



# A Guide to your Oral and Dental Health - Dr Bob Cvetkovic

Website, Branding & Fact Sheet Design Documentation

# Abstract

The client's website suffered a large data loss during a migration from one domain provider to another. At this time little focus was placed on the business's online presence, so much so, that the issue went unnoticed for a few months and the data loss was soon irretrievable.

This forced the construction of a new website, The client also decided they wanted to rebrand and have a more meaningful online presence by building a resource of oral health information as a service to his existing patients.

This resource would include:  
General Oral and Dental health information  
Oral Health Articles/Blogs  
Oral health information fact sheets  
Social media posts  
Potential YouTube channel

The existing website used WordPress as the CMS for managing the blog. With the CMS infrastructure of WordPress already in place and is an excellent blogging tool; perfect for the client's needs, a rebrand and new design were waiting to be built.

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# Research and Analysis

## Client & Technical information

### Client

Sole Trader Private Dental Practitioner

Location: Eastern suburbs.

### Existing online resource

Single landing page and small blog; A corrupted domain migration caused large data loss. The website does not function or visually display the information as intended.

### CMS

WordPress with multiple plugins using Beaver Builder theme.

### Domain Hosting platform

cPanel.

### Social Media

Facebook, Google, Instagram.

### Competitors

Many of the client's competitors are both private sole traders and corporate dental groups, however, when comparing their online presence the majority of the competition are larger dental corporations with large marketing budgets. Many dentists practicing in private clinics put little effort into digital marketing and rely solely on word of mouth.

This places the client in a unique position, where they can potentially stand out against other private practices.

### Customers

Being a family dentist, the client's customers range from people of all ages. Word of mouth and family networking is an important part of retaining and gaining new customers.

### Research

Dental websites use colour palettes that are warming and comforting, blue and green themes being the most commonly implemented.

The websites are often clinical with basic layouts for ease of use. Generally incorporating white or light-coloured backgrounds to ensure ease of accessibility and to maintain a professional health care ethos.

Importantly like most websites, it is necessary to stick with common affordances to ensure easy navigation with contact and call now buttons readily viewable on each page of the site.

The existing website requires SEO updates and more inbound and outbound links; to ensure the business can compete on Google Search and Google Maps.

# Style Guide

## Typography

# Dr Bob Cvetkovic

Main Titles / Headings | Monsterrat | Regular | 30pt - 60pt

## Dr Bob Cvetkovic

Sub-Headings / Chapters | Monsterrat | Regular | 20pt - 30pt

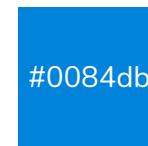
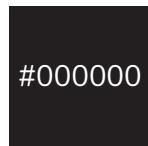
### DR BOB CVETKOVIC

Other Headings | Monsterrat | Regular | 14pt - 20pt

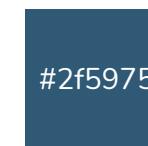
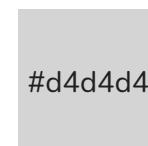
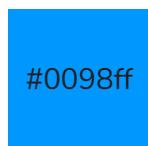
#### Dr Bob Cvetkovic

Body Copy | Monsterrat | Regular | 8pt - 14pt

## Primary Colours



## Secondary Colours

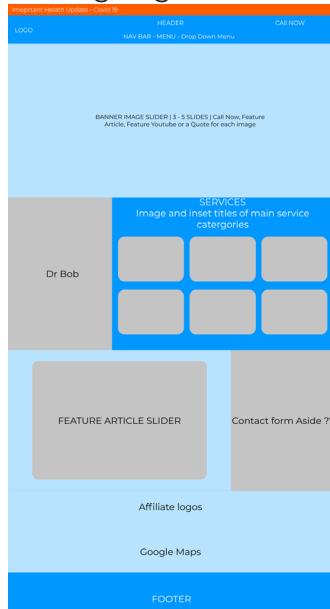


## Logos / Icons / UI

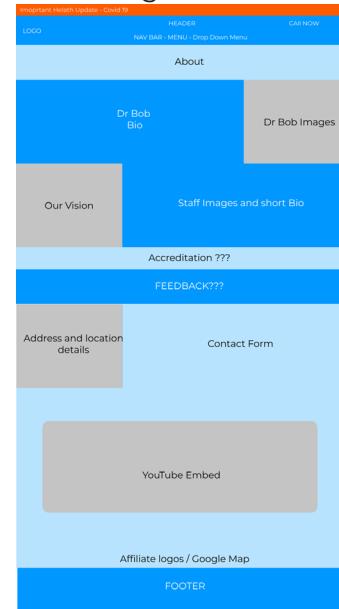


# Wireframes

## Landing Page



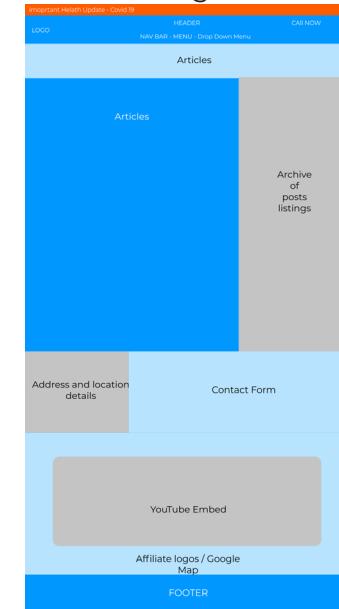
## About Page



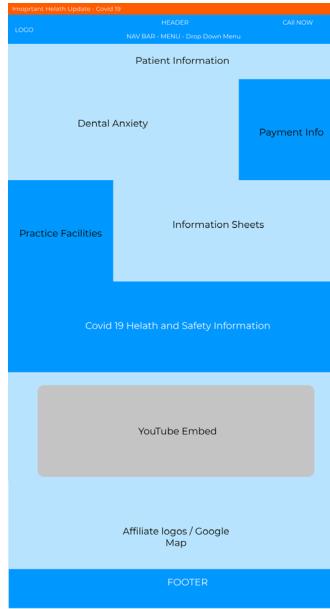
## Contact Page



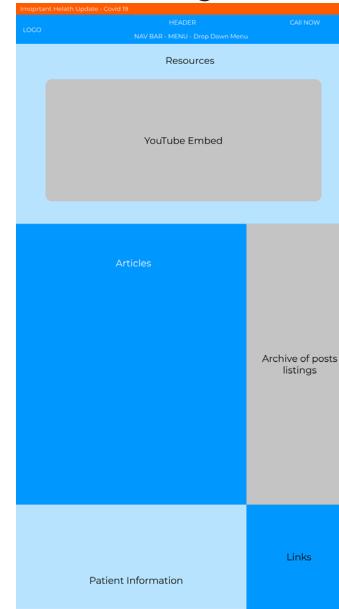
## Articles / Blog



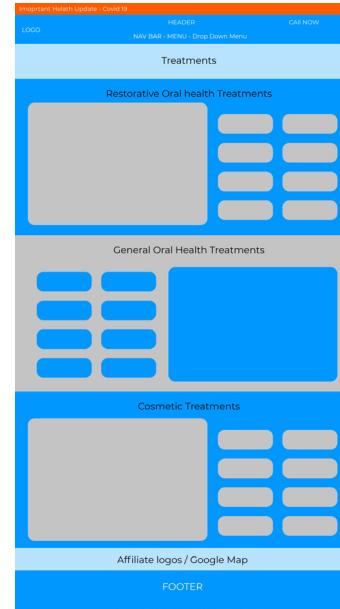
## Patient Information



## Resources Page



## Services & Treatments



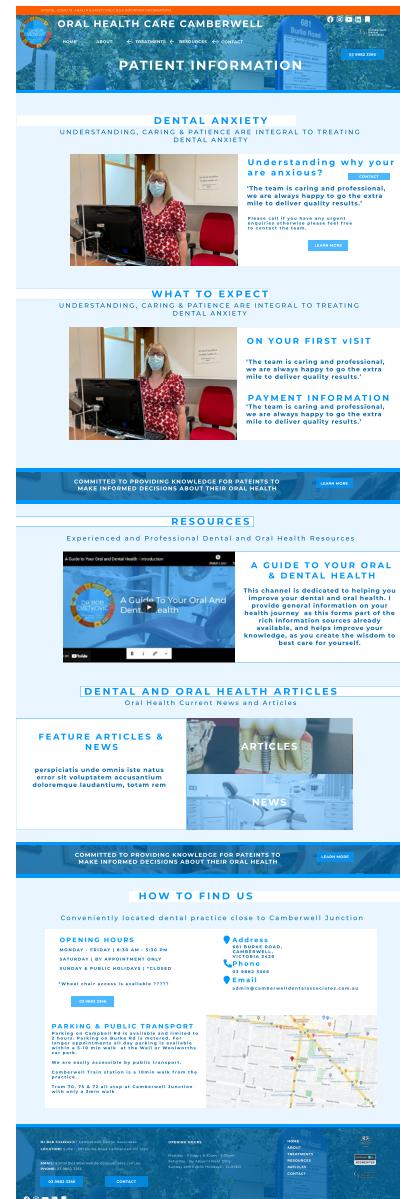
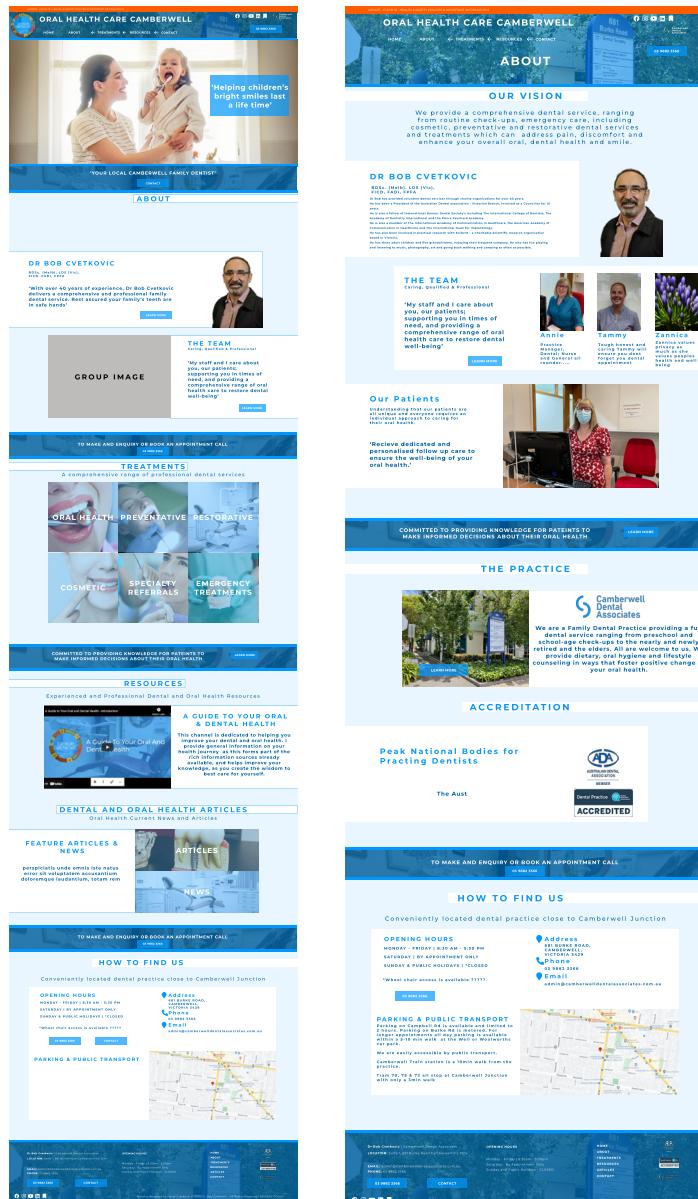
## Oral Health Information



# Digital Prototypes

## Desktop

## Mobile



# Fact Sheet Templates - Portrait

**A Guide to Your Oral & Dental Health**

MAIN HEADING

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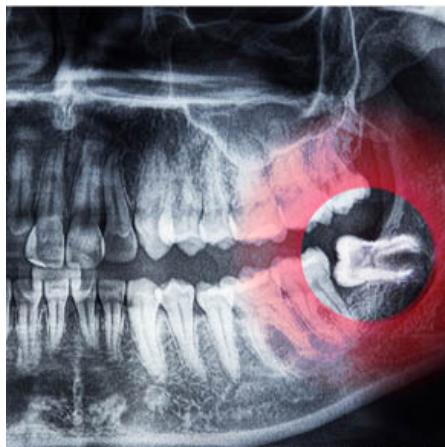
**SUB HEADING**

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**A Guide to Your Oral & Dental Health**

MAIN HEADING

**How to brush**



**Step One**

Apply a pea sized amount of toothpaste to your soft bristled toothbrush





**Step Two**

In gentle circular motions brush your teeth starting with the top row and at the back working your way to the front.



**Step Three**

Remember to also brush your gums above and below the teeth. Scraping debris down from above and up from below.



**Step Four**

Always brush every reachable surface taking special care at the back and hard to reach places.



**Step Five**

Always maintain a circular motion whilst brushing and remember to brush the insides of your teeth all the way around.

**KEY POINTS**

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# Fact Sheet Templates - Landscape

**A Guide to Your Oral & Dental Health**

**White Slime and Flesh Eating Vampires**

**SUB HEADING**

**SUB HEADING**

**SUB HEADING**

**SUB HEADING**



Dr Bob Cvetkovic © 2023 - A Guide to Your Oral & Dental Health - White Slime and Flesh Eating Vampires  
All information in this document is for general oral health knowledge and education purposes. All material is published in good faith and all resources are from reputable and verifiable sources. Visit my website for further information on our resources. [www.drbobcvetkovic.com.au/oralhealthlinks](http://www.drbobcvetkovic.com.au/oralhealthlinks)

**Text Content:**

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**A Guide to Your Oral & Dental Health**

**White Slime and Flesh Eating Vampires**

**How to brush**

**Step One**  Step One: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

**Step Two**  Step Two: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

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**Step Five**  Step Five: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

**Step Six**  Step Six: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

**KEY POINTS**

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All information in this document is for general oral health knowledge and education purposes. All material is published in good faith and all resources are from reputable and verifiable sources. Visit my website for further information on our resources. [www.drbobcvetkovic.com.au/oralhealthlinks](http://www.drbobcvetkovic.com.au/oralhealthlinks)

# Final Website Build

[Call Now](#)

## Dentist Camberwell | Cosmetic & Restorative Oral Health Care

Home



Your Local Camberwell Family Dentist

[CONTACT US](#)

## ABOUT

Local Camberwell Dentist Dr Bob Cvetkovic and his team provide a comprehensive range of dental services. These start with

\*\*The Full website can be viewed at [www.drbobcvetkovic.com.au](http://www.drbobcvetkovic.com.au)

[Call Now](#)

## Dentist Camberwell | Cosmetic & Restorative Oral Health Care

Home » About

## OUR VISION

Dr Bob Cvetkovic and his team provide a comprehensive range of dental services over your whole life. We bring care and commitment to your oral and dental health. We listen to your concerns and work together with you. We support you at your times of need and help you take care of yourself.

### Dr Bob Cvetkovic

BDSC. (MELB), LDS (VIC), FICD, FADI, FPFA

Dr Bob has provided volunteer dental services through charity organizations for over 40 years. He has been a President of the Australian Dental association – Victorian Branch, and involved as a Councillor for 10 years.

He is also a fellow of International Honour Dental Society's including The International College of Dentists, The Academy of Dentistry International and the Pierre Fauchard Academy. He is also a member of The International Association of Communication in Healthcare, the



Professional Affiliations

Australian Dental Association – Victoria Branch

# Final Website Build cont...

The screenshot shows the homepage of the Dentist Camberwell website. At the top, there is a blue header bar with the text "Dentist Camberwell | Cosmetic & Restorative Oral Health Care". Below the header, there is a large blue banner with the same text. On the right side of the banner, there are social media icons for Facebook, Instagram, Google+, and YouTube. A "Call Now" button is located in the top left corner of the banner. Below the banner, the page content starts with the heading "WE ARE HERE TO HELP" in bold blue capital letters. The text below it reads: "Contact our practice via the below contact form for general enquiries, suggestions or feedback." Further down, it says "To Book An Appointment, Please Call the Practice" and features a large "CALL NOW" button with a blue border. To the left of the main content area, there is a sidebar with input fields for "First Name" (containing "John"), "Last Name" (containing "Doe"), "Email" (containing "example@mail.com"), and "Message". To the right of the sidebar, there is a photograph of the exterior of a dental practice building with a sign that reads "681 Burke Road" and "Camberwell Dental Surgery". At the bottom right of the page, there are links for "Privacy - Terms".

The screenshot shows the "Articles" section of the Dentist Camberwell website. At the top, there is a blue header bar with the text "Dentist Camberwell | Cosmetic & Restorative Oral Health Care". Below the header, there is a large blue banner with the same text. On the right side of the banner, there are social media icons for Facebook, Instagram, Google+, and YouTube. A "Call Now" button is located in the top left corner of the banner. Below the banner, the page content starts with the heading "Home » Articles" in blue. The main content area features a large photograph of a smiling woman with red hair, wearing a red and white striped shirt, pointing her fingers towards her cheeks. Below the photograph, the title of the article is "Brushing teeth and oral hygiene practices" and the date is "By drcvetkovicadmin / April 23, 2024". The text of the article begins with "Why oral hygiene is so important. Brushing Teeth and Oral Hygiene Practices why are they so important. Oral hygiene is all about keeping your mouth clean and is integral to your overall health. It is mainly about your teeth and gums [gingivae], but it includes your tongue and the skin lining of your mouth [mucosa] [...]" and ends with a "Read More »" link.