FREE HIRING KIT FOR DENTAL PRACTICES

# Hire the Dental SEO Agency That Fills Chairs

The 7-step process from our guide, turned into worksheets you can print. Fill them in before, during and after every agency call.

| 7 | 8 | 3 |
|---|---|---|
| STEPS TO FOLLOW | CALL QUESTIONS | AGENCIES COMPARED |

## What's inside

2. **Your Practice Brief** · send the same brief to every agency
3. **Shortlist tracker + case study check** · cut the weak ones early
4. **The call sheet** · 8 questions, what to listen for, when to walk
5. **Proposal check + red flags** · tick before you sign
6. **Agency scorecard** · compare 3 agencies and pick one

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START HERE

# How to Use This Kit

Work through the pages in order. Most dentists skip straight to sales calls. The ones who write things down first hire better.

| STEP 1 | STEP 2 | STEP 3 | STEPS 4-5 | STEP 6 | STEP 7 |
|---|---|---|---|---|---|
| Write your brief | Shortlist 4 to 6 | Check case studies | Run the call | Read the proposal | Score and sign |

1

### Brief first, calls second

Every pitch sounds good. Your written brief keeps you grounded.

2

### Patients, not traffic

Judge every agency on new patient appointments, not rankings or visits.

3

### Get it in writing

If a promise isn't in the proposal, it doesn't exist.

STEP 1 · 30 MINUTES

## Your Practice Brief

Fill this in, then send the same brief to every agency so their pitches are comparable.

| | |
|---|---|
| Practice name and city | |
| New patients per month from Google today | |
| Goal in 12 months (e.g. +10 new patients/month) | |
| Top 3 services you want more of | |
| Realistic monthly budget | |
| Number of locations | |
| Your team's contact for the agency | |

YOUR STARTING NUMBERS · COMPARE ON DAY 180

| NEW PATIENTS/MO | GBP CALLS/MO | MAP PACK SPOT | TOTAL REVIEWS |
|---|---|---|---|
| | | | |

STEPS 2 AND 3

# Shortlist, Then Check the Proof

Find agencies by searching "dental SEO agency" plus your country, on Clutch and G2, and in dental practice owner Facebook groups. Treat recommendations as a starting point, not a decision.

| AGENCY | % DENTAL CLIENTS (NEED 60%+) | CASE STUDIES WITH REAL PRACTICE NAMES? | YEARS IN BUSINESS (NEED 3+) | KEEP? |
|---|---|---|---|---|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |

## Case study request email · copy and send

**Subject:** Dental case studies before our call

Hi [Name], before we talk, could you send three dental case studies? For each one, I'd like to see the practice name and location, where they started, what you did, how many new patient appointments came from it, and how long it took.

Thanks, [Your name], [Practice]

## A real case study shows

- [ ] **Actual practice name and location** · not "Dr. J. in the Midwest"
- [ ] **Starting point** · rankings, traffic, new patients
- [ ] **What the agency did** · in plain English, not jargon
- [ ] **New patient appointments** · not just "traffic up 300%"
- [ ] **How long it took**
- [ ] **You can call that dentist** · a real agency sets it up within a few days

If they dodge the call request, cross them off.

STEPS 4 AND 5

# The Call Sheet

Take this page into every sales call. The call is their audition, not yours, so you ask the questions.

| # | ASK THIS | GOOD ANSWER SOUNDS LIKE | WALK AWAY IF |
|---|---|---|---|
| 1 | Who will actually work on my account, and can I meet them before we sign? | Names, roles, an intro call | Only the salesperson |
| 2 | What does your first 30 days look like, specifically? | Audit, GBP fixes, tracking setup, dated tasks | "We'll get started on SEO" |
| 3 | How do you stay compliant with FTC rules, my state dental board and the ADA Code of Ethics? | Clear examples of what they avoid | Doesn't know the rules |
| 4 | How do you get reviews without breaking FTC guidelines? | Ask every patient after the visit, no incentives | Gifts, discounts, bought reviews |
| 5 | If a new patient is worth $X and your fee is $Y, how many patients do I need to break even, and when? | Does the math with you on the call | Avoids numbers |
| 6 | Can you show me a real sample monthly report? | Shows calls and new patients | Refuses, or rankings only |
| 7 | What's your contract structure? Is there a performance clause or exit option? | 6 months, or 12 with a performance clause | 24 months, no exit |
| 8 | What have you failed at, and what did you learn? | A real story, told honestly | "Nothing's ever gone wrong" |
| + | How will you get us into the Map Pack, Google AI Overviews and ChatGPT? | Dentist, MedicalBusiness, FAQPage and Person schema, answer-first pages, sameAs links, monthly AI citation tests | "We're still exploring that" |

**BREAK-EVEN QUICK MATH**

Yearly fee ($Y × 12) ÷ value of one new patient ($X) = new patients you need per year

Example: $2,000/month is $24,000 a year. At $5,000 per patient, that's 5 new patients a year.

STEPS 6 AND 7

# Read the Proposal Like an X-Ray

Before you sign, every box below should be ticked. Fuzzy on any of them? Ask the agency to rewrite the proposal.

## Proposal check

- [ ] **Specific deliverables** · e.g. "12 service pages optimized, 4 blog posts a month, schema on all provider bios, 8 citations, reviews answered within 48 hours." Not "we'll improve your SEO."
- [ ] **Transparent pricing** · setup, content, hosting and reporting fees all listed upfront
- [ ] **Fair contract** · 6 months is fair, 12 is fine with a performance clause, 24 with no exit is a trap
- [ ] **Results in writing** · what success looks like at month 3, 6 and 12
- [ ] **Monthly reports** · every month, not quarterly, not "when we have updates"

RED-FLAG CHECK · ONE TICK MEANS DON'T SIGN

- [ ] Guaranteed rankings
- [ ] Won't show a sample report
- [ ] Under $750/month for "full" SEO
- [ ] Buys or rewards reviews
- [ ] No dental case studies
- [ ] Talks "keyword density" or "meta keywords"
- [ ] No plan for AI search
- [ ] All pitch, no questions about you

!

### Why under $750 fails

Full optimization needs real hours every month. That price can't pay for them.

!

### Why bought reviews fail

They break FTC guidelines and can put your license at risk.

!

### Why no AI plan fails

Patients now ask AI who the best dentist near them is.

DECIDE

# Score Them, Then Pick One

Score each step 0 (fail), 1 (partly) or 2 (strong). Any red flag on page 5 is an automatic zero for that agency.

| STEP | AGENCY A | AGENCY B | AGENCY C |
|---|---|---|---|
| Matches your brief | | | |
| Dental focus (60%+, 3+ years) | | | |
| Case studies tied to new patients | | | |
| Covers Local, Organic and AI search | | | |
| Call answers | | | |
| Proposal check | | | |
| No red flags (2 = none found) | | | |
| **TOTAL (OUT OF 14)** | | | |

Highest score with zero red flags wins. Two scores close? Pick the one that let you call their client.

AFTER YOU SIGN

**6 mo**
**Give it a runway**
A clear 6 months, then judge.

**60-90 d**
**Map Pack moves**
After GBP and NAP cleanup.

**4-9 mo**
**New patient flow**
From organic search.

**Monthly**
**Check the report**
Against your page 2 numbers.

REAL RESULT

**SmileCrew grew from 100 to 1,500 monthly website visitors in 3 months.**

## Want an agency that passes this kit?

Get a free dental SEO audit. We'll show where your practice stands and the exact scope we'd recommend, with no lock-in contract.

pexnet.com/contact-us

This kit is a guide, not legal advice. Check your state dental board rules before signing any marketing contract.