

# GOOGLE JUICE: *USING THE INTERNET EFFECTIVELY*

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Are you *paying* a lot to show up on the front page of Google?  
There is a better, *less expensive* way.

Are you *afraid* you're missing out on the social media revolution?



There's *more* to come.

Have you *Googled* your name lately?  
People are Googling *you* every day.

People will judge you based on your Internet presence and online reputation. This course helps participants understand the factors that impact website findability. It will explain the different Google results and the increasing importance of Google+ places. Learn how to develop web pages that turn shoppers into patients and how to use Google to get them there.

What happens in Vegas stays on...Facebook, Twitter and YouTube. Social media is an amazing phenomenon that has revolutionized how we use the Internet and how we interact. However, social media is not just Facebook; it is a whole array of user generated online content. This entertaining program will help you understand and use social media effectively to support your dental practice and guard your online reputation.

**Program Features:** Learn the three purposes of the website and how 93% of the people will find it. Understand how to generate positive user reviews and guard your online reputation. Take a ten point test to determine your online footprint. Discover the top three pages that patients choose to visit most. Understand the potential of Facebook's new graph search. The program includes live examples including online searches, website visits, and specific step by step examples of effective social media content.

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## LEARNING OBJECTIVES

- Learn the reasons to have an office web page.
- How to protect your online reputation.
- Use the Internet to support existing patients.
- How to drive traffic to your web page.
- Understand social media and how it works.
- Learn how digital technology is revolutionizing every aspect of the dental practice.

Suggested Audience: Dentist and teams

Suggested Format: Full- or half-day lecture and/or workshop



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**Reinforce the learning  
with a  
hands-on workshop!**

### *Participants will:*

- Use their own device to go online and follow along
- Do a Google keyword search
- Search their own name on Google
- Find their Google+ local page
- Find their Yelp Page
- Find their Healthgrades Page
- Do a Facebook Graph Search
- Create a YouTube Video