

VIRTUAL

July
9
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Mastering Local SEO: How Single-Location Dental Practices Can Outshine Corporate Giants on Google Maps

Adrian Lefler

CEO of My Social Practice

1.5
CE
Credits

Similar to the battle of David vs. Goliath, your single-location dental practice has a secret slingshot: Local SEO. This exclusive webinar is designed for private practice dentists eager to harness the power of Google Maps to stand out against larger dental service organizations. Discover how the personal touch, intimate care, and local community engagement of your practice can be your greatest assets in the digital realm. Adrian Lefler from My Social Practice will guide you through the essential strategies to claim, verify, and optimize your Google Business Profile, emphasizing how to showcase the unique local and personalized aspects of your service. Learn how to leverage these strengths to enhance your online presence, making your practice not just competitive but preferred by patients in your area. With our expert tips and tactics, you'll see that when it comes to local SEO, being smaller can actually be your biggest advantage.

- Uncover the strengths of single-location practices in competing with larger dental organizations on Google Maps.
- Learn how to effectively claim, verify, and optimize your Google Business Profile to highlight your practice's local appeal and personalized care.
- Discover strategies to enhance your practice's local SEO, focusing on the unique advantages of private practices.
- Gain insights into leveraging community engagement and personal touch to improve your Google Maps ranking.
- Equip yourself with practical tips and tactics to elevate your online presence, attracting more local patients and outperforming corporate competitors.


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Adrian Lefler

CEO of My Social Practice

Adrian Lefler, CEO of My Social Practice, is a seasoned expert in the dental marketing industry with 14 years of experience. He is widely recognized for his engaging and informative presentations. Based in Suncrest, Utah, Adrian shares his life with his wife, four children, and a lively mix of pets. My Social Practice is a leading dental marketing company, and Adrian is passionate about helping dental professionals succeed in this dynamic field.

Date: July 9, 2024

Time: 6 p.m. to 7:30 p.m. CST, 7 p.m. to 8:30 p.m. EST

Location:
Virtual Webinar

Registration is per person, not by office. Each person attending the course that requires CE credits or verification of participation for license renewal needs to register individually to receive a unique join link for the virtual course. This join link is how attendee participation is tracked.

Each course is offered in a virtual, live webinar format. Participants must attend the live course during the scheduled date and time. This course will not be recorded or shared for on-demand viewing. Seats are limited.

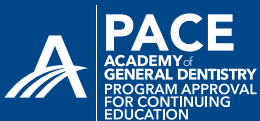
Cost:
General Admission: \$19.99 per person
AIDA Members: \$9.99 per person (50% off general admission).
(This discount is automatically applied at checkout)

Cancellation Policy: Attendees must provide written notice of cancellation a minimum of 24 hours before the course date for a full refund. No refunds will be issued for cancellations made under 24 hours from the course date. Registrants that no show the day of the course will not receive a refund for tuition paid.



Register at
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Prerequisites: None
CEs: 1.5 Lecture CE Credits
CE CODE: HTN5345TRL4
AGD SUBJECT CODE: 550



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