

New! The ADA Practical Guide to Internet Marketing

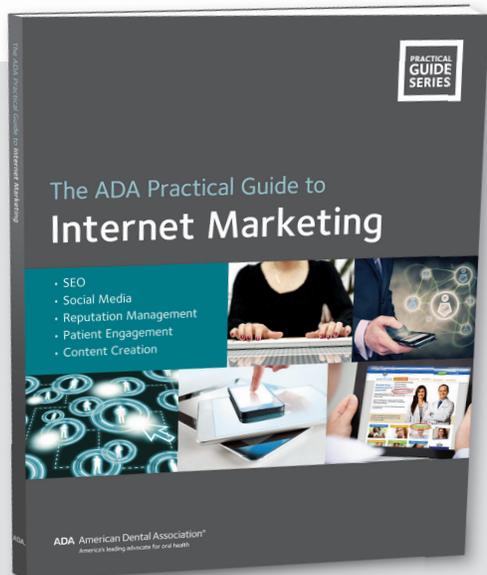


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The ADA Practical Guide to Internet Marketing

Increase your practice visibility online with a comprehensive Internet marketing plan. From developing a digital marketing plan to deciphering social media sites to increasing your search engine ranking, *Internet Marketing* explains the basics and how you can apply them to your practice.

Internet Marketing addresses key questions such as:

- What are my Internet marketing goals, and how can I create a plan to meet them?
- Which social media platforms fit my practice best?
- Should I focus my Internet marketing efforts on one platform or several?
- What's an algorithm and how does it affect SEO?
- Should I respond to a negative online review, and what can I legally say?
- How does regularly updating my practice website influence its Google search ranking?
- Where can I find engaging content for my blog, Facebook page, and other marketing vehicles?
- What should I keep in mind about Internet marketing and HIPAA?
- Who should be in charge of my practice's Internet marketing campaigns?

Industry experts focus on issues specific to dental practices, keeping in mind budget, staffing, and legal constraints. This guide also includes the ADA publication, *The ADA Practical Guide to Social Media Planning*.