

**CORE**  
OPTIMISATION  
THE RESULTS AGENCY

# THE DIGITAL LANDSCAPE

DENTISTRY EDITION

INDUSTRY ANALYSIS  
APRIL 2025

# The Digital Landscape

## Dentistry Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the dentistry industry. Key topics include detailed analysis and trends around GA4, PPC, Paid Social and SEO.

# Google Analytics

Since switching to GA4, many dental practices are unknowingly **missing critical data** due to an incorrect setup. If your GA4 isn't properly tracking bookings, form submissions, or ad performance, you could be **wasting thousands on ads with no return** and making decisions based on faulty data.

**Here is a tip from our GA4 Specialist, Tony Newlands:**

*“Before spending on ads, ensure GA4 properly tracks **every step of the customer journey** from first click to appointment request. If you're unsure whether your setup is correct, a quick **expert audit** could save you from **poor reporting, lost leads, and inefficient ad spend.**”*



## GA4 Health Check: Is Your Tracking Accurate?

- ✓ Tracks key actions (purchases, signups, clicks)
- ✓ Covers website, booking system & payment provider
- ✓ Accurately attributes revenue & ad performance
- ✓ Filters out internal traffic
- ✗ Flawed setup = Wasted Ad Spend
- ⚠ Missing data? Get an expert audit before running ads.

# Pay Per Click/Paid Search

With more dental practices investing in Google Ads, competition and cost per click is **rising**. Generic campaigns **won't cut it**. To consistently attract **high-value patients**, practices need to focus ad spend on **profitable, in-demand** treatments and use targeting tactics that make **every euro count**.

**Here's a tip from our Senior PPC Specialist, Fintan O'**

**Toole:** *"Don't treat all treatments **equally**. Prioritise services like whitening, emergency appointments or orthodontics, these **drive higher ROI**. Combine this with **location targeting** and **smart scheduling** to reach the **right people** at the **right time**."*



## Myth vs. Reality: Why Your Ads Need Strategy, Not Just Spend

### ✘ Myth

- Running **Google Ads** will keep my clinic fully **booked**.
- The **more** keywords, **the better**.
- Targeting '**dentist near me**' is enough.

### ✔ Reality

- Broad terms **waste** budget fast without bookings.
- Balance **broad + niche** keywords.
- Use **ad copy** to promote your **most valuable treatments**.

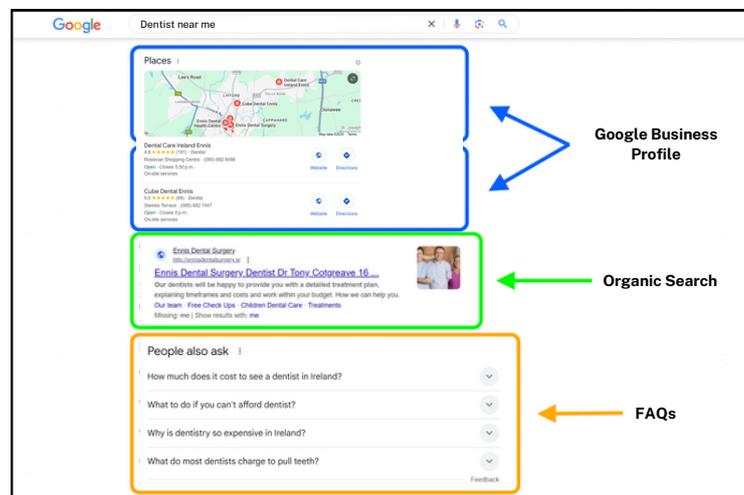
# Search Engine Optimisation

Organic search in dentistry is highly competitive especially for terms like “**emergency dentist**” or “**dentist near me.**” But ranking #1 isn’t the only way to attract new patients. By optimising your site with locally focused content and keeping your **Google Business Profile** (GBP) active, your practice can appear in more places across search results and build trust along the way.

**Here is a tip from our Head of SEO, Brian Conlon:** *“Prioritise your **GBP**, keep details up to date, share posts regularly, and ask patients for reviews. On your website, clearly answer **FAQs** about procedures, pricing, and aftercare. This helps you show up in ‘**People Also Ask**’ and other key search areas where potential patients are **looking for answers.**”*



## Where Your Practice Can Appear in Google Search



# Paid Social

Before booking an appointment, patients want reassurance and education. A 2023 survey found that **87%** of patients trust practices with active social media, proving that platforms like Instagram and Facebook are more than **brand builders**, they're key drivers of **trust** and **new bookings**.

**Here's a tip from our Paid Social Specialist, Roisin Ryan:**

*"Use short-form video to show real 'before & after' results, testimonials, and explain treatments in **plain language**. Educational, reassuring content builds **trust**. Combine this with Meta lead gen ads that allow patients to **book consultations** without **leaving the platform**."*



## From Scroll to Smile: Turning Engagement into Bookings



Educational Videos, FAQs, Patient Insights



Testimonials, Staff Intros, Local Influencer Collabs



Meta Lead Ads with Instant Consultation Booking



# What is happening in the world of Digital Marketing?

## AI Overviews

Google is rolling out AI generated summaries directly in search results. If your practice isn't providing clear, structured answers to common dental queries, you risk being left out of the conversation entirely. More than ever, your content needs to be helpful, accurate, and optimised for visibility.



## Local SEO

Google continues to prioritise businesses with strong local signals especially active Google Business Profiles with fresh reviews, updated info, and regular posts. These are critical to appearing in the Local Pack and outranking competitors in your area.



## Trust via Video

Patients want to know who they're trusting with their smile. Short-form video content introducing your team, explaining treatments, or sharing patient stories is now a powerful way to build trust, ease anxiety, and stand out in a crowded local market.



## Key Takeaways

- ✓ **Fix GA4 First** – If your tracking isn't accurate, you could be wasting thousands on ads without real results.
- ✓ **Focus PPC on What Pays Best** – Prioritise high-margin treatments like whitening and orthodontics to boost ROI and reduce wasted spend.
- ✓ **Local SEO Wins Patients** – Optimising your GBP and answering FAQs helps your clinic show up where it matters most.
- ✓ **Social Media Builds Patient Confidence** – Short videos, testimonials, and treatment explainers help turn trust into bookings.
- ✓ **Video Is Your Best Salesperson** – Patients want to see who they're booking, authentic content now drives more action than static posts.

### Discover how we can help

Get in touch with our Business Development Manager, Mike Flynn, to discover how we can help you thrive in today's digital landscape.

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