Why Having a Website for Your Dentist Office Is Essential

Many local businesses – dentist offices among them - believe that the internet is a tool fit mainly to only benefit massive international corporations, but that couldn't be further from the truth.

Without a website, people in your local area searching for a dentist near them will be very unlikely to even learn of your business' existence. You will inevitably lose customers to competitors who have taken advantage of the internet and the advantages it provides.

But isn't creating a web-based front for a business difficult?

This is also not true. With the right information and approach, it can be one of the simplest and most effective ways for your dentist office to get a foot up on the competition.

What Makes a Successful Website? Six Traits That Are a Must-Have:

Every website is unique, as are the needs of every individual business, but here are a few starting points that are guaranteed to give the website for your dentist office a sound head start:

1. **Attractive, professional design**: Your dentist office's website should instil confidence in potential customers, allowing them to feel as if they are directly interfacing with the front of a well-maintained, well-oiled business that is run by experts.

You can use free, easy-to-use website builders like Google Sites and WIX to achieve this, or hire a designer off the internet to give your website a personal touch!

2. **Ease of contact**: It should be clear how potential customers can contact

you directly or further their interest in visiting your practice. This can include:

- Email address
- Physical location
- Opening hours
- Phone Number with Contact Times

This allows customers to make a decision while their interest in your office is strong. In addition, they can offer any feedback or advice they might have in a timely, helpful manner. Make sure to include these details on every page of your website if possible. This may be in a footnote or banner – as often potential customers are in a rush and need service quickly!

3. **Video Content and Testimonials:** We all know how important video-based content is on the modern internet. Investing in some form of video advertising for your business is a must to make sure that your dentist office keeps itself attractive and trustworthy.

This can include a short reel of testimonial videos, or a warm, professional overview of the services your business provides and its premises.

4. **A professional logo:** When you think of the world's most recognizable businesses, what do you picture first? Their logo? Thought so. If you want customers to recognize your dentist office out of the pack, your best bet is a snappy logo.

There are many free or extremely cheap logo design services available online, including PlaceIt (**https://placeit.net/**) which also offers mockup templates and website banners, Brandcrowd (**https://www.brandcrowd.com/**), or the aptly-named Logo.com (**https://logo.com/**).

5. **Accessible Website layout:** Your website should have a layout that potential customers can understand easily, and can use to get to what they're looking for as quickly as possible.

The basics are 'Home', 'About', and 'Contact' pages, but a few recommended others are pages relating to the services your dentist office provides, i.e. 'Services', and

Search the internet for a few popular examples to use as inspiration, such as Village Dental (**https://www.villagedentaldtc.com/**)**,** Watertower Dental Care **(https://www.watertowerdentalcare.com/),** or – for a doctor name-bearing office, the business of Jeffery Burns D.D.S. (https://www.jeffreyburns.com/).

6. **Colors, Buttons, and Interactivity:** Keep in mind how fickle surfing the internet can be - use colors that are familiar and what they expect from a dentist office, and propose working together with them as quickly as possible. A prominently placed call to action such as a button labelled 'Book now' can be exactly what your website needs to gain new customers.

Many medical offices use clean, 'academic' color palettes with deep blues and whites, while avoiding bright colors and more lively combinations. This again allows potential customers to feel comfortable that they are indeed working with skilled medical professionals.

The Next Step – Take Your Dentist Office Website Up a Level

Cementing location and accessibility –

We all know that good street appearance and bringing in outside customers is key for a physical location. However, you should also make an effort to ensure that the jump between customers visiting your website and visiting your business is as short as possible

Some steps to help this process along can include:

- Registering your business on Google Maps

- Having an interactive map on your website
- Using nearby landmarks to instil familiarity
- Playing with local slang and culture

Reliable web service –

You may trust the links on your website, the web server you use to host it, and the way that any contact forms store data. However, the internet is a dangerous place, and your potential customers know that. Ensuring that your web business front is secure, stable, and consistent is integral legally as well as when it comes to our first tip - professionalism.

This can include having readily accessible 'Terms of Service' and 'Privacy Policies' on your website, as well as making certain that your service providers are reputable ones like Google.

Introducing SEO and Meta -

When you search the internet, you often click on the first website or blog on the results page. This is usually the website with the blurb that most accurately describes what you are looking for, right?

Those blurbs are called meta descriptions, and the reason that the results at the top of the list are there is because those websites contain the words that you searched for.

Simply put, you don't want potential customers (or Google when it runs through your website when people look for dentist offices) having irrelevant, out-of-context text from the middle of your website as their first impression, and you want those browsing for relevant topics such as 'nearby dentist offices' and 'dental services' to have the highest chance of those words in the overview of your website as possible.