



Why Doesn't Google Like Me?

The ever changing world of digital marketing and what you can do to ensure that the right potential patients are finding you.

August 11, 2022

Ted Kozel

Director of Healthcare Sales, *Socius Marketing*

- Has worked with hospitals, physicians, pharmacies, large physician groups, tech startups, specialty physicians, DSO's, dentists and specialists over the past fifteen plus years.
- He has taken his experiences and industry knowledge and helped dental practices throughout the world with development, marketing, execution, and implementation of strategy through a one-on-one approach with each practice.
- Has also spoken for various laser, implant, pediatric dentistry, sleep apnea, full-mouth rehab, DSO groups, and advanced dentistry groups on how to leverage the techniques they have learned and turn them into patients.



Understanding the Google Search Landscape



SERP

Google Dentist Tampa

About 7,060,000 results (0.49 seconds)

Ad - <http://www.dentistzephyrhills.com/>

Zephyrhills Dentist - We're Open and Here For You
We're Open Today. Flexible Payment Options and Financial Relief In These Tough Times. Serving Zephyrhills, Wesley Chapel, and Dade City for over 13 Years. Convenient Location. Dentist Near Me - Contact - Why Choose Us - Patient Health & Safety - View Specials - Reque...

Ad - <https://www.legacydental.com/>

Dentist Open Now - Handle Dental Emergencies
Evening Dental Appointments. Saturday Dental Appointments. On-Call Emergency Dental. Dental Pain Can't Wait? Contact Our Emergency Dental Office in Salt Lake City. Open since 1976. Evening & Saturday Hours. Payment Plans. Kind & caring team.

Ad - <https://www.rosemandental.com/>

Dental Care - Roseman Dental
We provide high-quality, affordable dental care for children, teens & adults. You & your family will receive empathic, patient-centered dental care.
About Us - Contact - Urgent Care - Services

Ad - <https://www.kaleidoscopekidsdentistry.com/>

Full Service Kids Dentistry - New Patients Welcome
Compassionate, Fun, Cutting-Edge Pediatric Dental Care. Contact Kaleidoscope Kids Today. Kaleidoscope Kids Dental is Your Full Spectrum Pediatric Dental Care. Best Kids Dentist.


Dentists Rating Hours

South Tampa Dentistry
4.8 ★★★★★ (224) Dentist
3308 S Dale Mabry Hwy (813) 835-0090
Open - Closes 7PM

Tampa Dentistry
4.8 ★★★★★ (800) Dentist
1311 W Busch Blvd (813) 333-0633
Closes soon - 5PM

General & Cosmetic Dentistry of South...
4.8 ★★★★★ (178) Dentist
3112 W Kennedy Blvd (813) 874-5869
Closes soon - 5PM

More places →



<https://www.southtampadentistry.com/>

South Tampa Dentistry: General & Cosmetic Dentist in ...
Welcome to South Tampa Dentistry, where we provide high-quality, honest dental care at affordable prices. What We Offer At South Tampa Dentistry, we believe ...
Contact - Dr. Joshua Wyatt - Emergency Dental Care - About

<https://www.norhtampadentistry.com/>

National SERP

Local SERP

Google search for "dentist" showing approximately 1,170,000,000 results. The search results list several dental practices, including Vero Dental, Paloma Dental, RiNo Dental, and The Dental Collective, each with a rating and address.

1,170,000,000

4,300,000

Google search for "dentist tampa fl" showing approximately 4,300,000 results. The search results list several dental practices in Tampa, including Tampa Smile Co., South Tampa Dentistry, Tampa Dentistry, and Advanced Dental Care of Tampa, each with a rating and address.

4,300,000

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Google Business Profile

(GBP)

Dentist Tampa

Search filters: All, Maps, Images, News, Shopping, More

About 7,060,000 results (0.44 seconds)

Dentists Rating Hours

- South Tampa Dentistry**
4.9 ★★★★★ (2.4K) · Dentist
3308 S Dale Mabry Hwy · (813) 835-0090
Open · Closes 7PM
[Website](#) [Directions](#)
- Tampa Dentistry**
4.9 ★★★★★ (600) · Dentist
1311 W Busch Blvd · (813) 333-0833
Closes soon · 5PM
[Website](#) [Directions](#)
- General & Cosmetic Dentistry of South...**
4.9 ★★★★★ (178) · Dentist
3112 W Kennedy Blvd · (813) 874-5869
Closes soon · 5PM
[Website](#) [Directions](#)

More places →

Map showing dental offices in Tampa, FL. Markers include North Pointe Dental Associates, Tampa Dentistry, General & Cosmetic Dentistry of South-Tampa, Tampa Smiles: John Redd II, DMD, and South Tampa Dentistry.

<https://www.southtampadentistry.com>

South Tampa Dentistry: General & Cosmetic Dentist in ...

Welcome to South Tampa Dentistry, where we provide high quality, honest dental care at affordable prices. What We Offer. At South Tampa Dentistry, we believe ...

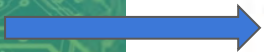
Contact: [Dr. Joshua Wyatt](#) · [Emergency Dental Care](#) · [About](#)

<https://www.northtampadentistry.com>

North Tampa Dentistry | Accepting New Patients

Dr. Belle is dedicated to giving the best dental experience. We are currently taking Medicare Advantage plans. Give our office a call for more information.

[About](#) · [Services](#) · [Smile Gallery](#) · [Testimonials](#)

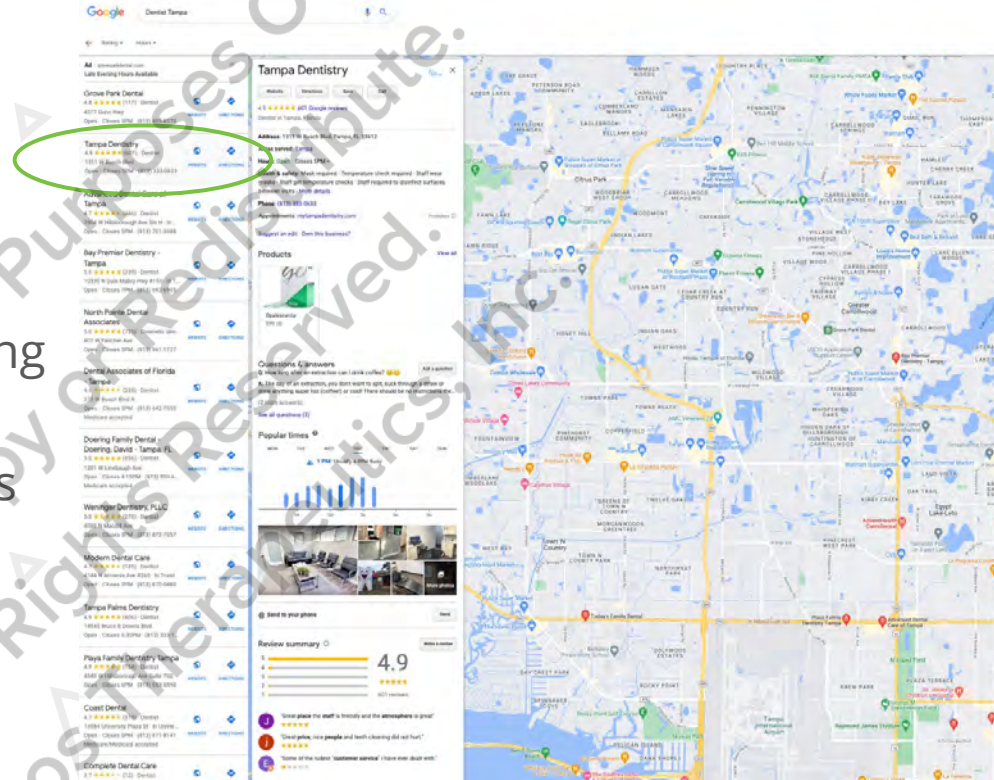


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Google Business Profile (GBP)

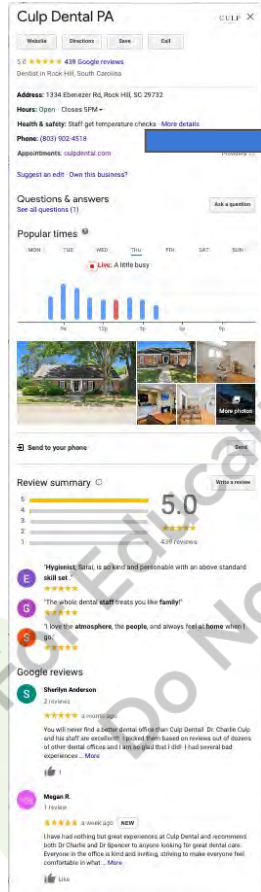
Driven by:

- Location Relevance
- The Completeness of Your Listing
- Number of Reviews
 - Number of Positive Reviews
 - Responding to Reviews
- On-Site Factors



Google Business Profile (GBP)

Every location should have a unique page and should be linked from the map.



Properly Built Location Page...

World Class Treatment Backed By A Satisfaction Guarantee HEALTH HISTORY FORM Call Today! - 803-827-2103

CULP
DENTAL

Home About Treatment Options Why Choose Us? Reviews Contact Us [REQUEST YOUR APPOINTMENT](#)

City Name in Header → **Contact Culp Dental – Cosmetic Dentistry in Rock Hill, SC**

City Name in Content →

Integrated Directions →

Office Hours and Photo →

Join the Thousands of Smiles Transformed at Culp Dental

Rock Hill, SC, Dental Office
1334 Ebenezer Rd.
Rock Hill, SC 29732

[GET DIRECTIONS](#)

Phone Number: 803-827-2335

Office Hours:
Monday - 8:00 AM - 5:00 PM
Tuesday - 8:00 AM - 5:00 PM
Wednesday - 8:00 AM - 5:00 PM
Thursday - 8:00 AM - 5:00 PM
Friday - 8:00 AM - 1:00 PM



If you have any general questions or comments for us, please feel free to use the form below to contact Culp Dental for dentistry in Rock Hill, SC. If you are interested in scheduling an evaluation with our experienced dentist, then please [click here](#) to use our appointment request form.

New or Existing Patient? *

New Patient
 Existing Patient

Name *

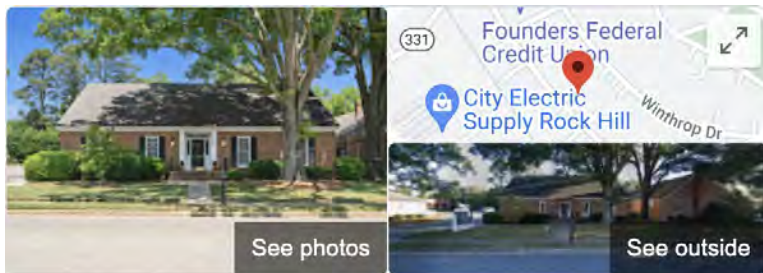
First **Last**

Email * **Phone**

Message

*Please do not submit any Protected Health Information (PHI). This is not a secure or encrypted means of communicating with our dental office.

Google Business Profile (GBP)



Culp Dental PA

Website

Directions

Save

Call

5.0 ★★★★★ 438 Google reviews

Dentist in Rock Hill, South Carolina

Address: 1334 Ebenezer Rd, Rock Hill, SC 29732

Hours: Closed · Opens 8AM Wed

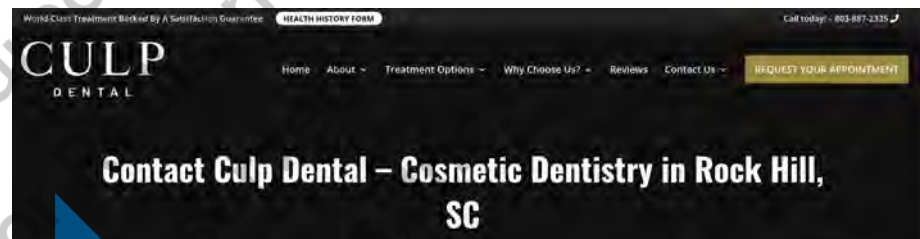
Health & safety: Staff get temperature checks · [More details](#)

Phone: (803) 902-4518

Appointments: culpdental.com

Providers ⓘ

Direct Link to
Location Page



Join the Thousands of Smiles
Transformed at Culp Dental

Rock Hill, SC, Dental Office
1334 Ebenezer Rd
Rock Hill, SC 29732

If you have any general questions or comments for us, please feel free to use the form below to contact Culp Dental for dentistry in Rock Hill, SC. If you are interested in scheduling an evaluation with our experienced dentist, then please click here to use our appointment request form.

New or Existing Patient? *

Organic Listings and Search Engine Optimization





dentist

All Maps Images News Videos More Tools

About 1,170,000,000 results (0.60 seconds)

Dentists Rating Hours

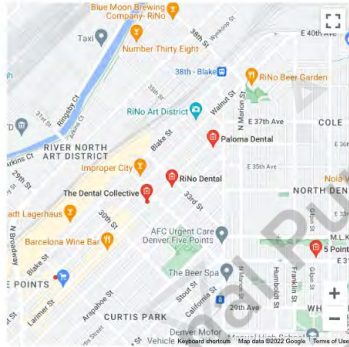
Vero Dental
 Ad - 5.0 ★★★★★ (374) - Dentist
 300 S Logan St - (303) 722-1117
 Open - Closes 7PM
 Website Directions

Paloma Dental
 4.9 ★★★★★ (172) - Dentist
 1225 35th St - (720) 440-7743
 Open - Closes 5:30PM
 "Found my new Dentist office!"
 Website Directions

RiNo Dental
 4.8 ★★★★★ (227) - Dentist
 3258 Larimer St Suite 300 - (303) 292-3120
 Open - Closes 5PM
 "Best dentist experience!"
 Website Directions

The Dental Collective
 4.7 ★★★★★ (86) - Dentist
 3145 Larimer St - (720) 805-6502
 Open - Closes 4PM
 "Great customer service and skilled dentist!"
 Website Directions

More places →



dentist tampa fl

All Maps Images News Shopping More Tools

About 4,100,000 results (0.53 seconds)

South Tampa Dentist - Muscaro & Martini
 Ad - <https://www.muscaroandmartinidentistry.com/>
 Smile Design | Teeth Whitening | Veneers | More. Experienced Cosmetic Dentistry Services.
 Website Directions

Walk-ins Welcome - Book Online
 Ad - <https://www.stadental.com/dental/crowns/>
 Solary Dental is Conveniently Located off of Tampa Rd in Oldsmar, Florida
 Website Directions

Dental Providers - Best Dental Providers Near You - opencare.com
 Ad - <https://www.opencare.com/denver/>
 We Review All Denver Dentists So You Don't Need To. Compare Reviews & Availabilities Now
 Website Directions

Dentists Rating Hours

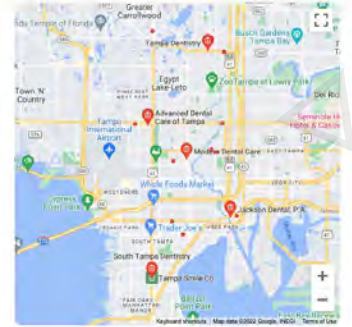
Tampa Smile Co.
 Ad - 4.9 ★★★★★ (172) - Dentist
 Tampa, FL - (813) 991-2290
 Open - Closes 5PM
 Website Directions

South Tampa Dentistry
 4.9 ★★★★★ (2,242) - Dentist
 3308 S Dale Mabry Hwy - (813) 836-0000
 Open - Closes 7PM
 Website Directions

Tampa Dentistry
 4.9 ★★★★★ (201) - Dentist
 1311 W Bruce Blvd - (813) 913-0533
 Open - Closes 5PM
 Website Directions

Advanced Dental Care of Tampa
 4.7 ★★★★★ (405) - Dentist
 5004 W Hillsborough Ave Ste H - In Horizon Park...
 Open - Closes 5PM
 Website Directions

More places →



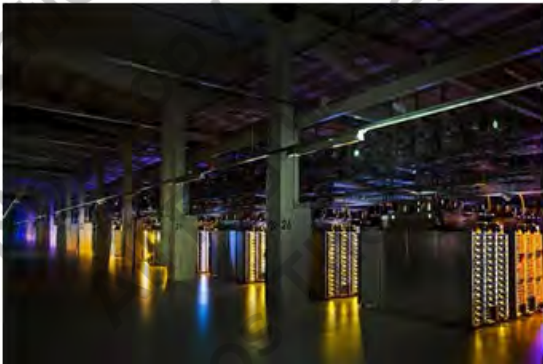
<https://www.southtampadentistry.com/>
 South Tampa Dentistry: General & Cosmetic Dentist in ...

National SERP

Local SERP



Google Data Centers



Organic Listings

Google

dental implants tampa

X | |

Ad - <https://www.denverrestorative dentistry.com/> (303) 427-4120

Implant & Denture Experts - Free Consultation (\$630 Value)

Ready to improve your life with implants or dentures? We're implant and denture experts. Top rated prosthodontists. Implants, Dentures, Anchored Dentures, Crowns & Veneers.

[Make an Appointment](#) · [About Us](#) · [What is a Prosthodontist?](#) · [Custom Crowns](#)

Dental Implants

Rating Hours

Affordable Dentures & Implants

4.3 ★★★★★ (797) · Dentist
14836 N Florida Ave STE 101 · (813) 369-5934
Open · Closes 3:30PM
"Best dental experience in years."

Website Directions

Tampa Bay Periodontics and Implant ...

5.0 ★★★★★ (25) · Dental implants periodontist
1810 S MacDill Ave · (813) 251-0770
Open · Closes 4:30PM

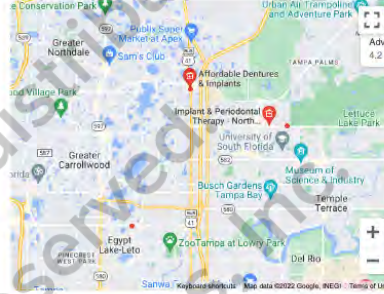
Website Directions

Implant & Periodontal Therapy - North ...

4.8 ★★★★★ (151) · Dental implants periodontist
3450 E Fletcher Ave #340 · (813) 977-2928
Open · Closes 3PM
"Best dental experience ever."

Website Directions

More places →



People also ask

How much is a dental implant in Tampa Florida?

How much does it cost to get a full mouth of dental implants in Florida?

What are the 3 types of dental implants?

How much does a dental implant cost for one tooth in Florida?

Feedback

[https://www.oralurgeonstampa.com/procedures/teeth...](https://www.oralurgeonstampa.com/procedures/teeth-in-an-hour/)

Teeth-in-an-hour Tampa FL, Dental Implants

Tampa FL Oral Surgeon provides patients with dental implants in a single procedure that takes about an hour. 813-960-5540.

<https://www.tampadentalwellness.net/dental-implants/>

Dental Implants Carrollwood, FL - Westchase, FL - Tampa, FL

Tampa Dental Wellness offers dental implants—itanish tooth roots that are the next best thing to natural tooth roots. If you are missing all of your teeth, ...

<https://www.carrollwoodsmiles.com/restorative-dentistry/>

Dental Implants in Tampa, FL - Carrollwood Smiles

At Carrollwood Smiles, our dental implant dentists specialize in restoring smiles safely and efficiently. Whether you are missing one tooth, a full set of teeth ...



Quick Tip:



Google

site:culpdental.com

All Images News Shopping Maps More Tools

About 60 results (0.27 seconds)

Google promotion

Try Google Search Console
www.google.com/webmasters/
Do you own **culpdental.com**? Get indexing and ranking data from Google.

https://culpdental.com

Cosmetic, Restorative Dentist | Rock Hill, SC | Periodontal ...
Culp Dental provides quality dental care in the Rock Hill, SC area. Our cosmetic and restorative dentists are here to help!
You've visited this page 4 times. Last visit: 7/26/22

https://culpdental.com › dentures

Dentures & Partials in Rock Hill, SC - Culp Dental
Culp Dental offers multiple types of denture options to help you find the perfect smile. Click or call for dentures in Rock Hill, SC.

https://culpdental.com › crowns

Dental Crowns in Rock Hill SC
If you have a cracked or broken tooth, choose Culp Dental for dental crown treatment. We provide the best dental crowns in Rock Hill, SC.

https://culpdental.com › about

About Culp Dental – Family Dentistry in Rock Hill, SC
Experienced, Compassionate Dental Team. Dr. Charlie Culp and our team at Culp Dental want to

How Many Pages Should My Site Be?



The number of services offered



Keyword variances of those services



The areas (not locations) you service



The size of your website

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Pay Per Click (PPC) Best Practices

Attracting Users with PPC

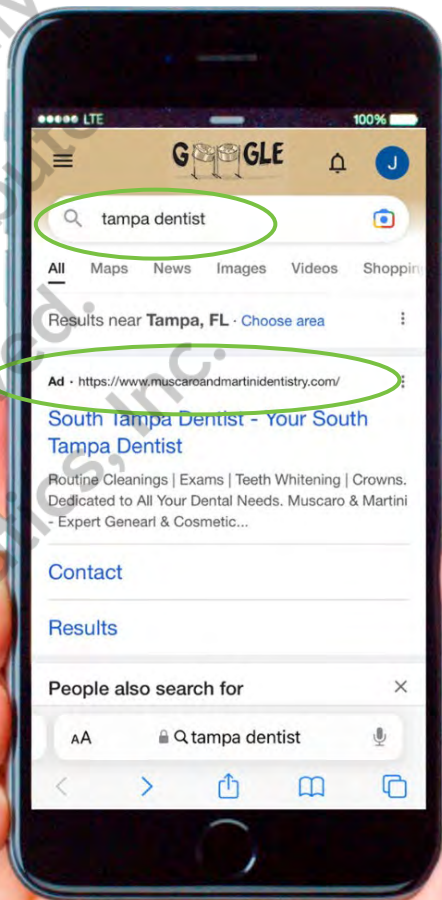
- Studies show that you can increase unaided brand awareness by 46% simply by showing up in mobile search ad results.



PPC Best Practices

Ad Copy

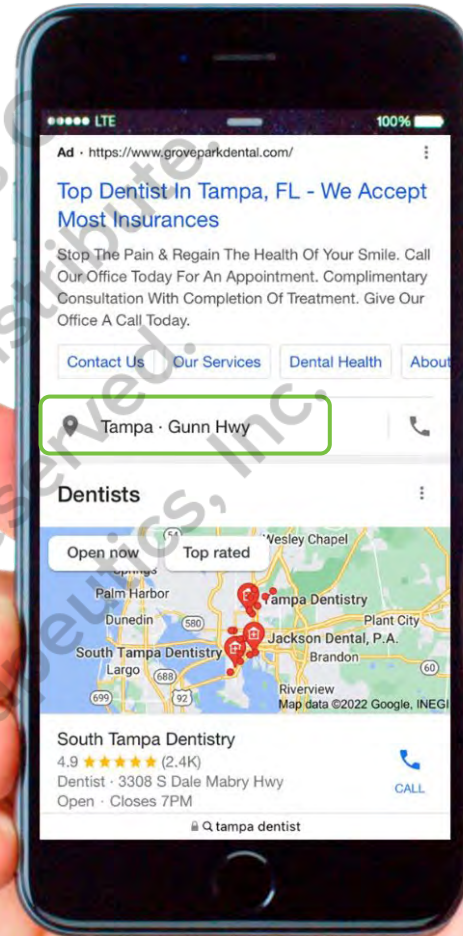
- Match Ad Copy to Related Searches



PPC Ad Extensions

Location Extensions

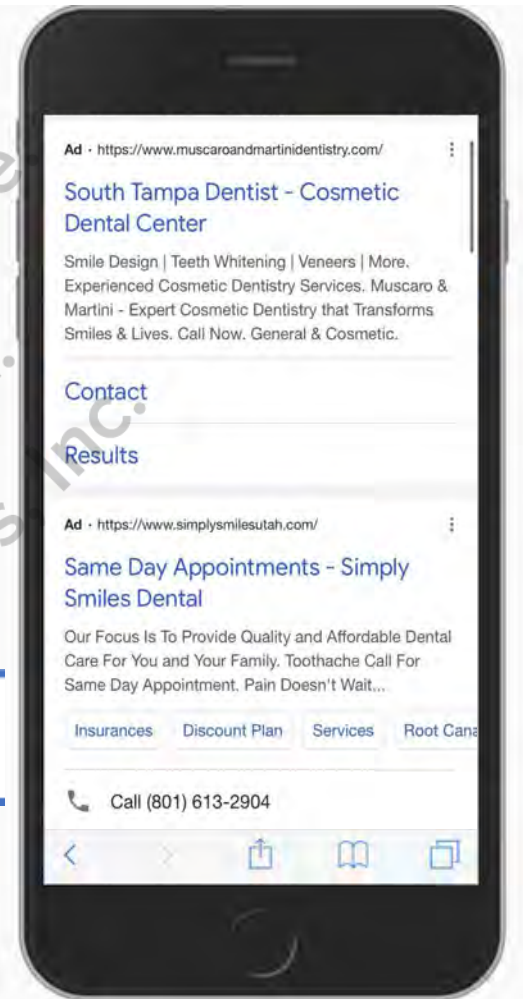
- Shows address and proximity
- Also appears on Google Maps Ads



PPC Ad Extensions

Site Link Extensions

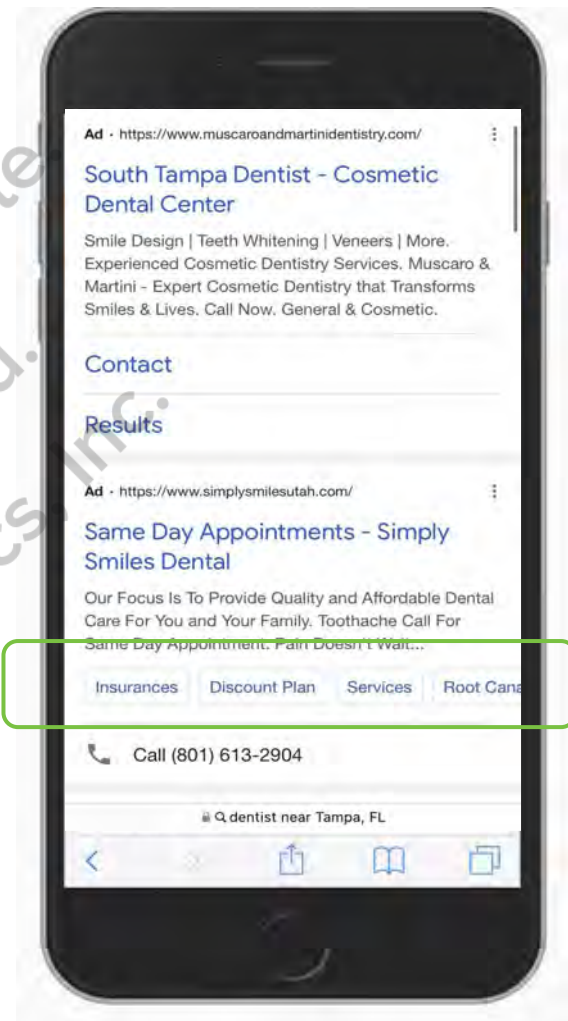
- Sends traffic directly to a page on your website



PPC Ad Extensions

Callout Extensions

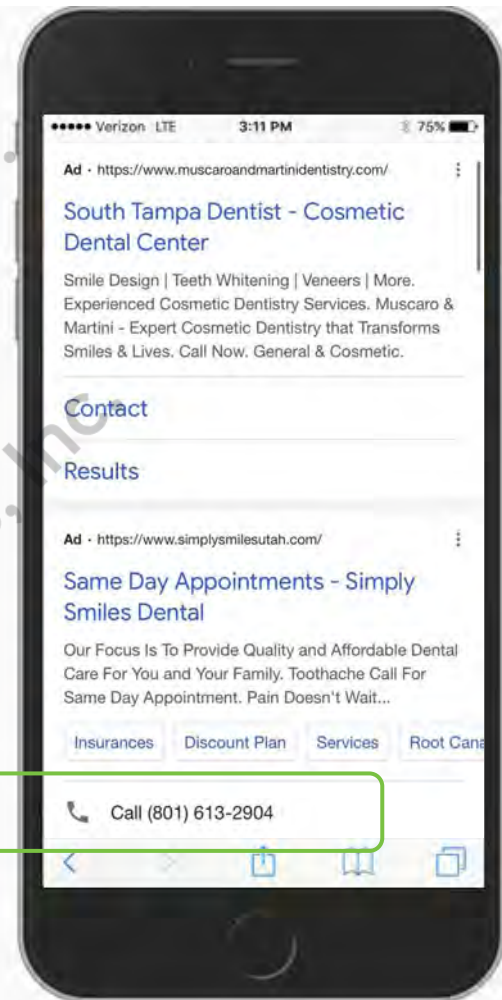
- Shows more details about what you do or offer



PPC Ad Extensions

Call Extensions

- Shows more details about what you do or offer

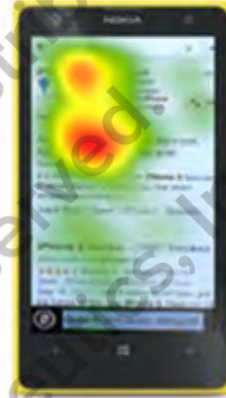


Benefits of Ad Extensions

Eye-Tracking Study

- More extensions = more attention
- Ad Extensions show 15-30% higher CTR on mobile devices

Multiple Extensions



Mobile Site Links Only



Which Devices Do Your Ads Convert Best On?

Device	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conversions	Search Impression share
MOBILE	7,797	170,998	4.56%	\$2.34		1.3	1,493	84.60%
COMPUTERS	1,524	64,053	2.38%	\$2.22		1.3	90	52.52%
TABLETS	498	10,014	4.97%	\$2.34		1.4	21	86.82%

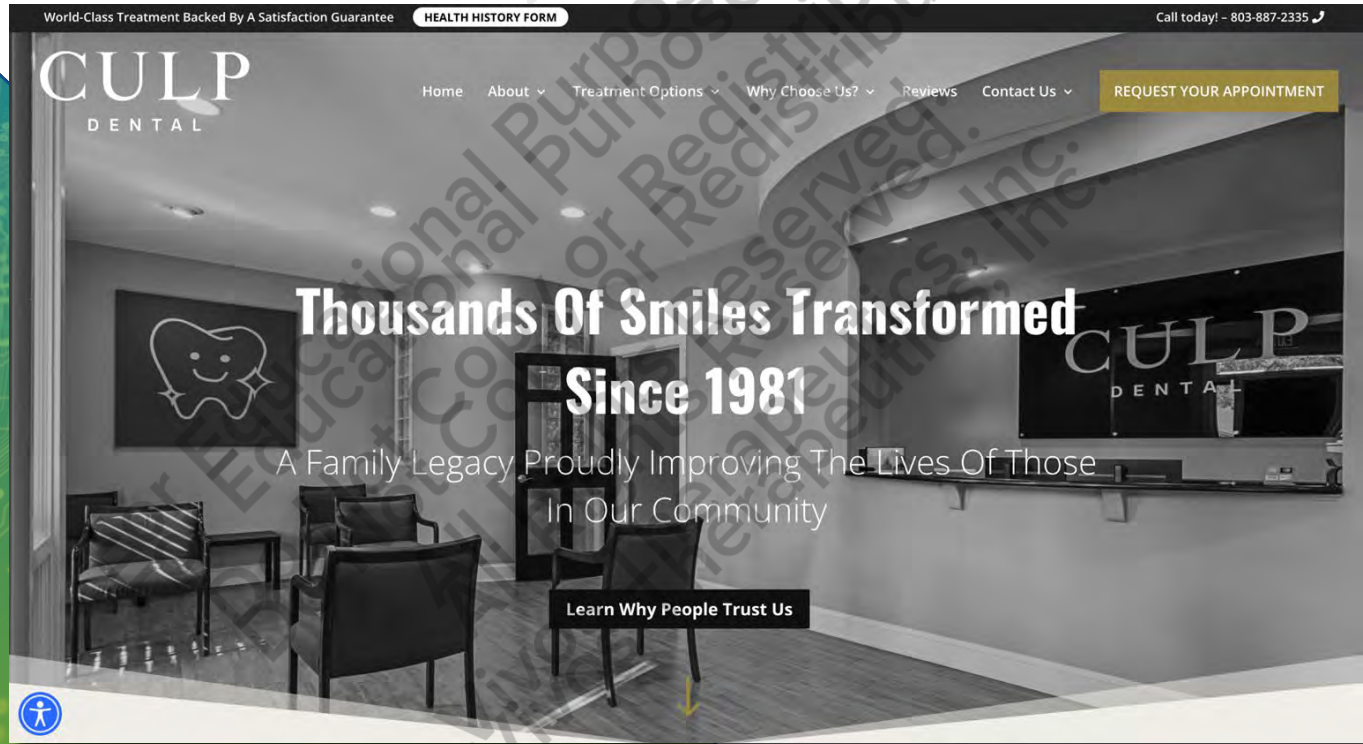
Bidding adjustments available based on user's device

PPC Summary

- Use more ad extensions to convert
- Generate unique phone numbers for trackable call extensions
- Match ad to related searches and appeal to a user's personal interests
- Adjust budget based on time of day and devices used



Critical Factors to a Highly-Converting Website



Clear Location and Contact Information...



REQUEST YOUR APPOINTMENT

Join the Thousands of Smiles Transformed at Culp Dental

Rock Hill, SC, Dental Office

1334 Ebenezer Rd.
Rock Hill, SC 29732

[GET DIRECTIONS](#)

Phone Number: [803-887-2335](tel:803-887-2335)

Office Hours:

Monday – 8:00 AM – 5:00 PM
Tuesday – 8:00 AM – 5:00 PM
Wednesday – 8:00 AM – 5:00 PM
Thursday – 8:00 AM – 5:00 PM
Friday – 8:00 AM – 1:00 PM



Refer A Friend

If you have any general questions or concerns, please use the form below to contact Culp Dental for dentistry in Rock Hill, SC. If you are interested in scheduling an evaluation with our experienced dentist, then please [click here](#) to use our appointment request form.

New or Existing Patient? *

- New Patient
 Existing Patient

Name *

First Last

Email *

Phone

Message



Clearly Identify Your Offerings...

CULP
DENTAL

Home About ▾ Treatment Options ▾ Why Choose Us? ▾ Reviews Contact Us ▾

REQUEST YOUR APPOINTMENT

- Thorough exam
- Digital X-Rays
- Custom Treatm

During your appo
anything else you

As one of the pre
Clover, Lake Wylie

Restorative Dentistry

Tooth-Colored Fillings

Crowns

Bridges

Dentures & Partials

Root Canals

Dental Implant Restorations

Cosmetic Dentistry

Veneers

Teeth Whitening

Crowns

Bridges

Dentures

Dental Implants

Full Mouth Reconstruction

Bite Adjustments

General Dentistry

Dental Cleanings

Pediatric Dentistry

Anxiety-Free Dentistry

Oral Cancer Screenings

Sealants

Gum (Periodontal) Therapy

TMJ

Tooth Extractions

Emergency Appointments

What To Expect On Your First Visit

Your Happiest, Healthiest Smile Starts Here



<https://culpdental.com/teeth-whitening/>

Tell Your Story, Build Confidence...

CULP
DENTAL

[Home](#) [About](#) [Treatment Options](#) [Why Choose Us?](#) [Reviews](#) [Contact Us](#)

[REQUEST YOUR APPOINTMENT](#)

Experienced, Compassion

Dr. Charlie Culp and our team at Culp Dental want to help you achieve your dental goals with treatment as much as we care about the health of your smile. That means we care about your happiness and satisfaction. [Click here](#) to learn more about Culp Dental family dentistry in Rock Hill, SC.

Culp Dental Legacy

Meet Dr. Charlie Culp

Meet Dr. Spencer Fair

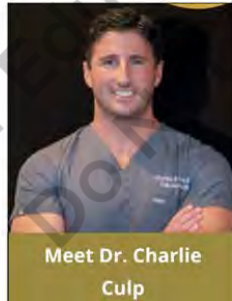
Your Health & Safety

Top 10 Report

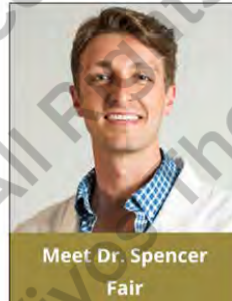
Meet Our Team...



Culp Dental Legacy



Meet Dr. Charlie
Culp



Meet Dr. Spencer
Fair



Your Health &
Safety



Top 10 Report



<https://culpdental.com/about/>



**Thank you
for attending**

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Vivos Therapeutics, Inc.

Free Audit

WEB ACCESSIBILITY AUDIT REPORT

4

SOCIUS MARKETING

AUDIT REPORT

Audit Conducted 12/14/2020

CATEGORY	STATUS	DESCRIPTION
Visual Elements	 Minor Number of Items Require Attention	<ul style="list-style-type: none">Image with text on site should be replaced by real textARIA labels recommended on images and video elements
Intuitive Structure & Content	 Minor Number of Items Require Attention	<ul style="list-style-type: none">Some buttons may be misleadingPage organization could use improvement on some pages when navigating via keyboard
Navigation	 Significant Number of Items Require Attention	<ul style="list-style-type: none">Elements on the site are not accessible with keyboard navigation controlsAssure focus effects are in place throughout the siteMoving elements require controlsChat pop-up is not accessibleOff-site links should have an icon indication
User Interaction	 Minor Number of Items Require Attention	<ul style="list-style-type: none">Missing form labels
Code	 No Items Require Attention	
Legibility	 Moderate Number of Items Require Attention	<ul style="list-style-type: none">Contrast enhancement needed on some text elements throughout the siteSome fonts are below recommended sizes

✓ Free review of your sites performance in search engines like Google! Sign up here: <https://try.sociusmarketing.com/dental-care-website-audit/>