

## **Ceatus CEO David Evans Speaks at GNYDM 2012 in New York**

([PRLEAP.COM](http://PRLEAP.COM)) San Diego, Calif., November, 14, 2012 – This November, dentists from around the world will be given the opportunity to learn from one of the biggest names in Dentistry marketing during a four-day event in New York, NY. Beginning November 25 and continuing through November 28, Ceatus Media Group CEO David Evans, PhD, will present ways to increase patient volume through improved online visibility at the annual Greater New York Dental Meeting.

Having successfully created Internet visibility for numerous dental practices, both in the United States and abroad, Dr. Evans will describe the steps necessary to increase patient volume through Internet marketing in his educational course at GNYDM.

"It is an honor to speak at this event," says Dr. Evans. "I'm looking forward to sharing my knowledge on the most effective strategies to increase practice revenue through online marketing." His presentation, titled "Perfect Your Online Presence," will take place on Tuesday, November 27th from 12:45pm to 1:45pm in DT booth 523.

This year's GNYDM will provide top dentists with both scientific- and marketing-oriented information. According to Dr. Evans, "In this course, the audience will learn the basic elements required for an effective practice website and strategic SEO. They will also understand the process for creating a positive online reputation."

The Greater New York Dental Meeting (GNYDM) is the largest dental event in the United States, with over 53,789 attendees from all 50 states and 132 countries. This year's 88th annual meeting features an extraordinary and unparalleled educational program featuring some of the most highly recognized educators in the dentistry field. Throughout the meeting, Dr. Evans and Ceatus Internet marketing experts will be providing FREE website evaluations for attendees at booth 4810.

### About David Evans, PhD, MBA

Dr. Evans has directed marketing efforts for both medical companies and dental and surgical practices since 1985. In 1995 he began his career in Internet publishing and advertising. Since that time he has been actively involved in building Internet visibility for numerous dental practices, both in the United States and abroad. Dr. Evans is a recognized authority on Internet medical marketing strategies. He has also spoken at meetings of the American Society for Aesthetic Plastic Surgery, American Society of Plastic Surgeons, International Society of Refractive Surgery and American Society of Cataract and Refractive Surgery.

Ceatus Media Group specializes in building patient volume for dentists through online marketing. Our products include SEO, Custom Website Design, Patient Referral Directories, Video, Social Media and



Website Management. Our clients receive top rankings on Google, higher patient conversions and targeted leads from our referral website: [Consumer Guide to Dentistry®](#). Visit us at [www.ceatus.com](http://www.ceatus.com) to learn how you can generate patient volume from the many patients who are looking for dentists online.

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