JP MARKETING

GUIDE + DIRECTORY LIST

The Best Backlinks & Directories for Dentists

Where to get listed, which links matter, and how to get them

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What's a backlink? (the simple version)

A **backlink** is when another website links to yours. Google sees it like a vote. If trusted sites vote for you, Google trusts you more.

A **directory listing** (also called a **citation**) is a place online that lists your business name, address, and phone. Even without a link, these help Google and AI tools know you're real.

For dental offices, the best links come from 3 places:

1. **Industry sites** (associations and directories made for dentists)
2. **Local sites** (your town, chamber, schools, news, partners)
3. **Big trusted directories** (Google, Bing, Apple, Yelp, BBB, Facebook)

AI tools like ChatGPT and Google's AI answers also read these sites. Being listed on the right ones helps you show up there too.

Words to know

Word	What it means
SEO	Search Engine Optimization: doing things so Google shows you more.
Map Pack	The 3 businesses on the map at the top of a local Google search.
Service page	A page about ONE thing you do.
Backlink	A link from another website to yours. Like a vote of trust.
AI search	Tools like ChatGPT, Gemini, Perplexity, and Google's AI answers.
Schema	Hidden code that labels your info for computers.
Citation	Your Name, Address, and Phone listed on another site.
N.A.P.	Name, Address, Phone.

Rule #1: Make your info match everywhere

Your **N.A.P.** is your **Name, Address, Phone**. It should be exactly the same on every site.

Looks small	But causes problems
Suite 100 vs. Ste 100	Usually fine
Old phone number	Bad: calls go nowhere
Old address	Bad: Google gets confused
Two different business names	Bad: looks like two businesses

Write down your official N.A.P. and copy-paste it every time.

Step 1: The core listings every business needs

Site	Why it matters
Google Business Profile	Maps and the Map Pack
Bing Places	Bing, and it feeds some AI tools like Copilot
Apple Business Connect	Apple Maps and Siri
Yelp	Reviews; often shows up in AI answers
Facebook page	Trust and reviews
BBB	Trust
Nextdoor	Neighbor recommendations
Data aggregators (Data Axle, Foursquare)	They send your info to lots of other sites

Step 2: The best industry links for Dentists

These are the sites that matter most for dental offices. Start at the top.

Site	Type	How to get it
Your state dental association	Association member directory	Join and make sure your listing links to your website.
ADA Find-a-Dentist	National directory	ADA members can update their public profile.
Healthgrades	Health directory	Claim each dentist's profile. Add photo, insurance, and website.
Zocdoc	Booking directory	Paid, but strong for new patients and gives a real profile link.
WebMD Care / Vitals	Health directory	Claim and clean up each dentist's profile.
Yelp	Review site	Claim it, add photos, keep hours right.
Insurance company 'find a dentist' tools	Insurance directory	Make sure your info (address, phone, website) is right with every plan you take.
Your dental school alumni page	Education	Many schools list alumni practices or share news about them.
Local chamber of commerce	Local	Membership usually comes with a directory link.
Local schools and sports teams	Sponsorship	Sponsor a team or a school event. Ask for a logo + link on their site.
Mouthguard donations	Community	Make free mouthguards for a local team. Local news and team sites often link.
Local news 'ask the expert'	PR	Pitch tips like 'Halloween candy and kids' teeth' to local TV and papers.
Suppliers and labs	Business partners	Some labs and tech makers (like aligner brands) list provider offices.
Neighborhood HOA and community sites	Local	Offer a discount for residents; ask to be listed in their vendor page.
Local blogs and 'best of' lists	Local	Find 'best dentists in Katy' lists and ask how to be included.

Tip: Some of these are paid. Start with the free ones. Then try one paid listing at a time and see if it brings real calls before you add more.

Step 3: Local links (the secret weapon)

Local links are hard for competitors to copy. Ideas that work for dental offices:

- **Sponsor something local:** a youth team, school event, 5K, or festival. Ask for your logo + a link on their site.
- **Partner pages:** businesses you work with often have 'trusted partners' pages.
- **Host a free event:** a workshop or class at the library or community center. They usually list it online.
- **Local news:** offer helpful tips on timely topics. Reporters need experts.
- **Chamber of commerce:** join and get a member listing.
- **Local 'best of' lists:** find blog posts like 'best dentists in Katy' and ask how to be included.
- **Give back:** charity drives and volunteer days often get written about.

Step 4: An email you can send

Use this to ask a partner or local group for a link:

> **Subject:** Quick question about your website
>
> Hi [Name],
>
> I'm [Your Name] with Bright Smile Family Dental here in Katy. We love working with you on [event/partnership].
>
> I noticed you have a [resources/partners/sponsors] page on your website. Would you be open to adding us there? Here's our link: [your website].
>
> Happy to share your info on our site or social pages too.
>
> Thanks so much! [Your Name] | [Phone]

Links to stay away from

- Buying links from strangers ("500 backlinks for $50!")
- Link farms and fake 'blog networks'

- Spammy foreign directories
- Fake scholarship pages made only to get .edu links
- Paying for reviews or 'review links'

These can hurt you. Google is good at spotting them.

Track your progress

Keep a simple sheet:

Site	Status	Login/email used	Date done	Link to listing
Google Business Profile	Done	admin@...		
Your state dental association	Applied			
ADA Find-a-Dentist	To do			

Checklist

- [ ] Wrote down my official Name, Address, Phone
- [ ] Google, Bing, and Apple listings done
- [ ] Yelp, Facebook, BBB, Nextdoor done
- [ ] Top 5 industry listings done
- [ ] 2 local link ideas started this month
- [ ] Sent 3 partner link emails
- [ ] Checked old listings for wrong info

Step by step: your top 8 industry listings

Your state dental association

Type: Association member directory

How to get it: Join and make sure your listing links to your website.

1. Search Google for: Your state dental association dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

ADA Find-a-Dentist

Type: National directory

How to get it: ADA members can update their public profile.

1. Search Google for: ADA Find-a-Dentist dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Healthgrades

Type: Health directory

How to get it: Claim each dentist's profile. Add photo, insurance, and website.

1. Search Google for: Healthgrades dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Zocdoc

Type: Booking directory

How to get it: Paid, but strong for new patients and gives a real profile link.

1. Search Google for: Zocdoc dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.

3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

WebMD Care / Vitals

Type: Health directory

How to get it: Claim and clean up each dentist's profile.

1. Search Google for: WebMD Care / Vitals dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Yelp

Type: Review site

How to get it: Claim it, add photos, keep hours right.

1. Search Google for: Yelp dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Insurance company 'find a dentist' tools

Type: Insurance directory

How to get it: Make sure your info (address, phone, website) is right with every plan you take.

1. Search Google for: Insurance company 'find a dentist' tools dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

Your dental school alumni page

Type: Education

How to get it: Many schools list alumni practices or share news about them.

1. Search Google for: Your dental school alumni page dental office listing
2. Look for a button like Claim, Join, Add your business, or Get listed.
3. Use your exact Name, Address, and Phone.
4. Add your website, logo, photos, hours, and services.
5. Save the login in your list.

3 more emails you can copy

Sponsorship ask

> Hi [Name], Bright Smile Family Dental would love to support [team/event] this season. Do sponsors get listed on your website? We'd be happy to help. - [Your Name], [Phone]

Local news tip

> Hi [Reporter], with [season/event] coming up, I can share 3 quick tips for Katy families on [topic]. Happy to do a short interview or send a written quote. - [Your Name], Bright Smile Family Dental

Partner swap

> Hi [Name], we send a lot of patients your way, and we'd love to keep doing it. Would you add us to your 'trusted partners' page? We'll do the same for you. - [Your Name]

Common questions

How many backlinks do I need?

There's no magic number. 10 great local and industry links beat 500 junk links.

Are paid directories worth it?

Sometimes. Try one at a time and track calls from it for 90 days.

Do links help with AI search?

Yes, in a way. AI tools often trust and cite the same sites that link to you or list you.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.