

A refreshing change

Your website defines your brand and is an essential link between you and your patients. It's therefore essential you keep its content fresh and up-to-date, so they are aware of your news and any new treatments on offer, says Amy Rose

Your website is an invaluable part of your business. In its most basic form, it can provide contact details and a list of procedures available at your practice. When its potential is maximised, it can be a real smorgasbord of information, acting as a conduit between your team and your patients. There is no better way of making your site a success than by implementing regular updates.

Making essential improvements

Once your website is up and running, preferably with a clear and distinct design that ties in with your recognisable brand, you should start thinking about how you can improve on it. The market leaders in website design can make changes to website data within 24 hours, enabling you to keep your patients informed on everything that is going on at your practice.

This is important, because patients feel more confident and safe when there is a sense of familiarity. If they feel that they know your team, you'll have gone a long way towards forging a lasting relationship with them. They won't see you as 'faceless', and will be more likely to offer their commitment to you over the long term, by making you their first port of call should they need treatment.

Where to start

Let us look at the essential core principles of maintaining an up-to-date website. First and foremost, you should already have realised the potential of the site as an information resource. Whenever a new member of staff joins your team, note this on the website, perhaps with a brief interview and image. Instantly, the new staff member becomes familiar to patients.

You should publish any other news, including new equipment in the practice, and recent courses, to show your interest in the latest theory and techniques in dentistry. You can also, if applicable, promote special offers through the website, introducing them at the right time, and removing them from the site when they've run their course. A regularly updated website is ideal for the display of multimedia reports about events that have taken place in your practice, with images and professionally written mini articles.


It is wrong to suggest that patients have no interest in the theory behind what clinicians do. If you are making an investment in advanced education

and training, let your patients know what is happening, and what the benefits to them might be.

Up the rankings

Finally, it is crucial that your web solution provider offers an effective search engine optimisation

service. It really is no good to invest in a beautiful, content-rich website if nobody sees it. With search engine optimisation, your site will

rise up the rankings and will be visited by many more people. 

About the author

Amy Rose

has over six years experience in the dental profession, working predominantly in a marketing capacity. Amy currently leads the design and marketing team at Dental Design Ltd. 01202 677277 or email info@dental-design.co.uk.



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