

# Local SEO for **Dentists**: 7 Strategies That Fill Appointment Books

The complete visual guide to ranking in local search and attracting more patients in 2025

**77%**

PATIENTS SEARCH  
ONLINE BEFORE BOOKING

**46%**

OF GOOGLE SEARCHES  
HAVE LOCAL INTENT

**3-6**

MONTHS TO SEE  
MEANINGFUL RESULTS

**44%**

OF CLICKS GO TO THE  
GOOGLE MAP 3-PACK

## 7 MUST-DO LOCAL SEO STRATEGIES

1

### Google Business Profile Optimization **HIGHEST IMPACT**

Claim, verify, and fully fill your GBP — hours, services, photos, posts. This is the #1 driver of map pack rankings. Active profiles outperform inactive ones in every market.

2

### Local Citation Building

Consistent NAP (Name, Address, Phone) across Yelp, Healthgrades, Zocdoc, Bing Places. Even small inconsistencies — like a different suite number — hurt your rankings.

3

### Localized Service Pages & Blog Content

Create dedicated pages for each service + city: "Dental Implants Rockville MD." Blog posts answering patient questions build long-term topical authority.

4

### Review Management **TRUST SIGNAL**

Ask every patient for a Google review. Respond to all reviews within 48 hours. Volume + recency + response rate are all ranking signals.

5

## Technical SEO

Mobile page speed under 3 seconds. HTTPS. LocalBusiness schema markup. Fixed broken links and meta descriptions. Google won't rank a broken site.

6

## Local Link Building

Links from Chamber of Commerce, dental associations, local blogs, and community sponsors build geographic authority that boosts local rankings.

7

## Conversion Optimization ROI DRIVER

Click-to-call on mobile. Online booking. Clear CTAs. HIPAA-compliant contact forms. Traffic that doesn't convert to booked appointments is wasted.

### Quick-Start Checklist

- GBP claimed and verified
- NAP consistent on all directories
- Localized service pages live
- Review request process active
- Website loads under 3 seconds
- Schema markup implemented
- Online booking enabled
- Google Search Console set up

### Cost Breakdown

- DIY: \$0-\$200/month (tools)
- Freelancer: \$300-\$800/month
- Agency: \$800-\$3,000/month
- Avg new patient LTV: \$2K-\$5K
- 3-5 patients/month = strong ROI
- GBP results: 4-8 weeks
- Full SEO results: 3-6 months
- No ad spend required

### WHAT TO EXPECT MONTH BY MONTH



#### MONTH 1

GBP setup, citation audit, technical fixes



#### MONTH 2

Localized pages & blog content go live



#### MONTH 3

Reviews building, first ranking movement



#### MONTH 4-6

Map pack visibility, new patient calls increase



#### MONTH 6+

Sustained growth, scaling to new services

