

WEO MEDIA PRESENTS

Jump Start Your Practice Growth on Google: SEO & PPC Best Practices to Drive New Patients

In this webinar we will analyze best practices for SEO (Search Engine Optimization) and PPC (Pay-Per-Click) ads on Google.

Educational objectives

Attendees will learn about properly implementing two powerful marketing channels, SEO and PPC, to produce a consistent and ongoing source of quality new patients.

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 17, 2020 7:00 PM EDT

Registration Link: <https://bit.ly/3isFDrS>

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



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