IM Consultant Services Is A Leading Dental SEO Company

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IM Consultant Services, a digital marketing firm based in Cincinnati, Ohio, has announced that they provide dental SEO services. As a dental SEO company, dental practices can rely on them to help them rank higher on the search engines like Google. The company makes use of search engine optimization (SEO), which is the process used to help boost the exposure of the dental practice?s website on the search engine results pages.

Mike Marko, CEO and founder of IM Consultant Services, says, ?The process is focused on the use of particular keywords and using these keywords to optimize your website or content. These keywords are what people use to look for you online. Thus, they play an important role in boosting the traffic that you get from search engines. The factors that may affect your search rankings are the number of keywords you rank for and their search volume.?

People who are looking for a dental practice will type certain keywords into the search bar of a search engine. For instance, they can type in ?dental clinic + city or area? or ?dental practice + city or area?. The search engine will then display those websites or web pages that are relevant for those keywords. In order for the

website of a dental practice to appear on the top page of the search results for those keywords, the dental practice will need the help of a dental SEO service.

Getting on the top of the search results is vital because when people immediately find the dental practice website on the first page of the search results, they are more likely to click on that website, thus increasing site traffic and consequently, increasing the number of patients.

Mike Marko explains, ?The best dental SEO services company will help you identify the right keywords that people use to search for your services. This is very important as this helps people find you. Here at our SEO company, we will help identify these keywords as part of our dental SEO services. Once we have the keywords, we will optimize your website using these targeted keywords. This will help boost your search rankings and boost brand awareness.?

Mike Marko has also developed the Pervasive Presence? engine, which allows the SEO company to help a dental practice get more local customers. He did a lot of research and testing to come up with the Pervasive Presence? framework, which has been proven to make a dental practice stand out among the crowd, making the practice the primary choice of people in that local area.

The Pervasive Presence? engine is divided into three levels or ?gears?. The first level or first gear focuses on the website, local SEO, and the use of Google Business and Maps. Next is the second gear, which has to do with using Adwords, which accelerates the process of increasing brand awareness. Here, IM Consultant Services can help with the proper use of Adwords.

The third gear is arguably the most important part as it makes use of social media marketing. This leverages the power of Facebook, Twitter, and other social networks. Mike Marko and IM Consultant Services are well experienced when it comes to social media marketing.

Mike Marko points out that their services actually eliminate the guess work from the online marketing efforts of a dental practice. When they provide online marketing services to a dental practice, they start by analyzing the practice?s current internet marketing efforts, identifying those that are already working and those that are not.

IM Consultant Services provides a number of services that are actually geared towards helping with the Pervasive Presence? engine. These services include SEO, social media marketing, website design, online marketing funnels, graphic design, email marketing, video marketing, blog content writing, press releases, and paid advertising. This allows them to create a specific plan for a particular dental practice.

Those who are searching for a dental SEO agency can contact Mike Marko or IM Consultant Services. They can check out the company?s website or contact them on the telephone.

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