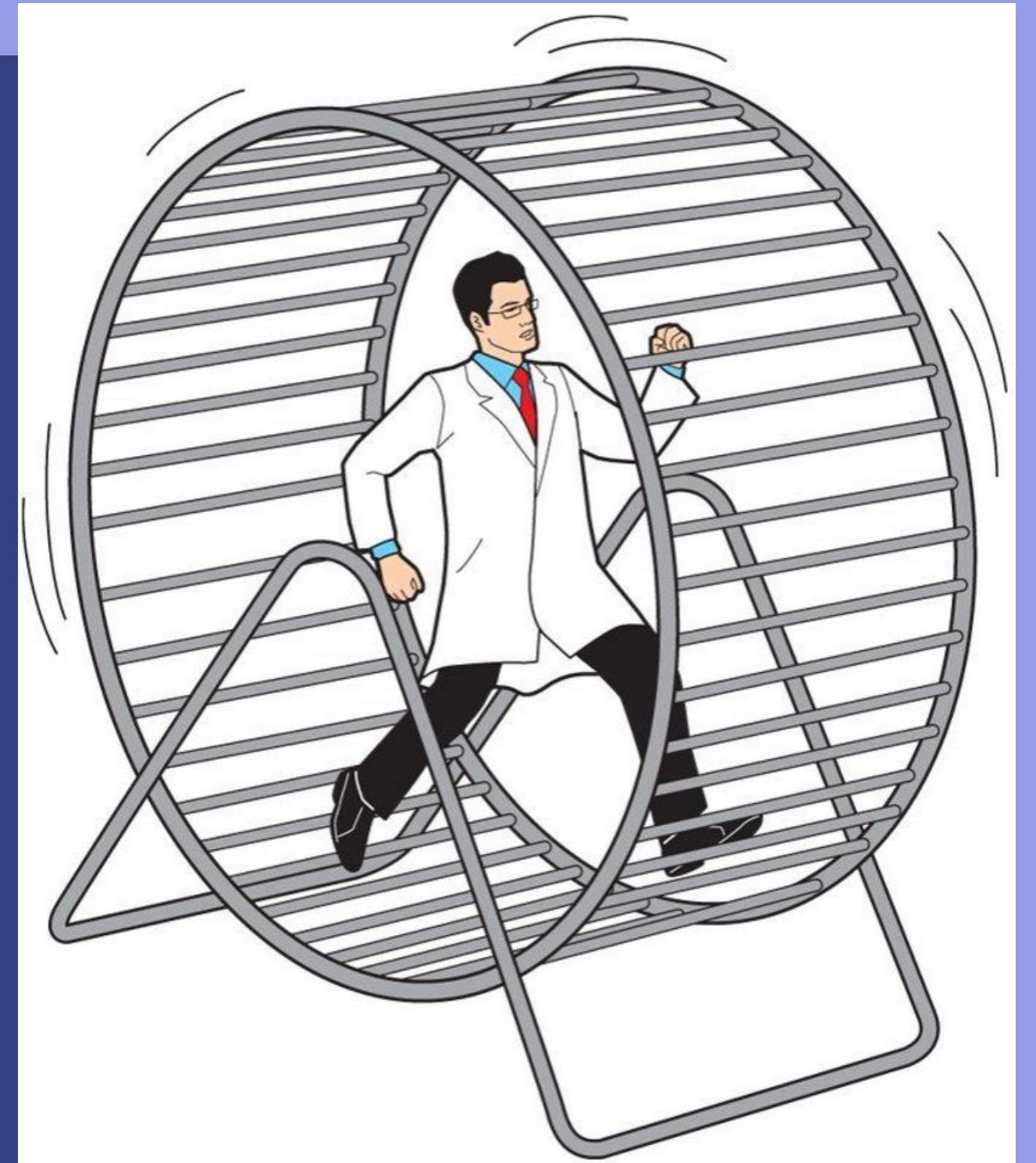


His patients were not choosing him for;

- The technologies in his practice
- His unique abilities in providing dentistry in a comfortable way
- For his amazing team & how passionate they are in taking good care of their patients
- For his passion to help them have great oral & dental hygiene

**Instead, he & his
team felt like they
were a hamster in a
wheel**

**Working harder &
harder to make due
with the 62% they
have left...**



HE WAS TIRED AND FRUSTRATED

He wanted to find a marketing company where he could:

- Pay **way less than 38% for bringing new ideal patients**
- Who can provide him a done-for-you marketing solution that does not take much of his time

So he didn't have to feel like a **hamster on a wheel** anymore.

**Does this remind you of
your own journey?**



**You are
Not Alone!**



In our **4th Month** at **LifeSmiles**

We had **\$30,000** of adjustments...

I WAS JUST LIKE YOU

Struggling to get rid of insurance plans in my
practice & also attract high quality patients with
a done-for-you marketing solution...

The struggles we had at LifeSmiles

- We were working **too hard** for **too little**, as we had to depend on insurance for new patients.
- Patients were choosing us only because we were on their insurance plan. Their main concern is **will insurance cover this?**
- We did not get to do the dentistry **we loved**.
- I personally spent **15 plus hours** a week working with 4 to 6 marketing companies at a given time.



How did we address these problems?

By simply **mastering** Dental Marketing

After having worked with many marketing companies in the past, we partnered with **Ekwa Marketing**, and with their help, we were able to not only **master dental marketing.....**



IN 2018,

At LifeSmiles, MY PRACTICE,

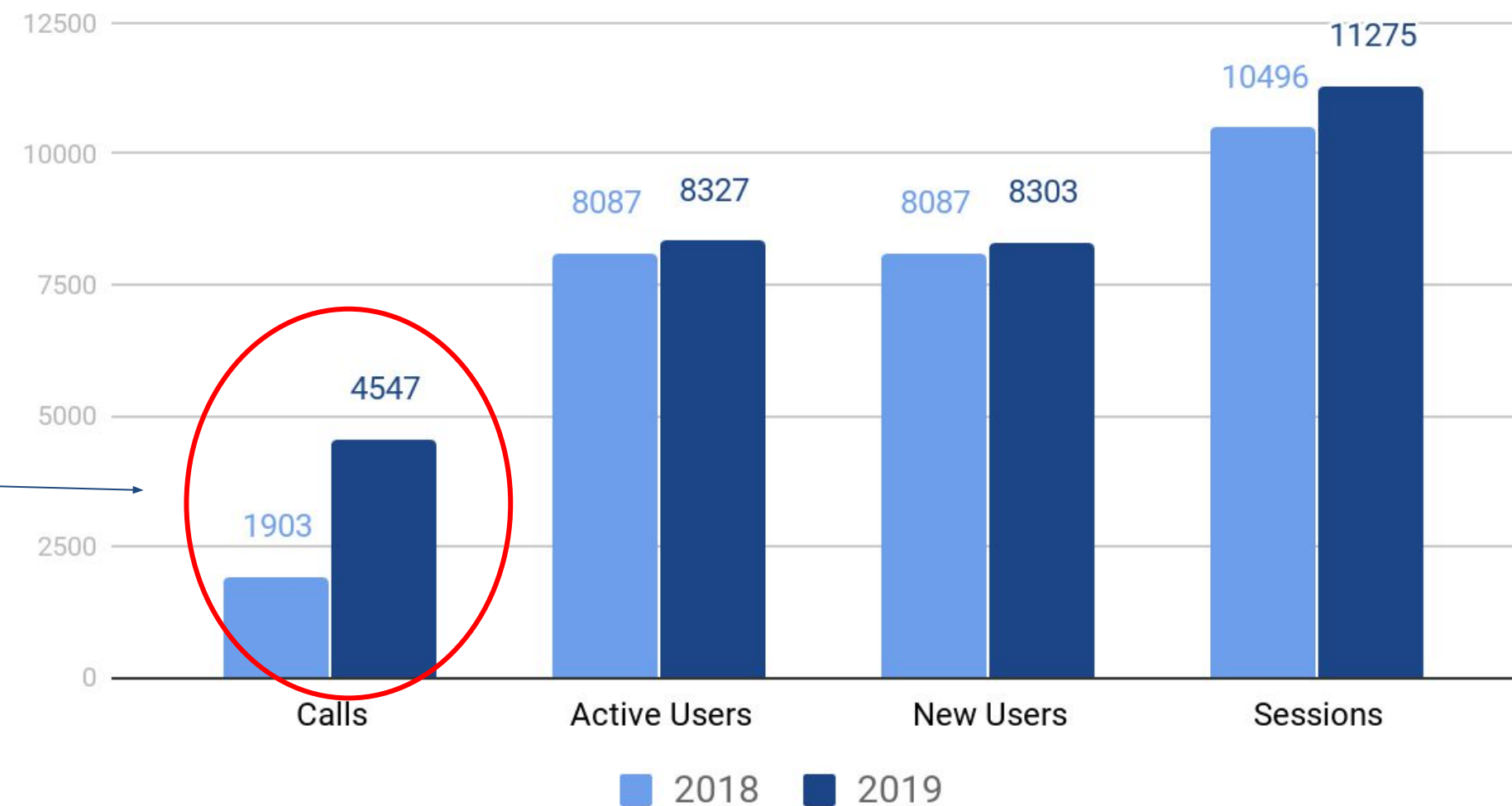
**We experienced a record growth of over 12%,
with our marketing expenditure being at just
1.8% of our overall expenses.**

**This was a huge improvement over the 38% of
our revenue we used to give away to dental
insurance companies and the hassle of managing
4-6 marketing firms.**

LifeSmiles Growth from 2018 to 2019

**138.93%
More Calls
in 2019**

LifeSmiles Growth from 2018 to 2019



Today, with the help of Ekwa Marketing

LifeSmiles is a Thriving Dental Practice.



**We attract 80+
quality new patients
a month**

**We have a
comprehensive
Done-For-You
Marketing Program**

**Our patients are
choosing us for reasons
other than we are on
their insurance plan.**

**The 36% we save in
marketing fees, is
allowing us to reduce
overhead to 56%.**

**More CE for our
dentists & team
members**

**More time to spend
with our families**

**More time to build
relationships with patients**

**Able to provide better
services & newer technology**

At the end of this webinar,

You will learn all about **digital marketing** &
what you **should be doing** as a dental practice
owner to attract your **ideal patients** to grow
your practice!



Naren Arulrajah

**15+ YEARS OF EXPERIENCE IN
DIGITAL MARKETING**

Founder and CEO of Ekwa Marketing

Expert Consultant in Medical Marketing

**Co-Host of the Less Insurance Dependence
Podcast**

Lila Stone

DIRECTOR OF MARKETING

Lila is a wonderful person with 8+ years of experience in digital marketing and is Ekwa's go-to person for dentists who want to learn more about an effective marketing strategy that works for your practice.



Gary Takacs

39+ YEARS OF EXPERIENCE IN
DENTISTRY

Owner, LifeSmiles Dental Care

Practice Advisor & Coach

(Thriving Dentist Academy)

Frequent Speaker at Major Dental Meetings

(Provided over 18,000 Hours of CE Credits)

Host of Thriving Dentist Podcast

(#1 Dental Podcast on iTunes & Google Play with
listeners in 178 countries)





Gary Takacs

2 reviews

★★★★★ a week ago - 

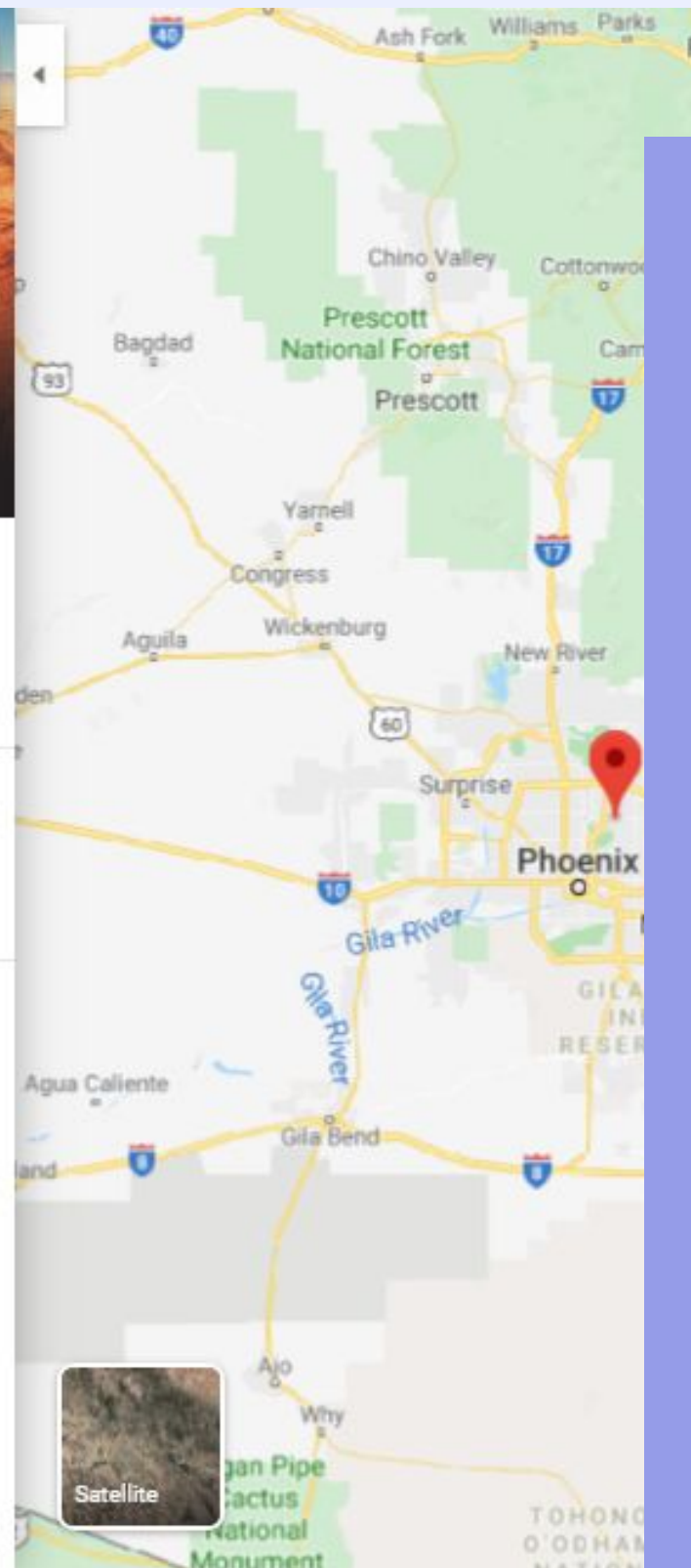
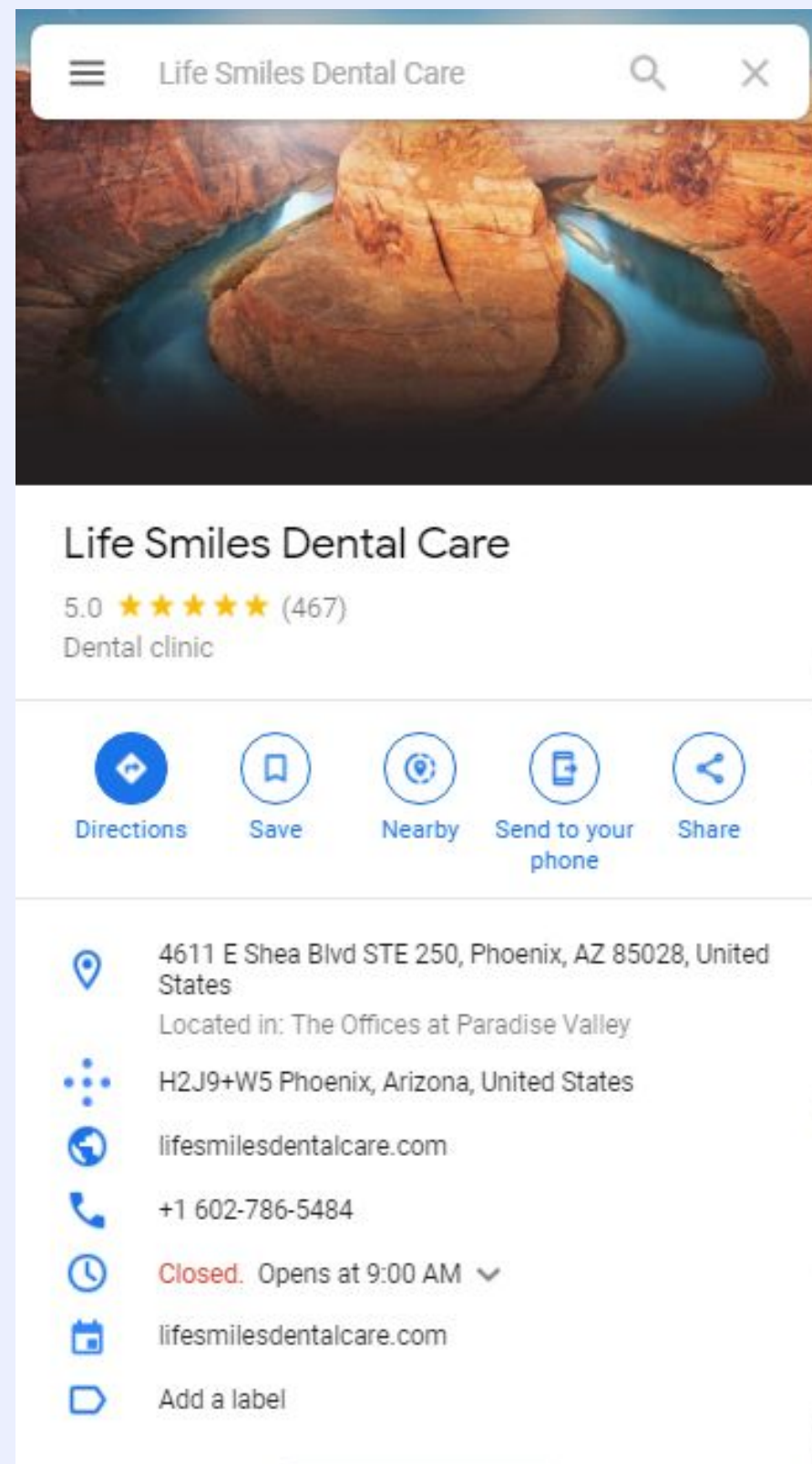
EKWA Marketing has been a brilliant marketing resource for my LifeSmiles Dental practice! They helped us craft our unique story and then integrated all of our marketing materials with the 6 fundamental principles as taught by Robert Cialdini. The end result has been amazing as documented by Google Analytics. I am SO happy with the results that I now recommend EKWA Marketing to my Thriving Practice Academy Coaching Clients.



Like



**Today you will learn about LifeSmiles
and our Digital Marketing Secrets..**

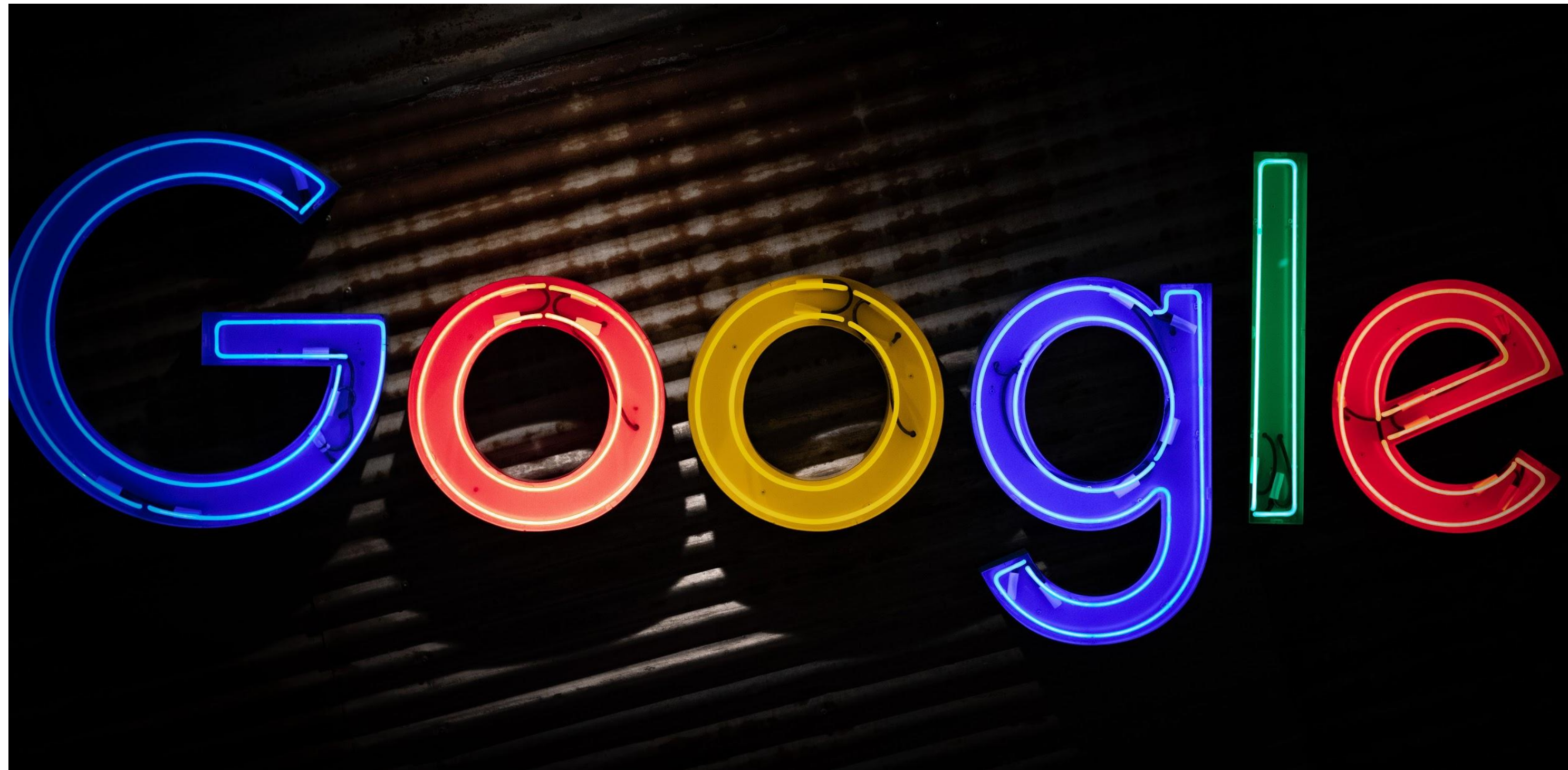


What is Marketing?
Marketing is all about
getting your ideal
patients to FIND YOU &
then CHOOSE YOU!

**Do you know what is happening in
your current marketing that helps
MORE AND MORE OF your ideal
patients to find you & choose you?**

Can you list them ?

HOW GOOGLE DOMINATES THE INTERNET TODAY!



Google has moved beyond the world of brand names and into our everyday speech

When we want to know something or find something on the internet, **what do we do?**

We Google it!

Outside of China, Today, Google accounts for about **90% of all searches** made worldwide and in **US and Canada!**

Google grew from **32.8 million** searches in 2000 to **6.6 Billion searches per day** in 2019.


That's 2.7 Trillion Searches in 2019!





How do you Dominate Google & get people to find you organically?


- Through NAP & Local Citations
- Through WebSite Optimization
- Through the use of Google EAT
- Through Content Writing
- Through External Internet Marketing & Supported SEO Services


NAP & LOCAL CITATIONS








 All

 Maps

 Images

 Videos


 News

 More

Settings

Tools


About 45,300 results (0.68 seconds)



www.lifesmilesdentalcare.com

Life Smiles Dental Care: Dentist Phoenix AZ - Cosmetic ...

Visit **Life Smiles Dental Care** in Phoenix, AZ for highly skilled dentists that provide high quality & comprehensive dentistry in a friendly ambiance. Call (602) ...




www.facebook.com > ... > Dentist & Dental Office

LifeSmile Dental Care - Home | Facebook

★★★★★ Rating: 4.8 - 77 votes

LifeSmile Dental Care - - Rated 4.8 based on 77 Reviews "Been a fan of LifeSmile Dental care for almost 25 years now. The staff is always very friendly..."




www.facebook.com > Places > Phoenix, Arizona > Dentist & Dental Office

Life Smiles Dental Care - Home | Facebook

★★★★★ Rating: 5 - 58 votes


Life Smiles Dental Care - 4611 E Shea Blvd, Ste 250, Phoenix, Arizona 85028 - Rated 5 based on 58 Reviews ...

You've visited this page 2 times. Last visit: 10/13/19




mylifesmilesdental.com

LifeSmiles Dental Care - Home | Facebook



See photos



See outside

Life Smiles Dental Care

Website

Directions

Save

5.0 ★★★★★ 460 Google reviews

Dental clinic in Phoenix, Arizona

Located in: [The Offices at Paradise Valley](#)

Address: 4611 E Shea Blvd STE 250, Phoenix, AZ 85028, United States

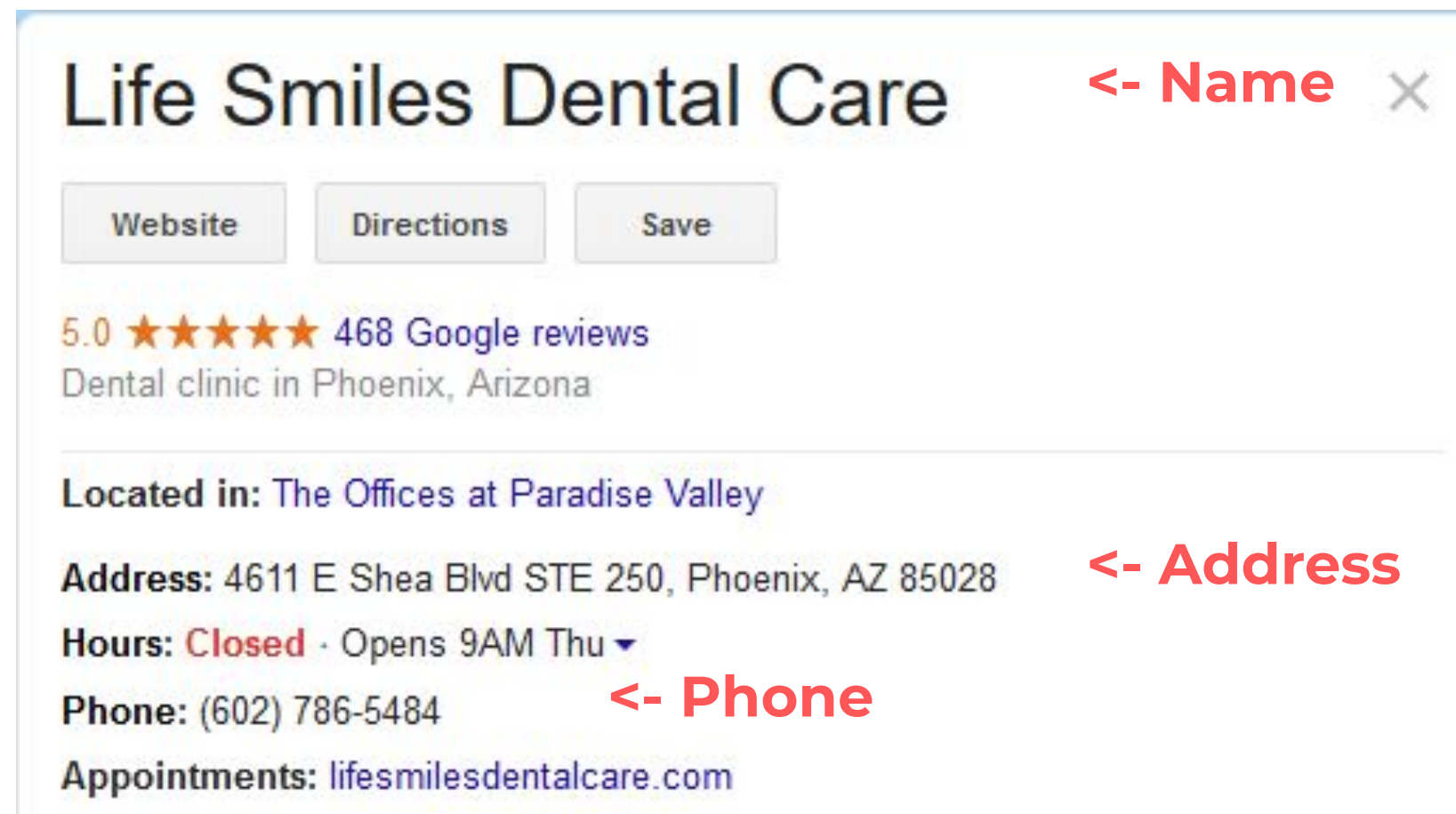
Hours: **Closed** · Opens 9AM

Phone: +1 602-786-5484

Appointments: lifesmilesdentalcare.com

What is NAP?

A NAP Profile is an existing **editable**, online profile/listing that contains your practice's information, specifically the **Name**, **Address** & **Phone**.



Any practice that has **inconsistent NAP profiles** across sites can **fail poorly** at being **discovered** by patients from **Search Results**.

How do we maintain NAP Consistency for LifeSmiles?

Identifying Existing NAP profiles

Our teams do research on 15 different Google Search Terms to gather various profiles & listings of your practice.

Optimizing NAP profiles & Removing Duplicates

In some cases, the amount of profiles identified can go from 40 to 100+.

All of the identified profiles will have to be optimized, claimed & merged (if required).

The team will also, as needed, have the profiles verified.

NAP Management is an **ongoing** process that takes a significant number of hours weekly.

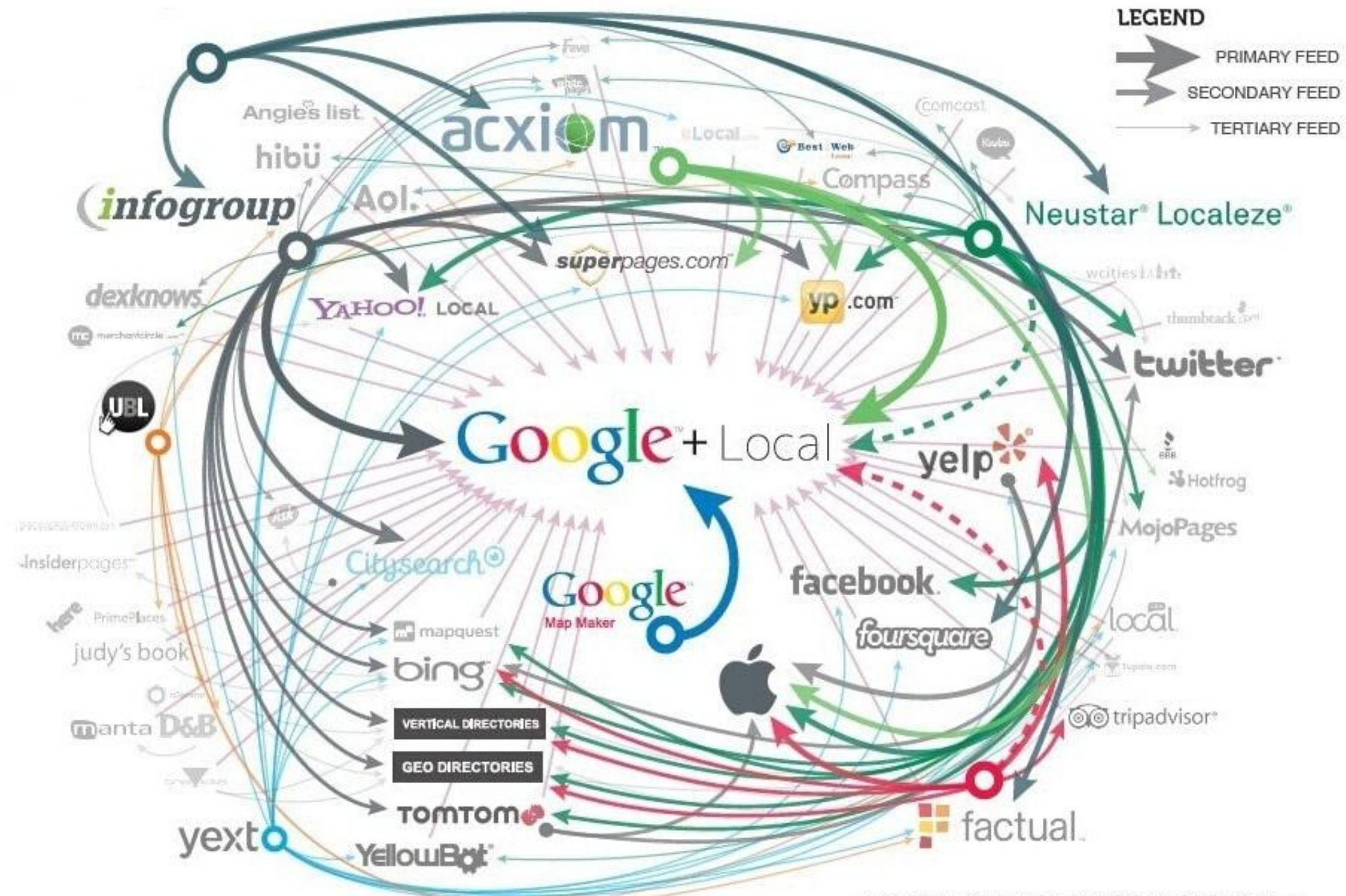
How do we maintain NAP Consistency for LifeSmiles?

Regular NAP Consistency Checks

Our team performs a NAP consistency check every month, as **even if** you have an excellent consistency score, it **will not** stay that way **for long**. Why?

NAP accuracy comes under the top 5 important ranking indicators that Google uses to show your site on search results.

CREATION OF LOCAL DATA AGGREGATORS



What is a Local Data Aggregator?

Local Data Aggregators are companies who

- Gather data on local businesses (called Local Citations)
- Distribute that data to a network of local search engines, directories, mapping services, GPS services, etc.

Local Citations & NAP work together.

With the help of LDAs, we are able to extend traditional citations listings/profiles to a wider range of services & platforms.

During our NAP consistency checks, our Local Citation Team **identifies & creates** profiles for Local Data Aggregators (LDAs).



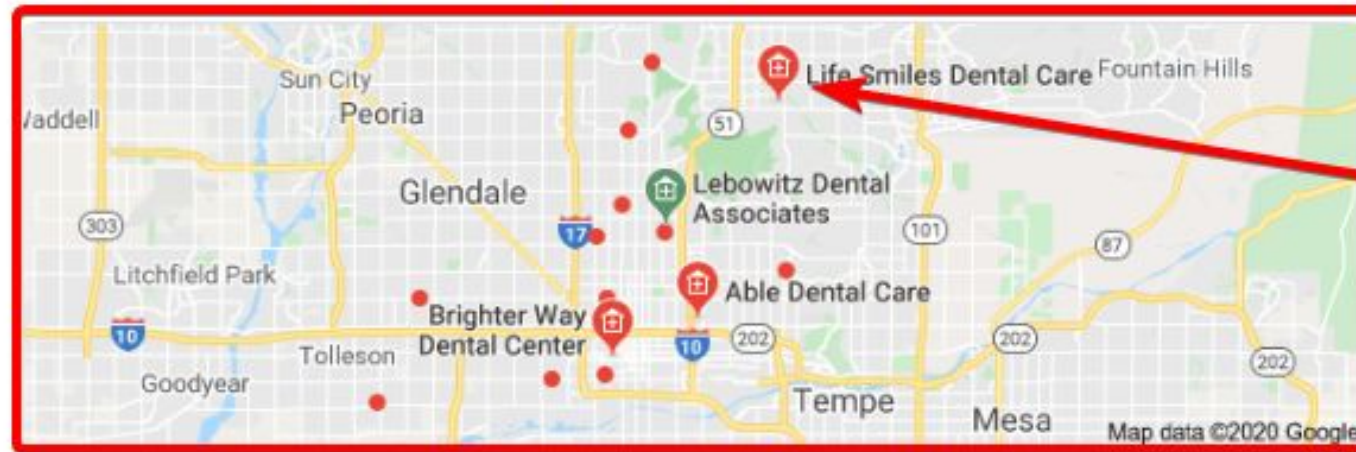
Dental clinic in Phoenix, Arizona

A local search



[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 16,200,000 results (0.70 seconds)



Map Listing for the top 3 local businesses

Rating ▾ Hours ▾

Lebowitz Dental Associates ▾

Ad 5.0 ★★★★★ (20) · Dental implants periodontist

Phoenix, AZ

Closed · Opens 7AM Thu · (602) 264-2905



WEBSITE



DIRECTIONS

Able Dental Care

4.3 ★★★★★ (59) · Dental clinic

Phoenix, AZ, United States

Closed · Opens 9AM Thu · +1 602-275-2020



WEBSITE



DIRECTIONS

Brighter Way Dental Center

3.5 ★★★★★ (39) · Dental clinic

Phoenix, AZ, United States

Closed · Opens 8:30AM Thu · +1 602-362-0744



WEBSITE



DIRECTIONS

Local Citation

Life Smiles Dental Care

5.0 ★★★★★ (468) · Dental clinic

Phoenix, AZ, United States · In The Offices at Paradise Valley

Closed · Opens 9AM Thu · +1 602-786-5484



WEBSITE



DIRECTIONS

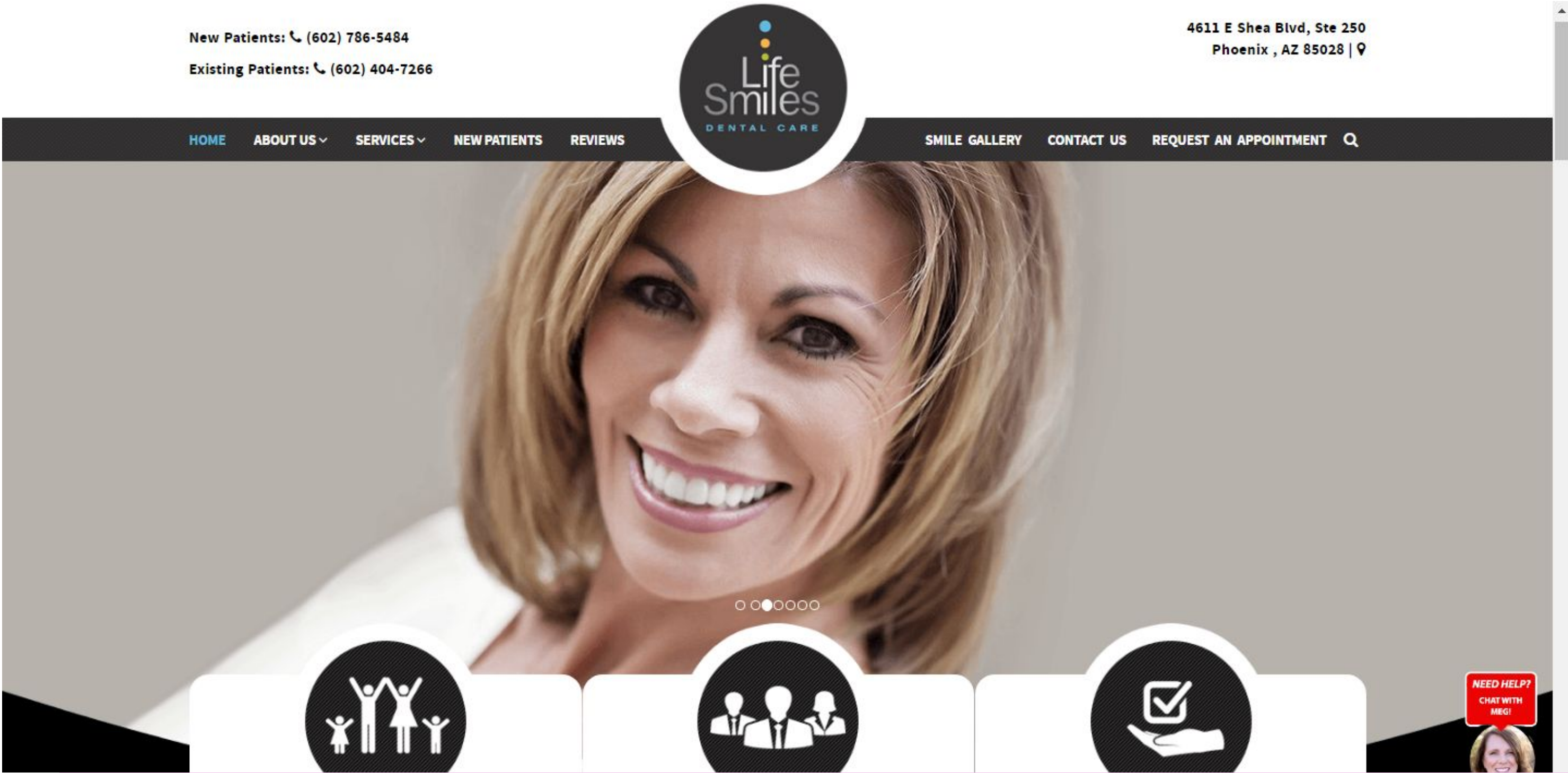
[More places](#)

NAP & Local Citations

Questions To Ask

- ☐ Is my NAP data consistent across all profiles?
- ☐ How many NAP profiles am I actively managing? What are they?
- ☐ Is my team, specifically LOOKING FOR potential NAP related problems?
- ☐ What are the NAP inconsistencies my team has fixed in the last 90 days?
- ☐ When was the last time my NAP data was checked for inconsistency?
- ☐ Do I make use of Local Data Aggregators to increase my presence in local searches?

WEBSITE OPTIMIZATION



Site Creation & Website Edits

Having a **unique, compelling & easy to navigate** website for your patients is a great way to tell your **practice's story** and help them **learn more** about **why** they should **choose you** for their dental care.

How to reach out
to you ->

New Patients: ☎ (602) 786-5484
Existing Patients: ☎ (602) 404-7266



4611 E Shea Blvd, Ste 250
Phoenix , AZ 85028 | 📍

<- Where to
find you

HOME ABOUT US ▾ SERVICES ▾ NEW PATIENTS REVIEWS SMILE GALLERY CONTACT US REQUEST AN APPOINTMENT 🔍



MEET OUR PATIENTS

Take a few moments to read a few of our reviews or post a review if you were also extremely satisfied with your treatment.

LEARN MORE

We have patients
just like you



MEET OUR TEAM

Paul Nielson DDS MAGD
Tim Schmidt DMD FAGD

LEARN MORE

Get to know
your dentist



WHAT MAKES US DIFFERENT

We've created a practice with you in mind. Find out what sets us apart from the rest

LEARN MORE

What makes us
different



Chat with us

X

Hi, Welcome to Life Smiles
Dental Care!

What is your Name?

Please enter your message



Powered by OnHourPatients.com

Help patients even
when you are away

Why you'll love having
LifeSmiles as your
Dental Practice ->

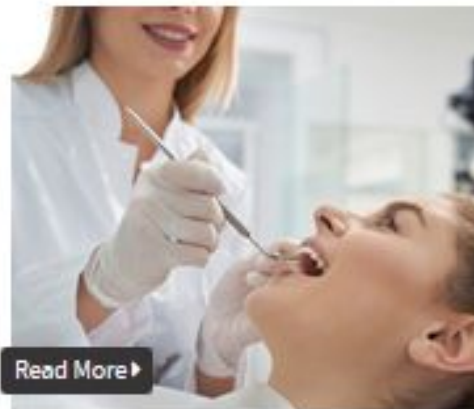
The Valley of the Sun gets about 300 days of rays each year. However, there is more to the sunny dispositions of the people here than the climate. The **dentists** and team at Life Smiles Dental Care have a lot to do with keeping patients in the **Phoenix** area smiling.

A DENTAL OFFICE YOU WANT TO VISIT

Once you become a Life Smiles Dental Care patient, you might be surprised at how eagerly you look forward to appointments. Our practice is a little different. We work hard to make sure **every aspect of your experience is favorable**:

- **Our location is** conveniently located off SR51, on the southwest corner of Tatum and Shea Blvd.
- Office is bright, modern, and cheerful.
- Inside, you are greeted with a comfortable and inviting atmosphere with views of the Phoenix Mountain Preserve.
- While the welcome is warm and relaxed, we take clinical sterilization seriously, complying to the highest standards of OSHA regulations.
- We believe **patients deserve the efficiency and comfort that comes with state-of-the-art treatment technologies**.
- Comfort extends to relaxing treatment chairs, television, and noise cancelling headphones, and the option of oral conscious sedation and nitrous oxide.

FEATURED ARTICLES



Consider complex restorative dentistry for improving smiles in Phoenix, AZ



Adult orthodontics are available for patients in Phoenix, AZ and include ClearCorrect and Six Month Smiles



What to look for when choosing a dentist near Paradise Valley

A CARING COMPASSIONATE TEAM

All the amenities and technology in the world couldn't create the comforting Life Smiles Dental Care experience. It takes a team with a shared passion for compassion and excitement for excellence. Visit our [About Us](#) section to learn more about our talented doctors and [reviews](#) of our amazing team.

HERE TO HELP YOU SMILE

Our goal is to help you avoid dental problems, enjoying a naturally dazzling smile, fresh breath, and the wellness benefits of good oral health. We understand, though, that dental problems can happen. Here, you can count on the care you deserve, when you need it. We have early and late day office hours and allow time in the daily schedule to see emergency cases. With a broad range of preventive, hygiene, restorative, general, and cosmetic services, the care you need is right here.

New patients of all ages are welcome. Call [\(602\) 786-5484](#) to find out why we are the five-star **dentists** trusted throughout the **Phoenix** area.

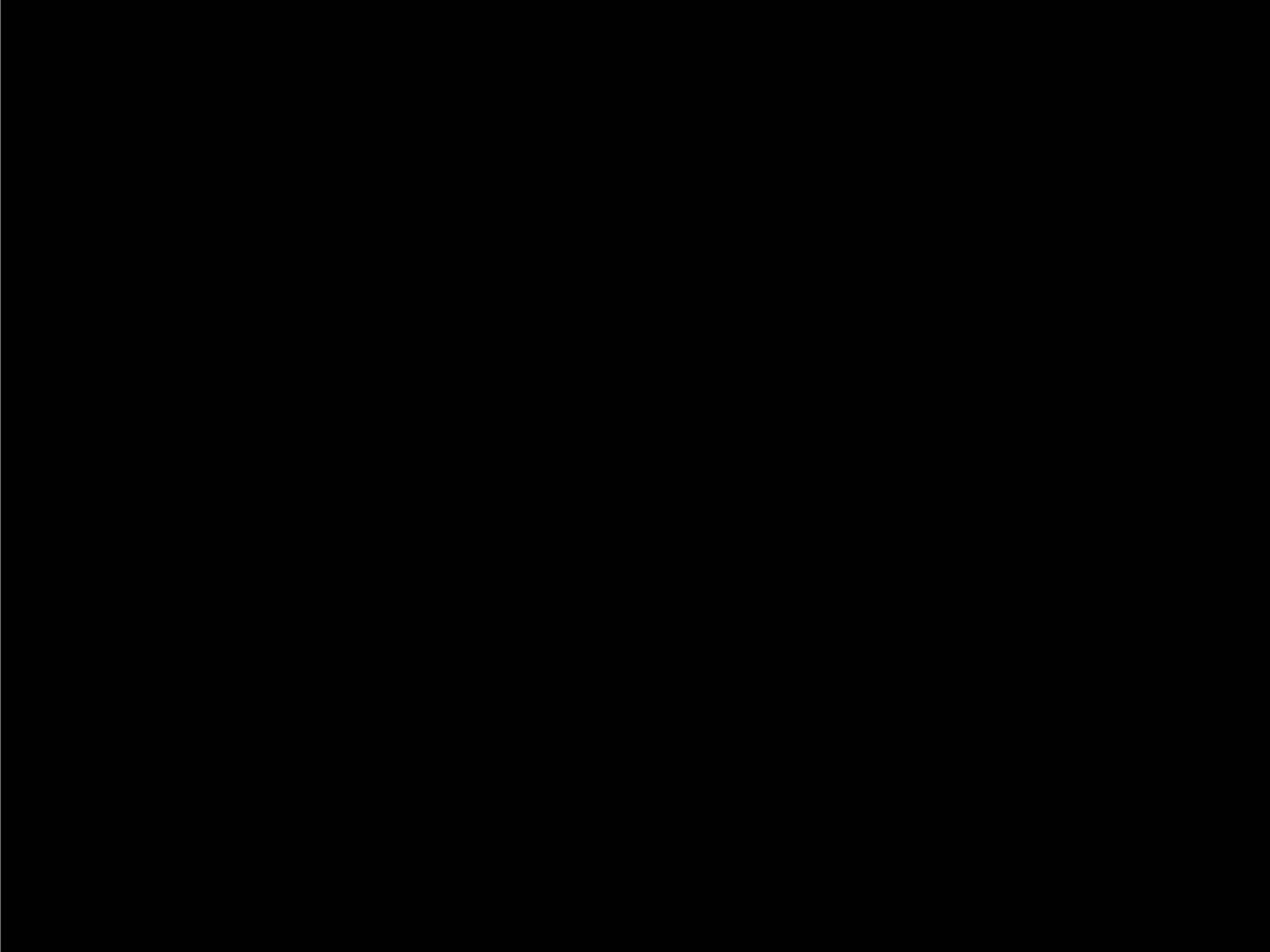
<- Meet our
amazing team

<- We love to help
you achieve a
lovely smile



NEED HELP?
CHAT WITH
ME!





How did we create and maintain an effective website for LifeSmiles?

Creating a custom website from the ground up

Invest 200 plus hours to write original content, create custom design, comply with Google standards and optimize for mobile and call-to-action.

Website Improvement & Enhancements

LifeSmiles website continues to change in order to meet Google standards.

Adding pictures, articles and videos.

Revamping and giving the site a facelift **every 18-24 months**.

Website Creation & Enhancements

Questions To Ask

- ✓ How many hours went into creating my site? 200+ or more?
- ✓ Do all my pages have original content?
- ✓ Is my website mobile and Google optimized?
- ✓ Can my patients find what they're looking for easily on my website?
- ✓ Is my website secure & maintains privacy of my practice & my patients?
- ✓ Is my website personalized for special occasions & seasons?
- ✓ Is my website getting revamped every 18-24 months to keep up with Google Updates?

Site Optimization Metrics

Optimizing your site performance

Once the LifeSmiles website launched, our next step was to optimize the site on various metrics that Google routinely reports on the Google Search Console & Google Analytics Dashboard.

Google **grades** a website's performance based on **real-time data**.

Our Webmaster Team constantly **monitors** & adjusts LifeSmiles **website** to address changes according to **standards & policies** set by Google.

Site Optimization Metrics

Crawler Errors

Making sure your entire website is crawlable and indexable by Google and other search engines

Mobile Usability

Fixing any usability issues that is reported on the mobile version of your website

Site Load Speed

Making sure your website loads as fast as it possibly can,

Google loves fast loading websites.

Structured Data

Structured data can make your website come up in search result pages & pop up as a direct answer to certain search queries.

Site Optimization Metrics

Google Lighthouse Standards SEO Score

Google lighthouse standards look at **60 plus factors** in determining **your SEO score**.

As these **standards** are fluid the team **consistently monitors** them and makes the required changes.

WordPress & other Web-related Standards

Coding standards and plugins evolve and **change** as technology changes & improves over time.

The team always works toward **staying ahead** by making **practical changes** as and when required.

Website Optimization Metrics

Questions To Ask

- Is my website fully optimized for mobile viewing?
- Does my site have any crawler errors?
- Do I know, how many pages are indexed on my site?
- What are my Google Lighthouse SEO scores? Are they 90+ or more for key pages?
- Do all the pages on my site pass the load speed test?
- Does my site have any broken or bad links?
- Does my team actively track & optimize my site consistently?
- What improvements were made in the last 90-120 days?

GOOGLE'S QUALITY STANDARDS



What Does Google's Quality Standards Mean for LifeSmiles?

Understanding Google's Definition of Quality for Web Pages & Content

Google is the world's most widely used search engine.

Google wants to show only the best, high quality websites to its users.

There are **2 factors** that you should be aware of to know if your site is recognized as a high quality website.

1. **YMYL**: Your Money or Your Life Content
2. **E-A-T**: Expertise, Authoritativeness, Trustworthiness

What Does Google's Quality Standards Mean for LifeSmiles?

What does YMYL mean?

Some types of websites and pages could **potentially impact** a person's **future happiness, health, financial stability, or safety**.

Google calls such pages "Your Money or Your Life" pages, or YMYL.

Google has **very high** Page Quality standards for YMYL pages because low quality YMYL pages could **negatively impact** a person's happiness, health, financial stability, or safety.

Dental Practice websites fall under the YMYL category.

These pages need to receive high E-A-T score, to be seen as a high quality websites.

GOOGLE E.A.T & CONTENT WRITING

New Patients: 📞 (602) 786-5484

Existing Patients: 📞 (602) 404-7266



4611 E Shea Blvd, Ste 250
Phoenix, AZ 85028 | 📍

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[SMILE GALLERY](#) [CONTACT US](#) [REQUEST AN APPOINTMENT](#) 🔍

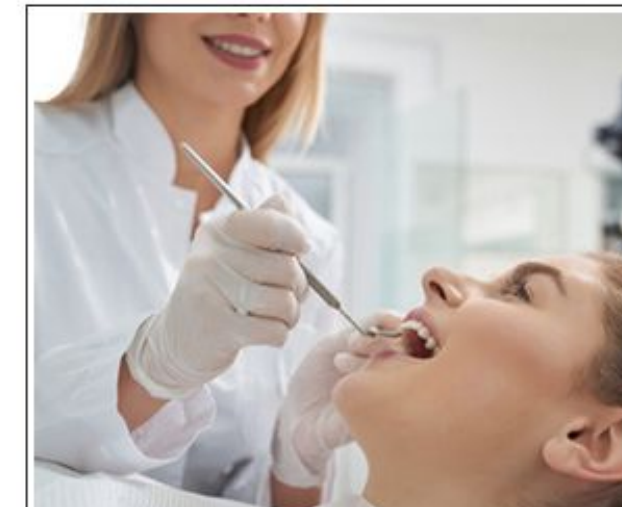
Consider complex restorative dentistry for improving smiles in Phoenix, AZ

Posted By: **Mr. Gary Takacs** | Published On: Jun 28, 2019 | **Featured Articles**

Drs. Paul Nielson and Timothy Schmidt of [Life Smiles Dental Care](#) in Phoenix, AZ are dedicated dentists with years of combined experience who are available to help patients achieve the smile they've always wanted. **When many imperfections result in an imperfect appearance, complex restorative dentistry solutions are often the way to make desired improvements.** Improving smiles with a wide range of general, restorative, and cosmetic dentistry solutions can address common issues within the smile and allow individuals to take charge of their self-confidence!

WHAT RESTORATIVE PROCEDURES ARE AVAILABLE?

At Life Smiles Dental Care, our professionals offer a wide range of treatments that are used to address dental health, function, and appearance. Below are just a few of the standard procedures that are performed for a patient's unique restorative needs:



NEED HELP?
CHAT WITH
MEG!



Content Writing that Google Loves

Google E.A.T's impact on your website content

Once a page's purpose has been identified as a beneficial one and determined if it is a YMYL site or not, it's level of E.A.T is carefully considered.

1. Expertise

Expertise refers to the author of the content.

- Are they an expert on the topic?
- Do they have the credentials to prove it?
- Is this information available to read on the website?

Content Writing that Google Loves

2. Authoritativeness

“Authoritativeness” means having generally recognized authority.

- People know who you are.
- Know your background.
- Look to you as a leader in your industry.
- Accept you as a good source of information.

3. Trustworthiness

Trustworthiness implies being a trustworthy expert and source who people can trust you to provide honest, true information that is accurate.

New Patients: ☎ (602) 786-5484

Existing Patients: ☎ (602) 404-7266



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HOME ABOUT US ▾ SERVICES ▾ NEW PATIENTS REVIEWS

SMILE GALLERY CONTACT US REQUEST AN APPOINTMENT 🔍

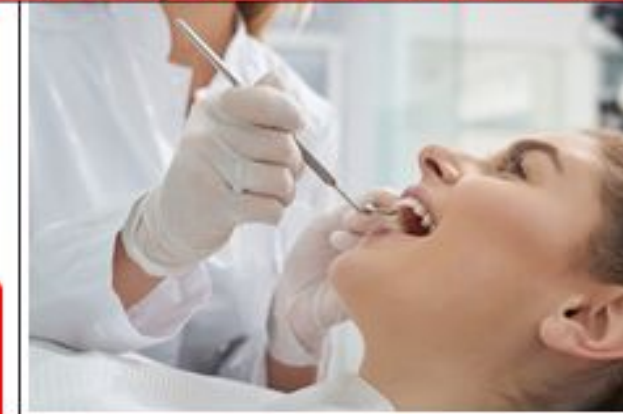
A clear & welcoming headline

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A bio that explains the expertise of the dentists



WHAT RESTORATIVE PROCEDURES ARE AVAILABLE?

At Life Smiles Dental Care, our professionals offer a wide range of treatments that are used to address dental health, function, and appearance. Below are just a few of the standard procedures that are performed for a patient's unique restorative needs:

- **Professional teeth whitening** – a brighter smile is only an appointment away! Our team of professionals encourage patients to brighten their smile before they have custom restorations completed. By maintaining this whiter smile, patients can achieve a brilliant appearance when faced with natural dullness and discoloration. The two treatments available in our practice include Zoom! and KoR, both systems that are proven to provide incredible enhancements to the natural teeth.
- **Composite bonding** – with composite bonding materials, patients can use tooth-colored resin to improve specific areas of the smile. This material can be used to cover gaps between the teeth or reshape teeth that are broken or chipped. The material blends in with the natural smile, so it is almost impossible for others to notice if repairs were made.
- **Porcelain veneers** – another option for addressing imperfections on the teeth near the front of the smile is the placement of a porcelain veneer. A veneer is a thin ceramic facing that is bonded onto the tooth's surface to change its appearance. It disguises many imperfections that may occur, including breakage, discoloration, and gaps. These long-lasting restorations are also resistant to stains, making them more desirable than composite resin restoration which only lasts a few years before replacement is required.

An article that guides & helps you find a solution

NEED HELP?

CHAT WITH MEG!



Content Writing that Google Loves

How we create high quality content for LifeSmiles

Our teams have 15 dedicated US Writers who spend 1000s of hours each month, to ensure enough research & thought is put into creating content designed for your practice & for your patient base before they're sent in for your review.

This is then checked against tools like Copyscape to identify any plagiarization issues or mismatches and verified & checked upon to make sure the content is plagiarism free.

This in turn helps us create & maintain content that GOOGLE LOVES.

Remember we are not writing for you. We are writing for Google.

High-Quality Content Essentials

Questions To Ask

- 1.** Does the content on my site have a beneficial purpose?
- 2.** Does pages on my site include bios that complies with Google EAT?
- 3.** Does my content have enough evidence to support it?
- 4.** Does the content in my site position me as trustworthy by incorporating Google Reviews?
- 5.** Does the content in my site help me stand out as a person of authority?
Example incorporate Video 360 Videos.

External Internet Marketing & Supported SEO Services



External Internet Marketing & Supported SEO Services

**Always have and work
on a 6 Month Internet
Marketing Plan**

**Competitor Analysis &
Plan**

SEO & Duplicate Content Verification

Importance of Regular Content Review

Regardless of who copied who, if there is duplicate content on your site, you will get punished.

Given that our clients dominate Search, our client's content does get copied.

How we check for Duplicate content At LifeSmiles

To avoid being penalized, we check and rewrite duplicate content.

We make sure that the SEO tags are adjusted at the same time based on the search volume.

Search Engine Algorithm Changes

Google introduces periodic Search Engine algorithm updates. This may have a big impact on your search rankings.

You may be ranking at the **top 3 spots** for a set of keywords today and tomorrow, you may be **a few pages down**. This can happen if you are **not up to date** with Google's Algorithm updates.

How we address Search Engine Algorithm updates for LifeSmiles

We have a dedicated team, that leverages user data & reports from **published research papers & journals** to study how the updates affect your site & **identify the changes we need to make**.

Website Marketing Fundamentals

Questions To Ask

- ★ Do I have a 6 month marketing plan?
- ★ Do I know what are the big things that is being actively worked in my 6 month plan?
- ★ Does my team do competitor analysis and leverage it?
- ★ Is my site being checked for Duplicate Content? If so, how often?
When was the last time my site was checked?
- ★ Is my site monitored for SEO rule changes & is it adjusted regularly?
Do I know when it was last done?



How do you get ideal patients to **choose** you?

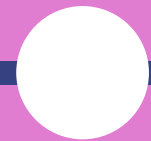
We leverage **Dr. Robert Cialdini's 6 Influence Principles** as described in the book **Influence: The Psychology of Persuasion**

To Help your **Ideal Patients to Choose You.**

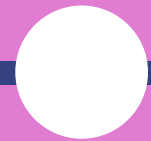
6 Principles of Persuasion

HOW IT HELPS YOUR

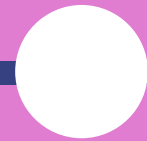
IDEAL PATIENTS CHOOSE YOU



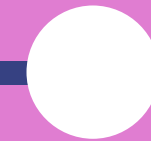
Reciprocity



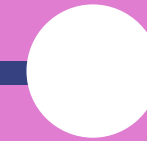
**Commitment
/ Consistency**



Social Proof



Authority



Liking



Scarcity

SOCIAL PROOF: GROWING YOUR ONLINE REPUTATION

The screenshot displays a Google Business profile for "Life Smiles Dental Care" located at 4611 E Shea Blvd STE 250, Phoenix, AZ. The profile has a 5.0 star rating based on 468 reviews. A "Write a review" button is visible in the top right. Below the rating, filters for "All", "hygienist 73", "feel 51", "cleaning 45", "team 39", and "+6" are shown. A review from "Jennifer" (6 reviews) dated 4 days ago is featured, with a 5-star rating. The review text describes a positive dental experience. Below the review is a "Like" button. A response from the owner, dated 3 days ago, thanks Jennifer for the feedback and mentions the referral. On the right side of the profile, a map shows the location of the dental office in Phoenix, with other nearby dental practices also marked.

Life Smiles Dental Care
4611 E Shea Blvd STE 250, Phoenix, AZ

5.0 ★★★★★ 468 reviews ?

Sort by: Newest ▾

All hygienist 73 feel 51 cleaning 45 team 39 +6

Jennifer
6 reviews
★★★★★ 4 days ago

Very clean, professional, and inviting when you walk in. I was greeted immediately and checked in. After waiting for maybe 5 minutes, they made sure I was aware I might need to wait because my dentist had an emergency come in. Once taken back, the assistant who took my xrays was very nice and fast so it wasn't too uncomfortable. The exam was one of the most thorough I've ever had. The dentist talked me through everything as I was nervous. Since we ran ahead of schedule, I got to rest a bit in that chair before heading over to my hygienist for my cleaning. She also talked me through everything which made me feel better and she scheduled my next appointment as well. Will definitely be back and I've already referred someone!

Like

Response from the owner 3 days ago
Thank you for your feedback Jennifer! We really love hearing about a new patient's experience and how we may improve the process. Emergencies do arise and we appreciate your patience that day. And THANK YOU for referring patients to us. That is the biggest compliment!!

Encouraging Patient Reviews

Studies show that people turn to **review sites** to gain a **better understanding of a business**, so the more **positive reviews** you have, the **better**.

These positive reviews **encourage confidence** in your business and solidify your **reputation** as a **leader in your field**.

There are many important online review platforms your patients may use.

Maintaining them by following up on patients to get reviews can be a **time consuming & frustrating task**.

GrowMyReviews.com

GrowMyReview is a tool Ekwa designed to help your happy patients Leave a **'Love Letter'**
Review For you

GrowMyTestimonials.com

Videos are 100 times more powerful than pictures. Pictures are 100 times more powerful than words.

Patients typically **do not like** to speak into a video camera.

With GrowMyTestimonials, happy patients call a **toll free number**.

With your coaching, they leave a **powerful audio testimonial**.

Our Video Team converts the audio testimonial into a powerful video.

Love Letter Reviews from LifeSmiles Patients



Gigi Doyle

3 reviews

★★★★★ a day ago

I broke a crown this weekend, and Life Smiles got me in for a temporary crown right away. Dr Nielson, Dr Schmidt, and the whole staff know me by name and treat me really well. They are always compassionate, and I trust them with all my dental care.

I've actually been a patient since 2013. This office is the best in the valley in my opinion.



Like

Response from the owner 4 months ago

It's never fun to break a tooth on a long holiday weekend. We are happy we were able to get you in so quickly! And we are even more happy that you feel comfortable with our doctors and team. We really are like a family here! It is always a pleasure to see and care for you Gigi! Thank you for taking the time to leave us your feedback :)



Rob Langejans

2 reviews · 1 photo

★★★★★ a day ago

Friendly staff and great service! Always on time too! I highly recommend Life Smiles



Like

Response from the owner 9 hours ago

Thank you Rob! We know everyone is busy and we value your time, so we get everyone back as quickly as we can. We look forward to seeing you next time!



Nvs P

20 reviews · 1 photo

★★★★★ a week ago

love that they are really patient and their bonding warranty policy



Like

Response from the owner 5 days ago

Thank you for your feedback! Bonding can certainly chip and break sometimes, so it is really helpful to have our warranty policy in place for this type of treatment. We are so happy you are pleased with your results!!



Jennifer

6 reviews

★★★★★ a week ago

Very clean, professional, and inviting when you walk in. I was greeted immediately and checked in. After waiting for maybe 5 minutes, they made sure I was aware I might need to wait because my dentist had an emergency come in. Once taken back, the assistant who took my xrays was very nice and fast so it wasn't too uncomfortable. The exam was one of the most thorough I've ever had. The dentist talked me through everything as I was nervous. Since we ran ahead of schedule, I got to rest a bit in that chair before heading over to my hygienist for my cleaning. She also talked me through everything which made me feel better and she scheduled my next appointment as well. Will definitely be back and I've already referred someone!



Like

Response from the owner a week ago

Thank you for your feedback Jennifer! We really love hearing about a new patient's experience and how we may improve the process. Emergencies do arise and we appreciate your patience that day. And THANK YOU for referring patients to us. That is the biggest compliment!!

Responding to Online Reviews

With a good marketing plan that brings in many patients to your practice, you will have lots of reviews coming in.

- It is very important for you to **acknowledge the reviews** that you get by responding to them.
- Take the time to **monitor your online presence** & look for any new reviews & **respond appropriately**.

You will have positive as well as negative reviews at times.

In any instance, we should be careful to not reveal any **patient related information** to avoid violating any HIPPA rules.

As part of **Done-For-You-Marketing**, We take care of this for **LifeSmiles**.

How we handle positive/negative reviews at Ekwa?

If we have a positive review

The team will post a response thanking the reviewer.

This short note of appreciation goes a long way in building trust with not only the reviewer but also anyone else reading it.

If we have a negative review

In case of a negative review, the team will flag it & inform you by requesting a suitable response, so we can acknowledge it & take the conversation offline.

If review is un-true and it violates terms, we work on taking it down..

MY DIGITAL SIGNBOARDS



If a Dermatologist can do it so can you!



 Select Language ▼

 KHROM DERMATOL & AESTHETICS

Khrom Dermatology & Aesthetics

2797 Ocean Pkwy.

3rd Floor, Brooklyn, NY 11235 |

Aesthetics: 855-720-2209

General Dermatology: 718-285-7828

Art Of Natural Beauty by

Khrom Aesthetics

239 Court St.

Brooklyn, NY 11201 |

718-989-1229

ABOUT US

SPECIALS

COSMETIC

MEDICAL

MEDIA

IMAGE GALLERY

BLOG

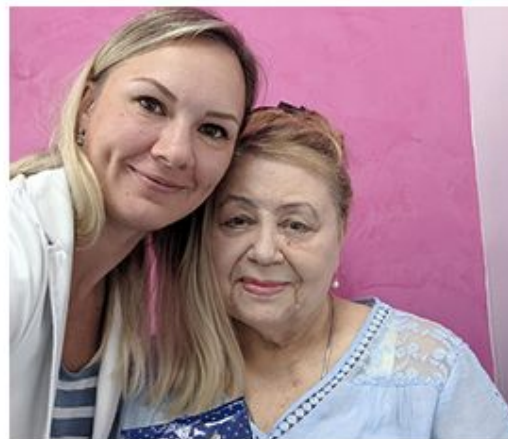
CONTACT US

SHOP



First-hand feedback: The happy patient experience in Brooklyn, NY

Dr. Tatiana Khrom is eager to tell you about her dedication to personalized care that enhances the lives of satisfied patients. Her team will proudly explain how leading edge technologies and techniques contribute to excellent outcomes. Maybe, though, you'd rather hear about the "happy patient experience" from actual patients here in Brooklyn, NY. These real patients share their candid comments on all aspects of care, from our facility to staff, treatment, and results. When you are ready to join the ranks of happy dermatology patients enjoying healthy, radiant skin, schedule an appointment at our Ocean Parkway or Court Street office.



Book an Appointment

Contact Us

SOCIAL MEDIA MANAGEMENT




Social Media Management




Intention Matters. People don't go to social media to find a dentist or solve a dental problem. They use Google for that.


However, Social Media can help drive new patients if the dentist loves videos and loves putting himself or herself out there. Typically we find, less than 1% of the dentists love 'In the Media' lives.


Our perspective is, leverage social media like a phone. A way to keep in touch with those who discover us organically, so they remember us, they LIKE US.


Practice Run By Social Media


 | **Instagram**





jasonemermd 

[Follow](#) 


 [DownAlbum](#) [DownAlbum\(Setup\)](#)


4,756 posts


298k followers


558 following


Jason Emer, MD
#Beauty Without Boundaries
👨‍⚕️ Dermatologic #Surgeon
📍 Hi Def #Lipo • Laser Derm • Facial Sculpting
📞 310.683.4536
✉️ appointments@jasonemermd.com
jasonemermd.com



Hi-Def Lipo



News & PR



BEFORE & ...



Patients



Dr. Cohen



Chemical P...


Lip Contour


 POSTS


 IGTV

 TAGGED



BEFORE | CLOGGED PORES
BLACK HEADS
DEAD SKIN CELLS





How do we do it for LifeSmiles...

We like those who are interested in our needs.

- Celebration & Special Events
- Fun & Entertainment
- Personal
- Education

Authority: Remind them others trust you!

- Thank Doctors and Patients for their review.
- Share a video where you were featured.
- Do a Facebook Live Video on a topic. (***)

Scheduled Social Media Plan

Personalized Post Strategy



(602) 786-5484

4611 E Shea Blvd, Ste 250
Phoenix, AZ 85028
www.lifesmilesdentalcare.com

Social Proofing For Your Practice

Questions To Ask

- ☐ Am I encouraging my patients to leave narrative reviews for my practice?
- ☐ Am I utilizing online video testimonials to increase my social proof within my practice?
- ☐ Do I respond to positive/negative reviews appropriately?
- ☐ Am I making sure I'm not violating any HIPPA rules while I respond to reviews?
- ☐ I have a dedicated social media strategy & post plan to engage with my patients on social media?
- ☐ Are my posts personalized to connect with my patients on social media?
- ☐ Is my social media content planned & scheduled in advance?
- ☐ Have you planned for special occasions & events?



FREE GUIDE

**41 QUESTIONS
YOU SHOULD ASK
YOURSELF
AND YOUR
MARKETING
COMPANY**

GROWING YOUR AUTHORITY THROUGH YOUR PRACTICE



VIDEO 360°



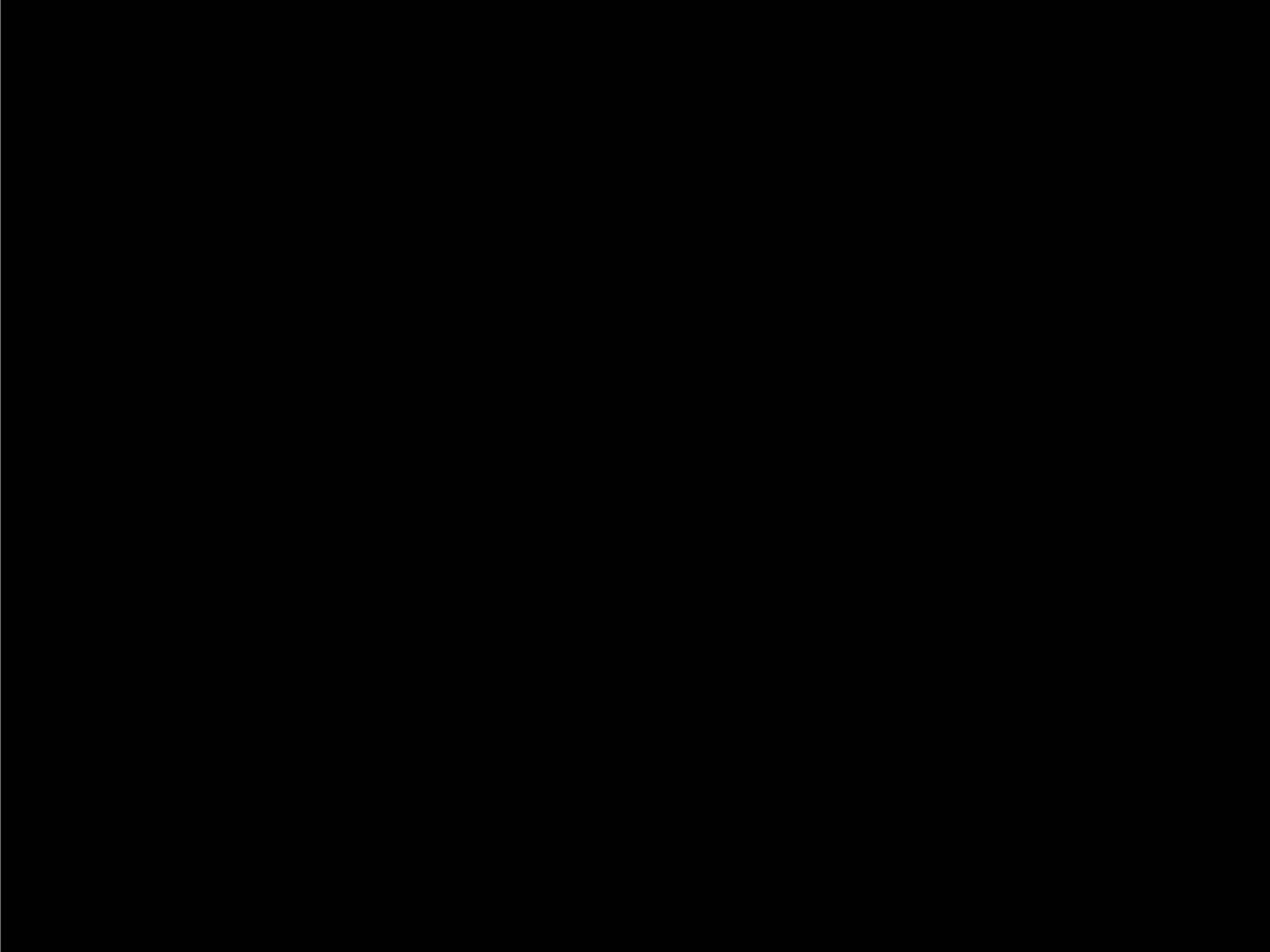
Creating Authority Among Patients via Videos 360

Creating videos that **highlight you & your practice** is a great way to build authority among your patients.

These videos can also help your new patients get to know you and **like you**.


Dr. Paul spent **less than 30 minutes** with us to produce **4 videos**.

Video Editors, YouTube Experts and SEO Experts invest **20 hours** to create and leverage those videos.



DOCTORS' CHOICE AWARDS

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Dr. Mary Lupo, MD

Lupo Center for Aesthetic and General Dermatology,
New Orleans, LA

[Specialty: Dermatology]

📍 145 Robert E Lee Blvd #302 , New Orleans, Louisiana, 70124, USA
☎ (504) 777-3047
🌐 <http://www.drmarylupo.com>

★★★★★(62)
Average rating of 5 out of 5 stars



FEATURED INTERVIEW



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 [Request an Appointment](#)

 [See My Image Gallery](#)



49 Review(s).

[Visit](#)



43 Review(s).

[Visit](#)



63 Review(s).

[Visit](#)

Need Help?
Chat with us!





Gaining Professional Endorsements

Doctors' Choice Awards (DCA) is a platform created for doctors to review other doctors.



Dr. Jennifer Clark has given a 5 out of 5 star rating on November 27, 2019

Not only did she become my friend in dental school, she was a wonderful mentor to me, as she was two years ahead of me in School. Dr. Brown has the gift of helping everyone feel at ease. Being a dentist myself, I know this can be a challenge, as everyone, especially children, come to the dentist with a bit of anxiety. Julia knows how to make her patients feel special and loved, while at the same time doing beautiful work in their mouths. I not only know this as a friend and colleague, but as a parent bringing my kids as patients to her. While living in a small town in western Colorado, I wasn't impressed with the pediatric dental care that was available. For about three years, every 6 months we would make a trip to Southern CA just so that my two little ones could have Julia be their dentist. After being stressed about taking my kids to their dental visits in CO, it was a relief to bring them to an office where they were treated so kindly by Julia and her staff. They came to love their visits to Julia! I can't say enough for Dr. Brown and her wonderful staff. They have attention to detail, they are friendly, and their office is so fun and colorful it makes me happy to be there as well!



David Sugiyama, MD has given a 5 out of 5 star rating on November 26, 2019

Dr. Julia Brown has been an amazing dentist for our 3 children. Not only is she a great friend of our family, but she is a great friend to all that have the opportunity to meet her. She helped us when our oldest had his first (and only!) cavity, and helped us keep cavities out of our kids teeth with routine checks, cleaning, and guidance. Our kids LOVE her kid-friendly office, and actually get excited to see her and her staff for appointments. I highly recommend Dr. Brown for your family, and feel confident you will have nothing but a great experience!



Jason Bishop has given a 5 out of 5 star rating on November 18, 2019

I have had the honor and pleasure of knowing Dr. Julia Brown as a friend and colleague for the last 15 years. We previously have worked together as associates in a pediatric dental office where I was able to directly witness her knowledge, skills, and rapport with the children and families. She is an excellent pediatric dentist and quickly gained my trust. She is always very gentle and kind with each of her child patients and is careful to present all of the possible options for treatment to their parents. I have subsequently worked at her current office during her maternity leave and regard it as a privilege and joy to assist her practice whenever helpful. I highly recommend Dr. Julia Brown!

How does DCA help me in being seen as an expert among patients?

DCA works on the principle “**insiders know something outsiders don't**”.

Leverage RECIPROCITY to leverage your Happy Patients



LIKING



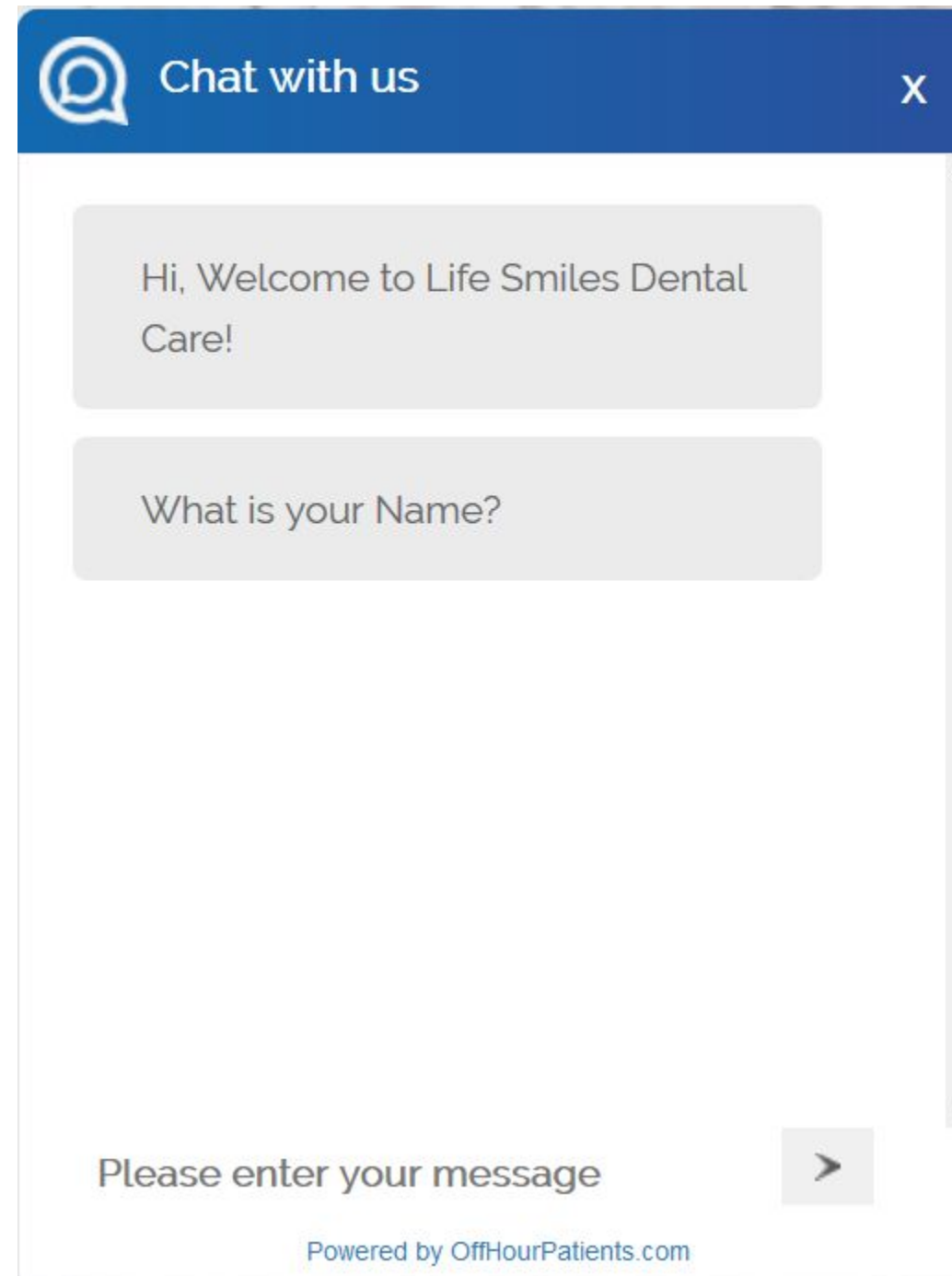
Getting your Patients to Like You

We like those who we have something in common with.

Oh! He is also a big fan of sports cars and loves Mustangs, just like me!

She likes to travel! I like to travel!

Leveraging the Moment



The image shows a live chat window titled "Chat with us" with a close button (X) in the top right corner. The chat history shows a greeting: "Hi, Welcome to Life Smiles Dental Care!". Below this, a question is asked: "What is your Name?". At the bottom of the chat window, there is a text input field with the placeholder text "Please enter your message" and a send button (right arrow). A small vertical scrollbar is visible on the right side of the chat area. At the very bottom, a footer text reads "Powered by OffHourPatients.com".

Chat with us X

Hi, Welcome to Life Smiles Dental Care!

What is your Name?

Please enter your message >

Powered by OffHourPatients.com

AUDITING & CONTINUOUS IMPROVEMENT IN YOUR MARKETING



Call Tracking Metrics

1. Dedicated Tracking Number
2. Texting
3. Appointment Forms

Why?

1. Missed Opportunities Analysis
2. Understanding Caller Trends
3. Track Marketing Effectiveness

Technical Support

Why?

Compliance with Regulations

Security

Google Rules

I want you to take a moment...

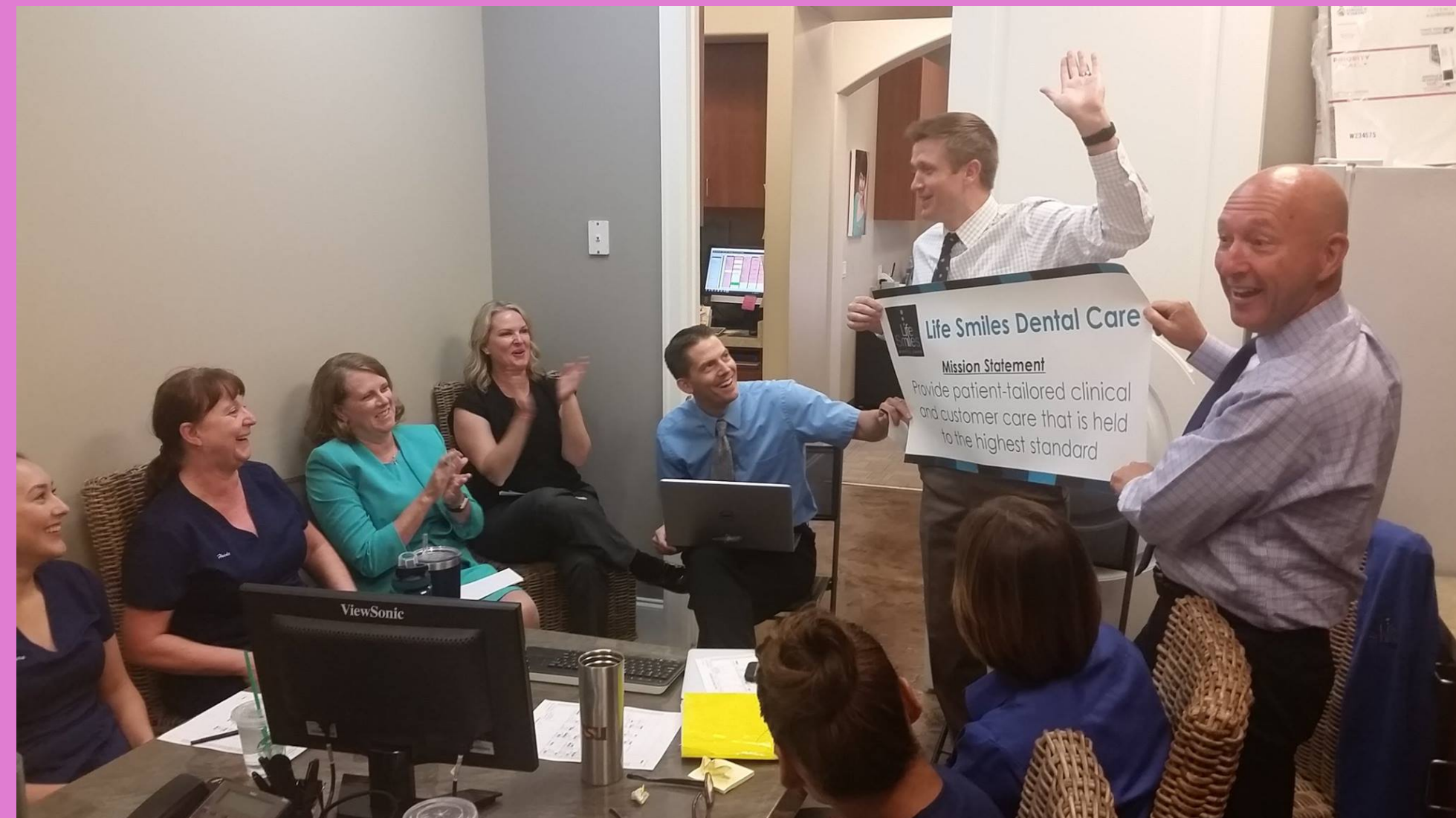
- Are you **spending** 38% on insurance adjustments?
- Are you **managing** **multiple** marketing vendors
- Do you feel like you're **suffering** with **poor** **marketing results** that **do not grow** over time?

What is the root cause?

- You still have not decided to control your destiny by attracting patients who choose you for reasons other than you are on their insurance.
- You have not found the right done-for-you digital marketing partner who helps ideal patients find you and choose you.
- You are not treating marketing as important or working with your marketing partner effectively.

Take Action

Transform Your Practice Today!



If you choose to work with Ekwa, a few tips to maximize results...

- **Let go of your old paradigms. Marketing is not common sense!**
- **Learn to focus on what is really important versus what you from your past, thought was important.**
- **Listen and understand how your Ekwa team helps ideal patients find you and choose you.**
- **As owner, be engaged at least quarterly, so together you can focus on the important things.**
- **Focus your attention on the 10 elements of a Thriving Practice.**

Did you enjoy this webinar?

**Share your thoughts about what you really
loved about this webinar in the chat!**

Bonus Offer

Today's participants will receive a
FREE MARKETING STRATEGY
Meeting with Ekwa Marketing
(worth \$900) that will compare your
current marketing efforts against that
of your competitors and help you
develop a winning strategy!

SPECIAL OFFER!

The **FIRST 10 DENTISTS**

who sign up with Ekwa Marketing within the **FIRST 3 WEEKS** after your marketing strategy meeting with Lila, will be eligible for \$500 off of your first month with Ekwa's marketing services.

P.S. Please mention the topic of today's webinar in the "**How did you hear about us**" section when booking your strategy meeting with Lila.





**Let us know in the chat if
you are interested in this**

**FREE MARKETING
STRATEGY MEETING**

**You can also call or text
our Marketing Director**

Lila Stone

on

(855) 734 5263



Thriving Dentist One-Day MBA

Next
Event



Seattle, WA



March 14, 2020

Thriving Dentist One-Day MBA

Early bird
DISCOUNT



Ticket Price:

~~\$997~~

\$334.50

(Save \$662.50 off total ticket price)

Offer valid until 31st January 2020



Resource

Join the iLoveDentistry Community on Facebook

an exclusive community for those
who are passionate about dentistry!

Resource

'The Thriving Dentist' Show

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www.thrivingdentist.com



Resource

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Download FREE on iTunes or Google Play

www.lessinsurancedependence.com



LIVE Q&A

with Naren & Gary!

THANK YOU!