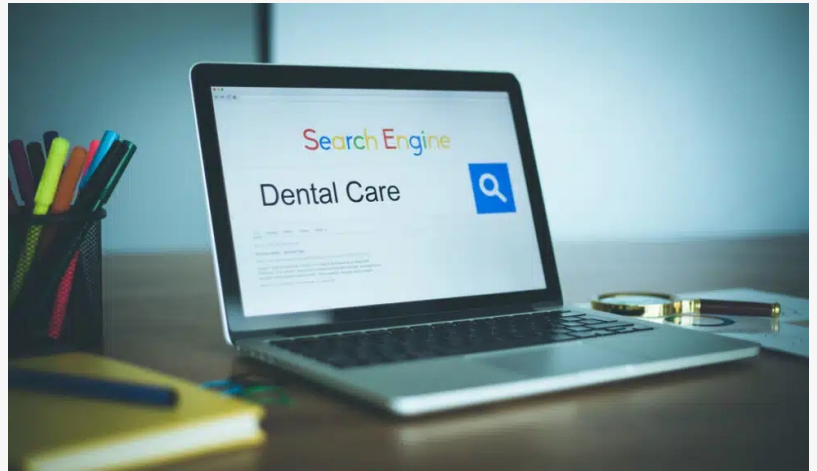


Beacon Media + Marketing Provides New Insight on How to Improve Local SEO for Dentists

RENO, NEVADA, UNITED STATES, April 13, 2023 /EINPresswire.com/ -- In a newly published guide, Beacon Media + Marketing lists six effective methods for [improving local SEO for dental practices](#).

It's well known that SEO is what drives traffic to a website. And without quality SEO, a business website sits all alone in a digital void, with no way for anyone passing by to know it's even there. This is why employing proper SEO tactics is essential for getting web traffic – especially at the local level.



Local SEO is a crucial component of marketing. This is because, without local clients, a business simply cannot operate. Dentists operating in a local community need to take advantage of local SEO practices in order to let local consumers know they're in business and to secure a steady local client base.

A few ways dentists can potentially improve local SEO include:

- Web Copy Optimization – the content that lives on a website needs to show all elements of Google's E-E-A-T, Experience, Expertise, Authoritativeness, and Trustworthiness.
- SEO Meta Tags – tagging a webpage with meta descriptions basically describe the content to search engines and to site visitors.
- Google My Business Listings – adding this to your site informs others in the area who is in business and what their services are.
- Strategic Blogging – the best way for dentists to talk about their work and foster local awareness is to blog about it and share relevant and useful information.
- Local Link Building – linking to other local businesses in the area not only improves website authority, it gives local consumers another way to find a dentist in the area.
- Reviews and Testimonials – focusing on gaining good reviews and responding to all reviews not

only improves Google rankings, it offers transparency to consumers.

Beacon Media + Marketing employs a professional team of creatives who'd love to help your dental practice grow with advanced marketing solutions. With experts in the field of content marketing, social media, and brand management, you can sit back and let Beacon handle all the work. If you'd like to learn more about the value of local SEO for your dental practice, reach out to Beacon Media + Marketing [here on the company site](#).

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This press release can be viewed online at: <https://www.einpresswire.com/article/627810800>

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