

Ep #135: Breaking Down the SEO Component of Your Marketing Machine with Justin Morgan



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With Your Host

Dr. David Phelps

[Dentist Freedom Blueprint](http://www.DentistFreedomBlueprint.com) with Dr. David Phelps

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Dr. Phelps: What I do is I help dentists create websites that are link worthy. We get all the on-page SEO, we get all the content dialed in. You got to have that dialed in, you got to be saying something different and have content that's link worthy and that's what's missing in the dental industry.

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Dr. Phelps: Good day everyone. This is Dr. David Phelps of the Freedom Founders Mastermind Community and Dentist Freedom Blueprint Podcast back to you with what I think will be a very interesting and call and interview that I've been looking forward to for quite some time after I got a chance to meet our guest today. Virtually, I wanted to be in and ask him some questions about what he does because what he does is pretty relevant to our business niche, which is dental practice. Really, the things he'll talk about is valid for any business in the marketing sectors so whether you're a dentist or not I think you'll gain some great tips from our call today.

With me is Justin Morgan. He is the CEO and founder of Dental Marketing Guide, also referred to as DMG and he

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circles within the dental industry and addresses marketing as a topic. He is the dental marketing guy. Justin, how are you doing today, sir?

Justin Morgan: I'm doing great. Thanks for having me on.

Dr. Phelps: Pleasure to have you. You grew up on the central coast of California and you're still there today, right? Tell us a little about that. You stayed there. Did you ever move around or did you do all your education in California? What's your background there?

Justin Morgan: Yeah. Well, I did a little bit of moving around. I actually moved to the big city of Los Angeles a couple times, but yeah, this place is addicting. Oprah Winfrey actually called it the happiest city in America, that's San Luis Obispo, California so hard to move away.

Dr. Phelps: Yeah, I was gonna say. So, happiest place in America. Is everybody just walking around with a big smile? Is it truly people just really have a great outlook on life? Is it very optimistic? Is it because of the weather, the locale, the region, the climate? What is it?

Justin Morgan: I don't know. That was a few years ago and I'm not sure how she figured that out, but the weather is definitely a big factor I'll tell you that much. It's really nice here, as far as weather. It's a little bit upscale, but it's not like Beverly Hills. It's not snooty, not that anyone in Beverly Hills is snooty, of course, I would never say that. But no, it's kind of like ... It's a little bit higher cost of living, but it's not quite like the elite, upper echelon society. It's a little bit more like I would say upper middle class. I'm not really

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sure all the factors that go into it. I think it's got a nice, just a nice climate and people are friendly.

Dr. Phelps: Well, that's good. Well, what I do know about your education is you did a little foray into the law school, right?

Justin Morgan: Yeah, there was a totally unheralded law school here. It actually got bought out by a bigger chain of law schools and I did attend there and that was something that I really did well at. But, I just decided that, you know what? I feel like it's a little bit negative for me. Criminal law in particular, just the subject matter and the people that you deal with. I think I had a different idea of what it was like in practice because the theory of it is you protect the Constitution and-

Dr. Phelps: So yeah. Was that a difficult decision to make, Justin? Because a lot of people, I think, go through school and they do well in a different school. They can pick and choose what their career profession might be. And people might go to law school. They may go to be a CPA. They may go to be a dentist. And they get into it and maybe just don't have, as you found, just really don't have the zeal they thought, but a lot of people will just keep going, trudging through because the expectation, maybe the investment in time and maybe the parent's money and education. I don't know. Was that a hard decision for you to make?

Justin Morgan: It really wasn't. I was probably just ... I think I just realized at some point that I was going to not enjoy it as a profession for very long and so when that happened it was a pretty easy decision. I made pretty quickly.

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Dr. Phelps: And so, sounds like you were always involved in doing some stuff on the internet, doing some marketing. You were learning about little bit about our topic today, which is SEO, and you were doing that on the side, obviously all the way through school. I assume you were doing that as a kid and through high school and college and then even while you were in law school, correct?

Justin Morgan: Well, thanks for saying I look that young. When I was a kid, I don't even know what the internet was when I was a kid. I don't think I knew what a website was. I think in high school the internet was just starting to become a little bit more mainstreamed. We were just learning what Google was probably in high school, so it's definite a new field. It's changed pretty rapidly and so, therefore people who have been in it for probably 20 years, they don't necessarily do better than people that have been in it for say three years. But the key to success isn't so much, although experience is a factor, I think the key to success in the field of internet marketing and SEO in particular, is being adaptable. Being quick on your feet. Being willing to change with the times. I think that's really the key. Experience is definitely ... You got to have the experience, you got to have the data to move forward in the right direction and make calls; but, yeah, I think it's really adaptability. It's really the ability to adapt that is important.

Dr. Phelps: Well, marketing online in Google or Facebook, or whatever you might use as a platform, that whole arena changes with light speed. So, it's as you said you got to be adaptable. You may have experience, but, it changes so fast that the half-life of what's working today, the models, the algorithms ... You know, next month Google

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could change it all up and you got to be on the front of it. You got to have somebody in your corner, like yourself who's studying that, is in the loop, and can make those modifications virtually on the fly, correct?

Justin Morgan: Yeah and you know there's a little bit of a misconception there. I think that, and we can get into this a little bit later, but I think marketing companies, SEO companies in particular, they like to keep themselves relevant and the truth is SEO is really about putting yourself in the searchers shoes and putting yourself in the engineers' shoes. The engineers of the algorithms, search engines like Google. When you understand, when you align yourself with their goals, the searcher and the engineers at Google, what are they trying to do, how are they trying to do it. It's really not about gaining the system and keeping up with the algorithms. Although, everyday I'm studying SEO and learning new things years and years and years after starting at ... But, that's not really what separates anyone.

What separates an SEO expert from everyone else who just claims to be an expert is whether or not you're actually aligning yourself with the values of the searchers on Google and the engineers at Google. A lot of marketing companies, there's a real smoke and mirrors type thing that's going on and that's something that I talk about in my course, the Invisilinks Method SEO course. It's the first and only SEO course for dental professionals. We break it down and I go step by step and I say here's exactly what we did. Here's the result. You can see the breakings for yourself. Breaking it down really detailed case studies, the different theories, the different philosophies in SEO.

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The reason why I'm talking about this is, I think a lot of marketing companies talk about SEO but they really ... I call it teachers versus preachers. It's one thing to preach information at you, for me to try to impress you with my knowledge and I can say all these fancy words and all that. My job is to impart knowledge, actionable knowledge. That's what separates me from all these other SEO companies in the dental industry is I'm actually a thought leader. I'm actually teaching SEO companies how to do SEO better. The reason why is, I'm just transparent.

It's really not so much about ... Cause I can just as easily say, as you could, you could say oh the markets are always changing. The stock markets always changing, you know, you got to stay on top of it. You got to have someone who know what's going on. Really at the end of the day there's certain principles that, I'm sure you've applied to your line of work and your listeners can apply to their businesses. As long as you treat your customers right and as long as you're heading in the right direction and you're not trying to go against what the authorities, like Google in my case, I'm not sure who the authorities are in the financial space; but, as long as you're not trying to go against them and trick them and gain the system, you're gonna be in a good spot. As long as you keep your customers happy.

I just wanted to touch on that, just a little bit. I know I went off on a tangent; but, I feel like that's really, really important is Janice and other professionals know that just because someone's throwing out a lot of technical jargon, that doesn't make them good at SEO. That makes them good at preaching, it doesn't make them good at teaching.

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So, what my goal is, is to actually teach SEO. So, that you can understand it.

Dr. Phelps: Yeah, no, thank you for that framework. I think what we need to do is we got to make sure that we're defining what SEO is and why it's relevant. So, SEO is Search Engine Optimization. So, what we're talking about here, and again you can, don't let me put words in your mouth. But, I'm gonna try to do it taking it from a listener's standpoint, or business owner, or practice owner who says okay, I've got a website. Somebody made me a website, whether it's new or older, it's a website it looks pretty, maybe, and it's got some of the basics of a website, we aren't going to do deep into that right now. So, I've got a website and Search Engine Optimization means that essentially, Google being a big one but there's obviously other ones, by what you do, you're coming to us, is enhances the searcher, who's searching for in this case, cosmetic dentist or implant dentist in San Francisco or wherever it might be, to find your link to your website, a hit of others.

I know you're going define it better, but let's help our listeners define it. Then tell me, Justin, why is that important? How much importance would you put on SEO, in this case, and how much do you tie that to actually the functionality or conversion factors of the website itself? That's a big question, but you can probably run with that for a few minutes, right?

Justin Morgan: Well, let me make sure we're on the same page. Yeah, it is a complex question. There's two aspects to SEO. There's what's called on-page SEO and there's called off-page SEO. On-page SEO is everything to do with your

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website. The content on your website, the coding of your website, all the native tags, all these what I call pretty boring things that you just got to have ironed out. There's a lot of SEO companies that can iron that out for you. It tends to be web design and development and on-page SEO, these things are pretty stable. These things are not really changing all the time as far as best practices are concerned, it's pretty solid. We know what needs to be done. We know how to do ... A lot of SEO companies they know how to do key word research to see, for instance, how many people are searching on the internet? Or, charlotte dentist, or San Luis Obispo dentist, or dentist Miami. You got to know that before you jump in to SEO, otherwise ... I'm a huge proponent of you don't need SEO just because someone told you. That's crazy. All the SEO companies will tell you, you got to have SEO. Here's the bottom line, I'll just give it to you straight. Only one person can be number one. If you're doing what everyone else is doing, good luck being number one.

What I do is I help with a lot of the off-page SEO. That is, primarily, who's linking to your website. If I get a link from salesforce.com, desk.com, dentistryiq.com, dentaltown.com, dentistrytoday.com, tech cocktail, all these different marketing websites. All these thought leadership websites, I'm getting cited from packers.com. I'm getting cited as an informational resource by all these huge marketing websites that are authority. What Google does is they say, well, you know, let's look at all these other dental SEO experts out there, who are they being cited by? Who are they quoted by? Who's referencing them as an informational resource?

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When they see that dentalmarketingguy.com is the only blog in the dental SEO sphere that's getting cited by these people, who are highly credible sources, that's why I'm ranked number one on Google for dental SEO experts. Because the industry at large says, you know what? This guy puts out content that is worthy of being linked to, he gets cited, kinda like an essay. When you cite your sources, it's a credible essay. What I do is I help dentists create websites that are link worthy. We get all the on-page SEO. We get all the content dialed in. You got to have that dialed in, you got to be saying something different and have content that's link worthy. That's what's missing in the dental industry is earning those links from those types of websites that I just said.

I'm not sure if that exactly answers your question, but that's the thing ... The on-page SEO is fairly common, there's a lot of people doing it wrong, actually. But, there's a lot of people doing it right. So, that's not a huge deal, that's something that can, in lower competition areas that's really all you need. You don't need ongoing SEO. But, when you want to write for Charlotte Dennis or something great, that's when the links come in.

Dr. Phelps: Okay, no, that was very helpful. We'll dig in to the content in a moment, what I want to make sure we're clear on, is that if I am a business owner or a practice owner, if I have a website. Or, somebody has recently built me a website, is it common Justin for that host, or that website designer and now host, if that's the right term you may want to change that. Is it common for them to provide some level of SEO or is that usually an add-on package? Or, in some cases, is that just something that you need to bring in a

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separate company, like yourself, in a place to provide a more comprehensive SEO service?

Justin Morgan: Once you know for sure that your website has all the right aspects and we don't need to get into all the technicals. Once it's SEO friendly, as we call it, the on-page SEO is dialed in. Now we need to start looking at well, what kind of content can we create to earn those links? Your website designer typically ... This is actually very, very rare in the dental industry, you'll see it little bit in personal injury lawyers and e-commerce, the upper echelon the really, really competitive types of SEO is when you start seeing some link building and real content creation that is great. But, in the dental industry it's very uncommon and that's what makes it so effective. Is when you're being compared side by side with other dentist and Google wants to know well how do we differentiate these 50 different dental websites, which ones should we rank? Then you bring me in and we create some content, that earns links and earns buzz on social media. That's how google differentiates it.

I can give you one really, I don't know if it's incredibly actionable, but it's something to at least get the gears going where your listeners can actually sort of apply this themselves. That is, when it comes to content creation, don't hire a company to manage a blog for you and that's usually a company that doesn't know anything about your industry. That's a horrible idea. You know your industry, you talk to customers every day, if you just write down about the FAQs the same way you answer in real life. Dentists chair side, they explain the frequent options. Then, they say they don't know how to blog. Well, just

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record yourself and pay attention to what you're saying and there's your blogging content.

If you really want to take it to the next level, here's the trick. This is not low-hanging fruit. This is not something that, probably, your listeners could do immediately today. But, it's something you could think about, sleep on, and eventually ... I got a white board right next to my bed. Sometimes I wake up with an idea and I write it down. But, this is to kind of calibrate your mind for the real winners style of SEO. That is, think of things that everyone in your industry knows, but is afraid to say. Write about that. Create a video on that.

Dr. Phelps: So, you're kinda making yourself the truth sayer in your industry where you're bringing out what other people are thinking but no one, like you said, is confident enough to actually stand up and make a conviction about it.

Justin Morgan: Correct. That's what makes it go viral.

Dr. Phelps: Viral. Very cool. Do you prefer, Justin, to with practice owners who already have a website or is it more optimal for you to come in and revamp or just kind of build a new website, do that at the same time that you're going to start helping them with the overall SEO, or can you work both ways?

Justin Morgan: The earlier you think about SEO the better. Typically, the way most dentist ... Most dentist think that SEO is a check box item. It's not, it's actually something that is most optimally thought about before you even build your website or before you re-design your website. That's really important to know. The reason why is it has to do

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with the authority of your content. The authority of help, that strategy. How are gonna earn links? How are we gonna get social media buzz? How are we going to use our website as an informational resource, whereby people in your industry, authorities in your industry. I don't know the chiropractic and the physicians and the attorneys and all that. I don't know those websites that well. But, your listeners would. You know those websites that you read. Well, if you're earning links from those websites. How are you going to do that? They don't just link out to anyone. Putting that strategy in place before you even design your logo, before you write your content, that's really, really a smart idea.

Dr. Phelps: Doctors, as you know, any business owner is really busy with the fundamentals of running, managing, providing services or products for that business and yet many, today, know that they've got to have the marketing, they've got to have a website, they've got to have just they call it SEO, how do you interface with the doctor and the dental team so the doctor doesn't have to be the one to front row the content that you're talking about. Do you make that relatively easy so the doctor can be involved to the extent that he or she wishes to? How important is that to make that all happen for the services you provide?

Justin Morgan: That's a great question. There's different levels. I work with docs that they want me as a consultant. They give us the blueprint, point us in the right direction. We want it DIY, we want to do it ourselves and a lot of people can. It's not necessarily time intensive. It's very different than the way clinicians think. A lot of clinicians ... The old saying, what is it? Settlers prosper and pioneers get arrows in their back.

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Dr. Phelps: Right.

Justin Morgan: That's probably true in the medical profession and the dental profession it's probably true. I mean, do what works, do what's proven do it scientifically backed. The same attitude does not work in SEO because if we're doing what's proven to work, that on-page SEO that we talked about and that hiring an SEO company to blog, well now there's no differentiation.

To answer your question, there's different levels. I do have full service, but at the end of the day, there's at least some involvement during my on-boarding process where I say okay, let's talk about what you're passionate about. Let's talk about what makes you different. Let's go over what can we say that no one else is saying. What are people afraid to say in your industry. I can tell you in my industry people are afraid to say the things that I'm telling you right now. A lot of SEO companies are afraid because if I tell you, hey, if you create a guest blog on dentaltown.com and you link to your website that's going to boost your SEO better than any business in your town if you do it right. What a lot of dentist will do, is they'll say you know what, that's great. Thanks for telling me that and they won't do anything. But, what SEO companies are afraid of is that you would do that and now you don't need to hire them. Now you don't need to pay me. But, I'm okay with that because I'm looking for the people that really want ... It's important for me to be transparent, I think that honesty comes through. If you can find a way, like you said, be the truth teller.

There is some collaboration involved in that. There's just no way around it. But, depending on how aggressive a

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package, how competitive the area is, I try and do as much of the heavy lifting as possible and of course I've got relationships with bloggers and journalists and editors where I'm able to more effectively get those links to those websites than you might be able to. I do teach in my SEO course, how to do it yourself, if the blueprint is there. You'll see step by step case studies and say, yeah, makes sense.

Dr. Phelps: Justin, everybody wants to be able to measure or know they're getting a return on investment for whatever they invest in, right? How can a client practice owner evaluate their investment in, in this case, SEO and track or measure it? How do you help them do that?

Justin Morgan: That's a great question. It depends on the phase and depends on how competitive the area is. If you're ranked on like page 10 or 11, really the most important things that I start off with are the rankings for different keywords. We have to go through a process, just to take it back one step, I have a process called bell scoping their keywords. For those of your listeners who aren't dentist, bell scope is like a little light, like a black light, that helps detect oral cancer.

Dr. Phelps: Right.

Justin Morgan: I called it that because I wanted to kind of emphasize this is like an initial exam. This is like an oral exam. You can't just buy SEO, just like you can't just get all on four over the phone. You can't diagnose something before we know what we're getting into. That's the one thing that differentiates me from the get go is I'm not selling SEO. I'm diagnosing what is it going to take, what do these top-

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ranking websites do? How many people are using Google in your area to find a dentist, to look for those specialty services? That's really the first step.

Once we've covered that and it looks like it's going to be a great ROI, the rankings are important and then, of course, the work being done. Explain how and why it works. Once you get to page one, the bottom or the middle of page one, that's when things tend to get a little more competitive. Ultimately, the number one metric that I'm using on my end is rankings. That's how we measure my success. But, here's the bottom line, because we did bell scoping your keywords, we already know roughly how many new patients you're gonna get. It's usually around 30 new patients per thousand searches per month. We already knew that. Ultimately, if it's not working for you, if you're ranked and you're not getting as many calls as we originally anticipated, then we start to look at other things. Maybe the website isn't converting well enough, then we dig into Google analytics. We got to talk about maybe there's something wrong with the message. I use a tool called Luckyorange.com and that will actually give you an over the shoulder view of your perspective patients using your website. So, you'll see them actually clicking or where they go and you can kinda intuitively learn, put yourself in their shoes and learn, what's going wrong here? Why aren't we getting the new patients that we thought.

Of course, there's practice management consultants who can help you with answering the phone and all that. There's a lot of moving parts. The ultimate goal is production. The ultimate goal is new patients; but, on my side, it's mainly about rankings.

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Dr. Phelps: Great, I'm glad you brought up the artificial components of digital marketing because you provide a great service as you do, but if the other pieces are missing, like conversion of the actual website. So, your ranked well, you're ranked high, you're ranked number one, you've got a lot of leads generating coming through the search to the website. Then the website's not designed right or it's not converting to getting patients to actually call and make the appointment; or, as you said, people are calling and the intake on the phones is not good. Those other pieces have to be in place, of course you can't manage all of those. But, how much emphasis do you put on the teams before you even you engage a client, Justin? To say, look, I can do this, this piece, I can make this happen. But, if B and C are not also happening you're not going to be probably that happy with what I do. Because, I know that's important. How much do you put that responsibility on the doctor and the office to make sure that's gonna happen so they don't come back later and go well, this SEO stuff didn't work?

Justin Morgan: Right, right. That's very important. That's setting expectations, and resetting expectations is very important. I'm sure you know this in the financial field. If you tell me Justin, put this money in the stock market and it's going to go up 300% tomorrow and it goes up 200%, I'm unhappy. Even though it's an amazing ROI. Yeah, managing expectations is really important.

Well, there's a reason why I'm ranked number one on google for medical SEO expert. I'm not ranked for some training for dentist. I'm not ranked for all these different things. So, what I've done is I've got a network of people who know what they're doing. I really believe in the old

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mantra of the maxim. You do what you do best and delegate the rest. I let them know, this is about ranking, this is about search engine traffic, this is about ultimately getting your website conversions. But, I'm not a jack of all trades. I can definitely point people in the right direction.

Dr. Phelps: I'm gonna back track here towards the end of our great interview today and just ask you, how was it you got engaged in the dental marketing arena? Why dentistry?

Justin Morgan: It's kind of funny, I just wrote a blog, a guest blog post, on a SEO website about the genesis of it. Well, what I did is in San Luis Obispo I served all different businesses. I was doing web design, just kind of cheap web design. Like we said, during law school, for top ramen and tuition. Just cheap, cheap web design. I guess I was providing a good value for what I was charging; but, I was far from an expert. Then I started realizing these websites aren't really benefiting the business. Like so many dentists today, it's a check box item. I just happen to be the guy in front of them who could do it and satisfy them on their limited expectations. Here's a \$500 or \$750 website. It just didn't do anyone any good. 'Cause they weren't getting phone calls from it. So, I started getting into SEO and then I kinda became known as the person to talk to about SEO in the San Luis Obispo area.

I realized that there was a bottleneck there. I wasn't a real expert. I hired a business coach and I said look, I'm pretty much dominating this area of SEO in this county. But, I really want to offer more value. He said, "What you've got to do is you've got to pick a niche and you gotta-

Dr. Phelps: Yeah.

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Justin Morgan: "You gotta look at your clients and you gotta decide. Who do you like working with best?" Eventually I chose dentist over ... It might've seemed like a good fit for lawyers because I was in law school. I was definitely heading in that direction at first. But, let me just say, dentists have very good personalities and I'll just leave it at that.

I really enjoy working with dentists. They're good people and I know I can bring them good results. At the end of the day, when it came down to lawyers, moving companies, and dentists what tipped the scales was a book I read, Marketing is Everything by Fred Joyal the founder of 1-800-DENTIST.

Dr. Phelps: Yeah.

Justin Morgan: I started getting into this book and I realized, wow, there's a real psychology here. People are really afraid of the dentist. They're as afraid of choosing a dentist as they are of actually going to the dentist. I went to my dentist client, who eventually became my dentist, and I said, "look, I really think there's something to this. I think there's a void in the dental industry for this really specialized marketing where we actually create a sense of trust through your website and we actually get you ranked and actually help people absolve their fears of the dentist."

Anyway, we ended up talking about it and I think I had some dumb name in mind, like Morgan Dental Marketing or something stupid like that. Eventually I found dentalmarketingguy.com and I scooped that up. I'm the first to admit I was definitely under qualified, I've definitely grown into that name of the Dental Marketing Guy. I enjoyed working with this client so much that I said

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"Alright, well, I'm gonna specialize in it." So, I told everyone locally, I'm specializing in dental, then I got a few referrals and then it just started taking off.

I'm really glad I did it. I like to think I'm somewhat of an expert now. At least Google says I am so I guess it's an ongoing ... It's not really a destination it's an ongoing journey so I'm glad I did it.

Dr. Phelps: Justin Morgan, Dental Marketing Guy, DMG it's been a great call, you've really set up some great frameworks. I think you have really set up how what you do with SEO fits in with your website conversion factors in all aspects. That's what people need to know. Is where do things fit together? Thanks for answering some great questions. I learned a lot from this call today. I'd just like to let you tell people how they can get in touch with you so you might consult with them, give them some advice or just look over what they currently have running and let them know what they can improve.

Justin Morgan: Hey, thanks for having me on because it's really important. When I teach I learn. That's why I enjoy teaching so much. Yeah, they can find me on dentalmarketingguy.com. If you want to google The Invisilinks Method or Invisilinks SEO course, anything like that, dental SEO of course, there's a ... it's going to be opening, it opens once every several months for enrollment for a short period of time. But, it's going to be opening here pretty soon at the time of recording this. I would recommend checking that out. If you have any questions, I'm happy to chat. But, that course is really where the value is. It's step by step, I don't hold anything back, it's totally transparent. You can see how I've ranked

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dental websites all over the county with no secrets held back. Thanks for having me.

Dr. Phelps: Awesome. Well thank you so much for your time. Justin, I know I'll see you out there on the internet. You give a lot of great information on a lot of the forums out there for dentists. You're very engaged and people really appreciate what you contribute. Thank you for doing that as well.

Justin Morgan: Thank you.

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