

# Surfing savvy

**Nigel Reece** explains how practices can attract patients through a well maintained website.

**A** dental practice's website says a lot of things about the business.

An attractive site that is rich in content and regularly updated will indicate to patients that it is dedicated to providing the best possible service. On the contrary, a site that was cutting-edge ten years ago will not be quite so impressive now and if it has not been maintained for some time, visitors to the website may get an inaccurate or incomplete impression about the practice's commitment to excellent results and first class patient care.


## HD animations turn a website into a superior information and communication resource.

This may seem unfair - after all, the proof of a dentist's expertise lies in the surgery and they should be judged by their treatments and results alone. Dentists are not supposed to be experts in website design. However, patients may not understand the vagaries of the dental surgery and so might judge a practice by other criteria, including the décor, the attitude of staff members - and the business's website.

It is common for people to check a dental practice's website before electing to put themselves in the hands of its team. Practices use their websites to explain available treatments to visitors and to display testimonials from satisfied patients. In many cases, when someone is thinking about having a particular treatment at a certain practice, the quality of presentation and content of the website could help to convince them that the services on offer are right for them. This is especially true with cosmetic treatments. Although many people in the UK feel that their quality of life would improve substantially were they to undergo cosmetic dentistry, they are often unaware of how to go about seeking the correct procedure or nervous about approaching a dentist to find out more. ☺

**Nigel Reece**

is the founder of Dental Design Ltd.



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