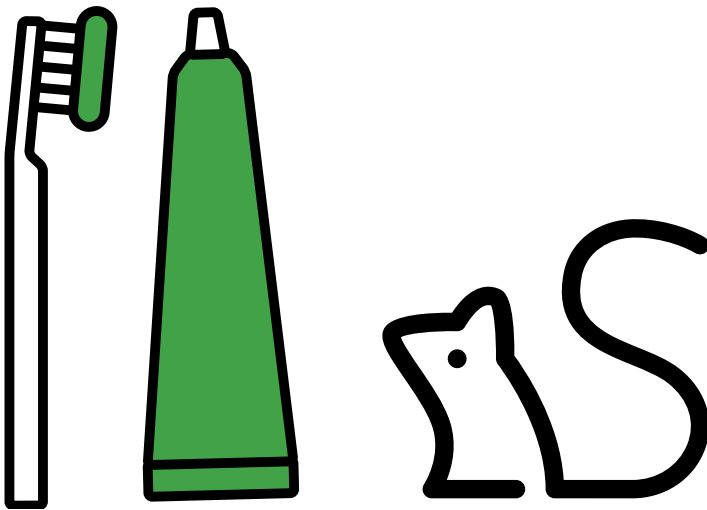


Dentists

A guide to marketing
your business



sensis

Why do dentists need a website?

These days if businesses don't have a website it can really work against them. Did you know that 74% of Australians look for services online?¹

If you're a dentist, it's more important than ever to have a website. Demand for dentists is expected to increase this year as the number of Australians with private health insurance increases.

Despite the need for dentists, it's still a large industry where it can be challenging to attract new, long-term, loyal patients.

Online marketing is an ideal way for dentists to market authority, experience and knowledge but your website needs to create the right impression early on and you need to be clear about your objectives.

It may seem obvious, but many people set off building their website without really knowing their ultimate aim. Is it to encourage patients to call you from your surrounding area, is it to show off patient testimonials and your expertise? Or do you want to build your reputation?

56% of small businesses have a website. Do you?²



¹ Sensis eBusiness Report 2015

² Sensis eBusiness Report 2015

Website essentials

A professional website can play a major role in boosting your profile. It gives potential patients more confidence in your business, it lets people find you 24 hours a day and it can help sell your expertise even after you've gone home for the night.

When choosing a supplier to help create and maintain your website, it should be easy and cost effective.

Now more than ever, website suppliers should be able to give you loads of choice with a variety of website packages and different designs to choose from.

Website must-haves

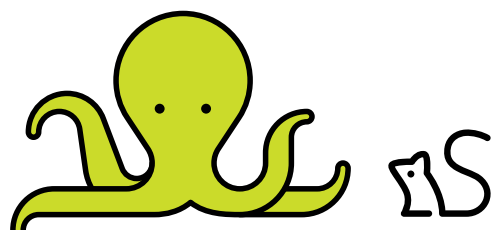
- Simple design – clear information about the type of services you offer is vital. It shouldn't be too distracting.
- It should build trust – how you speak to your viewers should be clear, engaging and true to your business.
- It should work well on all screens including laptops, tablets and mobiles.

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Get found on Google
Track online results

Sensis makes online marketing easy.
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Simplicity is vital

A simple design helps get all your important messages across quickly and effectively, and the reader is never in doubt about the purpose of your website or how to use it.

While it's tempting to want all the bells and whistles offered by a complicated design, keeping clutter to a minimum is vital so that essential information – such as your contact and areas of expertise – is clearly visible.

Ensure your descriptions of the dental services you offer are clear and include photos, videos, patient testimonials and FAQs.

Keep it simple to read with easy-to-navigate links. Never assume that because you understand your site, others will too.

Also make sure the headlines and body copy on each page mention your suburb and city so that people searching on the internet can easily find you.



What do your patients want?

In the always-changing world of digital marketing, new ways of promoting your business continue to pop up, and expectations from consumers rise further year on year.

Nowadays dentistry practices in Australia and around the world are offering innovative online content and new experiences for their patients.

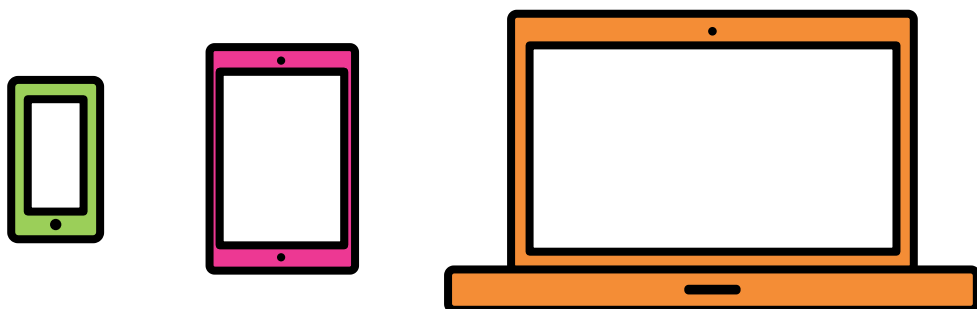
An example is US-based cosmetic, laser and family

dentistry practice Your Oviedo Dentist in Florida.

Oviedo is a medium-sized town of about 40,000 people and this dentistry practice is a smallish operator although it comes across as bigger purely through its impressive online marketing efforts.

The company's Facebook page is well populated, both in terms of "likes" and regular posts, which tend to focus on giveaways, links to articles and the occasional call to action.

A collection of reviews and testimonials are available on its website (a winner in the 2013 Annual Communicator Awards of Distinction – one of the largest awards of its kind in the world), as well as being able to make a booking online and take a virtual tour of the clinic and its facilities.



Good design wins customers

The first mistake many businesses make is to consider what they want to include on their website, as opposed to what their customers want to know about the business.

The experience a potential patient has on your site will be the difference between them leaving in a hurry or calling you for an initial appointment. Once visitors land on your site, make sure they can find what they're looking for quickly and efficiently.

People are used to certain useability features of the internet. These include

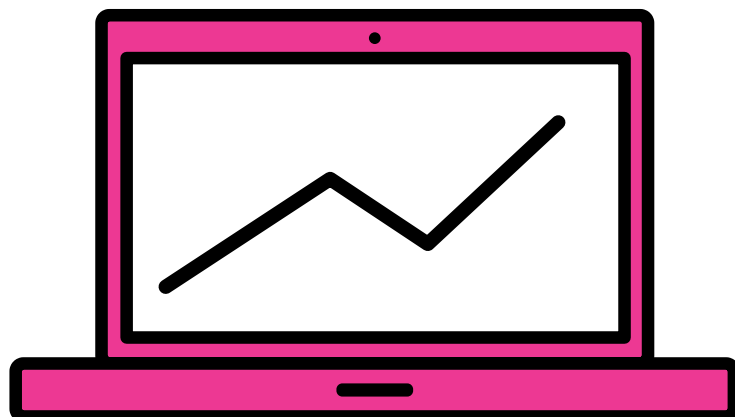
business logos usually appearing in the top-left corner, an 'About Us' section – which helps them decide whether to engage with a business – and navigations being in the same place on each page.

Websites are read from left to right (in an F-shape), in much the same way as print materials, so put your logo in the top-left corner of the site.

In addition, ensure your site pages are pleasing to the eye and that all the links work. All the pages of your site need to load quickly.

Top tips

- Make sure navigation bars have clear, large links to help people quickly get to the most useful information.
- The 'About Us' section is the second or third most visited page of a website. Make sure it's easy to understand and written in concise language.



Does your website look good on mobile screens?

There's no denying the power of mobile. The mobile phone market is near saturation point, with more mobiles in Australia than Australians.

Mobile sites are often an afterthought for small businesses putting together a website.

Although considering 93% of Australians are online, it's essential that your website displays perfectly in the mobile environment.³

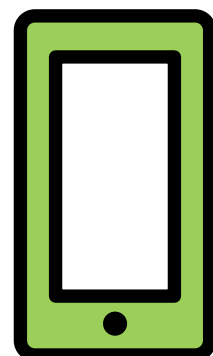
Of course, this also applies to tablets and laptops because often websites built for just a desktop experience will suffer on a smaller, portrait orientated mobile screen.

Typical mobile device users have even less patience than PC users, so just that half-a-second too long and they will move on to another website.

Therefore, you want a website that works on all devices so that your website information can be found quickly and easily by a customer.

It needs to be responsive so that the right information is displayed at the right size for mobile viewing, but most importantly, the site absolutely must load quickly.

35% of small businesses have a website that works well on mobiles. Does yours?⁴



³ Sensis eBusiness Report 2015

⁴ Sensis eBusiness Report 2015

Is your website linked in to social media?

No matter what kind of business you're running, social media is a key part of a successful website.

It is the new word of mouth – blogs, review sites and social media platforms are now places for customers to turn to for open and honest business recommendations.

You should give your website a competitive edge by showing your customers you're active in their favourite social media channels.

You don't need to use every medium – pick one or two and use them well. A great example is Smile Solutions, "Melbourne's home of dentistry" and Australia's largest private dental practice.

Smile Solution is a shining example of how

to "do" digital marketing correctly and has racked up almost 30,000 likes on Facebook and runs regular competitions on its page, which seems to be a very successful strategy (some competition-related posts have racked up hundreds upon hundreds of shares).

Some of its YouTube clips have also had, super impressively, hundreds of thousands of views. The company's resource-rich website is available in English, Arabic and Chinese versions and there's also a separate, standalone website for the Smile Solutions Tooth Fairy, a registered dental nurse who attends early learning centres and schools throughout Melbourne.

Smile Solutions was the 2013 and 2014 winner of the Australian Business Award for Innovation.

28%



of Australians
research products
and services on
social media

BUT ONLY



of dentists
have a social
media presence

Can your customers find your website?

Search Engine Optimisation (or SEO) is one of those technology buzzwords you may have heard about but might not fully understand.

SEO aims to boost your website ranking on the internet by influencing search engines, such as Google, so they find your site and rank it high in their search engine results pages.

The better your SEO strategy is the more traffic you're likely to get to your site and the more sales

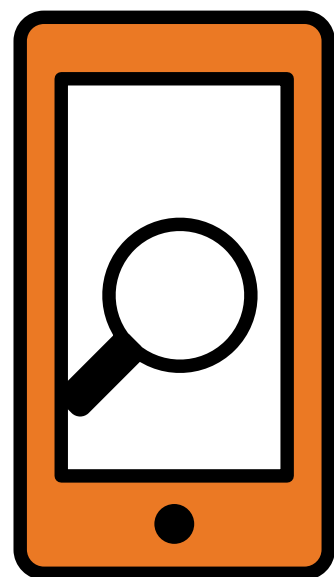
you make. This is why it's important to have a well-written and well-structured website – so that the search engines can easily find information about your business.

Another way to get more traffic to your page is through Search Engine Marketing (SEM) which involves advertising your website on search engines like Google, Yahoo and Bing.

While basic SEO and SEM can be performed by business owners, many

choose to hire professionals in the field to develop a long-term strategy.

Keywords are the terms people enter to perform a search, and they are also the main marker of relevance for search engines. Here's an example. Many banks will advertise for 'mortgages' but most consumers will search for 'home loans' so make sure you have the right keywords.



Online directory listings

Another way to ensure potential customers can find your business easily is through an online directory or a printed directory.

According to recent research, the Yellow Pages® book reaches more than 11 million people across Australia and of those people, 69% who found a business contacted them with 60% going on to make a purchase.

Yellow Pages® extensive online network can boost your business' online by ensuring it can be found however your customers are searching.

Another one of Google's recent updates has actually focused on online directories so that businesses listed will be ranked higher in search listings.

Want more information?

[Sign up here](#) to get the latest news on marketing and small business trends delivered directly to your inbox with our Nutshell newsletter.

If you'd like to know more about the benefits of a website for your business or learn about the other marketing solutions we offer, talk to one of our experts or visit www.sensis.com.au

