



Sesame Search Marketing & Social Media Services



Searching for health information is now the 3rd most popular activity for all Internet users 18 and over.

Get Found

Leverage Sesame solutions to keep your practice prominent online with search engine optimization, effective social networking management and pay per click campaigns.

Stay current with the online world as it changes.

Sesame Search Engine Optimization tracks your website performance in search engines, monitors the keywords used to find your site, and optimizes your site content, structure, and citations to gain the best visibility in search results.

Target your patients online. **Sesame Pay per click** effectively targets the patients you want coming through your front door. Customized advertising campaigns on major search engines like Google®, Bing® and Yahoo!® keep you at the top of the search engine results page.

Connect with your patient community.

Sesame Social helps you establish meaningful, lasting relationships with your patient community through a custom blog added to your website, as well as your branded practice presence on social network channels such as Facebook®, Pinterest®, YouTube® and Twitter®.

Measure ROI. **Sesame First Call™** tracks the success of all your online marketing initiatives. With a custom telephone number for each campaign (web campaigns, social media campaigns, etc.), easily monitor call volumes generated by each activity. Each caller indicates whether they are a new or existing patient and every call is recorded, allowing you the data to gauge the success of our services.

Service Offerings

Sesame Search Engine Optimization

- Focused local SEO campaign managed by a dedicated dental specialist
- Regular optimization of site content and structure
- Google+ Local & Bing Business Page management
- Ranking and traffic reporting with competitive analysis

Sesame Pay per click

- Search engine sponsored ads triggered by keywords specific to your practice
- Demographic and geographic targeting
- Unlimited ad groups and personalized keywords
- Pay Per Click (PPC) advertising campaign budget optimization
- Monthly reports

Sesame Social

- Professional management of practice-branded social networks, including a practice blog, Google+, Facebook, Pinterest, YouTube and Twitter
- Customized weekly blog posts
- Monthly traffic, phone call tracking and reports

Sesame First Call

- Automatically track and record all incoming calls generated by any of these services
- Callers self-identify as active or new patients
- Online access 24-7 to date and recordings
- Dashboard to monitor call ROI



Sesame Communications offers an award-winning suite of patient communications and engagement tools exclusively for dentistry to give you, the practice CEO, everything you need to grow your practice and strengthen patient loyalty.

Contact us today at **866.592.7572** or online at sesamecommunications.com

Over 6 million people use Sesame to communicate with their dental providers.