

Search engine optimisation

You run the risk of missing out on a multitude of potential new patients if your website needs a facelift, or worse, your practice doesn't have one, says Amy Rose of Dental Design

Worldwide, there are hundreds of thousands of dentists, but not nearly enough of them are utilising the benefits of owning a website. Somehow, you have to ensure that yours is the one potential patients find first and find most appealing. The higher up the search engine rankings your site appears, the more visitors you'll get and the more likely they'll be to pursue the acquaintance.



Can you afford to lose thousands of pounds of business because your website is too far down the list?

In the good old days, prospective patients would call their local practice to make an appointment. Today, they're likely to hit the internet and browse the sites of any number of practices, searching for the one that offers just what they're looking for. They're also prepared to travel, if they're convinced by a practice's website that it offers the best care or the best value.

I recently ran a search for 'tooth whitening dentist London'. It yielded around 165,000 results. Suppose your practice website was among them? The words 'needle' and 'haystack' spring to mind.

Don't lose money!

Of course, your own patients and personal callers will have practice literature, which includes your web address, but potential patients who don't know about your practice have only the list to look at. How many of 165,000 websites do you suppose they'll actually visit? Can you afford to lose thousands of pounds of business because your website is far down the list and never seen by the very people it's intended to attract?

Your site design company must be able to offer effective search engine optimisation. With regular updates and the expertise of internet professionals, you should see more and more people coming in through your front door (or at least contacting you directly for more information). Search engine optimisation is a

key part of website design and if your present provider can't deliver this aspect, you need to look elsewhere.

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Keeping people informed

Regular updates and keywords are vital. If you expand your activities into orthodontics or implants, or begin to specialise in periodontal treatments, typing in these words in to a search engine should bring you on-screen pre-eminence.

To be effective, your website must get noticed; if only a very few of your new patients come to you from a web contact, your site needs attention and you're neglecting a major source of new business.

For friendly advice on all your website needs, contact Dental Design on 01202 677277 or visit www.dental-design.co.uk.

About the author

Amy Rose has over six years experience in the dental profession, working predominantly in a marketing capacity. She currently leads the design and marketing team at Dental Design Ltd.

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Bristol – 24 June

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