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Dental Practice Marketing Checklist

Google listing, reviews, website and booking, in the order that helps new patients most.

Google Business Profile

- [ ] Claimed and verified
- [ ] Name, address, phone and hours exact
- [ ] Map pin sits on the building
- [ ] Website or booking link added
- [ ] Services listed and category correct
- [ ] Real photos of reception, rooms and team

Reviews

- [ ] Review request sent after each visit
- [ ] Direct review link ready
- [ ] Every review answered, no patient details shared
- [ ] No fake reviews or rule-breaking rewards
- [ ] A few reviews shown on the website, with permission

Website

- [ ] Booking button on every page
- [ ] Service pages in plain language
- [ ] New patient page: what to expect
- [ ] Page for nervous patients
- [ ] Fees and insurance information
- [ ] Works well on a phone

Booking and forms

- [ ] Online booking or short request form
- [ ] Confirmation message sent
- [ ] Digital forms for new patients
- [ ] Text or email reminders
- [ ] Sensitive details kept out of general forms

Privacy

- [ ] HTTPS and secure forms
- [ ] Privacy policy published
- [ ] Cookie consent for analytics and ads
- [ ] Tools checked for where data is stored
- [ ] Forms and policies reviewed by a professional

Print and sign

- [ ] Clear exterior sign, readable at night
- [ ] Window graphics with hours and phone
- [ ] Business and appointment cards
- [ ] Welcome leaflet for new patients
- [ ] Consistent logo, colors and fonts

Monthly routine

- [ ] Check profile for reviews and questions
- [ ] Update holiday hours and services
- [ ] Ask: how did you find us?
- [ ] Review calls and website numbers

Advertising and patient-data rules differ by country. Check the requirements that apply to you. Need a practice website? hello@cobanner.com or cobanner.com/services/web-design/healthcare/