

Local SEO Process for Falcon Dentists

Attract local patients by improving your online visibility on Google.

Based on [Local Seo For Falcon Dentists](#) by Casey's SEO

Step 1: Identify Visibility Gaps

Understand why your practice isn't appearing in local search results for terms like 'dentist near me' or 'emergency dentist Falcon'.

- Patients searching for immediate dental needs go to the first practices they find.
- Lack of visibility means lost patients to competitors.



Step 2: Optimize Google Business Profile

Ensure your Google Business Profile is complete, accurate, and actively updated with fresh posts, services, and hours to signal to Google that your practice is active.

- Outdated profiles lead to lost ranking visibility.
- Google rewards active and well-maintained profiles.



Step 3: Build a Robust Review System

Implement a process to encourage recent and frequent patient reviews, as Google prioritizes practices with strong social proof.

- Recent reviews are more impactful than old ones.
- Aim for more reviews than your local competitors.



Step 4: Enhance Website Performance

Ensure your website loads quickly on all devices, especially mobile, and has clear calls to action, making it easy for potential patients to contact you.

- Slow or mobile-unfriendly sites cause patients to bounce.
- A user-friendly website improves Google rankings.



Step 5: Focus on Localized Search Terms

Target specific geographic terms like 'dentist in Falcon' to attract patients searching for dentists in your immediate area.

- Ensure your Google Business Profile and website clearly indicate you serve Falcon.
- Competitors targeting 'Falcon' specifically will rank higher for those searches.



Step 6: Track Key Performance Indicators

Monitor the number of actual phone calls and appointments booked from local search, rather than vanity metrics like website traffic.

- The ultimate goal is more calls, not just more visitors.
- Adjust strategy based on whether call volume is increasing.



Step 7: Avoid Unnecessary SEO Tactics

Focus on the core local SEO elements that drive calls, such as Google Business Profile, reviews, and website functionality, rather than generic content marketing or social media.

- Blog posts about oral hygiene do not typically drive immediate patient bookings.
- Patients searching for dentists use Google, not social media.

Resources & Further Reading

Related guides for this process:

■ Local SEO Checklist for Falcon Dentists

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/local-seo-checklist-for-falcon-dentists-checklist.pdf>

■ Local SEO Action Sheet for Falcon Dentists

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/local-seo-for-falcon-dentists-action-sheet.pdf>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Local SEO for Broomfield Dentists: Get Found by Patients & Grow Your Practice – Casey's SEO

<https://caseysseo.com/local-seo-for-broomfield-dentists/>

■ Local SEO for Old Colorado City Dentists: Fill Your Schedule with Patients Searching for YOU – Casey's SEO

<https://caseysseo.com/local-seo-for-old-colorado-city-dentists/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Local SEO for Brighton Dentists: Attract More Patients and Grow Your Practice – Casey's SEO

<https://caseysseo.com/local-seo-for-brighton-dentists/>

■ Find Your Local Results

<https://caseysseo.com/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

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