

First class internet marketing for dentists

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PART 2 OF 4: Standing out on the web

Standing out: On your website

The worldwide web has provided both existing and prospective patients with a shrewd tool to compare dentists without physically visiting the practice, meeting or talking to staff. It is essential for a private aesthetic dentist to demonstrate credibility through a reassuringly modern and up-to-date website in order to satisfy the expectations of existing patients and make it easy for them to choose to continue their custom, never mind recommend the practice to family and friends. Standing out amongst competitors on the Web is important for any dentist serious in attracting new aesthetic patients.

An easy way to stand out is to stand for something. A dental website should be targeted to a specific patient profile; every practice has unique patient demographics depending on the location, modernity and treatments of the practice so it is important to realise what type of patient the practice feels confident in successfully attracting and tailoring the website to do just this.

Some practices will find most of their patients are elderly whilst other practices will have younger patients; photos of smiling models should illustrate the desired patient profile. If the dentist feels the treatments are most appreciated by the elderly then displaying photos of young families is not going to help the website stand out to an elderly audience.

Every cosmetic dental practice needs Unique Selling Points (USPs) and most importantly needs their website to be able to convey their USPs quickly and clearly. The average website visitor may only stay for five or six pages and within that time the prospective patient needs to grasp a significant feature to be able to remember you.

Affordability is an essential message on



Figure 1: Dr Basrai www.basrai.co.uk

On the homepage of Dr Basrai's website, appealing photographs of smiling models are flash animated to both represent and make a connection with his target audience. The website also has '9 Reasons to Choose Dr Basrai' which identifies his USPs and addresses affordability.

Marketing

the web and a USP that every practice can adopt. The Web has become known as the place to find the best price. Experienced surfers expect to find out information about fees and be able to include payment information in their decision making process when comparing dental websites. A new website visitor is most likely going to compare at least two or three dental practices. It is a good idea to consider visible adverts indicating special offers unique to your website. Information on interest free credit and discounts will help make your website memorable.

An indication of treatment fees should be displayed. The benefits of showing a comprehensive list of fees includes building credibility in terms of transparent pricing and the ability to divert telephone enquiries to your website for payment information and charges, thus freeing up valuable reception time. The benefits of not revealing any fees is that the price-astute web visitor is unable to easily compare on the basis of price however this only stays a benefit as long as the practice is able to entice the visitor to attend a consultation to discuss individual treatment plans and affordable methods of payment. There is no point in shying away from stating fees on the website if all is revealed immediately over the phone.

Websites needs to be kept up-to-date with opening hours, dentist and staff profiles, emergency information, and fees among other topics. Fees should be stated to be correct as at a specific date so that the dentist is not accused of misleading the patient if there happens to be different quotes within the practice without updating the website. Stating that prices should be used as a 'guide only' and are 'from' a specific amount allows flexibility and helps screen patients who can't even afford the basic treatment costs. However, if transparent fixed prices are adopted then even more regular and timely updates must be made. An online cost calculator, which only works out the cost of the individual visitor's treatment, is a useful means of providing transparent pricing without providing a fully accessible list of all fees; cost calculators can serve as a user friendly method as it provides the user only the information they require without overwhelming the page with information.

Standing out: On other websites

Appearing on Web directories and portals that are naturally high ranking on Google.co.uk for dental or location related keywords is an essential task for any cosmetic dentist that wishes to enjoy new patient enquiries

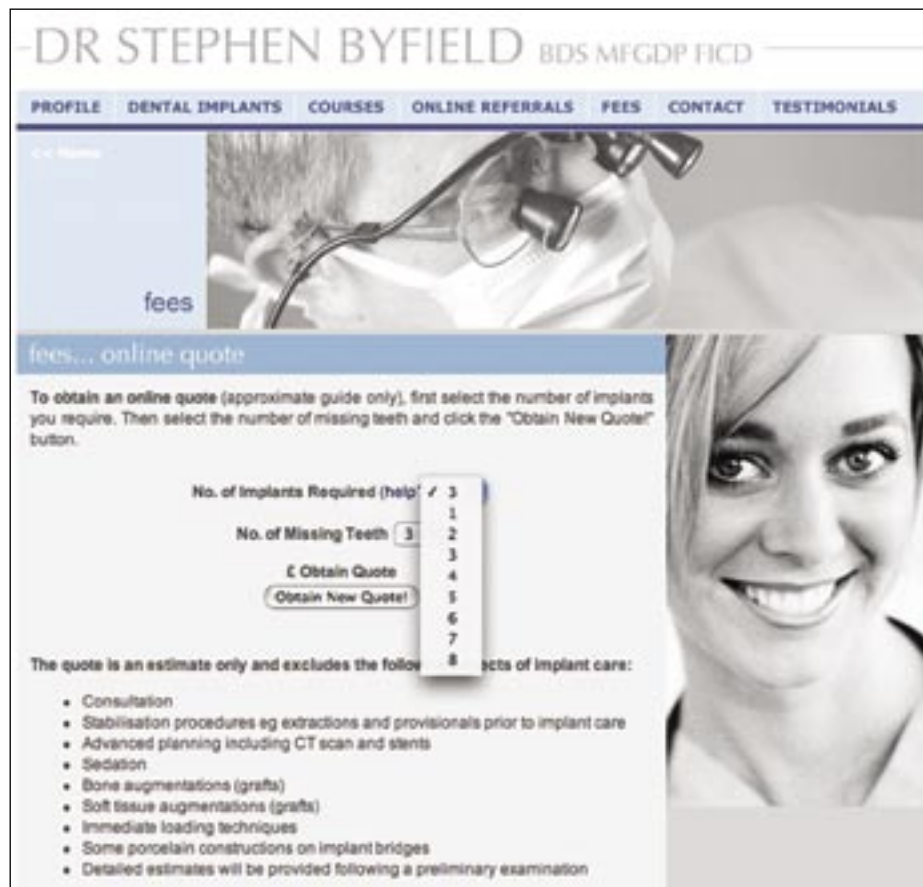


Figure 2: Fee calculator

Dr Stephen Byfield www.stephenbyfield.co.uk provides a fee calculator for both patients and referring dentists to obtain a quote without being overwhelmed with a full table of prices, especially complicated when quotes are dependent on the number of implants required as well as the number of missing teeth. Dental Focus Web Design provides its clients with an annual hosting and maintenance package, which includes unlimited minor updates to text and images on existing web pages. Updating fees is treated as a priority.

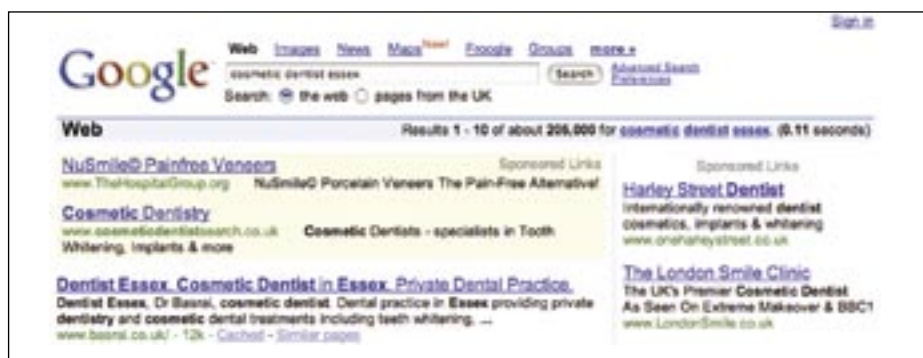


Figure 3: Top search engine ranking

The image above shows www.basrai.co.uk ranking no.1 on the natural, free listing of Google.co.uk for 'cosmetic dentist essex'. Increasing the number of relevant in-bound links to Dr Basrai's website from optimised featured pages on web portals and directories improves search engine ranking.

from the Web. In the short-term, these priority listings and featured web pages, which advertise the practice, will simply increase your website's visitors as a result of flow through traffic i.e. visitors search on Google, find the high ranking directory/portal and thus find the link to your dental website. In the long-

term, these inbound links to your website from search engine optimised sites will improve your own ranking on Google for the location and dental related key phrases.

It is beneficial to follow the above strategies on all free and paid-for Web directories and portals for which your website has a pri-



Dr Basrai
Dr Basrai is not like any other Essex dentist. He is a perfectionist when it comes to his technical skills, he is warm and inviting when it comes to his style and most of all, he has established an amazing reputation wherever he goes. He is a family man who is driven by his passion and outstanding work ethics. He welcomes you and will devote his time to talk to anyone who wishes to discuss their smiles and general dental health.

Dr Basrai has professionally trained in the USA as a cosmetic dentist with the **American Academy of Cosmetic Dentists (AACD)** who are pioneers in smile design. The AACD is the largest international dental organisation dedicated specifically to the art and science of cosmetic dentistry. The **British Academy of Cosmetic Dentistry (BACD)** is the British equivalent.

He owns a dental shop at www.edentalshop.com.

Treatments
Chafford 100 Dental Care can offer a full range of cosmetic dentistry and restorative dental techniques:

- Smile makeovers/cosmetic dentistry**
Teeth whitening
Reshaping teeth
Caries, decay and white fillings
Fluorosis (white marks) and stains
Broken or chipped teeth
- Prevention & New Technology**
CAESY interactive (DVD) patient education
Early gum disease screening
Healozon® pain-free ozone caries control
Early decay detection - DIAGNOdent Laser Caries detection kit
Mouth cancer screening
Bad breath management
Mouth guards
- Botox/injector & Facial procedures**
Non-surgical facial lifts to complement a smile makeover
- Jaw & Head Ache relief**
Dental treatment can be the key to the relief of a wide range of facial and neck pain as well as chronic headaches and eye pain. Chafford 100 Dental Care can also help with nighttime tooth clenching or tooth grinding.
- Emergencies**

Financial options
Dr Basrai understands that cosmetic dentistry and private dental treatment can be expensive, and so he has created affordable plans to help you budget and finance treatments to suit all your needs. Once you have met the practice team and had an estimate and treatment plan, you can discuss various methods of payment to suit you including interest free payment terms subject to credit checks.

Contact details
Dr Jagmal Basrai
Chafford 100 Dental Care
Drake Road
Grays
Essex RM16 6SE
Tel: 01375 48 1100
Fax: 01375 48 1100
Email: [online form](mailto:online@basrai.co.uk)
Web: www.basrai.co.uk



Grays Dentists
Dr Basrai
01375 481 1000
Oasis
01706 412683

Figures 4a and b: Web Portal Content

The information displayed on a high ranking web portal to advertise www.basrai.co.uk clearly explains the USPs of the cosmetic dental practice, in Grays, Essex, what it can offer and addresses affordability. The effects of such a featured page with links to www.basrai.co.uk is (1) increased visitors and (2) improved search engine ranking for Dr Basrai's website. The web page on a different high-ranking web directory is also optimised for the Grays, Essex, location as well as dental key phrases and thus helps with Dr Basrai's own website's ranking.



Whippendell Dental Clinic
Special offers

Figures 5a and 5b: Affordability Awareness

The Neem Tree www.theneemtree.co.uk and Whippendell Dental Clinic www.watforddental.co.uk provide visible adverts throughout their websites indicating special offers. Information on interest free credit and discounts help make their websites

orty listing or featured page. Dental Focus Web Design liaises on its dentist clients behalf to ensure that their details on third party websites follow the same principals of identifying with the patient, marketing the winning aspects of the practice, addressing affordability and being kept up-to-date. Online marketing budgets need to be created and in some situations a redistribution of funding may be the only way; shifting financial resources from the usual paper-based advertising (i.e. in Yellow Pages, local newspaper, etc) to online advertising (i.e. on Yell.com as well as other popular directories and portals, etc). Dental Focus Web Design secures special discounts for high-ranking directories and portals to provide real savings for its dentist clients and a Web marketing presence that works.

Five tips to remember

Your website should:

1. Target specific patient profiles and relate to them
2. Convey your unique selling points quickly and clearly
3. Appear affordable to the price-conscious web user
4. Be kept up-to-date and state the date at which fees were last updated
5. Duplicate these points on top directories, portals and pay-per-click advertising. **A**



Google
coventry dentist
Web Images Video News Maps more...
Results 1 - 10 of about 1,110,800 for coventry dentist. (0.07 seconds)
Dentist in Coventry
www.densmile.co.uk
Quality & Affordable
Dentistry. Caring & Modern Dental Treatment.
Dentists
www.infoserve.com
Looking for a dentist?
Find A Local Dentist
Locate dentists & other services in your area - Try Google Maps
maps.google.co.uk

Figure 4c: Google Pay-Per-Click (PPC) advertising

The wording on PPC sponsored adverts on Google.co.uk should be thoughtfully chosen and, if possible, address affordability. Improving the wording on PPC adverts will improve the Click-Through-Rate (CTR) regardless of the actual ranking; a sponsored advert will attract more clicks if the wording is relevant to the search. 'Quality & Affordable Dentistry' are the words used by www.densmile.co.uk to attract patients looking for a general 'coventry dentist'.

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