

WEO MEDIA PRESENTS

How to Optimize Your Website & Online Presence to Generate New Patients

In this webinar we will explore best practices for optimizing your practice website in order to help it rank highly on Google, and convert website traffic into new patient leads.

Educational objectives

Attendees will learn about the 3 primary steps in the new patient generation process, and what you can do today to improve your results.

About the Speaker

Ian McNickle is a nationally recognized marketer, speaker, and author. He has twice been named a top CE Leader and Consultant by Dentistry Today (2020, 2019). His teaching style breaks down the complexities of dental marketing in an easy to understand approach that the non-marketer can comprehend and implement. Ian is a Co-Founder and Partner at WEO Media, a national dental marketing firm where he leads their consulting, sales, and marketing teams, as well as product development activities. Ian has a BS in Mechanical Engineering from Washington State University, and he has an MBA from the University of Washington.



Date/Time: September 14, 2020 7:00 PM EDT

Registration Link: <https://bit.ly/2XPgP5z>

Teaching Method: Lecture (electronically delivered)

Cost: Complimentary

Prior skill level for attendees: None

Credit Hours: 1

Provider ID: 382466

This program is sponsored by Commonwealth Oral & Facial Surgery Study Club



WEO Media

Nationally Approved PACE Program Provider for FAGD/MAGD credit.

Approval does not imply acceptance by any regulatory authority or AGD endorsement.

3/1/2019 - 2/28/2022 Provider ID# 382466.