

2018

Dental Experts

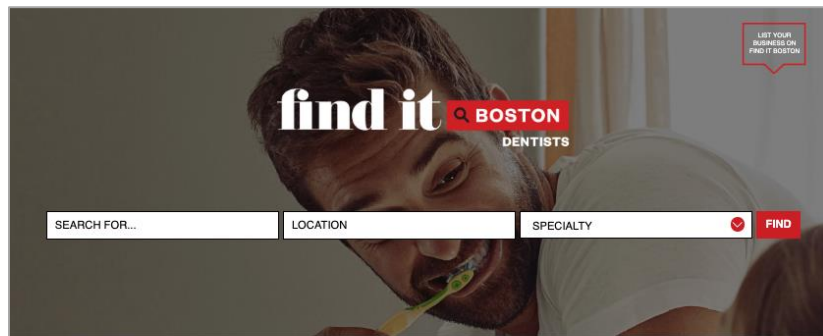
YOUR ULTIMATE RESOURCE FOR THE
GREATER BOSTON REGION'S DENTAL SPECIALISTS



BOSTONMAGAZINE.COM 87

Boston
MAGAZINE

Dental Network 2018
Premium Profile Report



Looking for a new dentist? Each year, *Boston* Magazine produces a list of the best dentists in Boston, including experts in fields such as periodontics, endodontics, orthodontics and more. Find a dentist near you using our carefully curated list to discover a specialist who will make you smile.

Member of the Boston Doctors Network

725 RESULTS | RESULTS PER PAGE 10



DENTISTS > GENERAL DENTISTRY > MARK G. WEBSTER, DDS

TOP DENTIST

Mark G. Webster, DDS

Dental Health Concepts

SPECIALTY: General Dentistry

Dental Health Concepts

205 Main St.
North Reading, MA
01864

978-664-3141

VISIT WEBSITE

This is my business. I'd like to submit an update.

ABOUT

I am a graduate of the Columbia University College of Dental Medicine in New York City and completed a General Practice Residency at the University of Rochester's Strong Memorial Hospital. I have practiced for 25 years in North Reading, MA at Dental Health Concepts. It is my ultimate goal, as a health care provider, to foster and maintain long term trusting relationships with multigenerational families. It is my greatest reward to be chosen to care for parents, grandparents, and children of families that have joined our practice.

Our team-oriented practice is dedicated to providing the highest quality of private care in a technically sophisticated and state-of-the-art facility. We are committed to excellence in all areas of care. We strive to educate, inform, and assist our patients in making appropriate choices for their dental health. From routine care, limited to complete dental restoration, and highly technical precision cosmetic work, I, personally, and the entire Dental Health Concepts team focus on identifying and achieving your ideal dental health and well-being. From simple restorations, to digital dentistry, smile analysis, whitening, implant restorations and complex full mouth rehabilitation, we look to create your vision of what your smile and health should be. Our entire team welcomes you to Dental Health Concepts!

AWARDS

Top Dentist: 2018

BOSTON MAGAZINE DENTAL NETWORK REPORT

Becoming part of *Boston* magazine's Dental Network is a simple way to enhance your brand, build reputation within and around Boston and drive traffic and leads to your business. Through the Dental Network you gain association with one of the most trusted and influential Boston brands.

We have been focused on the success of the branded FindIt directory and the Dental Network, making several enhancements and continuing to improve performance.

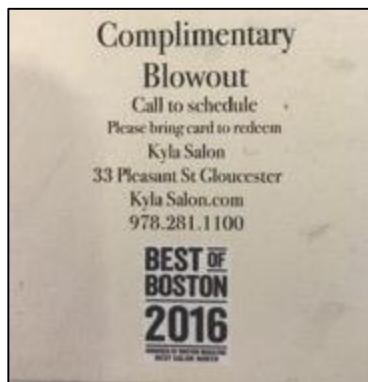
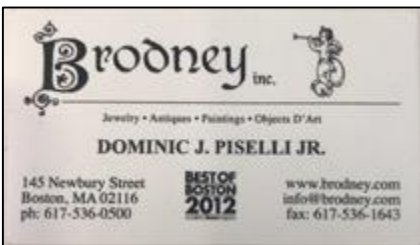
- Added Find It Boston search to the homepage of bostonmagazine.com
- Upgraded the look of the Find It Dentists homepage and profiles
- Review search strategy and tactics continuously to drive traffic

Overview of Dental Network Report

- Our influence
- Our support
- Profile metrics
- Top Performers
- Marketing tricks to gain traffic

INCREASE BRAND TRUST WITH BOSTON MAGAZINE

A picture tells a thousand words.
Boston magazine has been and continues to be the resource that local brands want to be associated with for that halo effect.



Best of Boston recognition proudly displayed, even years after winning, because Bostonians trust us and the brand association with us drives traffic

BOSTON MAGAZINE IS THE ULTIMATE SOCIAL INFLUENCER



13.8K likes



8.5K likes



6.5K likes

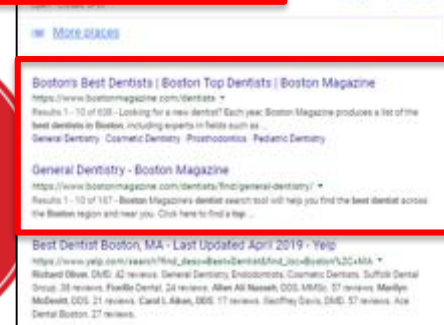
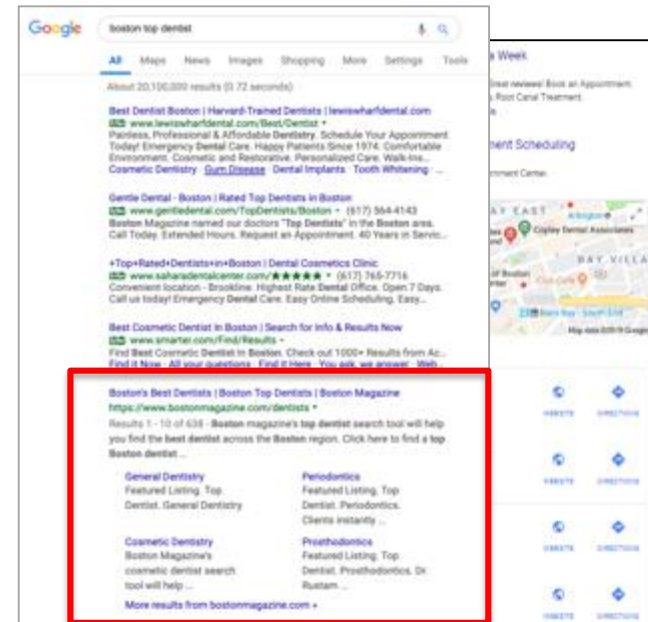
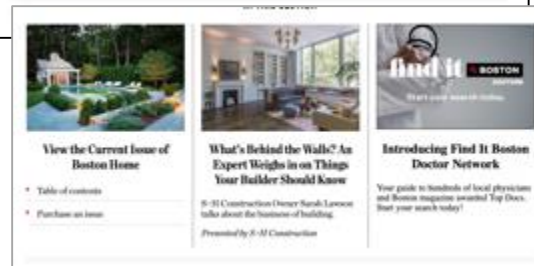
27K views

OUR DENTISTS TAKE ADVANTAGE OF THAT INFLUENCE



Just like the retailers, who for the past 40 years have been putting Best of Boston stickers all over their storefront, you should be doing the same on yours. The smart ones know this helps convince potential patients that you are somebody they should consider.

BOSTON MAGAZINE SUPPORT FOR THE DENTAL NETWORK



Dental Network members introduced in
January 2019
Top Doctors issue


Find It Promotion across our platforms

Boston Magazine ranks high in Google
search and helps you garner Google
search traffic too



BOSTON MAGAZINE DENTAL NETWORK METRICS

Premium profiles receive 5 times the page views of basic listings, which generate more leads!



TOP DENTIST

Jerry Swee

Emerson Dental, PC

SPECIALTY: Pediatric Dentistry

Emerson Dental, PC

133 Littleton Rd., #201
Westford, MA
01886

978-399-0017

VISIT WEBSITE

ABOUT

Dr Jerry Swee or "Dr Jerry", as he is known by his patients, is a Pediatric Dentist within the multi-specialty practice of Emerson Dental that also includes General Dentistry, Pediatrics, Endodontics, and Periodontal Services . The goal of our practice is to improve the lives of those we serve. In every service we treat each patient as a whole person with compassion, gentleness and personal attention with an emphasis on preventive dentistry so that each patient can achieve and maintain a lifetime of optimal oral health and wellness.

Dr Jerry is dedicated to his young patients and provides a kind, calm and relaxed atmosphere to make the experience of going to the dentist a positive one. The practice has a child play area and our patients can watch TV while in the dental chair. Balloon animals are always a hit for our young patients as is our salt water aquarium where they can look for Dory, Nemo and Marlin!

Dr. Jerry received his undergraduate degree in Microbiology and Molecular Genetics from UCLA. He then received his D.M.D. from Tufts University School of Dental Medicine in Boston and completed a two year pediatric dentistry residency at Tufts/New England Medical Center. He also holds a Masters degree in Oral Biology from UCLA.

This is my business. I'd like to submit an update.

DENTISTS > GENERAL DENTISTRY > ORLA M. BAKER

TOP DENTIST

Orla M. Baker

Burlington Family Dental

SPECIALTY: General Dentistry

Burlington Family Dental

51 Winn St.
Burlington, MA
01803

781-272-4184

VISIT WEBSITE

AWARDS

Top Dentist: 2017, 2018


SPECIAL EXPERTISE

Cosmetic Dentistry

EXAMPLES OF BOSTON MAGAZINE DENTIST TOP PERFORMERS

find it **BOSTON** DENTISTS SEARCH FOR... LOCATION SPECIALTY FIND

DENTISTS > COSMETIC DENTISTRY > ANNA M BERIK, DMD SHARE: [Facebook] [Twitter] [LinkedIn] [Print]



TOP DENTIST

Anna M Berik, DMD
Newton Dental Associates

SPECIALTY: Accelerated Orthodontics, Cosmetic Dentistry

Newton Dental Associates

93 Union St, Suite 402
Newton, Massachusetts 02459

617-965-0060

VISIT WEBSITE

ABOUT

Dr. Anna M. Berik, owner of Newton Dental Associates, is one of Boston's top cosmetic dentists. She is a highly sought out doctor who creates dream smiles, from simple whitening to extreme makeovers. Dr. Berik is a member of the American Academy of Cosmetic Dentistry, American Academy of Facial Esthetics, and a Board Member of the American Academy of Cosmetic Orthodontics.

She received her dental degree from Tufts University School of Dental Medicine and is trained in oral sedation, Invisalign orthodontic treatments, full mouth restoration, BOTOX Cosmetic and Juvederm facial filler, sleep medicine and has advanced training in Esthetic Dentistry. Dr. Berik is a VIP Platinum Invisalign Provider and has earned numerous awards from Invisalign, including the 2017 Invisalign Reingage Dentist of the Year award. She is President of Invisalign Reingage New England and is on faculty for Invisalign Reingage. Dr. Berik is one of the country's leading experts on Accelerated Orthodontics and travels North America speaking and training other dentists on her Berik Accelerated Method technique. Dr. Berik is known as the area's most knowledgeable doctor in adult aligner therapy and Accelerated Orthodontics and is regularly featured dentist in the Boston Media.

A patient's results in cosmetic dentistry directly relates to who you choose and for over 25 years Dr. Berik has been the choice for patients from around the world, creating gorgeous life-like veneers and captivating smiles.

AWARDS

Top Dentist: 2017, 2018

find it **BOSTON** DENTISTS SEARCH FOR... LOCATION SPECIALTY FIND

DENTISTS > GENERAL DENTISTRY > DR. MAGED EL-MALECKI SHARE: [Facebook] [Twitter] [LinkedIn] [Print]



TOP DENTIST

Dr. Maged el-Malecki
Boston Dental

SPECIALTY: Cosmetic Dentistry, Endodontics, Facial Cosmetic Surgery, General Dentistry, Implant Dentistry, Implant Surgery, Maxillofacial Surgery, Oral Medicine, Oral Surgery, Oral/Maxillofacial Surgery, Orthodontics, Pediatric Dentistry, Periodontics, Prosthodontics

Boston Dental

35 Court Street
Boston, Massachusetts 02108

617-402-5000

VISIT WEBSITE

ABOUT

Clients instantly feel at ease when they encounter Dr. Maged el-Malecki's welcoming smile. With a genuine love for his craft, he continually takes dentistry to a new level by raising the bar on the quality of care delivered to help clients gain confidence through beautiful natural smiles. A 2002 graduate of the Boston University School of Dental Medicine, Dr. el-Malecki is an active member of the American Academy of Cosmetic Dentistry and was recently honored with a "Doctor of Excellence" award. It is easy to see the synergy between Dr. Malecki and his team of specialized dental professionals. When asked what drives his team and fuels his practices, **Dr. Malecki explains, "Our method is simple! My team and I are passionate about the value we deliver to patients. We go above and beyond to ensure our patients feel welcomed and their dental concerns are addressed all under one roof and in a comfortable manner."** Dr. Malecki further explains his dream to make quality dentistry easily accessible for patients. **"Boston is my home and my goal is to exceed patient expectations, provide modern, state-of-the-art dental care in a relaxed environment without sacrificing convenience. Boston Dental is the future of Dentistry and we are in the process of expanding to accommodate the growth that is occurring here, and my focus is to invest in this growing city by creating new jobs for dependable career driven and passionate individuals."**

AWARDS

Top Dentist: 2017

Quality images

Added specialties and use of keywords

Include phone # to encourage consumers to click to call from mobile device

Engaging copy

MARKETING TRICKS TO BOOST PROFILE TRAFFIC

1. **Use engaging copy.** Make sure it reads in a conversational tone. Speak directly to the consumer and in first person. Add personal stories about the business leaders to encourage readers to trust you.
2. **Include an email address** to receive leads. Visitors to your profile will be able to click “request an appointment” and you will be able to receive their information at the email address provided.
3. **Include quality images.** Images should be friendly and enticing for readers. Images of the facilities, services, staff and happy customers are recommended.
4. **Expand reach beyond your profile.** Top performers run across all platforms, taking advantage of special editorial and advertorial sections in print.
5. **Include key info.** Elements that drive SEO will boost traffic, such as location, specialty, special services and expertise.
6. **Socialize your win!** Link back to your Find It profile across all social media platforms and on business websites
7. **Share Top Dentist Network badge** on homepage much like businesses in Boston share their BOB win on storefronts.

