

3 Ways to Improve Your Dental Practice Website

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Your dental website is the public face of your practice. Before prospective patients call for an appointment, they will probably visit your practice's website. They want to see who you are... what kind of services you offer... what your practice actually looks like. They will consider making an appointment, if, and only if, they like what they see on your site.

So, the question is, *will visitors find your website so impressive that they decide to grab their phone and make an appointment?* If you hesitated answering "yes," here are three things you can do to improve your website:

1. Update the Look and Content

The internet evolves at a rapid pace. A cutting-edge design five years ago now looks like something from a distant, alien past. An extremely dated website won't inspire prospects to take the next step and contact your office. Examine your website closely. Look at it through the eyes of a prospective patient. Is it saying the right things about your practice? Does it make someone think, "Yes, I can see myself getting treated there"? If it doesn't, work with your webhosting company or another vendor to redesign the look and update the content.

2. Optimize It

Search engine optimization (SEO) enables your practice to place higher on the list of search engine results for dental practices in your area. In addition, registering your site with local directories and review sites, such as Yelp, Manta and Google Maps, makes it easier for prospects to find your website and learn about your practice.

3. Use Testimonials

There's nothing more persuasive than your patients saying what great care they received at your practice. To post testimonials, you need to get permission from those patients. But if they are happy with your office, many will gladly endorse your practice. Written testimonials are good, but video testimonials can be even more powerful. That might not be within your capabilities or budget, but it's worth considering.

Conclusion

One of the best marketing tools you can have is an effective website. It's the way many potential patients learn about your practice. Use these three tips to make necessary improvements to your online presence, so you can start gaining more new patients from the internet.

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