



# BusinessBite

*Practice Management Information for Implant Dentists*

## **Are You Using the Right Keywords in Your Social Media?**

**by Jason T. Lipscomb, DDS**

Yesterday I read a [great article on branded vs. non-branded keywords](#). It did start my thinking process of how we should use branded vs. non-branded keywords in our efforts as a dentist.

First off, let's discuss keywords. Keywords are words or phrases used to search for something on Google or any of the other search engines. We use these keywords on our websites so that we can be found on the Internet.

## Keywords Fredericksburg Dentist in use

As you can see, I have used the keywords “Fredericksburg Dentist” in my website. Google will see these words in my website and say “This website pertains to a Fredericksburg Dentist.” When someone searches for the keywords “Fredericksburg Dentist,” my website will be one of the choices.

So I want to find a bicycle shop in town. What do I type into Google? Probably “Richmond Bicycle Shop” or “Bicycle shop.” Most people would do the same for a dentist, i.e. “Richmond Dentist” or “Richmond orthodontist.” These are considered *non-branded keywords*. They are general terms that describe the item being searched. They are the most active search and will be used by the majority of web searchers.

Now if I wanted to find a specific brand of bicycle tire, I would probably search for “Pirelli 5640” or “Schwinn bike tire.” These are *branded keywords*, because they only pertain to a certain company. This would be the same for someone searching for a specific dentist, e.g. “Dr. William Smith” or “Kentucky Pines Dental Center.” The problem is, branded keyword searches are much less likely to happen than are non-branded keywords. People searching for a dentist don’t usually know the name of the dentist they haven’t met yet. This is a major problem, because many dentists often focus on branded keywords instead of the non-branded on their websites, blogs, and social media efforts. These branded keywords will only help when you search for that particular brand

Both of these types of keywords can be very important when using social media marketing. To see the importance of each, we must divide our efforts into two groups. Items that have a chance of ranking on Google and items that do not. The items that have a chance of ranking on Google often must use non-branded

keywords, while non-ranking items will probably be best suited for branded keywords.

The items that will rank or appear on a Google search are the following:

- Your website
- Your blog
- YouTube videos (will often be shown in search results and video search results)
- Twitter Tweets(A bit of a stretch, but in some search engines they are shown as results)
  - Press Releases
  - Discussion group posts

These need to have non-branded keywords in the title and in the body.

Items that usually will not show up in search results.

- Facebook pages
- 3rd party directory profiles
- Review site profiles

Now, the main page of the review sites will show up on search results, but the individual profiles will not. Facebook pages will also show up in search results, but the chance of them showing up on the first page is slim. That is why I include them in that group.

Now that we have them divided up, let's go into the proper method of using the keywords. Your website should obviously have both branded and non-branded keywords so that no matter what they search for, they will find your site. Most of you don't work on your own website, so we won't worry about that. Blogs and Youtube on the other hand can rank quite well in Google, so they must employ non-branded keywords. Non-branded titles like "Richmond Dentist talks about

composite fillings” will rank much better than the branded “Dr. Brandon talks about composites.” Of course, you could mix them to get “Richmond Dentist Dr. Jason Lipscomb talks about composites.” The description of the video or the body of the blog must also reflect the non-branded keywords throughout. Go on to describe the “Richmond Dentist” and what he/she is talking about, so Google can find it easily.

Non-branded keywords are always good for social media posts like Facebook comments and Twitter tweets. Comments like “What a great Richmond dentist! <http://www.lipscombdentist.com>” will tell Google, “Hey, this website [lipscombdentist.com](http://www.lipscombdentist.com) is associated with a Richmond Dentist!” This will draw the correlation between the search term “Richmond Dentist” and the website “[lipscombdentist.com](http://www.lipscombdentist.com)”

Facebook pages on the other hand are static and fixed, and usually will not rank well by themselves. They should support branded keyword profiles like your Google Places listing. Your Google places’ listing requires the legal name of your business, and will probably be the best representation of your business online. Google places profiles draw strength from mentions of your business, address, and phone number. These are all branded keywords because they are very specific. That is why I always state the name of your Facebook page should match your Google places profile.

Once again, try to avoid blog posts and titles that focus on branded keywords. i.e. “Dr. Smith can fix your smile with composites”, “Dr. Smith, Dr. Smith, Dr. Smith”

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