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## **“Yelp 101” Helps Dentists Take Charge of Their Online Reputation**

**LOS ANGELES, CA (February 4, 2015)** – Futuredontics®, the nation’s leading provider of dental marketing services and software, has released a new whitepaper, “Yelp 101: A Guide to Dentistry’s Most Influential Online Review Site.” This free report is designed as an introduction for dental professionals who are interested in learning best practices for using the popular site to manage their practice’s online reputation and acquire new patients.

The purpose of the new whitepaper is to clear up the confusion and frustration many dentists experience when trying to understand how Yelp works, especially how it determines which reviews to highlight. This comprehensive report covers a variety of key topics, including creating a business profile that functions as no-cost advertising, responding to negative comments, best ways to generate positive patient reviews and using the site for reputation monitoring.

“It’s difficult to overstate the importance of Yelp to dentists,” said Futuredontics CEO Michael Turner. “Virtually every practice in the nation is listed on the site and what patients say there has a profound, long-lasting effect on their business. Dentists must learn how to deal with Yelp in order to protect their reputation and grow their practice. This whitepaper shows dentists how to do it.”

“Yelp 101 is the latest in our series of exclusive dental marketing reports,” Turner continued. “We provide these free resources to complement Futuredontics’ suite of marketing products, which include cost-effective solutions for reviews, websites, social media and patient lead generation.”

Dental professionals can request a complimentary copy of “Yelp 101: A Guide to Dentistry’s Most Influential Online Review Site” by visiting [www.futuredontics.com/yelp101](http://www.futuredontics.com/yelp101) and taking a demo of PatientActivator®, Futuredontics’ cost-effective communications, social and online presence software solution.

### **About Futuredontics®**

Futuredontics®, parent company of 1-800-DENTIST®, is America’s leading provider of dental marketing services & software. Since 1986, the company has been dedicated exclusively to dentistry, developing powerful products and resources that help dentists thrive in the evolving digital world.

The company’s flagship product, 1-800-DENTIST, has delivered over 8 million new patient leads to dental practices nationwide. PatientActivator®, their patient communications and online marketing solution, increases production and boosts the practice’s online presence with automated appointment confirmations and tools for social media, reviews and much more. ReputationMonitor® helps dentists protect their online reputation – monitoring hundreds of directories, reviews sites and social media

platforms, and displaying them all on a single screen. WebDirector® delivers dynamic websites, mobile sites and branded social pages all for one low price. And ReActivation Pro® gets dormant patients back on the practice's schedule. Futuredontics also offers an extensive library of dental marketing resources – including in-depth whitepapers, Webinars and front desk training. With unlimited live customer support, dentistry's best marketing products and the largest dental website in North America, Futuredontics is the proven way for dental practices to grow their patient base and increase production year after year.

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