

How do I get my CPD?

Below there are two questions on each of the three articles enclosed.
By answering the questions you can claim two CPD hours.



Get a verifiable CPD certificate...

Answer the questions on this form and fill in your details.
Take a photocopy and send it to:

Dental Design Limited, Elizabeth House, 40 Lagland Street, Poole BH15 1QG
or fax to 01202 677006 or scan and email to contact@dental-design.co.uk

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A certificate will be sent to you confirming your verifiable CPD on accurate completion of the answers.

Certificates will be delivered within 28 days. This CPD opportunity is valid until 31 March 2010.

CPD questions

- Q1** Why do I need a website, anyway?
How can a website reduce print and mailing costs?
a. Save on stationery
b. Save on postage
c. Save on time
d. All of the above
- Q2** What are the main demands of a website?
a. A website requires time
b. A website requires commitment
c. A website requires expertise
d. All of the above
- Q3** The dos and don'ts of your website
Spelling mistakes on websites are common and unprofessional. What website does the author recommend you use to check spelling?
a. www.spellings.co.uk
b. www.icannotspill.co.uk
c. www.spellr.us
d. www.spellr.co.uk
- Q4** Dr Andrew Prynne (the author) runs a successful website. What is the address?
a. www.definitivedentistry.co.uk
b. www.dentistrydefinitive.co.uk
c. www.dentistry.co.uk
d. www.independentseminars.com
- Q5** Your website needs traffic!
How many of us turn to Google each month to search?
a. 1 billion
b. 1 trillion
c. 1.2 billion
d. 1.2 trillion
- Q6** 6. What does SEO stand for?
a. Search engine authorisation
b. Search engine optimisation
c. Search engine optimiser
d. Search engine online

Your details

Title _____ Name: _____

GDC registration number: _____

Date of birth: _____

Practice address: _____

Postcode: _____

Preferred telephone no: _____

Email address: _____

Website address: _____

(by providing an email address, you consent to Dental Design contacting you by this method)

How did you obtain this CPD Supplement?

CPD quality control

This is your opportunity to give feedback on what you think of this verifiable CPD opportunity.

- Does the CPD live up to the learning objectives stated at the beginning of the article? Yes No
- After reading each article, did it deliver the educational outcomes stated at the beginning? Yes No

Email, post or fax your replies to the contact details above.

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What does your website say about you?

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Is your website a needle in a haystack on Google?

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**Definitive guide to developing
a practice website**

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Why do I need a website, anyway?

Amy Rose, Marketing Manager at Dental Design considers the why's and wherefore's of setting up a practice website



Educational aims and objectives

The author will show why it is important for a dental practice to have a good quality website

Expected outcomes

The reader will gain valuable information on the many benefits to the practice of a high quality website

The internet is alive and well

The UK internet industry is thriving, with over 150 websites ending in .uk created every hour, adding to the four million plus sites already in existence. Some 18.3 million households in the UK now have internet access, 76% of which are considered 'regular surfers'.

Suffice to say we are more likely than ever before to go online to find, browse and buy.

What a website can do for you?

A website can be a powerful asset to your practice, but before getting started you should take a step back to consider the purpose of your site; what is it you want to achieve?

To generate new patients

A website is arguably the best way of reaching new patients. It is your shop window, open 24/7. It has no regional boundaries, no expiry date and cannot be thrown away. There will never be a 'busy' tone or queue to frustrate a patient.

To provide a source of information for patients

As a patient, I would be only too grateful of a website – somewhere I could check opening hours, source directions and browse through the available treatments, at my leisure, in my own time.

To reduce print and mailing costs

Direct mailing is a little old hat. Embrace the digital era and encourage patients to download medical history forms, aftercare advice and newsletters directly from your website. Save on stationery, postage and time in one fell swoop!

To encourage referrals from other dentists

Websites provide referring dentists the perfect platform to initiate a patient referral. The referring dentist simply completes an online form, which is emailed directly to you – no more waiting for the post to arrive!

To instil trust

Certain assumptions exist amongst modern-day consumers – having a website is one of them. We expect to find anything and everything on the web, including a dental practice. If presented effectively, a website will provide peace of mind and encouragement to new and existing patients alike.

What do I need to do?

A website requires time, commitment and expertise, without all three, it will surely fail. A website design agency will not know how to place a crown any more than a dentist will know how to code HTML – contact a professional or risk doing more harm than good; it's better to have no website at all than a bad one.

And finally...

A website should not be considered a luxury, but a business and marketing tool that will help your practice grow and develop.

If your patients are online, shouldn't you be?

If you still can't decide whether or not a website is right for your practice, call one of the team at Dental Design on 01202 677277 for a free consultation.



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The dos and don'ts of your website

Dental Design talks with longstanding client, Dr Andrew Prynne, who knows all about the benefits of having an effective website – and offers advice to help make your website a success!



Educational aims and objectives

In this article the author gives valuable hints and tips to a dental professional when developing a website

Expected outcomes

The reader will gain key advice to help them produce a better website for the practice

As a visitor to websites yourself, you will have some idea of what pleases and annoys you. There will be sites that you save in your favourites and return to time and again because they are easy to use, solve your problem, answer your question, or provide a great service.

Whilst there may be a plethora of features that cause us delight or despair according to our personal tastes, we asked Andrew to identify some fairly obvious ones we would do best to acknowledge:

Create the right impression

First impressions are critical – and we only get one shot at it. Your website needs to be something to be proud of and shout 'quality, class and professionalism' at a patient. After all, we're only human and we do judge a book by its cover.

Make life easy

Success is dependent on planning past your home page; it's about making everything clear for the visitor and providing a simple journey through the site, starting from any page. I hate not being able to go 'home' or losing track of where I am within a site.

Check spelling and grammar

There is nothing worse than poor grammar and incorrect spelling! It detracts from the text and gives an impression of a lack of professionalism that immediately

impinges on your practice. Use a site such as www.spellr.us to check for errors and escape unnecessary embarrassment.

Speak in plain English

Remember, you are not talking to colleagues but speaking to the general public who have little or no idea of technical terms and jargon. Speak in a language that your patients will clearly understand. (Patients are more concerned with my 'Smile Gallery' than the intricate details of root canal treatment!)

Be consistent

Visitors like to be assured that what they see, read and learn is congruent. You must ensure that your site's appearance and feel matches that of your practice and its culture. Just as we as individuals present a style that establishes who we are, the colours and design of your site should give some indication of the type of practice you are - your ethos.

Update your website

For so many reasons, you must keep your website fresh.

A) It will assist your search engine rankings

B) Would you revisit a website that has never, ever changed?

C) Seeing 'last updated some three years ago' screams 'unprofessional and disinterested'.

Whilst Andrew's list is by no means comprehensive, we hope it gives you a better understanding of how to maximise your site.



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Andrew has been working with Dental Design for more than five years now and his website www.definitivedentistry.co.uk generates a great deal of business for him, as well as a lot of positive feedback from patients and colleagues.



Your website needs traffic!

Mary Young, Google AdWords qualified individual and search engine optimisation expert at Dental Design looks at the importance of driving traffic to your website via the search engines



Educational aims and objectives

The author will explain why it is important to the practice to have more people viewing the website or able to view it

Expected outcomes

The reader will learn about search engine optimisation and how to employ it

E-commerce is a cut throat business. Every day, more and more sites are fighting for the all-important 'first place ranking' - and if you're not careful, you may just get lost in the abyss filled with so many failed websites.

Is your website a needle in a haystack?

Just for a second, put yourself in the shoes of a potential patient and ask yourself, 'How would I go about finding a dentist?'

On average, 1.2 billion of us each month will turn to Google to provide answers to a myriad of queries, and it's no wonder - with over 25 billion indexed website pages and an estimated 400 million queries per day, it's an unrivalled, invaluable tool.

What is search engine optimisation?

Search engine optimisation (SEO) is simply the process of improving the volume or quality of traffic to a website from search engines via 'natural' ('organic' or 'algorithmic') search results.

Why do I need it?

Studies have shown that most search engine users don't click past the first two pages of search results; many don't even click past the first page if they find what they're looking for. Your own experience using search engines probably confirms this. So, if your website isn't listed in the first two pages, it might as well be invisible.

It is not unreasonable to suggest that SEO will ultimately make or break the success of your website. With poor rankings, you are losing out on potential patients and I'm certain your highly ranked competitors are grateful. The point is, yes, SEO is an investment and will incur costs but your website is redundant without it

What can I do?

You can boost your search engine rankings by following these relatively simple steps:

- 1 – Make sure that you use the 'description' and 'title' tags in the header (hidden) section of your pages –

ensuring that both incorporate relevant keywords. (These tags show on Google searches so they must make grammatical sense – not just the same keyword repeated 10 times over!)

- 2 – Ensure that you have as many inbound links as possible and ideally from high ranking sites that are pertinent to your sites content. For example, a link from a friend's personal site will be significantly less valuable than a link from Denplan. Don't waste your time with 'link exchanges' and instead, spend time finding relevant, reputable sites.

- 3 – When it comes to writing the text for your website, be sure to bear the search engines in mind. If between 5 – 10% of your text contains the words you think people are going to use to find you, search engines will see this and potentially give your site precedence. For example, if you're trying to attract new implant patients ensure your text contains the words 'dental implants'.

- 4 – Headings and subheadings should contain relevant keywords and be formatted using the 'H1, H2, H3...' tags.

Don't feel silly if the above doesn't mean a lot to you – you're not alone. Search engine optimisation is a job for the professionals – but that's not to say that you can't be doing your bit to help.



Good search engine rankings are achieved by real people with real expertise, for sound advice, call Dental Design on 01202 677277.