Marketing

First class internet marketing for dentists

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This series of four short articles will discuss marketing to existing patients, attracting
prospective patients and search engine optimisation

PART 4 OF 4: First class Web design

Web identity

A successful Internet presence for an aesthetic dental practice would mean that their website is the first point of contact for most new patients. The logo, colour scheme, layout, graphics, photographs and overall look and feel is what creates the website identity. Having a unique, modern and attractive identity is important in establishing credibility in the art of aesthetics. The website identity should match and flow throughout the entire range of printed stationery, welcome packs, signage and newsletters. Consistency in a professional, aesthetic practice image creates familiarity among patients. Tasteful brand recognition improves trust and credibility.

It is important to have a unique identity on the web because visitors are more than likely to compare multiple websites. It is less likely for potential patients to compare multiple welcome packs or brochures. Dental Focus Web Design works closely with Cathy Johnson Design who establish high quality, unique practice identities and welcome packs, which greatly assist in the design of unique first class website identities. Cathy Johnson Design is able to provide instrumental input into the bespoke layout and graphics of the mutual client's website. A close, trusting relationship between the web designers and graphic designers mean that artwork can be both easily shared and discussed to benefit the mutual client's web design and flash animation which ensures that the site is brought to life without loosing the original, carefully chosen identity.

Dental Focus Web Design offers new clients a free preview design. This allows both parties to start a relationship based on trust, as there is no obligation at this early stage; this allows the website identity to be established and agreed on in advance.
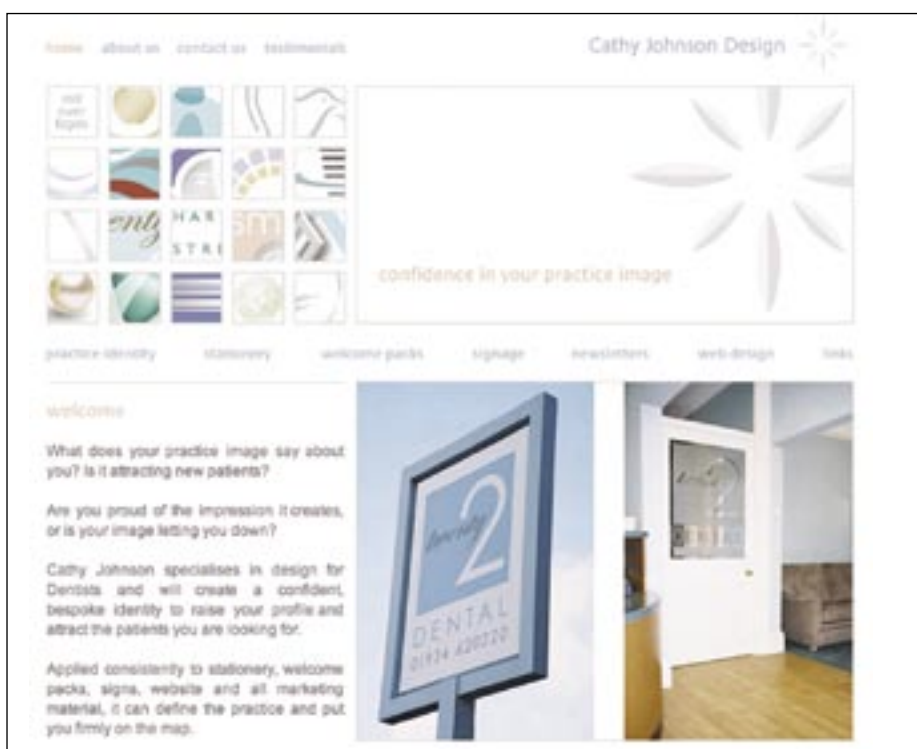

Figure 1: www.cathyjohnsondesign.com
Dental Focus Web Design works closely with Cathy Johnson Design which is a great benefit to the mutual client's website design and flash animation
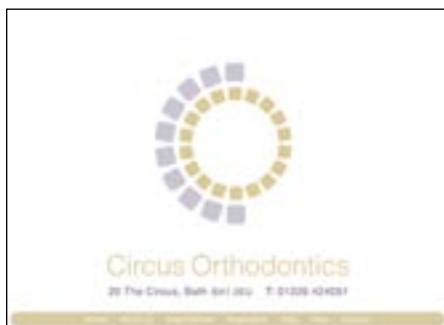

Figure 2: www.circusorthodontics.co.uk
Circus Orthodontics logo of a 'C' and 'O' is brought to life with flash animation. Colours of the website follow the Cathy Johnson Design welcome pack

Figure 3: www.smilespecialists.co.uk
Dr Jeremy Isaac's introduction page follows the same style as the Cathy Johnson Design welcome pack front cover but brought to life with flash animation and timed music

Figure 4: www.smilespecialists.co.uk
Cathy Johnson Design works closely with Dental Focus Web Design to ensure a flowing and consistent identity through the logo positioning, colour scheme, fonts and photographs.

Figure 5: www.smile4.me.uk
Dr Adrian Mullish's home page is flash animated and laid out to match the look and feel of the Cathy Johnson Design welcome pack front cover

Figure 6: www.shenasdental.co.uk
Dr Shenas Dental Studio's gold foil logo by Cathy Johnson Design is brought to life with a flash animated shine

Blowing your own trumpet

The website visitor needs to trust the website before making the decision to trust the dentist and dental treatment. If the cosmetic dentist is not a TV celebrity and is unable to show a powerful video clip then a subtle method is to be associated with high standards by displaying achieved logos such as the BDA Good Practice and Investor in People as well as other recognised associations and brands. It is important to showcase logos for awards like the Dentistry.co.uk Website Awards, Dentistry Awards and Private Dentistry Awards to show recognition by the dental profession for best practice.

It is also useful to shout out on the home page what special interests and featured treatments the dental practice offers. Having clear direct links to popular treatment pages from the home page saves the visitor from wasting valuable time trying to find the right page under the Treatments section, especially if the range of treatments is extensive.

Five tips to remember

A successful aesthetic dentistry website needs to:
1. Get the basics right (Read article 1)
2. Stand out on the web (Read article 2)
3. Sell on the web (Read article 3)
4. Have a 1st class web design
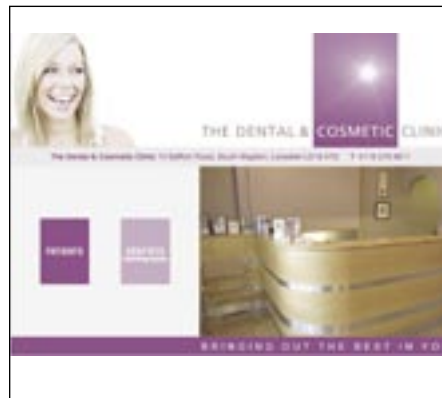5. Have a 1st class Internet marketing strategy

Figure 7: www.dentalandcosmeticclinic.co.uk
The Dental & Cosmetic Clinic's starburst logo by Cathy Johnson Design is brought to life with gentle flash animation. Matching smiling model and strap line is used.

Figure 8: www.onedentalcare.co.uk
One Complete Dental Care increases credibility by clearly showing off the American Academy of Cosmetic Dentistry, BDA Good Practice, Investor in People, Nobel Biocare and Enlighten logos.

For further information contact Krishan Joshi at Dental Focus Web Design
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Visit stand B16 at the 2007 Dental Showcase to meet Dental Focus Web Design or Cathy Johnson Design.

Figure 9: www.dentistsw4.com
Crescent Lodge Dental Practice increases trust by clearly showing off the Dentistry Awards logo and providing a news feature to boast about the professional recognition.

Figure 10: www.caredental.co.uk
Care Dental clearly shows all the Special Interests and Featured Treatments on the home page to ensure that visitors can easily and quickly access the information they desire