

How to Enhance Your Dental Directory Listings: *Getting more from your IDA LeadFire online dental marketing*

The Internet Dental Alliance is pleased to announce a major upgrade to your online LeadFire dental marketing system.

This massive upgrade is included in your current Internet marketing plan, and it could mean a four-fold increase in your online new patient marketing.

We have just completed a major update to IDA's network of national and local find-a-dentist websites. All of these directory websites are powered by our proprietary LeadFire technology, and they are a great opportunity to add more new patients to your dental practice.

In addition to almost 500 local dental directories, our system has 16 national directory websites that cover different types of dentistry.

Your practice will be listed on each of the national directories that match your clinical skills, and also in the appropriate local directories by both skills and geography.

Directory Links

We also recommend visiting these other top dental resources.

[1st Braces](#)

[1st Gum Disease](#)

[1st Cosmetic Dentist](#)

[1st Pediatric Dentist](#)

[1st Dental Implants](#)

[1st Root Canal](#)

[1st Dental Financing](#)

[1st Sedation Dentist](#)

[1st Dental Hygiene](#)

[1st Sleep Apnea](#)

[1st Dental Insurance](#)

[1st Tooth Whitening](#)

[1st Dentist](#)

[1st TMJ Dentist](#)

[1st Dentures](#)

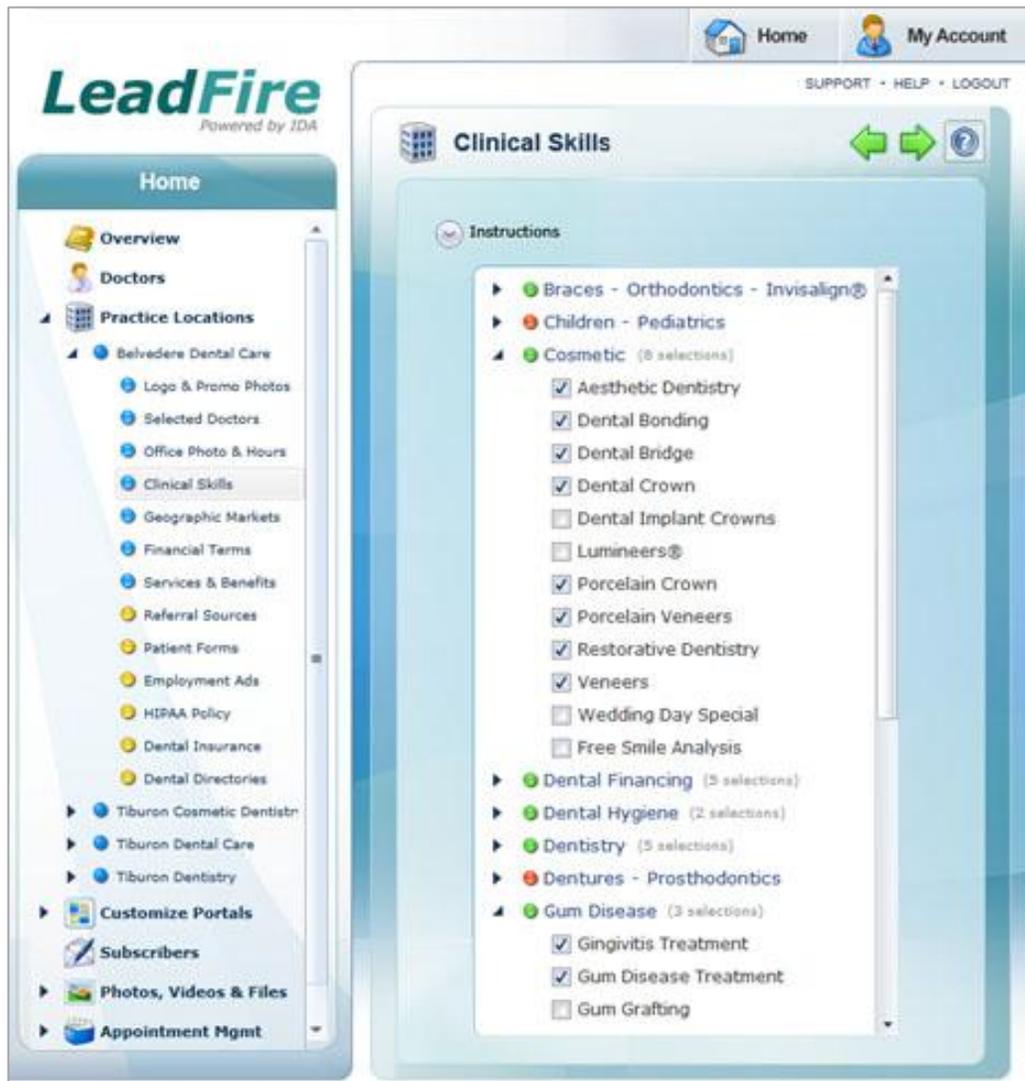
[1st Wisdom Teeth](#)

Clinical Skills

Your clinical skills are those you've selected in your Online Control Panel.

Under "Practice Locations," go to the "Clinical Skills" page.

To get the most out of your directory marketing, you'll want to be sure to list every single clinical skill offered at your practice.



From within your Control Panel, you can also manage your directory listings. **You have already automatically been included in all appropriate dental directories.**

In your Control Panel, you can view a list of all the directories on which your practice appears. At any time you can remove your practice from any directory that you feel does not match your current clinical skills by checking the "Opt Out" box.

Directories

There are three important things to understand about directories.

First: **The 16 national directories are used by people searching for information about a dental topic or concern like Cosmetics, Implants and Sedation.**

Your practice profile will be featured on each national directory for which you've listed an appropriate clinical skill.

Second: **Each local directory focuses on not only one of your skills, but also is targeted to the specific geography around your practice.**

The size of that geography will vary from just five miles in urban areas to as much as a 30-mile radius in rural areas.

The third and most important thing is that **each of your national and local directory profiles will link directly back to your primary local IDA/LeadFire websites.**

The more links you have to your IDA websites, the higher your positioning is with the search engines for your clinical skills, and the more new patient leads you will get.



This is 1stDentist.com, a national directory that is optimized to rank highly on Google, Yahoo and other search engines. It includes dozens of articles and information about dentistry, as well as listings of dentists across the US & Canada.

Directory Listings

Visitors enter their ZIP code to see a list of dentists in their local area.

In the search results, each dentist or dental practice has its own listing. Potential new patients will compare your listing with other practices on the page.

The screenshot shows the 1stDentist.com website interface. At the top, there are navigation links for 'Home' and 'Dentistry Articles'. A search bar on the left prompts users to 'To find a Dentist near you, enter your Postal Code:' with a text input field and a 'Click To Find a Dentist' button. Below this are logos for BBB Accredited Business and Google. The main content area is titled 'We Found These Dentists in the 94920 Area'. It displays two listings. The first listing is for 'Belvedere Dental Care' (Distance: 0.6 mi), featuring a photo of John Doe, D.D.S., contact information (6 Beach Road, Belvedere, CA 94920), appointment phone number (800) 555-0144, and a map. The second listing is for 'Tiburon Dental Clinic' (Distance: 0.7 mi), featuring a photo of Jane Doe, D.D.S., contact information (100 Main Street, Tiburon, CA 94920), appointment phone number (800) 555-0133, and a map. Both listings include 'Make Appt' and 'Get Details' buttons.

Let's review some of the things you can do to make sure that your practice's listing is as complete and competitive as possible.

Here we have just about the most generic listing possible. This is what yours will look like if you don't add any additional information to your practice profile.

The screenshot shows a generic dentist listing for 'Kevin Tom, D.D.S.' (Distance: 16.6 mi). The listing includes a photo of a hand on a telephone keypad, contact information (359 El Camino Real, South San Francisco, CA 94080), appointment phone number (855) 858-7687, and a map. The listing has buttons for 'Make Appt', 'Get Details', and 'Visit Website'. The map shows the location in South San Francisco, CA, near Grand Ave and El Camino Real.

It looks just fine, of course; **it's just not as effective as it could be.**

Directory Listings

Below is an example of another listing that includes some additional information.

Distance: 0.7 mi
Tiburon Dental Care
Appointments: (800) 555-0111

John Doe, Jr D.D.S.
Tiburon Dental Care
1 Main Street
Tiburon, CA 94920

VISA MasterCard Discover

Make Appt Get Details Visit Website

Map Coupons Video Make Appt

Map Satellite

Richardson Bay Belvedere Tiburon Belvedere Cove City Sausalito

Map Data Terms of Use Report a map error

more info ...

This practice has uploaded a promotional photo, which makes a big difference in attracting new patients.

In fact, your promotional photo is so important that I want to give you my “Guide to Professional Photos” just to make sure you get it exactly right. (See *Appendix*.)

Also notice the credit card logos, which make it clear what types of payment this practice accepts.

Next to the Map there are also tabs for “Coupons” and “Video.”

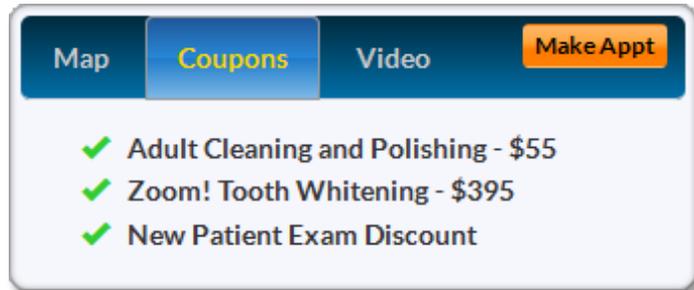
The “Video” tab contains a video; you can use one about your practice if you’ve uploaded one, or you can select one from our stock video library.

To add a video to your profile, go to your online Control Panel. Underneath your location, select “Logo & Promo Photos.”

Here, you can select a video to include with your practice profile. We recommend a welcome video from the doctor or doctors or a patient testimonial video.

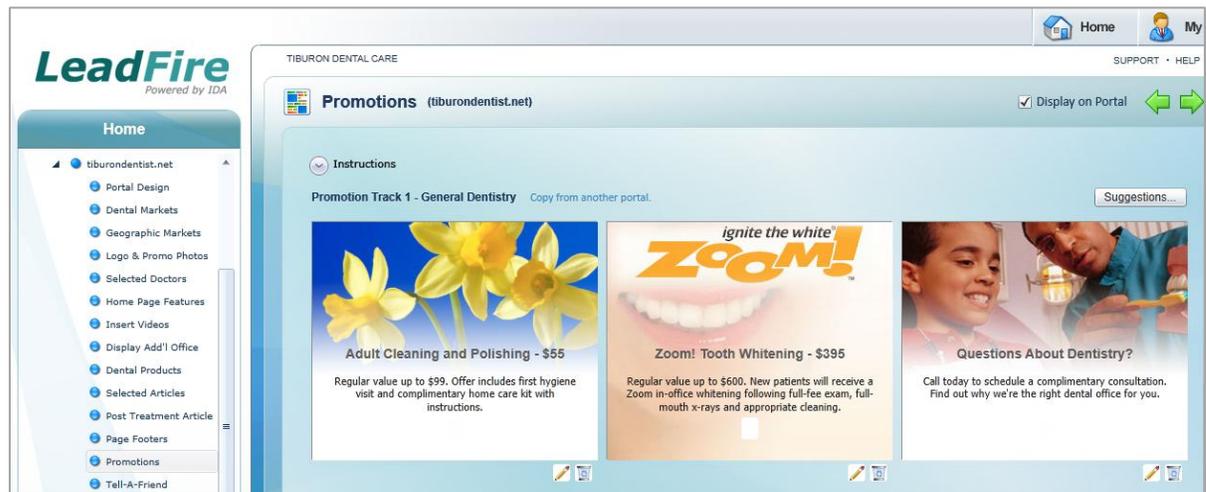
Coupons

In the directory profile's "Coupons" tab, you can see coupons and promotions offered by this dentist.



If you want these to appear on your directory listings, here's what you need to do.

Log in to your online Control Panel and expand the "Customize Portals" section. Underneath your first web portal, go to the page called "Promotions."



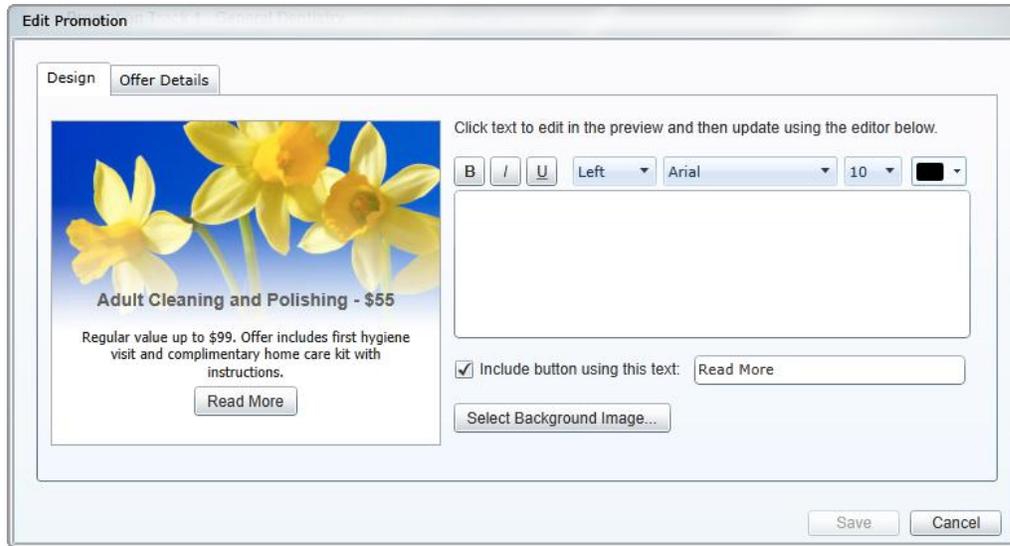
These are the images that will appear as rotating promotions on your website.

However, **this information is also used to populate the "Coupons" section of your directory profile.**

Click the pencil icon to edit a promotion.

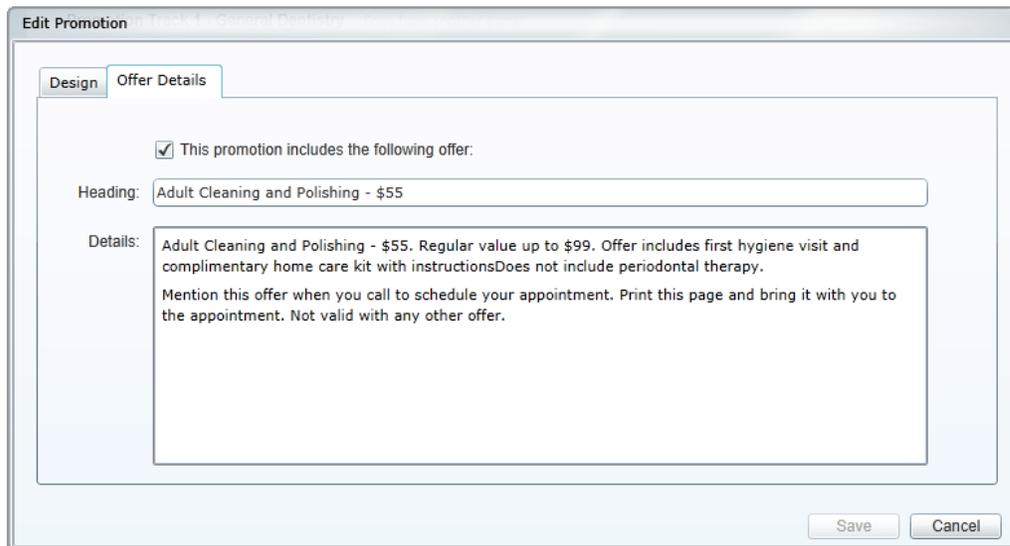
Coupons

When you edit a promotion, the pop-up menu will show you details of the design.



Click the “Offer Details” tab to add the information that will be displayed on your directory’s practice profile.

The section called “Heading” contains the text that will appear in the coupons section of your directory listing.



Make sure that the box is checked that reads, “This promotion includes the following offer.”

Directory Listings

On each directory listing, you'll see some highly-visible orange buttons that say "Make Appointment."



With the "Make Appointment" button, prospective patients simply complete a short online form and their information is passed directly to your office by both email and hard-copy fax for immediate follow-up by your team.

Request an Appointment With Advanced Technology Dentistry ×

Please provide the following information and we will contact you shortly to schedule an appointment.

Enter your first name

Enter your last name

Enter your postal code

Enter your email address

Enter your phone number

Enter your comments here

[Click Here to Request an Appointment](#)

[Close](#)

Directory Profiles: Details

Next to the “Make Appointment” button is a “Visit Website” button that links to your practice’s IDA website.



Clicking “Get Details” takes visitors to a directory page with more information about the dental practice.

1stDentist.com
Home Dentistry Articles ▾

Tiburon Dental Care

General Dentistry

Appointments: (800) 555-0111

Tiburon Dentist
Tiburon - Mill Valley - Larkspur - Belvedere - Sausalito

- ✓ Braces
- ✓ Invisalign®
- ✓ Dental Implants Crowns
- ✓ Family Dentistry
- ✓ General Dentistry
- ✓ Tooth Cleaning
- ✓ Emergency Dental Care
- ✓ Dental Hygiene Treatment

Share | [f](#) [t](#) [g+](#) [v](#) [p](#) [i](#) [e](#)

Tiburon
DENTAL CARE

Call for an Appointment!
(800) 555-0111

Make Online Appointment

Visit Our Website

Meet the Doctor

Dr. John Doe, Jr ▾

Dr. Jane Doe ▾

Dr. John Doe ▾

Map & Hours What We Offer Other Locations Video

Tiburon Dental Care
1 Main Street
Tiburon, CA 94920
General Info: (555) 555-0111

VISA M C

Appointments: (800) 555-0111

Map data ©2014 Google, Terms of Use, Report a map error

Testimonials Dental Insurance Benefits

Janet

Tiburon Dental Care was just great when I decided to have my teeth whitened. Dr. Smith was terrific and everyone on the staff was so friendly. I love my new smile!

Bill

I've always been nervous about going to the dentist. That is until I met everyone at Tiburon Dental Care. Dr. Smith was so easy to talk to and my treatment was quick and affordable.

Elaine

I was always self-conscious about my smile. But then I met Dr. Smith and the wonderful staff at Tiburon Dental Care. Now everyone comments on my great new smile.

Call for an Appointment!
(800) 555-0111

Online Appointment

Visit Our Website

Appointment Phone:
(800) 555-0111

Make Online Appointment

ZOOM!
CEREC
invisalign
PerioProtect

Directory Profiles: Clinical Skills & Doctors

The information shown here is entirely based on what you've entered into your online Control Panel. Most of it is pretty self-explanatory, but there are a few things in particular to note.

Tiburon Dentist

Tiburon - Mill Valley - Larkspur - Belvedere - Sausalito



- ✓ Braces
- ✓ Invisalign®
- ✓ Dental Implants Crowns
- ✓ Family Dentistry
- ✓ General Dentistry
- ✓ Tooth Cleaning
- ✓ Emergency Dental Care
- ✓ Dental Hygiene Treatment

Share |        

The clinical skills listed here are based on what you've entered in your Control Panel. If you've only entered a few clinical skills, not much will show up here. That's yet another reason why you should check off as many clinical skills as you have.

Meet the Doctor

Dr. John Doe, Jr 

Dr. Jane Doe 

Dr. John Doe 

Dr. John Doe



I am proud to have served patients in our community since 1999. The combination of continuing education and state-of-the-art equipment allow us to offer you and your family the high level of care you're looking for. My team and I will give you a warm welcome and our ongoing commitment to your dental health.



Credentials and Memberships

- American Dental Association
- California Dental Association
- Academy of General Dentistry
- American Association of Orthodontists

Let's take a look at some of the other elements of this page.

Under "Meet the Doctor," there are profiles of the practice's doctor or doctors.

You can click to expand these profiles.

This is all based on what you've entered in the "Doctors" section of your Control Panel, and which doctors you've indicated work at this location.

Directory Profiles: Testimonials, Insurance & Benefits

Let's take a look at some of the other elements of this page.

Testimonials Dental Insurance Benefits



Janet
Tiburon Dental Care was just great when I decided to have my teeth whitened. Dr. Smith was terrific and everyone on the staff was so friendly. I love my new smile!



Bill
I've always been nervous about going to the dentist. That is until I met everyone at Tiburon Dental Care. Dr. Smith was so easy to talk to and my treatment was quick and affordable.



Elaine
I was always self-conscious about my smile. But then I met Dr. Smith and the wonderful staff at Tiburon Dental Care. Now everyone comments on my great new smile.

If you've added **testimonials** to your websites, they'll also appear here in your directory listing.

You don't need to include photos, but it's a good way to make your listing more visually compelling.

Plus, there's nothing like a little social proof to make people feel comfortable with a new dentist.

The "**Dental insurance**" tab will only appear if you have selected the specific dental plans

you accept within your Control Panel.

If dental insurance is a major part of your practice, be sure to list all the carriers you work with.

Testimonials Dental Insurance **Benefits**

Friendly, caring staff

The friendly, caring staff of Tiburon Dental Care in the Tiburon, California area strive to make you feel comfortable and well-cared for at your dentist appointment. John Doe, Jr, D.D.S. is committed to serving you and your family's dental needs, year after year. Come and see what we have to offer in a professional setting where top-notch customer service still matters.

Long-term financing for qualified applicants

Tiburon Dental Care is pleased to offer long-term financing for our qualified Tiburon area dental patients. We realize that some dental treatments are easier to pay off over time. We want to help make it possible for you to have the smile you've always wanted.

Dental insurance accepted and filed for you

At Tiburon Dental Care, we accept several types of dental insurance. With the proper information, Dr. Doe and his staff will be happy to file your insurance claim for you. We strive to make the insurance paperwork process as simple and streamlined as possible. You are only personally responsible for the co-pay or deductible amount.

General dentistry for all ages

John Doe, Jr, D.D.S., provides general dentistry for people of all ages. Dental health is important during your entire life. When your teeth are healthy, it follows that you will be healthier, and your quality of life increases. No matter what your age, Tiburon Dental Care is here to serve your dental needs in the Tiburon, California area.

Convenient early-morning appointments

Now you don't have to miss work to tend to your dental needs. At Tiburon Dental Care, Dr. Doe recognizes you have important business to attend to during the workday, and offers convenient early-morning appointments to accommodate your schedule in the Tiburon, CA area.

Just go to the location tab in your control panel and select the insurance page.

The "**Benefits**" tab is an important one. This is based on the list of "Services & Benefits" that you select in your Control Panel.

For maximum marketing impact, you want to make sure you have 15 different Benefits or Services selected.

This is a powerful way to differentiate your practice from your competitors by emphasizing your practice's greatest strengths.

Testimonials **Dental Insurance** Benefits

Our practice accepts insurance from the following companies.



Aetna
Aetna is a national leader of health and related benefits offering dental insurance to our Tiburon patients, as well as health insurance, pharmacy, and life insurance products for individuals, medicare insurance and disability.



Careington
The Careington Dental Network is one of the fastest growing independently owned dental networks nationwide, providing our Tiburon area patients with affordable dental care - without interfering with the dentist-patient relationship. More than 65,000 general dentists and specialists offer Careington's discount fee-for-service (POS) and PPO plans nationwide.



Kaiser Permanente
Kaiser Permanente offers several different dental plans to our Tiburon area patients, a variety of orthodontic and cosmetic dental services on a fee-for-service basis, and a reduced-fee plan for uninsured consumers looking for ways to save on dental care.

Directory Profiles

Map & Hours
What We Offer
Other Locations
Video

Tiburon Dental Care
 1 Main Street
 Tiburon, CA 94920
 General Info: (555) 555-0111





Appointments: (800) 555-0111



Tiburon Dental Care Office Hours

	Morning	Afternoon
Mon.	9am - 12pm	1pm - 6pm
Tue.	9am - 12pm	1pm - 6pm
Wed.	9am - 12pm	1pm - 6pm
Thu.	9am - 12pm	1pm - 6pm
Fri.	9am - 12pm	1pm - 6pm
Sat.	9am - 12pm	Closed
Sun.	Closed	Closed

Appointment Phone:
(800) 555-0111

Make Online Appointment



Elsewhere on the directory page, next to your address, you'll see credit card logos.

The cards that appear here are based on what you've selected in your Control Panel under the location's "Financial Terms."

The "Map & Hours" section is fairly self-explanatory.

If you scroll down in your Control Panel, you'll see that that you have the option to include a photo of your location if you've loaded one and a list of the holidays on which you're closed.

The text in the "What We Offer" tab is automatically generated based on your practice information including your clinical skills and local geographic markets.

Note that each of the geographic areas you service should be linked to the correct cities you are targeting for new patients.

If your practice has additional locations that you have added to your online Control Panel, they will be included on your directory listing.

The video tab here again displays a video if you've selected one in the Control Panel's "Logo & Promo Photos" section for that location.

Directory Optimization

We advise you spend a little time checking out your directory listings and using your Control Panel to optimize them.

The screenshot shows the LeadFire control panel interface. The left sidebar contains navigation options like Overview, Doctors, Practice Locations, and Customizable Portals. The main content area is titled 'Dental Directories (Belvedere Dental Care)' and features a table of directory listings. Below the table, there is a section titled 'National and Local Directories' with explanatory text and an 'Opting Out' section.

Directory	Type	Market	View Profile	Opt Out
cortemaderagumdisease.com	Local	Gum Disease	View Profile	<input type="checkbox"/>
cortemaderarootcanal.com	Local	Root Canal	View Profile	<input type="checkbox"/>
lafayetteidentalinsurance.com	Local	Dental Insurance	View Profile	<input type="checkbox"/>
millvalleydentalkare.com	Local	General Dentistry	View Profile	<input type="checkbox"/>
novatocosmeticdentist.com	Local	Cosmetic Dentistry	View Profile	<input type="checkbox"/>
oaklandbraces.com	Local	Orthodontics for GPs	View Profile	<input type="checkbox"/>
sanbrunogumdisease.com	Local	Gum Disease	View Profile	<input type="checkbox"/>
sanfranciscococosmeticdentistry.com	Local	Cosmetic Dentistry	View Profile	<input type="checkbox"/>
sanfranciscocadentalinsurance.com	Local	Dental Insurance	View Profile	<input type="checkbox"/>
sanfranciscocadentist.net	Local	General Dentistry	View Profile	<input type="checkbox"/>
sanfranciscocateethwhitening.com	Local	Tooth Whitening	View Profile	<input type="checkbox"/>
1stbraces.com	National	Orthodontics for GPs	View Profile	<input type="checkbox"/>
1stcosmeticdentist.com	National	Cosmetic Dentistry	View Profile	<input type="checkbox"/>
1stdentalfinancing.com	National	Dental Financing	View Profile	<input type="checkbox"/>

Items: 15

National and Local Directories
LeadFire maintains a vast array of national and local directories targeting all major dental markets. Our national directories provide hundreds of useful articles along with profiles of our clients organized by city and state. Our local directories target specific cities and list only the profiles for practices within that general area.

Our system automatically selects the most-appropriate directories for your practice based upon your clinical skills and geography. The ones we've selected for you are listed here on this page. If you feel we've selected one which isn't quite right for you, you may easily opt out of any individual directory listing.

Opting Out
You may opt out from being included in individual directories by checking the box to the right of each listing. Your profile will be removed from that directory within 24 hours.

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To see which directories you're listed on, just log into the control panel at LeadFireCP.com, expand your Practice Locations, and navigate to the "Dental Directories" page.

You'll see which directories are national and which are local, as well as which types of dentistry are being featured. You can remove your practice from any directory that you feel does not match your current clinical skills by checking the "Opt Out" box.

Just click "View Profile" to check out how you look on each of these different directories.

APPENDIX: Eleven Rules for Great Professional Photos

(1) **Always use a professional photographer who specializes in modeling.** Do not use a portrait photographer, a high school yearbook photographer, or one of those guys who works at Sears taking kids' photos. This is a business expense. Get it done right. A good glamour photographer will cost you \$1,000 or more a session, and will usually include hair and makeup (yes, even for men!). It's worth every penny of the expense – it truly is!

(2) **Only the practice owner or full partners are pictured in the photo.** Do not use photos of associates or staff for the simple reason that they may not stay with the practice.

(3) **If you have two to three partners, get a joint or group photo.** Do not use two separate photos positioned side-by-side. Make sure you get all the heads positioned as close together as possible for a close-up headshot.

(4) **Never wear a full beard in your photo.** A mustache is okay. Psychologically, a beard puts a wall between you and prospective patients. They can't see or relate to the real you. If you want to send your kids to college and retire before age 80, lose the beard. You can grow it back after the photo session.

(5) **Wear a dark (but not black) suit** against a light background. For men, a dark suit, white shirt, and dark tie; for women, a dark suit with a light blouse. The contrast exudes strength. No patterns on clothes or backgrounds that distract the eye from you. And no black suits. Since they're so dark, they become an area of flat black lacking detail and dimension.

(6) **Have the photographer take the photos in color.** This gives you the flexibility to use them either in color or black and white.

(7) **Have multiple poses taken.** Start with your head and shoulders, waist up and leaning forward while sitting. No props.

(8) **SMILE.** It reassures prospective patients that everything's going to turn out okay. I can't emphasize this enough. I once had a Beverly Hills dentist whose photo looked like a police mug shot, and he couldn't understand why he wasn't getting new patients.

(9) **Relax.** If you're feeling stiff, you'll project it. Have the photographer take a few pics just to relax you.

(10) **Have the photographer light you so as to create depth in your face.** A three-quarter-angle floodlight will cast enough soft shadow to give your face character. Also diffuse all background shadows and make sure nothing casts a shadow on you.

(11) **If the photos on the proof sheet aren't perfect, don't worry.** Cropping and Photoshop can work wonders.