

SWDDS: 16-Page Semi-Custom Website: Life

[Example](#) | [Onboarding Doc](#) | [Wondersite Questions](#) | [SiteMap](#) | [Style Guide](#)

Client Code: *SWDDS*

Practice Name: *Sean Wilson DDS*

Tagline: *n/a*

Doctor's Name: *Dr. Sean Wilson*

Practice Address: *98 Montgomery Drive
Santa Rosa, CA 95404*

Practice Phone Number: *(707) 578-7424*

Areas Serving: *Santa Rosa, CA*

About The Dentist: *I use the best materials and techniques to give my patients the longest lasting, most predictable results. I think that I have techniques that give the most comfortable injections. My training allows me to handle very complicated multi-discipline dental treatment plans.*

Preferred Tone/Voice: *Elevated, exclusive, dedicated to the utmost excellent care*

MAIN NAVIGATION:

[Home](#) | [About](#) | *Services | *For Patients | [New Patient Special](#) | [Contact](#)

FOR PATIENTS:

[Patient Resources](#) | [Membership Plan](#) | [Before & Afters](#) | [Blog 1](#)

HOME

HERO

Logo: Sean Wilson DDS

H1: Santa Rosa's Premier Dentist

Buttons: Call (707) 578-7424 [Calls on Click](#) | Book Now [Links to Online Scheduler](#)

CENTERED CONTENT BLOCK: INTRO

H3: Advanced Dentistry. Trustworthy Care.

H2: Welcome to Sean Wilson DDS

Body: Sean Wilson DDS delivers award-winning dentistry with superior patient service to match. Dr. Wilson and our friendly professionals will roll out the red carpet for you, elevating your experience with the highest levels of comfort and quality out there. Blending state-of-the-art technology and techniques with our honest, compassionate approach, it's our absolute privilege to care for you *and* your smile.

IMAGE GALLERY

3-COLUMN ROW: SERVICES

H2: Top-Notch Services, Tailor-Made for You.

Button: Reserve Your Visit [Links to Online Scheduler](#)

[ICON] H4: General Dentistry Body: From regular cleanings and exams to custom night guards and same-day emergency care, our gentle experts are here to pamper and protect your smile for a lifetime of stellar health. Button: Learn More links to Preventive Dentistry	[ICON] H4: Cosmetic Dentistry Body: Boost your confidence with a bright, camera-ready smile. Highly sought after for his esthetic specialty, Dr. Wilson offers personalized cosmetic dental treatments to bring your perfect smile to life. Button: Learn More links to Cosmetic Dentistry	[ICON] H4: Dental Implants Body: If you're missing teeth, it's time to get your smile, bite, and quality of life back. Flawless and functional, our dental implants are made with the best materials to ensure lasting, beautiful results you will really love. Button: Learn More links to Dental Implants
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CONTENT / IMAGE BLOCK: INTRO TO THE DOCTOR(S)

[If the practice has multiple doctors, write a paragraph that introduces them all together.](#)

H3: Meet Your Dentist H2: Dr. Sean Wilson Body: With over 23 years of experience under his belt, Dr. Wilson is passionate about helping patients throughout California smile with confidence. Closely trained by some of the world's top practitioners, Dr. Wilson is a renowned expert in all facets of cosmetic, restorative, and implant dentistry.	[IMAGE]
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Dr. Wilson understands that trusting someone with your smile is no small thing. That's why he will always keep your best interest at heart, partnering alongside you with integrity, respect, and excellence every step of the way. [AFFILIATION LOGOS] Button: Read His Story links to About	
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3-COLUMN ROW: REVIEWS *Even if the doctor doesn't have reviews yet, complete the header and button copy*

H3: Patient Testimonials

H2: What Other People Are Saying About Us

Body: As usual my experience at Dr. Wilson's office was exceptional. Very professional care by his hygienist followed by a thorough inspection by Dr. Wilson. Have been using his services since our move to this area over 5 years ago. I had excellent service from my dentist in Austin, TX, and was quite relieved to find Dr. Wilson and his staff when we moved here. H5: Otis B. ★★★★★	Body: Every time I visit the offices of Sean Wilson, DDS, everybody with whom I interact is extremely pleasant and friendly. I've never experienced any significant discomfort. I've never had to wait for more than just a few moments for my appointment. I know that it's a trope that visits to the dentist or the dental hygienist are supposed to be painful, but that is not my experience with this office! H5: Breck B. ★★★★★	Body: Everyone was kind, friendly, and helpful from the front office to Dr. Wilson. I had something that needed immediate attention and he moved things around to accommodate same-day aid and did an excellent job. Will definitely be coming back. H5: Ryan M. ★★★★★
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Button: Read More Reviews [Links to GMB](#)

GLOBAL CTA

H3: Your Dream Smile Starts Here

H2: Schedule an Appointment Today

Button: Reserve Your Visit [Links to Online Scheduler](#)

GLOBAL FOOTER

[Logo]

Phone (707) 578-7424 Email email@seanwilsondds.com	Hours Mon 8:30am - 5:30pm Tues 8:30am - 5:30pm	[Map]
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Address 98 Montgomery Drive Santa Rosa, CA 95404 [Social Icons]	Wed 8:30am - 5:30pm Thurs 8:30am - 5:30pm	
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ABOUT

HERO

H1: About

CENTERED CONTENT BLOCK: MISSION & DIFFERENTIATOR

H3: Our Legacy

H2: Dedicated to Excellence

Body: Serving the beautiful community of Santa Rosa since 2005, our back-to-back prize-winning practice is built on cornerstones of quality, service, and integrity. Dr. Wilson and our caring team are here to champion your best smile by prioritizing your needs, cultivating a comfortable experience, and delivering long-lasting, predictable results. We strive to maintain a gold standard for our patients, providing cutting-edge, personalized dentistry that is a step above the rest.

CONTENT / IMAGE BLOCK: DOCTOR BIO

[If the practice has multiple doctors, duplicate this element and flip the image and text.](#)

H3: Expert Care You Can Trust

H2: Get to Know Dr. Wilson

Body: Born and raised in Santa Rosa, California, Dr. Sean Wilson was first inspired to care for people and their smiles by his incredible family dentist, Dr. Etchell. Little did he know that he would go on to purchase Dr. Etchell's practice and continue his legacy of outstanding, patient-centered care in the community he loves most.

When it comes to clinical excellence, Dr. Wilson's skills are unmatched. He achieved his Doctorate of Dental Surgery degree at the University of the Pacific in San Francisco, and became the first graduate to receive a scholarship to the renowned Las Vegas Institute for Advanced Dental Studies.

After excelling in dental school, Dr. Wilson was carefully selected from a pool of 50+ applicants as an associate dentist by one of the pioneers of cosmetic dentistry — Dr. Jeff Morley, DDS, who co-founded the American Academy of Cosmetic Dentistry. Mentored daily for five years by Dr. Morley, he gained valuable exposure to some of the most advanced techniques in esthetic, restorative, and implant dentistry.

[IMAGE]

Today, Dr. Wilson couldn't be happier to keep Santa Rosa smiling alongside his all-star team. He takes pride in the sincere, long-term relationships he has built with his patients, bringing their healthiest, most confident smiles to life through the highest caliber of care.

Dr. Wilson is also a recognized speaker, trainer, and author who contributes regularly to forward-thinking professional dental organizations and journals. As an industry consultant, he tests new and innovative restorative materials for corporations including 3M.

When he's not transforming smiles, you can find Dr. Wilson cruising around Sonoma Raceway and Laguna Seca, or riding miles through the Western U.S. on his motorcycle. He is a world traveler, booking trips and riding bikes through Germany, Italy, Austria, and Switzerland! Living in Sonoma County, Dr. Wilson also knows his stuff when it comes to California wines. Ask him about his favorites!

[CAROUSEL OF AWARDS & ACCOLADES]

IMAGE / CONTENT BLOCK: WHAT TO EXPECT AT YOUR FIRST VISIT

[IMAGE]

H3: Five-Star Patient Service

H2: What to Expect

Body: Upon your arrival, our thoughtful professionals will welcome you with warm smiles and a seamless check-in experience. Our team will truly make you feel like the most important patient at our practice, going above and beyond to ensure you are comfortable and cared for throughout your time with us.

With Dr. Wilson, you can always look forward to friendly, attentive care and straightforward solutions that suit *you*. He will take the time to listen to your needs and answer any questions you may have with thorough,

	candid advice. His ultimate goal is to leave you with the clarity, direction, and support you deserve to reach your dream smile with confidence.
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ICON / CONTENT BLOCK: OFFICE COMFORTS & AMENITIES *If the practice does not have amenity details ready yet, write the headers to the best of your ability. If the tech section is thin, use this section to highlight both amenities and tech.*

H2: Office Comforts & Amenities Body: We've designed every detail of our office with your comfort top of mind. Enjoy our sleek, relaxing space filled with luxurious amenities for a patient experience that's second to none.	[ICON] H3: Paperless Forms	[ICON] H3: Serene Guest Lounge
	[ICON] H3: Beautiful Bathrooms	[ICON] H3: Great Music
	[ICON] H3: Comfortable Seating	[ICON] H3: Digital X-Rays

IMAGE / CONTENT BLOCK: COMMUNITY OUTREACH *Even if the community outreach details are not available yet, write the header and body copy to the best of your ability.*

[IMAGE]	H3: Community Outreach H2: Gift a Smile Project Body: At Sean Wilson DDS, community means everything to us. Santa Rosa is our home, and we want to see our city flourish with happy, healthy people and radiant smiles. With this vision in mind, Dr. Wilson created the Gift a Smile Project, a program that provides free dental care for a member of our community in need. If you know someone who has experienced extenuating circumstances, or just really deserves the opportunity to receive dental care at no cost, we want to hear from you! Get in touch with our team to let us know who you would like to nominate — this could even be yourself! Together, we're changing lives in Santa Rosa, one smile at a time.
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GLOBAL CTA

GLOBAL FOOTER

PATIENT RESOURCES

HERO

H1: Patient Resources

CENTERED CONTENT BLOCK: NEW PATIENT FORMS *Even if the new patient forms are not available yet, write the headers and body copy to the best of your ability.*

H3: Quick. Convenient. Secure.

H2: New Patient Forms

Body: An effortless first visit is at your fingertips with our digital new patient forms. Simply complete them from the comfort of your home and step into a streamlined appointment tailored to your needs and preferences — no long waits or piles of paperwork here. We look forward to seeing you soon!

Button: Fill Out Forms [Links to New Patient Forms](#)

CONTENT / IMAGE BLOCK: ACCEPTED INSURANCES *Even if the insurance information is not available yet, write the headers and body copy to the best of your ability.*

H3: Keeping Quality Care Simple H2: Accepted Insurances Body: Making it easy for our patients to enjoy exceptional care and healthy, glowing smiles is what we strive for. That's why we're glad to be in-network with the following dental insurance providers: Bullet the insurance options as needed. • Delta Premier • Aetna • Redwood Health Services If you have any questions about your treatment options, we are here for you! Our knowledgeable team is more than happy to help you understand and maximize your dental insurance benefits, as well as file a claim on your behalf. Give our office a call for more details!	[IMAGE or LOGOS]
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LOGO BANNER

DUAL CALL TO ACTIONS

If the client only offers either the NPS or Membership, remove the appropriate CTA. If the client has neither, delete this section.

H3: Accessible, Affordable Care

H2: Time to Smile & Save

Buttons: Become a Member [links to Membership Plan](#)

GLOBAL CTA

GLOBAL FOOTER

MEMBERSHIP PLAN

HERO

H1: Membership Plan

CONTENT BLOCK: INTRO *Even if the membership plan info is not available yet, write the headers and body copy to the best of your ability. The copy provided below can be used as is with some adjustment or totally rewritten to better accommodate the client.*

H3: No Insurance? No Problem!

H2: Join Our In-House Membership Plan

Body: At Sean Wilson DDS, we believe that a healthy, beautiful smile shouldn't be limited to whether or not you have insurance. That's why we offer comprehensive, affordable membership plans that are suited to your budget and your unique smile needs. If you're interested in becoming a member today, simply give us a call and we will happily answer any questions you may have to get you started!

4 COLUMN ROW: MEMBERSHIP HIGHLIGHTS

H4: Preventive Care Covered	H4: Exclusive Discounts	H4: Immediate Benefits	H4: Perfect for Families
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PRICING TABLE & DETAILS

H5: Save \$X Annually H3: Adult Plan H2: \$XX per year (month) Body: Duplicate bullets as needed • Lorem ipsum • Lorem ipsum • Lorem ipsum	H5: Save \$X Annually H3: Child Plan H2: \$XX per year (month) Body: Duplicate bullets as needed • Lorem ipsum • Lorem ipsum • Lorem ipsum	H5: Save \$X Annually H3: Perio Plan H2: \$XX per year (month) Body: Duplicate bullets as needed • Lorem ipsum • Lorem ipsum • Lorem ipsum
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IMAGE/CONTENT BLOCK: BENEFITS OR EXCLUSIONS *This copy is standard and doesn't require adjustment.*

[IMAGE]	H3: Joining Is Simple H2: Benefits Include Body: • NO yearly maximums • NO deductibles • NO claim forms • NO pre-authorization requirements • NO pre-existing conditions limitations • NO one will be denied coverage
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	• NO waiting periods
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CONTENT BLOCK: SIGN UP FORM *The copy provided below can be used as is with some adjustment or totally rewritten to better accommodate the client.*

H3: Start Saving & Smiling H2: Sign Up for Our Membership Plan Body: Are you ready to start saving on the high-quality dental care you deserve? If now is not a good time to call, simply fill out our form to let us know you are interested in our membership plan. Our team is looking forward to helping you achieve a lifetime of flourishing, confident smiles today!	[FORM FILL]
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GLOBAL CTA

GLOBAL FOOTER

BEFORE & AFTERS

HERO

H1: Before & Afters

CONTENT BLOCK: INTRO *Even if the before and afters are not available yet, write the headers and body copy to the best of your ability. The copy provided below can be used as is with some adjustment or totally rewritten to better accommodate the client.*

H3: Real Patient Transformations

H2: Changing Lives, One Smile at a Time

Body: Many patients step into our practice with dreams of a brand new grin. Others are looking to repair damage and get their oral health back on track. Seeing these individuals walk out of our doors with a strong smile and newfound confidence is the reason behind our mission here at Sean Wilson DDS. No matter your goals, we are honored to be a part of your oral health journey. Take a look at our Before & After gallery to explore real patient stories!

IMAGE/CONTENT: FEATURE

[IMAGE]	H3: Lorem Ipsum H2: [Insert Treatment] Body: Get into the details of the case... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum urna odio, aliquet vel hendrerit nec, dignissim vitae justo. Aliquam quis justo quis nulla tincidunt malesuada. Sed eu placerat mauris, sed consequat purus. Aenean bibendum vitae metus vitae tempus.
H2: [Insert Treatment] Body: Touch on the treatment's transformative effects... Lorem ipsum dolor. [IMAGE] Body: Get into the details of the case... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat.	H2: [Insert Treatment] Body: Touch on the treatment's transformative effects... Lorem ipsum dolor. [IMAGE] Body: Get into the details of the case... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat.

GLOBAL PARALLAX: CTA

GLOBAL FOOTER

BLOG 1 *The first blog is an overview of the practice and formulaic. Each section requires a simple short paragraph. The headers are your writing prompts for each section.*

HERO

H1: Welcome to Sean Wilson DDS

H2: Meet Dr. Sean Wilson

Body: Known for his superior patient service and unshakeable drive for excellence, you're in good hands with Dr. Wilson. In addition to over 8 years of extensive education, he was mentored by the co-founder of the American Academy of Cosmetic Dentistry, Dr. Jeff Morley. This unique path has shaped everything from his ethical, patient-centered practice philosophy to his clear communication and advanced clinical talents. As a Santa Rosa native, he values giving back to his community and cultivating a dental office where each patient is treated with warmth, integrity, and respect.

H2: Our Fresh, Inviting Office

Body: Nestled in the heart of Santa Rosa, we've designed a sleek, beautiful space where your comfort thrives. Our sweet and intentional professionals take a genuine interest in making you feel valued from the moment you walk through our doors. Whether it's assisting you at our front desk or treating your smile to a spa day in the dentist's chair, we go the extra mile to maintain a gold standard for your patient experience.

H2: State-of-the-Art Services

Body: With Dr. Wilson's multidisciplinary skills, we offer a full suite of services including general, cosmetic, restorative, and implant dentistry. Quality care is our specialty. We use the latest techniques and equipment, so you can always count on painless and efficient dental treatments with precise, long-lasting results. Most importantly, our services are thoughtfully tailored to fit your individual needs, goals, and preferences — because no two patients are the same.

H2: Let Us Elevate Your Experience

Body: If you're ready to get that A-list smile you've always wanted, Dr. Wilson and our team are right by your side with the best dental care in Santa Rosa. We love meeting new patients, and we want to give you the stellar dental experience you deserve. To reserve your visit, you can [schedule online](#) or give us a call at (707) 578-7424. We are so excited to hear from you!

GLOBAL CTA

GLOBAL FOOTER

STANDARD NEW PATIENT SPECIAL

HERO

H1: Find Your Santa Rosa Dentist Body: Dr. Sean Wilson warmly welcomes you to our practice with our \$150 New Patient Special! For just one affordable price, you will receive all the preventive care you need to get started with us and maintain lifelong oral health. We can't wait to meet you and your smile soon! Exclusions: *New patients only. Not valid in cases of periodontal disease. Cannot be used with insurance.	H2: \$150 New Patient Special: ✓ Cleaning ✓ Exam ✓ X-Rays Button: Call (707) 578-7424 clicks to call
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3-COLUMN ROW: BENEFIT BLOCK

H2: \$150 New Patient Special Includes

[ICON] H3: Thorough Cleaning Body: Our dental team will refresh your grin by polishing away plaque and buildup in those hard-to-reach places.	[ICON] H3: Comprehensive Exam Body: After examining your mouth, teeth, and gums, Dr. Wilson will brief you on the state of your oral health so you can make informed dental decisions.	[ICON] H3: Digital X-Rays Body: Using the latest advancements in x-ray technology, Dr. Wilson will get an in-depth look beneath the surface of your smile.
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CONTENT BLOCK

H2: Pro-Bono Dental Work

Body: We understand that lack of dental insurance, financial hardships, and difficult life circumstances can be some of the biggest barriers when it comes to reaching a healthy, beautiful smile. That's why Dr. Wilson created the Gift a Smile Project, a program that gives patients in need the chance at a new smile — all at no cost.

Button: Learn More [Links to About](#)

FAQS

H2: Have Questions About Sean Wilson DDS?

Body: Check out these frequently asked questions, or call us at (707) 578-7424 to speak with our team.

H3: Will There Be Any Additional Costs at My First Visit?

Body: Not at all! You will only pay \$150 for your new patient special — no hidden costs here! If Dr. Wilson notices any issues, he will address them and develop a treatment plan that works for your budget and unique oral health needs.

H3: What Happens After My First Visit? *If the practice offers a membership, feel free to include that as an option for new patients in this paragraph.*

Body: If your smile is healthy, our team will make sure to get you scheduled for a routine preventive appointment in six months! We also invite you to check out our affordable [in-house membership plan](#), featuring covered preventive care and exclusive discounts to keep your smile sparkling and strong all year long.

If Dr. Wilson does recommend further treatment, he will be sure to walk you through your options and answer any questions you may have. It's always our goal to help you feel informed and confident about your treatment plan at Sean Wilson DDS!

H3: Can I Use Dental Insurance? *If the practice is Fee For Service and does not accept insurance at all, edit the content as you see fit.*

Body: While our New Patient Special cannot be combined with insurance, we are in-network with Delta Premier, Aetna, and Redwood Health Services. Whether or not you have insurance, we're committed to ensuring that all patients have access to quality, affordable care. Check out our [financing options](#) to learn more.

CONTACT FORM

H2: Can't Call Right Now? Body: Submit your contact information and we'll get back to you! Field: Full Name Field: Email Address Field: Phone Number Button: Save on Your First Visit sends info to front office email	✓ Expert Dentistry Body: As Santa Rosa's leading dentist, Dr. Wilson uses the best materials and advanced techniques to give you the highest degree of comfortable, quality dental care. ✓ Caring Professionals Body: Our kind and thoughtful team is here to brighten your day and your smile, making sure every visit is seamless and special. ✓ Soothing Environment Body: We play your favorite music and curate our space with luxe, calming amenities to deliver a dental experience you can look forward to.
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GLOBAL FOOTER

CONTACT

HERO

H1: Contact

CENTERED CONTENT BLOCK *The copy provided below can be used as is with some adjustment or totally rewritten to better accommodate the client.*

H2: Get in Touch

Body: Whether you're scheduling or following up on an appointment, have questions about our office, or just want to say hi — we want to hear from you! Send us a message or give us a call to speak to one of our compassionate team members. We look forward to connecting with you soon!

[CONTACT FORM]

GLOBAL FOOTER