

How easy are you to 'Google'?

Web designer Amy Rose offers some tips on getting your practice website noticed

Worldwide, there are hundreds of thousands of dentists, but not nearly enough of them are utilising the benefits of having 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.

In the good old days, prospective patients phoned their local practice and made an appointment. Today, they'll hit the internet and browse the sites of any

number of practices 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 163,000 results. Suppose your practice website was among them? The words 'needle' and 'haystack' spring to mind.

Of course, your own patients and personal callers will have practice literature that includes your web address, but potential patients who don't know

about your practice have only the list to look at.

How many of the 163,000 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).

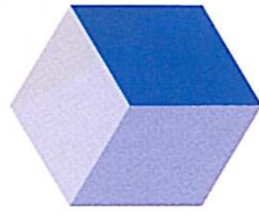
Search engine optimisation is a key part of website design and if your present provider can't deliver this aspect, you need to look elsewhere.

Regular updates and keywords are vital. If you expand your activities into orthodontics, or implants, or treatments, typing in these words 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. ■



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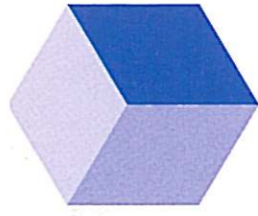
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