



The 7Ps

to personalise websites



For potential new patients, all roads lead to your website - either through a Google search or on the recommendation of a friend or colleague. Which is why your website has to be designed to make the right impression quickly and to give visitors the information they are looking for. KRISHAN JOSHI has some valuable tips on optimising the potential of your website...and they all begin with 'P'!

In 2017, the world has changed. Today, new patients make enquiries by email, phone or online booking when they finally trust the website in front of them. Remember, the website is usually the first impression for both patients and the CQC/GDC; that's why compliance with the GDC Guidance on Advertising and Social Media should always be at the heart of marketing.

The three major factors to building trust and increasing website enquiries are:

(1) Being found at the top of Google for searches by new patients.

(2) Being state-of-the-art mobile friendly (on average, 50% of website visits are through a mobile).

(3) Having proof of being trusted and recommended with reviews, before and after cases, emotional stories and personal testimonials.

At Dental Focus, the first website checklist that helps clients to address patient concerns is 'The 7Ps to Personalise Websites':

P1 Profile
Dental practice websites that attempt to attract everyone generally do not stand for any one patient and thus do not stand out. The home page needs to be fast to download but also quickly understood. The look, the feel, the brand all need to reassure your ideal patient that they have found the right place. The targeted visitor must feel compelled to stay in less than 5 seconds.



How often do your x ray sets servicing?
How often they need radiation testing?
Did you know there was a difference?
Visit our website for advice.



"The best way to approach the 7Ps is from the patient's perspective. Let your patient reviews, case studies and video testimonials do the job instead of you saying everything about yourself"

P2 People
Customer service is visually represented through people that appear friendly and professional. The practice website needs to show the personality of a happy and approachable team with great smiles.

P3 Premises
Dental practice websites should avoid showing scary dental surgeries, sharp tools and boring technology that mean nothing to the patient. Virtual tours using professional photography or corporate video need to focus on the feeling of luxury and comfort, showing patients what they actually care to look at, such as impressive patient lounges, classy receptions, and boutique wash rooms.

P4 Prices
Dental practices should be transparent with either 'from' or fixed prices. The fee guide's list of treatments should link to the appropriate treatment pages for further information. A website page should elaborate on the first main call-to-action i.e. the chargeable 'New Patient Examination' or the free 'Complimentary Consultation'. This important page outlining the first appointment should go into great detail on the benefits, emphasising what's included, and also the experience using patient testimonials and videos.

P5 Promises
Customer service has to be promised and the brand standards need to be stated. Patients need to know what to expect. This is sometimes hidden and difficult to find or lengthy to read. Video and/or photography should be used to explain the patient journey.

P6 Proof
Written letters and text testimonials are not enough to attract patients. Before and after 'smile photos' show clinical expertise and this means no blood, no gore, no metal, no tools and no retractors. Full face 'smile photos' will show the gratitude in your patient's eyes. Video testimonials put 'word-of-mouth' on your website

and deliver emotional encouragement. Social proof in the form of reviews on Google and Facebook establish initial trust for you to build on. Remember to always have explicit written consent to specifically use patient photography on your website and social media marketing.

P7 Products
Patients sometimes believe price is the only difference because websites advertise the exact same services as each other. Personalising treatments, being uniquely you and creating 'branded experience' packages are required to make you incomparable. Remember to differentiate your treatments from other practices.

In summary, the best way to approach the 7Ps is from the patient's perspective. Let your patient reviews, case studies and video testimonials do the job instead of you saying everything about yourself. The next step is to let your team's personality shine because people buy from people they trust. That's the world of no competition! ■

Krishan Joshi

Krishan is the CEO of Dental Focus. He established Dental Focus at the London School of Economics during the Dot Com Boom. He co-founded the Mouth Cancer Foundation with his father Dr Vinod Joshi, who is a Consultant in Restorative Dentistry, as well as his sister who is also a dentist.

The Dental Focus Team is passionate about creating patient-winning websites with top Google rankings, attracting ideal patients for dental practices and helping dentists grow their business.

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Instant digital results and immediate advice.
Timely reminders so you are never out of date.

