



10 SEO Strategies to Maximize Dental Job Post Visibility

from Burkhart's Staffing partner - DentalPost

1. Start with Clear Jobseeker Benefits

- Candidates spend just 7–11 seconds scanning a posting before deciding whether to read further.
- Begin with a short paragraph or bulleted list that immediately answers: “What’s in it for me?”
- Lead with pay, schedule, flexibility, growth opportunities, and work environment before describing duties or company info.

Generic Opening Examples by Role:

Dental Hygienist (DH):

- Sign-on bonus available! Full-time Dental Hygienist role with flexible hours, a supportive team, and high earning potential.

Dentist (DD):

- Top 10% earning potential, full clinical autonomy, and steady patient flow — we’re hiring a full-time Dentist to join our high-performing team.

Dental Assistant (DA):

- Great hours, competitive pay, and a positive team environment — we’re looking for a Dental Assistant to support patient care and growth.

Front Office (FO):

- Looking for a Front Office Coordinator who values teamwork and organization — enjoy steady hours, benefits, and a fun, fast-paced practice.

2. Avoid Formatting Gimmicks That Hurt SEO

- Do NOT use asterisks *****Sign-On Bonus*****, emojis (like 🎁 or 🦷), symbols (\$\$\$, !!!), or ALL CAPS for emphasis.
- These elements can trigger search engine suppression.
- Instead, use plain text and keywords placed naturally throughout the post.

3. Use Standard Job Titles That Match Search Behavior

- Use conventional job titles like: Dental Hygienist, Dentist, Pediatric Dentist, Orthodontist, Dental Assistant, Front Office Coordinator.
- Avoid creative/internal names like “Smile Hero” or “Tooth Fairy in Chief.”

4. Location Optimization

- Always include the city and ZIP code of the job location in the first 3 lines of your post.
- Mention proximity to larger metros or dental schools.
 - Example: Located 35 minutes west of Chicago (ZIP 60607)
 - Example: Easy commute from downtown Cincinnati (ZIP 45202)

5. Structure and Formatting Best Practices

- Use headers: "What You'll Do," "What You'll Bring," "Benefits Available."
- Use hyphen lines (-) for duties/requirements (no bullet points).
- Keep total length between 300–700 words.
- Break up text for scannability and include white space.

6. Optimizing Job Post Length and Mobile Experience

- In 2024, the average click-to-apply conversion rate across all industries was approximately 6%.
- Postings between 201–400 words achieve the highest apply rates, ranging from 8% to 8.5%.
- Descriptions exceeding 400 words or falling under 200 words tend to have lower application rates.
- With a significant number of job seekers using mobile devices, ensuring that job postings and application processes are mobile-friendly is crucial.
- Think structure, paragraphs, and hyphens: the easier it is to read and consume on a small screen, the better.
- **Tip:** Paste your job description into Notepad, Word, or Google Docs, then resize the window to a smartphone screen size. If it's hard to read or feels cramped, simplify the format to improve mobile usability.

7. Avoid Duplicate Listings Across Locations

- Don't copy-paste the same listing in multiple locations.
- Rewrite intros and local details to match the region.
- Tailor language with nearby schools, commute advantages, or community elements.

8. Include Compensation Information

- Job listings with salary data rank higher and draw more engagement.
- If exact pay cannot be disclosed, use phrasing like:
 - Top-tier earnings
 - \$45–55/hr based on experience
 - Competitive compensation and bonus incentives

9. Leverage Keywords Early and Often

- Mention job title and city/state/ZIP naturally in the intro and headers.
- Examples:
 - Dental Hygienist opening in Dallas, TX 75217
 - Full-time Dentist – Atlanta, GA 30309
- Use terms like: oral health, preventive care, hygiene, dentistry, RDH, DDS, dental assistant, patient education
- Keep language natural – avoid keyword stuffing.

10. Formatting that Works

What To Do:

- Use hyphen dashes (-) for responsibilities and qualifications
- Write with scanability in mind (spacing, subheadings)
- Keep tone warm, professional, and direct