



White Pages Going the Way of the Rotary Phone *Will the Yellow Pages be next?*

By Ted Janusz

"The White Pages are going the way of the rotary-dial phone," the **Buffalo News** announced recently. "Beginning in January 2011, Verizon is dropping the residential White Pages."

Verizon said that most households don't use the White Pages, which trace their beginnings to 1878, relying instead on the Internet and other new technology. Only about 1 in 9 households still use the residential listings.

"Anybody who doesn't have access to some kind of online way to look things up now is probably too old to be able to read the print in the White Pages anyway," joked Syracuse University professor Robert Thompson.

On the other hand, 97% of consumers use the Internet to shop locally and 90% of searches start with a search engine.

As a result, make sure that your practice is represented on Google, the most popular search engine. Over 70 percent of all Internet searches, over one billion searches each day, are conducted on this site.

Rather than spend money on antiquated White Pages or Yellow Pages advertisements to represent your practice, consider participating in a Google AdWords program.

According to Wikipedia, with Google AdWords, advertisers select the words (known as "keywords") that should trigger their ads and the maximum amount they will pay per click. When a user searches on Google, ads for relevant words are shown as "sponsored links" on the right side of the screen, and sometimes above the main search results.

When new or existing patients search for implant dentistry on Google, AdWords can help assure that your listing appears either at the top or to the right side on their results page.

A question to be answered: which keywords are actually *key* words?

A key to remember in this process: patients seek out our services for their reasons, not ours. They may not necessarily use the same words to describe our services as we do. So it is important to determine how potential patients look for you on Google.

To determine this, I used Google's free keyword tool at:

adwords.google.com/select/KeywordToolExternal

and typed in the keywords "implant dentistry."

As a result, I discovered that the number of Global Monthly Searches for those two keywords is an impressive 40,500. (*Global Monthly Searches*, according to Google, is defined as the approximate 12-month average of user queries for that particular keyword or keywords on Google.)

By comparison, here is the number of Global Monthly Searches for other related keywords on Google:

- Implantology – 6,600
- Sedation dentistry – 60,500
- Find a dentist – 74,000
- Porcelain veneers – 74,000
- Tooth extraction – 110,000
- Oral surgery – 201,000
- Dentures – 301,000
- Veneers – 301,000
- Dental implants – 368,000
- Implants – 1,220,000
- Dentistry – 1,500,000

To get more information on participating in a Google AdWords program, click on adwords.google.com.

The moral of this experiment: Beyond consideration of a Google AdWords program, be sure to consider *all* of the keywords that patients and future patients are currently searching on that apply to your practice. Include these keywords both on your Website and in your marketing materials.

Remember, patients buy for their reasons, and use their own wording, not ours.

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