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## Practice**life**

# Keeping up with the world wide web

**Anne-Marie Lloyd-Jones** chats to **Naz Haque** about the ever-changing online world

Naz Haque has healthcare in his DNA. Although his Father worked for the NHS, his uncles are dentists, Naz hasn't taken up the clinical side of the profession. He's now working for Dental Focus, a DPAS Business Bites partner, helping dentists grow their practices by bringing his knowledge and expertise in all things Google to the high street.

The world of websites and Google is a mystifying one for dentists, so Anne-Marie Lloyd-Jones, customer relations manager at DPAS Dental Plans, caught up with Naz to break down this ever-changing world.

**Anne-Marie:** You describe yourself as a Google consultant and I'm dying to know exactly what this is

**Naz:** It's a very good question! I'm actually a 'Google certified square', the only one in the dental industry to my knowledge. This means I have gone through specific Google accreditation and am qualified to help dentists navigate their way through the mesmerising world of the internet.

The important thing for dentists to remember is that there are four billion searches on Google every day and 93% of all client buying decisions start with Google, so it's a pretty powerful tool that shouldn't be ignored. I work with practices that are doing okay but want to do even better, and help them to understand the digital opportunities that are available to them.

**Anne-Marie:** Which areas do you particularly concentrate on?

**Naz:** As most people know, a website is pretty crucial these days, but lots of practices have a website without understanding why they have it – they don't have a digital strategy. My job is to take their website and improve it with the aim of getting them to page one of Google, meaning they can be found by the right type of patients. Different dentists have different clinical interests: some want to concentrate on implants, for others it's orthodontics and if new patients don't desire these treatments it's easy for the dentist to feel unfulfilled. My remit is to create a strategy around the individual's 'why' and then build a digital strategy that attracts the right type of patients.

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**Anne-Marie:** Does the process always involve a new website?

**Naz:** Not always. It depends on the individual case. The last thing a dentist wants to do is spend more on a website if they have only just invested in one. If we can tweak the website and optimise it then there's no need to start again. We recently worked with a practice in Luton that was looking to attract more patients for new facial aesthetics services – we successfully got the practice to Google page one and during the process we identified gaps and discovered that the site wasn't converting enquiries as well as it should have been. We used the data

from the site to make improvements and were able to achieve the practice's objectives without building a completely new site.

**Anne-Marie:** If you have two practices in the same area that want to be found for the same treatments, how do you differentiate between the two?

**Naz:** We work with a maximum of two practices from one area to avoid any such conflict. On Google page one there are only 10 organic (not paid for) positions, so to work for more than two practices wanting to be found for the same search terms in the same area just causes competition both for the client and us.

**Anne-Marie:** Word of mouth remains the most popular way of attracting new patients, so why is Google so important?

**Naz:** Dentists often argue that word of mouth is their



