



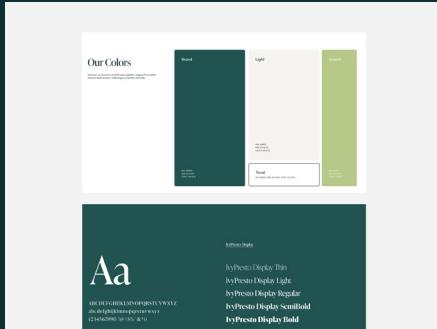
# The Dental Practice *Growth Playbook*

Research-backed ideas for how to connect with today's patients and grow your business in 2025 and beyond.



# Be found, stand out and attract your best patients with Patientli.

Patientli is an all-in-one marketing, website and branding solution designed just for dentists. Our stunning designs and research backed marketing approaches help generate results for growth minded dental businesses of all sizes. Here's how it works:



## 1. Pick your look

First impressions are crucial for today's patients. Yet, many dental websites and brands fall short of expectations. Patientli offers a solution. Our modern and polished Looks eliminate the cost and uncertainty of the traditional design process. Browse our library, choose a style you love, and optionally request customizations to perfectly reflect your unique practice.



## 2. Pick your layouts

Your website and marketing materials are the cornerstone of practice growth. Patientli offers a diverse selection of website and marketing material layouts, all designed to bring your chosen Look to life. These professionally designed materials project an image of professionalism and help you stand out from the competition.

Explore Looks & layouts on page 12 or at [www.patient.li/looks](http://www.patient.li/looks)



## 3. Pick your plan

Make 2025 your best year yet. With marketing plans for every budget, Patientli can help get your practice in front of the right patients at each step of their journey to care so you can confidently hit your new patient goals and grow.

See plans & pricing on page 50 or at [www.patient.li/pricing](http://www.patient.li/pricing)

Check out our plans on page 50. Visit [www.patient.li](http://www.patient.li) to book a demo or get started.

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# What research tells us about how today's patients seek care.



If you're a healthcare business owner today, you likely spend a good amount of time and energy thinking about how to keep a steady stream of patients coming into your practice. There's no shortage of people shouting from the rooftops with advice about how to do so- the social media companies want you to post more, the website companies want to sell you a website, and it seems everyone wants to sell you an ad... when your primary focus is on providing great care, it's easy for the endless feed of tactics, tips and tricks to feel overwhelming, disjointed, and less than credible. It's hard to separate what works from what doesn't and you might find yourself wondering: **how do patients today actually go about finding providers?** What does the research say about what they want, where they're looking and what makes them book an appointment, show up, and follow your treatment recommendations for years to come?

At Patientli, we've spent a lot of time thinking about the same questions and we've put together this guide to share what we've found and what we've learned from the experience of helping other healthcare businesses grow. Rather than following the latest marketing fads, we believe in taking a research-based approach to helping our clients succeed. Luckily, there's quite a lot of research out there which can help provide clues about how today's patients find providers and how providers can use their understanding of this process to their advantage to attract more patients to their practice. We call this process **the patient journey** and it informs the methodology we use to help healthcare businesses grow.

## But what does the patient journey actually look like?

The simplest answer to this question looks something like this:

Research tells us that the internet has made patient journeys more personal and diverse. **The search for a provider often lasts two weeks or more** and involves **several digital and physical mediums**. Practices that fail to stand out across each touchpoint fail to grow.

**48%**

of patients take **2+ weeks** to research options before booking

- Google

**84%**

of patients use both online and offline sources for research.

- Google

Nowadays, when a patient searches for a provider, they might **start with a Google search...** Or a portal to find **in-network providers from their insurer...** Or by reading reviews from other patients. Or after seeing an ad or post on a **social media site**.

**77%**

of patients perform healthcare related **internet searches** prior to booking an appointment with a provider.

- Google

**78%**

of patients specified that finding a provider who accepts their **insurance plan** was a top decision criterion.

- McKinsey

**90%**

of patients look for health-related information on **social media**.

- Springer

**94%**

of patients use **reviews** to evaluate providers and

- SoftwareAdvice

**"In today's digital world, prospective patients are now active partners in their medical journeys."**

**The Digital Journey to Wellness**

**Google**

Armed with technology that allows them to easily gather information on topics both general and specific, patients can forge their own paths to making care decisions in very different and personal ways, based on how educated they already are about the need they're trying to address.

**"As a healthcare business owner, figuring out how to compete in this environment might feel overwhelming or bleak. It doesn't need to.**

**When your marketing is done in a patient-centric way, the same strategies that make your practice visible to patients can also earn their trust, their business and their respect.**

**Patientli specializes in helping dental practices achieve this."**

Over the course of their information search, the patient will likely identify a few options that piqued their interest and check treatment availability, patient reviews, appointment timing and insurance acceptance. If they're expecting to need specialized or expensive care their search will likely involve gathering more information about a particular treatment or addressing concerns and barriers like affordability or anxiety. The options they're considering will progressively narrow based on the information they find.

If you're one of the lucky practices that's caught their attention, their journey will inevitably involve deeply **evaluating your business against at least one other competitor**. And those competitors are getting bigger, spendier and more sophisticated.

**61%**

of patients visit 2+ provider websites before booking.

-Google

**83%**

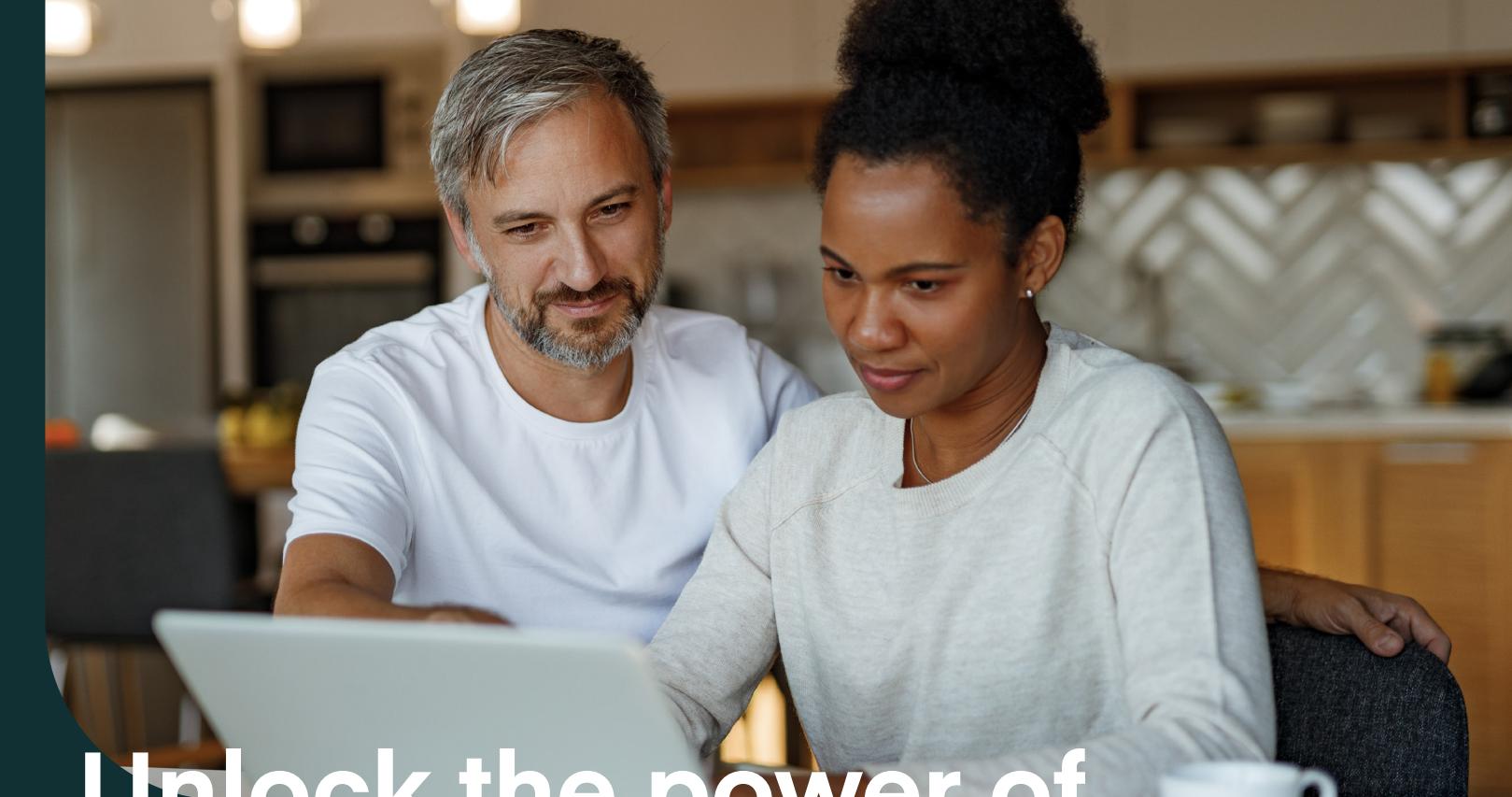
of millennial patients validate a provider's recommendations with their own research.

- Harmony Healthcare

Those who do book an appointment will ultimately do so with the business that's the best fit, best-looking, most visible and easiest to do business with. All the while, factors outside of the treatment setting will continue to influence the patient's comfortability with accepting the provider's treatment recommendations. **Only after that often lengthy process will the provider have their chance to wow that patient with their demeanor, quality of care and in-person experience.**

As a healthcare business owner, competing in this environment might feel overwhelming or bleak. It doesn't need to. When marketing is done in a patient-centric way, the same strategies that make your practice visible to patients can also earn their trust, their business and their respect.

Acting on these tactics doesn't need to be a responsibility that falls solely on your shoulders when you have the right partners. Patientli specializes in helping dental practices like yours attain beautiful branding, effective websites and patient-centric marketing strategies to grow your business. But we also believe that dental business owners make the best partners when they're informed and empowered, not kept in the dark. **We wrote this guide for exactly that reason- to help you achieve an understanding of the core tactics it takes to run a successful dental marketing strategy in today's environment.** So read on and get inspired! Growth is within your reach and Patientli is here to help make 2025 your best year yet.



# Unlock the power of patient-centric marketing for your practice.

## Brands that connect with patients

First impressions matter to today's patients. We arm our clients with modern, polished brands, websites and materials to help you put your best foot forward no matter where a patient encounters your business, online or off. **See page 12 for inspiration.**

## Websites that educate + sell

Our websites serve the dual-purpose of attracting and educating patients. Service-related pages and blog posts that educate patients and answer common questions before and after the first appointment, empowering patients with the knowledge they need to more quickly accept treatment recommendations.

## Visibility everywhere it matters

From search results to reviews sites, social media and ads, our services are designed to help your businesses become the clear, visible choice for patients at each step of their journey to care.

## Transparent and affordable pricing

We've designed our marketing service packages to be accessible for practices of all sizes. **See the back inside cover for available plans and pricing or visit [www.patient.li/pricing](http://www.patient.li/pricing) to get started.**

Learn more or get started at [www.patient.li](http://www.patient.li)



patient.li

# Reimagine your practice: how the right branding can grab attention, build trust and boost your bottom line.

Tired of blending in with the rest of the dental practices in your area while design-focused dental businesses grow by leaps and bounds? It's time to break free from the "dentist stereotype" and build a brand that resonates with today's patients.

Sound like a tall order? Check out Patientli Looks and [prepare to be inspired](#).



Looks are for more than just your website. Impress patients with layouts for branded materials of all sorts

In today's digital world, first impressions happen before the first appointment.

Imagine you're walking into your office to start your day and you have a new patient on the schedule. You've probably put some time and thought into how this first interaction goes— the way you and your team present themselves, the go-to small talk you use to help establish rapport and lighten the mood, the way you speak about their dental health and present treatment recommendations. After all, you want to make a good first impression so that your new patient continues to come back and trust you with their care for years to come.

But what might not cross your mind is that **this moment isn't actually the first impression you're making on your new patient**. With 48% of patients taking 2+ weeks to find the right provider, they probably came to certain conclusions about you weeks or even months before this appointment based on prior interactions they've had with your business online or over the phone. Their attitudes and expectations about you were formed by your brand, your website and even their preconceptions about dentistry in general.

**48%**

of patients take **2+ weeks** to research options before booking

- Google

**Many patients don't have a positive impression of the "average" dentist**

When it comes to preconceptions about dentistry, market research tells us that these attitudes aren't always positive. Patients often complain of harsh lights, loud sounds, unpleasant smells, discomfort, long waits, feelings of judgment, upselling, unexpected bills, outdated tech, and a general lack of trust. When reporting their satisfaction with different industries, patients gave the dental industry a similar score to cable companies and mattress stores. Rough.

Reading that, your first reaction is likely to say, wait, that's not my practice. We're better than that. But if the first impression you're providing doesn't break the mold of what patients traditionally expect from a dentist, then you'll probably find yourself playing from behind to overcome the poor associations that many patients have unfortunately come to associate with their dental experiences.

**If you don't stand out, you're doomed to fit in.**

If you look like every other dentist, patients will assume that you're just like every other dentist. It doesn't have to be this way. There's a way that you can show patients that you're different and better right off the bat, before they even meet you. It's your true first impression -- your brand. While branding doesn't replace the need to provide an excellent experience, it does give you an opportunity to reset expectations on your terms to **redefine what a patient should expect** from their dentist and can expect from you.



**"Dentistry has a perception problem, and nowadays, first impressions are made long before a patient first sits in your chair."**



**“Tend’s success shows that their approach resonates with patients- a brand & experience that breaks the mold works.”**

### The best healthcare businesses leverage brand for growth...

The most innovative and fastest growing businesses in dentistry recognize this dynamic and are using brand to their advantage to grow by leaps and bounds. Take for example Tend, the dental business whose focus on beautiful branding and Instagrammable studios have propelled it to raise over \$200 million and open over 30 offices across the eastern part of the country.

Tend’s success shows that their approach resonates with patients- a brand & experience that breaks the mold works. Their head-turning visuals grab patient attention, resulting in more clicks, calls and inquiries. From their modern colors and fonts to the fun, relatable photography of providers snacking and patients swishing mouthwash, a million subtle cues about their visual identity work cohesively to confront and break poor associations about dentistry and reset patient expectations about the experience they’ll receive if they book an appointment. This translates to **more appointment bookings from patients who are genuinely curious and excited about their first appointment**, giving Tend’s providers the best chance to cement those positive feelings with a care experience that knocks it out of the park and secures patient loyalty for years to come.

### ...and you can too

If you find yourself wanting that same advantage, you might assume that this sort of high quality branding is reserved only for businesses with deep pockets and national growth plans. With Patientli, great branding, web design and marketing is more accessible than ever, even to small and independent dental practices. In the following pages, you can check out Patientli Looks- professionally-designed visual identities you can start using for your practice today, with customizations or exactly as-is, and without the high costs and uncertainty that are part of the typical creative process. Choose a style you love, get the word out with a marketing plan, and go impress patients.

Explore popular Looks on page 12 or at [www.patient.li/looks](http://www.patient.li/looks)



# Revitalize your business' image with a new Look from Patientli.

### Looks that connect with patients

Great branding is memorable and consistent. We help healthcare practices of all sizes achieve professionally-polished visual identities with a full set of design assets across every patient touchpoint.

Patientli plans can include the following layouts:

- Website
- Logo design or refresh
- Business cards
- Signage
- Postcards
- Social media posts
- Digital and print advertising
- Email headings
- Patient giveaways

### For new and established practices

Whether you’re just getting started and want a brand new business identity or whether you have an existing name and set of styles you’d like to level up, our brand design services can be tailored to fit your needs.

### Use a Look as-is or start from scratch

The creative process can be daunting for busy healthcare business owners. To solve this, we created Looks- fresh and unique brand styles that feel at home in healthcare. Use one exactly as-is or request specific edits to take a brand that’s almost perfect to one that’s uniquely yours.

Learn more or find your look at [www.patient.li/looks](http://www.patient.li/looks)

# Get ready to find your *new look.*

 Get a look and website from \$999/mo

 Fully-customizable designs

Get inspired with a peek at some of our most popular styles. Patientli Looks are professionally-crafted brand styles that you can use exactly as-is or with edits to make a style that's totally unique to you. Consider them shortcut to modern, consistent and memorable branding, across every patient touchpoint. Here's how it works:

1.

2.

3.

#### Find your Look

Browse our library of Looks to find the style that best represents your business. Our beautiful, professionally-designed Looks range from bold and vibrant to traditional and sophisticated, ensuring you'll find one you love.

#### Optionally Personalize It

Love a Look but wish it used blues instead of greens, or a different font? You can optionally make small style changes to your favorite Look with the help of our design team so that it truly feels like yours.

#### We apply your Look to Layouts

Our design team will apply your perfect look to all of the marketing assets included in your selected plan so you can begin impressing patients with a brand that matches your quality of care.

Some popular Looks appear in this section. See even more at [www.patient.li/looks](http://www.patient.li/looks)

## Two great ways to use Patientli Looks:



#### MOST POPULAR

**Brand Refresh:** Have a name that's recognizable and well-established but a visual style that needs improvement? You can still make use of Patientli Looks to refresh and modernize your existing brand without making drastic changes to your name or logo. Our design team will work with you to apply the fresh colors, fonts and photo styles of your preferred Look to your existing brand and help communicate the exciting change to patients.



**New Brand or Rebranding:** Just starting out? Time for a totally fresh identity? You can use your preferred Patientli Look in its entirety: name, logo and all. Many even come with available website urls and social handles.

#### Why rebrand?

Maybe your business was named after a single doctor or specific location, which no longer reflects what it is today or plans to become. Or perhaps you're wanting to signal a new approach, change in ownership or plans for a major scale-up. All of these are good opportunities to shake things up and start fresh.

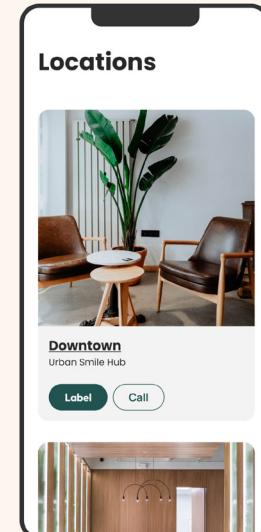
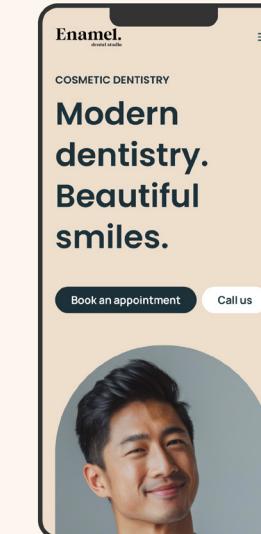
# Enamel

Enamel is a minimal and neutral look that's perfect for a sophisticated cosmetic or general dental business. The look sets a modern tone, leaning on a pared-down color palette of neutrals, ample white space and bold contrasting dark colors. Modern geometric fonts and a studio portrait photography style are sure to give your patients the impression that you'll make them feel like a star.

Enamel's colors, fonts and photo style can be used as-is or customized to refresh your practice's look without changing your name. It can also be used as a complete brand identity for rebrands along with its name, which plays off of dental anatomy, and the domain [enameldentistry.co](http://enameldentistry.co)

Explore this look or get started at [www.patient.li/looks/enamel](http://www.patient.li/looks/enamel)

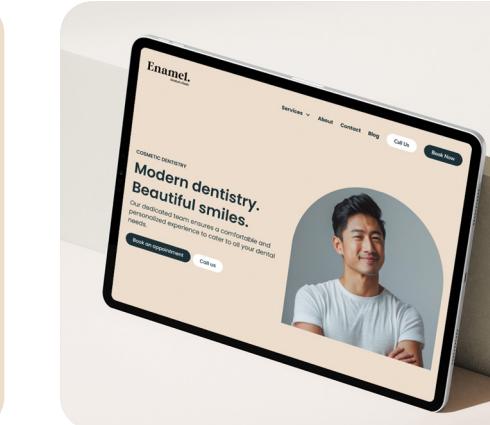
Enamel.  
dental studio



A full website design for Enamel dental studio. The header features the "Enamel" logo. The main content area includes a headline "COSMETIC DENTISTRY Modern dentistry. Beautiful smiles.", a "Book an appointment" button, and a "Call us" button. Below this is a large circular portrait of a smiling man. To the left is a sidebar with "OUR CARE PHILOSOPHY" and a "A patient-centric approach to excellent dentistry." section. To the right is a "the following" section featuring logos for OMT (Orthodontic Therapy) and cda. At the bottom is a dark footer bar with the text "Crafting Smiles with Precision and Care".

Aa  
Headings

Bb  
Paragraph



# Seaport

Seaport Smiles captures the essence of coastal comfort and modern sophistication. This look utilizes a palette of calming blues and versatile neutrals, alongside serif fonts and a minimal nautical-inspired logomark. The result is a visual identity that feels established, trustworthy, and in perfect harmony with its surroundings, a modern twist on timeless style.

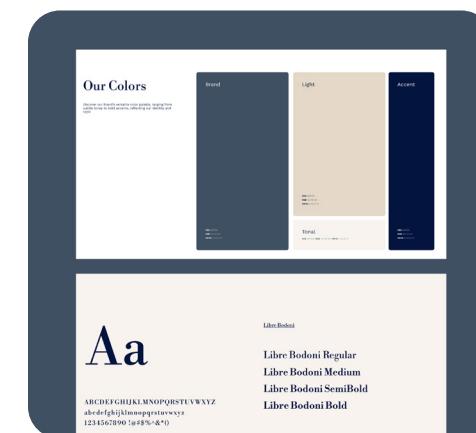
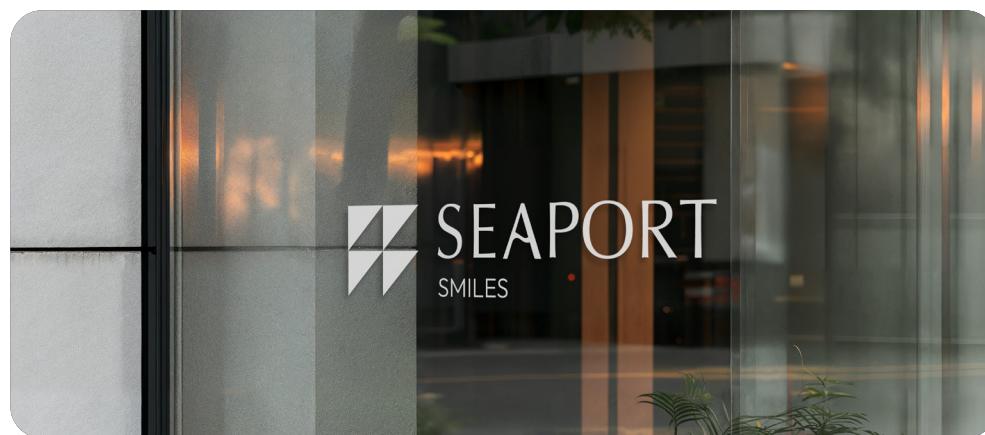
Use the Seaport Smiles look as-is or with customizations to its fonts, color palette and photo style to create a brand that reflects your unique practice. Or, for a complete transformation, go all in and adopt the full Seaport Smiles identity, name and domain ([seaportdentist.com](http://seaportdentist.com)) to cultivate a brand that inspires confidence and lasting smiles.

Explore this look or get started at [www.patient.li/looks/seaport](http://www.patient.li/looks/seaport)



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**Headings**

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**Paragraph**



**DENTIST IN SEATTLE**

**Navigate your way to a glowing, beautiful smile.**

Nestled right along the scenic shores of Elliott Bay, Seaport Smiles Dental Clinic offers both convenience and beauty for your dental care experience.



Over 3,000 smiles transformed and counting.

20+ Years of providing expert dental care.

**Shaping Smiles by the Water with Precision and Care**

At Seaport Smiles, we believe every smile is a unique reflection of you, waiting to shine. Our experienced team combines advanced techniques with personalized care to enhance the natural beauty of your smile, with a serene waterfront setting and the latest in dental technology, we ensure each visit leaves you feeling confident and refreshed. Experience expert dental care, right here by Seattle's waterfront.

**Over 3,000**

smiles transformed and counting.

**20+ Years**

of providing expert dental care.

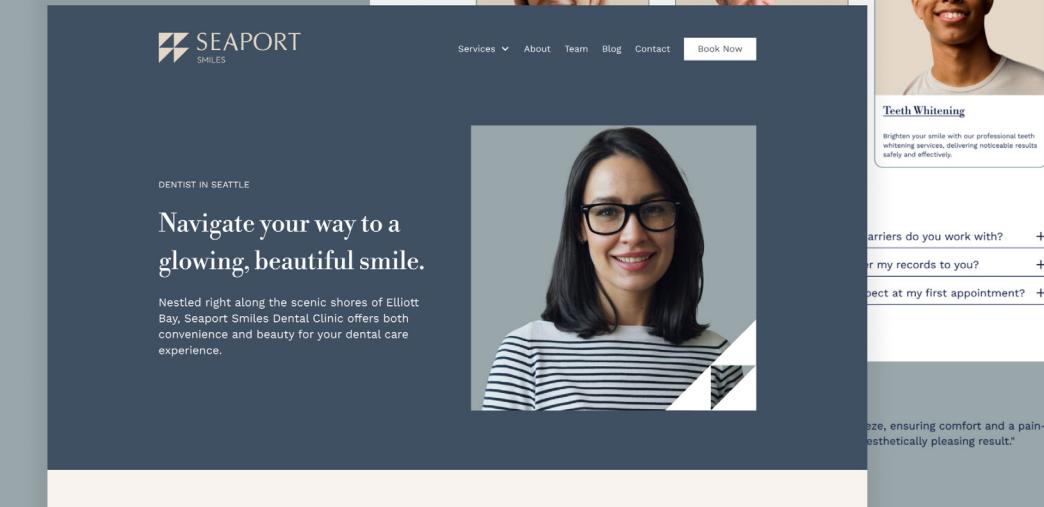
OVER 3,000 smiles transformed and counting.

20+ years of providing expert dental care.

0-STARS across Google and Yelp with an overall 4.9 rating.

24-HOUR hours with same-day and emergency services.

**Dental Services**



The website features a dark header with the Seaport Smiles logo and navigation links for Services, About, Team, Blog, Contact, and Book Now. The main content area features a large image of a smiling woman with glasses, with the text 'DENTIST IN SEATTLE' and 'Navigate your way to a glowing, beautiful smile.' Below this is a paragraph about the clinic's location and services. To the right, there are sections for 'Teeth Whitening' and 'FAQs' with expandable questions like 'What carriers do you work with?' and 'Do you accept my records to you?'. At the bottom, there is a footer with social media links and a copyright notice.

**Shaping Smiles by the Water with Precision and Care**

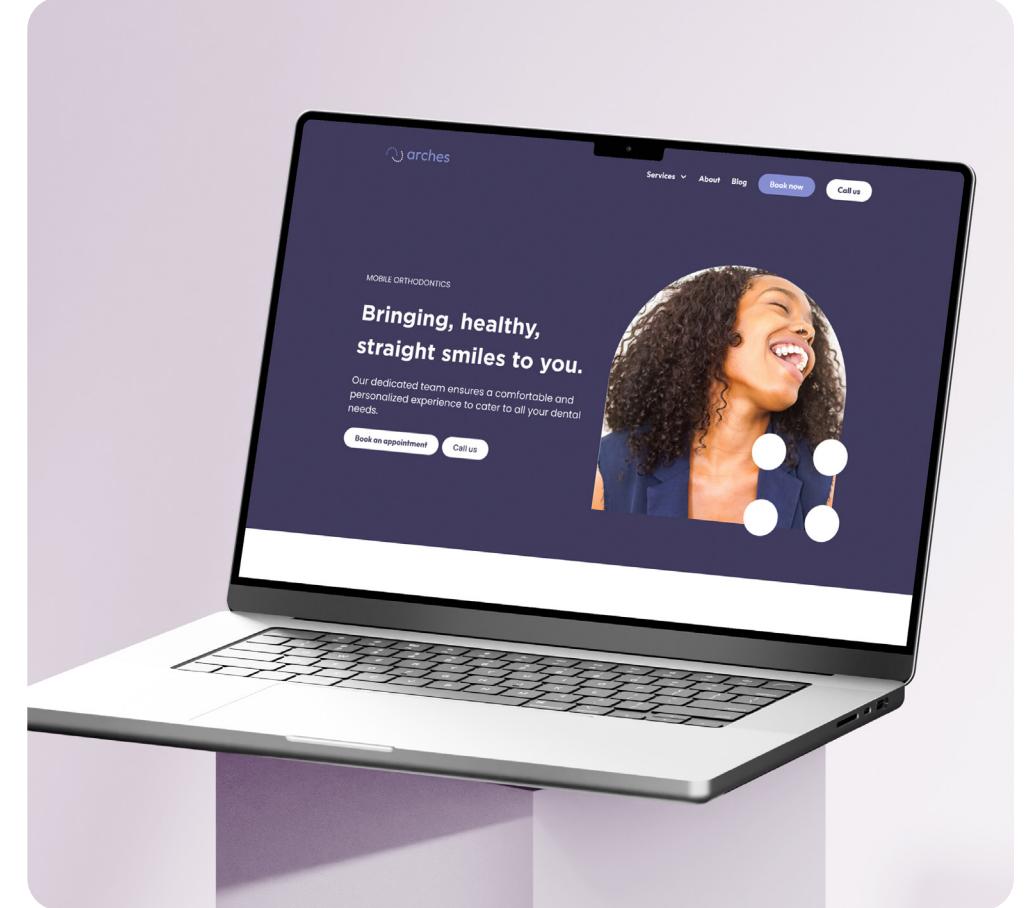
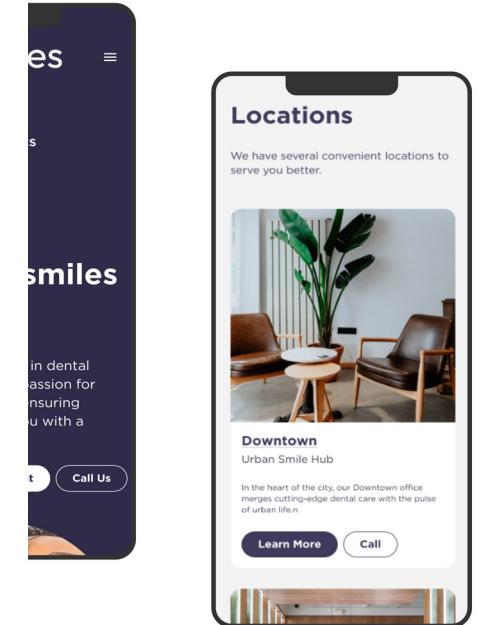
At Seaport Smiles, we believe every smile is a unique reflection of you, waiting to shine. Our experienced team combines advanced techniques with personalized care to enhance the natural beauty of your smile, with a serene waterfront setting and the latest in dental technology, we ensure each visit leaves you feeling confident and refreshed. Experience expert dental care, right here by Seattle's waterfront.

# Arches

Arches is a fresh, clean look that's geared towards orthodontics practices but could work equally well for general or cosmetic practices. This look leans on modern, geometric fonts and a pared-down color palette of blues and whites to project a modern take on colors traditionally used by many dental practices.

Use the Arches look as-is or with customizations to its colors, fonts and photo styles to refresh your current visual identity without changing your name. Or get an entirely fresh start by using the full Arches visual identity, name and domain archesortho.com or archesdentistry.com.

Explore this look or get started at [www.patient.li/looks/arches](http://www.patient.li/looks/arches)



# Luna

Luna is a bold and vibrant brand that's perfect for a cosmetic or pediatric dental practice looking to make a statement. This look uses a combination of chunky serif fonts, hand-drawn visual ornaments and diverse imagery to create a youthful and inclusive atmosphere.

Imagine walking into a dental practice that feels energetic and trendy. That's the Luna vibe. It's perfect for attracting patients who want a smile that's as confident and unique as they are.

Get the Luna look as-is or with customizations to its colors, fonts and photo styles to refresh your current visual identity without changing your name. Or get a completely fresh start with the full Luna visual identity, name and domain [lunasmiles.com](http://lunasmiles.com)

Explore this look or get started at [www.patient.li/looks/luna](http://www.patient.li/looks/luna)

luna  
smiles



**Teeth Whitening**

Teeth whitening is a popular cosmetic procedure that enhances the brightness of your smile by removing stains and discoloration from the surface of your teeth. The process involves applying a safe whitening agent to the teeth, breaking down the stains and revealing a brighter, whiter appearance, helping to restore confidence in your smile.

[Book an appointment](#) [Call us](#)

**Unlock the door to a brighter, healthier smile at your convenience.**

Our easy online booking system ensures you can find the perfect time for your visit, seamlessly integrating top-tier dental care into your busy schedule.

[Book Now](#)

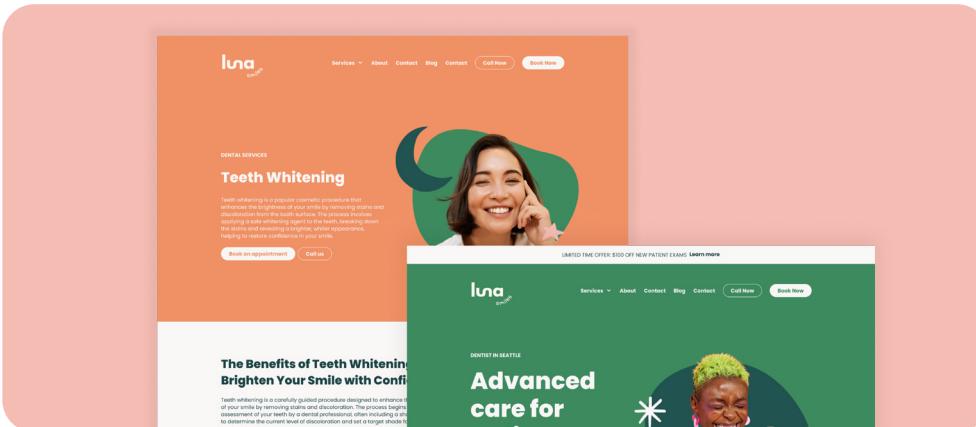
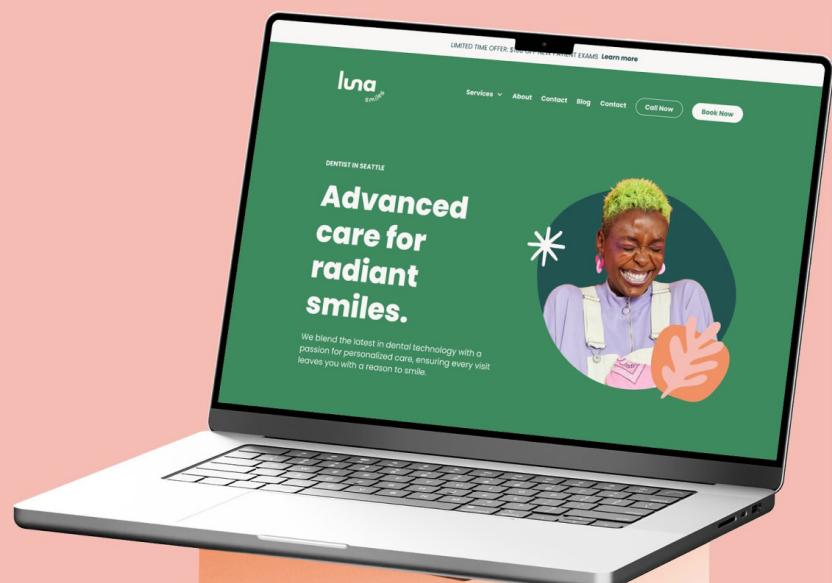
**DENTAL SERVICES**

**Fillings & Restorations**

Dental fillings play a crucial role in restoring tooth structures affected by decay or damage. In a basic filling procedure, the compromised or damaged portion is carefully removed and the void is then filled with a durable material, ensuring the tooth's longevity and comfort.

[Book an appointment](#) [Call us](#)

Aa  
Bacasmime Antique  
  
Bb  
Bacasine Antique



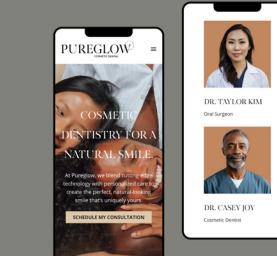
The screenshots show the website's homepage and a service page for Teeth Whitening. The homepage features a smiling woman and a green circular graphic. The service page provides details about teeth whitening, including a description, benefits, and a call-to-action button.

# Pureglow

Pureglow is a look that exudes a sense of natural beauty and sophistication that's perfect for an upscale practice. This look utilizes a calming, neutral color palette inspired by skin tones, alongside sophisticated serif display fonts and imagery that showcases an aesthetic of relaxed and comfortable health and beauty.

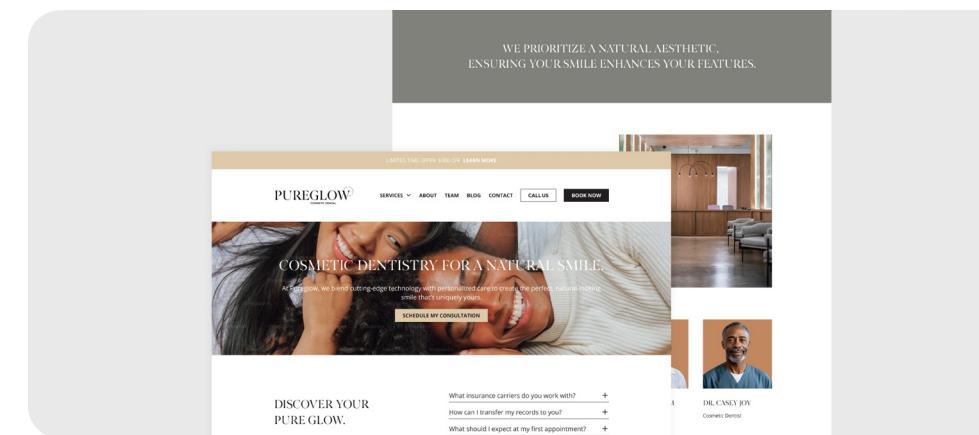
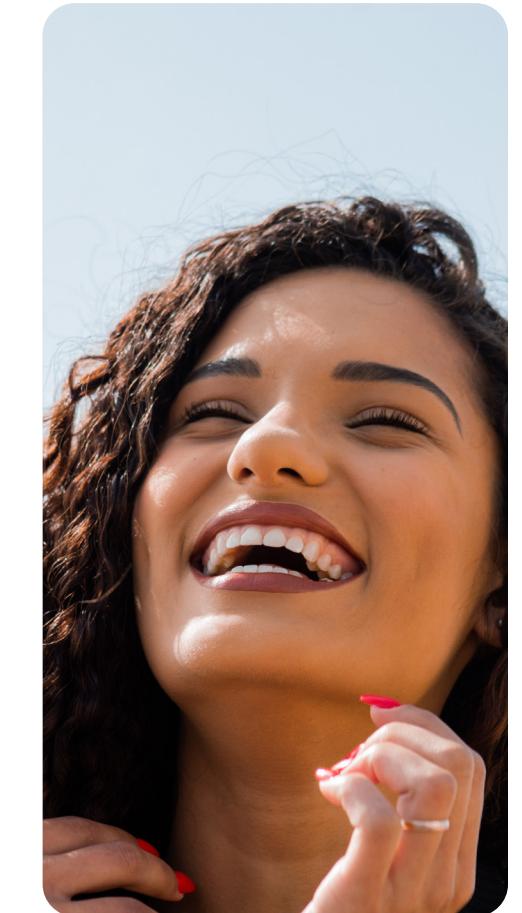
The Pureglow look can be seamlessly integrated into your existing brand by incorporating its colors, fonts, and visual style for a refreshing update. Alternatively, you can opt for a complete rebrand by adopting the full Pureglow identity, including the name and domain (pureglowdental.com or pureglowortho.com), creating a cohesive and impactful brand presence.

Explore this look or get started at [www.patient.li/looks/pureglow](http://www.patient.li/looks/pureglow)



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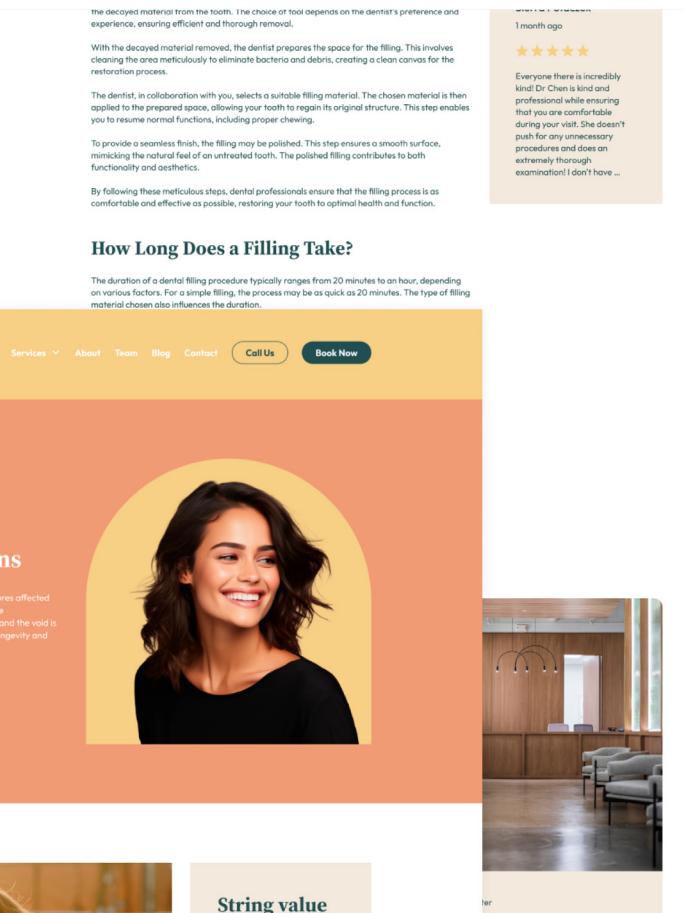
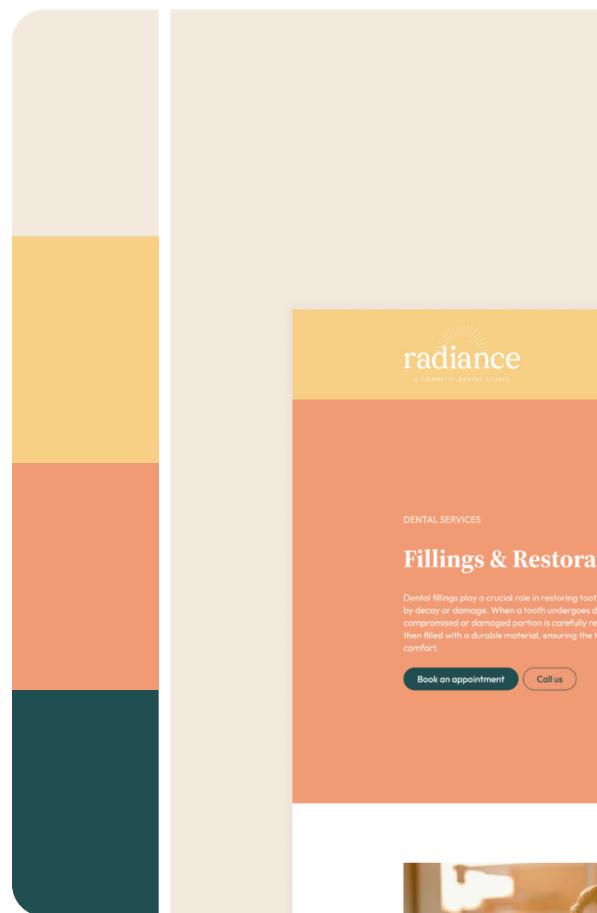
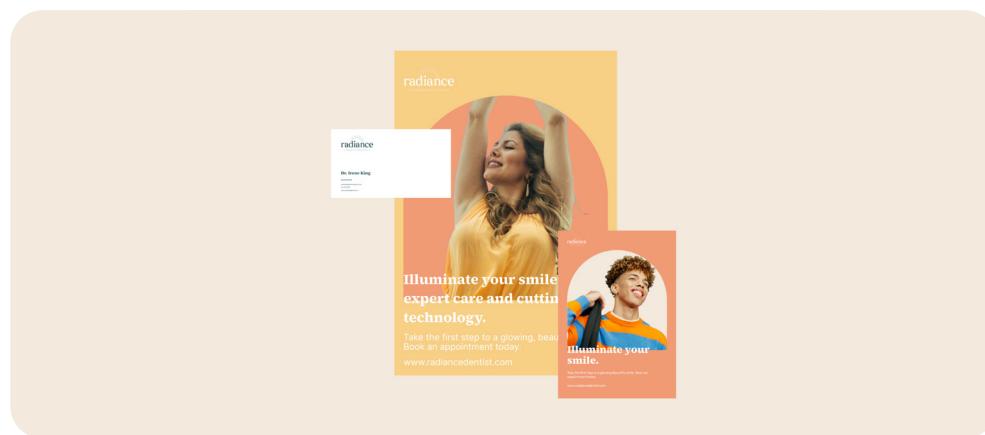
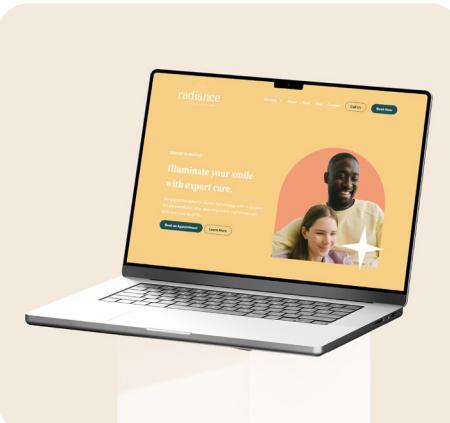
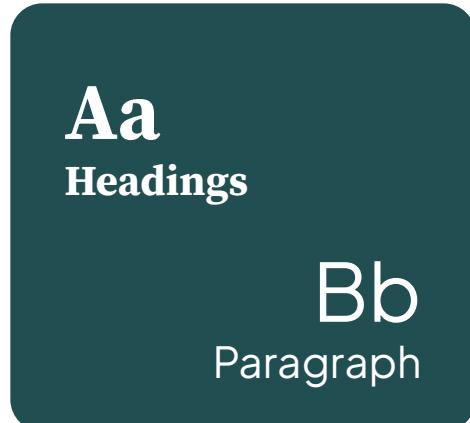
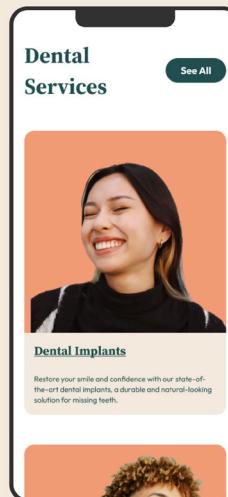
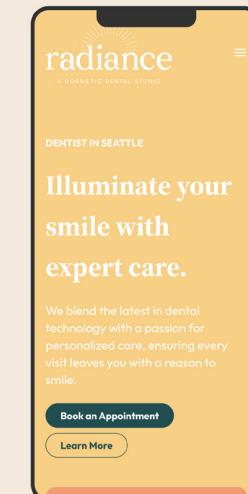
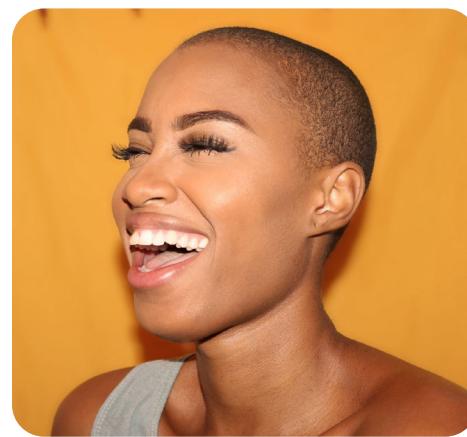
# Radiance

Radiance is a brand that exudes warmth, positivity, and vibrancy. This look utilizes a color palette that combines warm and bright yellows and oranges with calming dark greens, creating a sense of excitement and optimism. Modern chunky serif fonts and a unique use of brand-colored backgrounds in stock photography tie the visual identity together for a cohesive and energetic aesthetic.

Imagine a dental experience that feels bright, welcoming, and focused on enhancing your natural smile— that's Radiance. Radiance is perfect for a cosmetic or general dental practice seeking to portray an exciting, friendly and approachable atmosphere.

Use the Radiance look as-is or with customizations to its colors, fonts and photo styles to refresh your current visual identity without changing your name. Or, for a complete transformation, adopt the full Radiance identity, name and domain ([radiancecosmetic.com](http://radiancecosmetic.com) or [radiancedentist.com](http://radiancedentist.com)) for a brand that shines.

Explore this look or get started at [www.patient.li/looks/radiance](http://www.patient.li/looks/radiance)

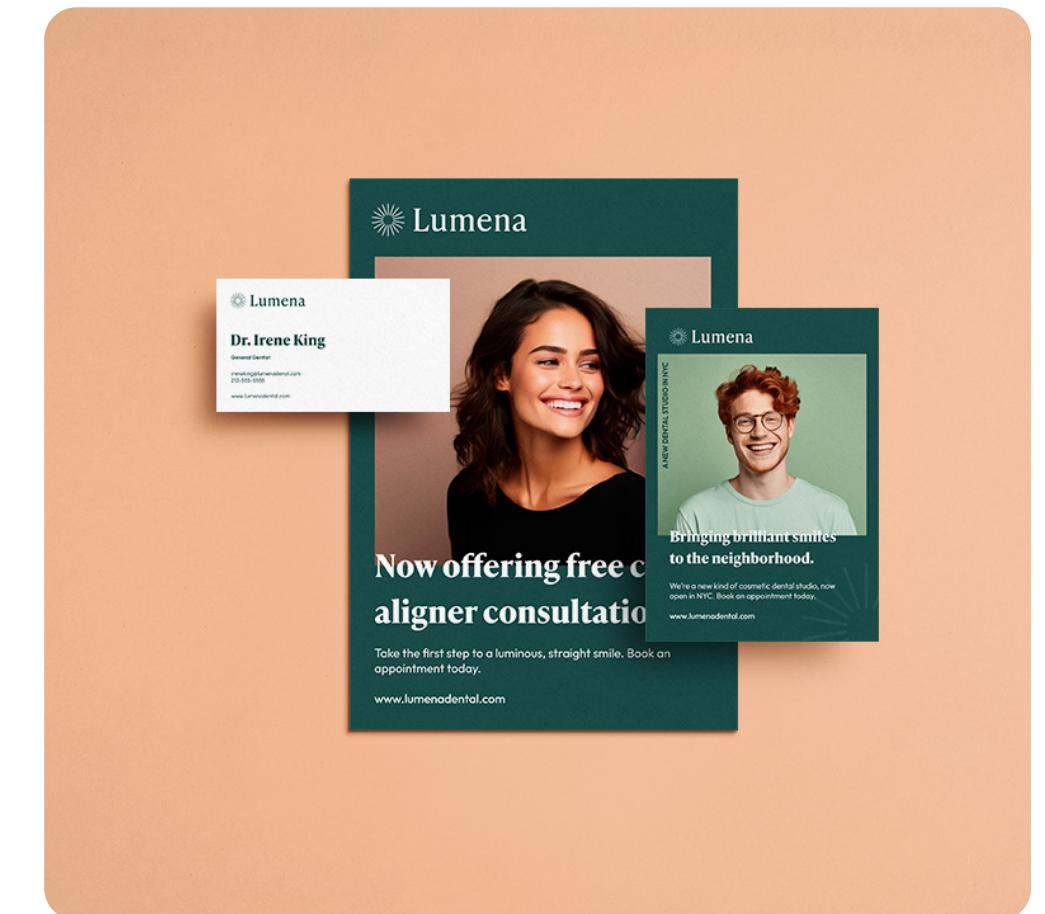
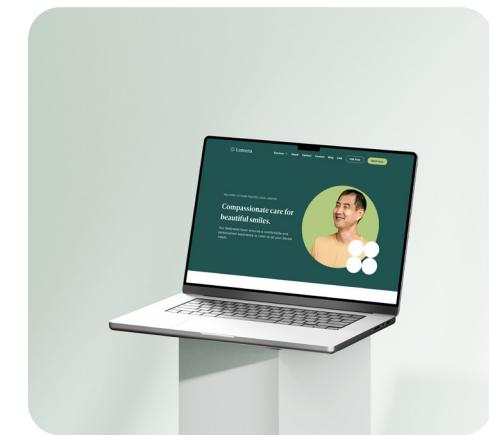


# Lumena

Lumena is a modern and upscale look that would work well for a cosmetic, general or orthodontic practice. This look relies on chunky serif-style typography and a color palette of greens and pastels to project a calming, sophisticated and current vibe.

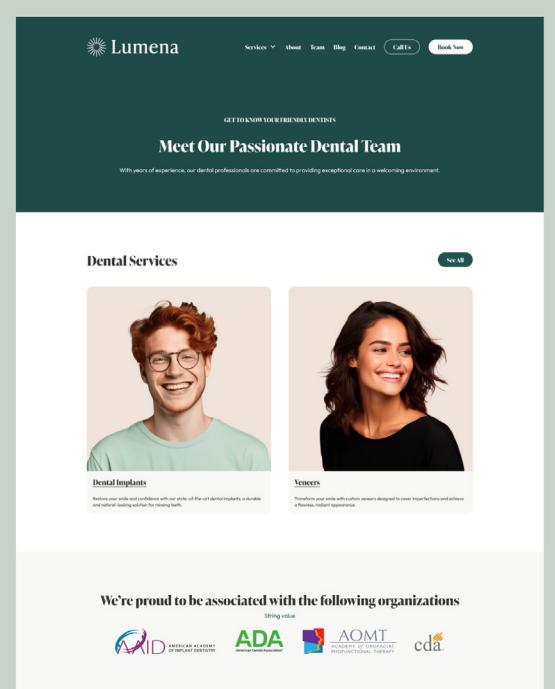
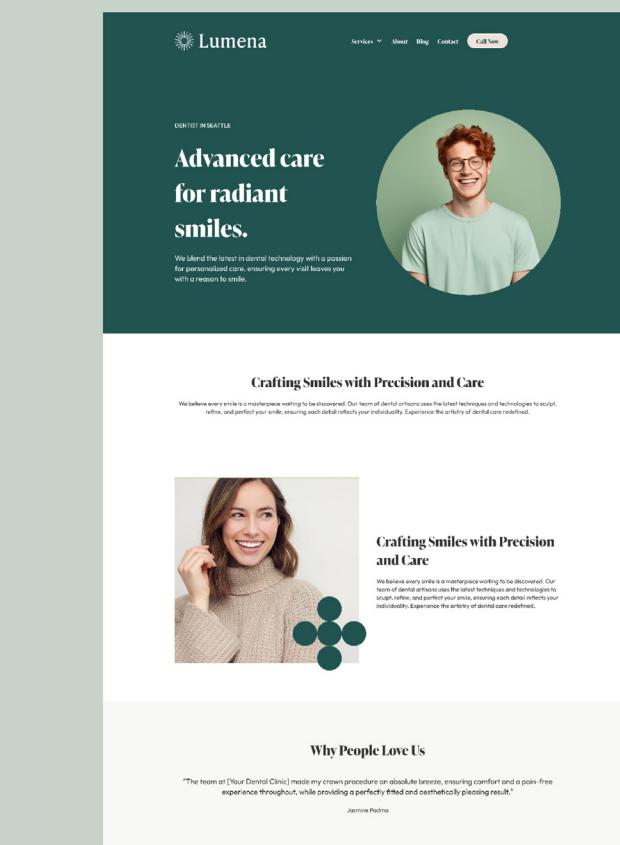
The Lumena look can be used to refresh your brand or as a full identity for rebrands, complete with the domain name [lumenadental.com](http://lumenadental.com). The name, which is available for use when paired with an active Patientli subscription, is evocative of the ideal outcome of great dentistry, a beautiful, luminous smile.

Explore this look or get started at [www.patient.li/looks/lumena](http://www.patient.li/looks/lumena)



Aa  
Headings

Bb  
Paragraph

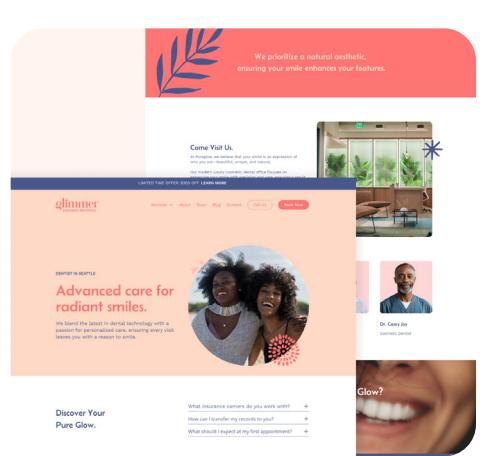
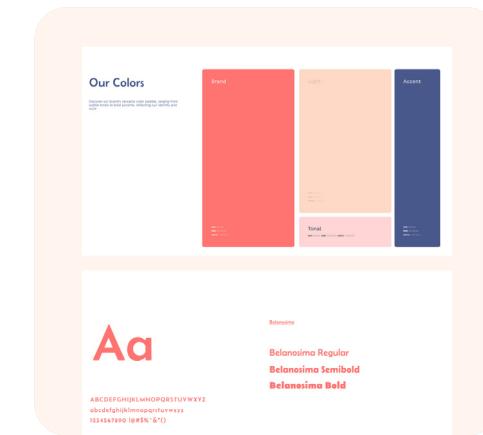
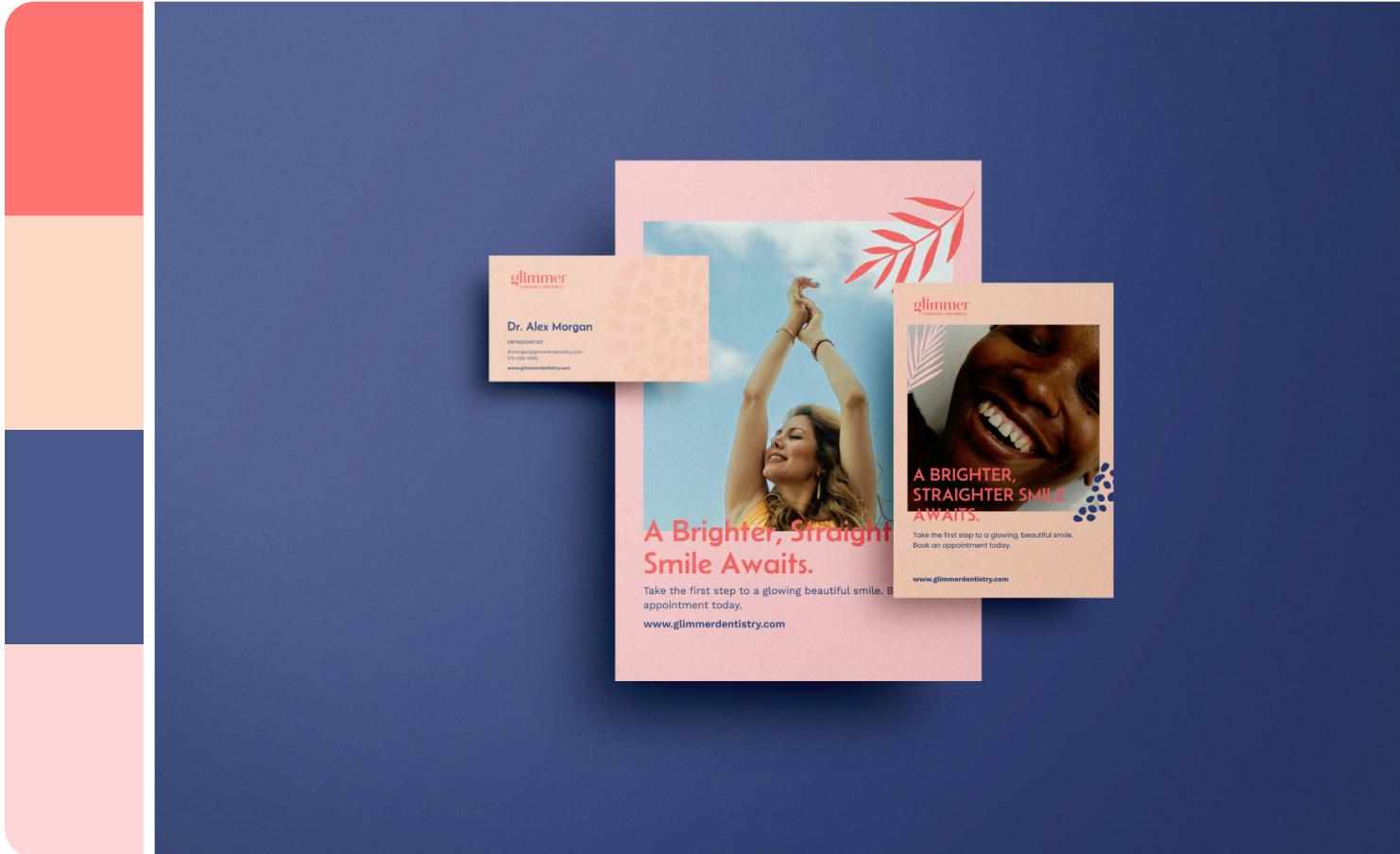
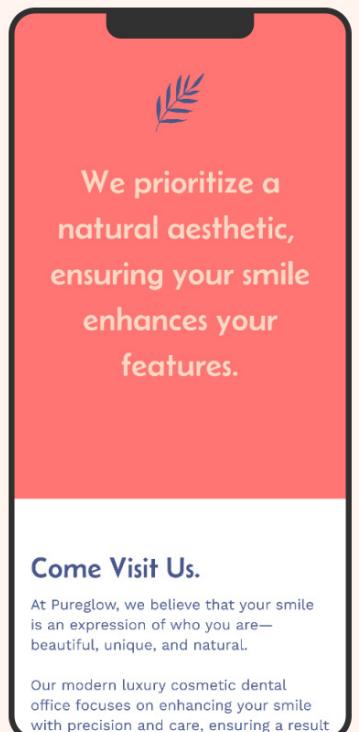
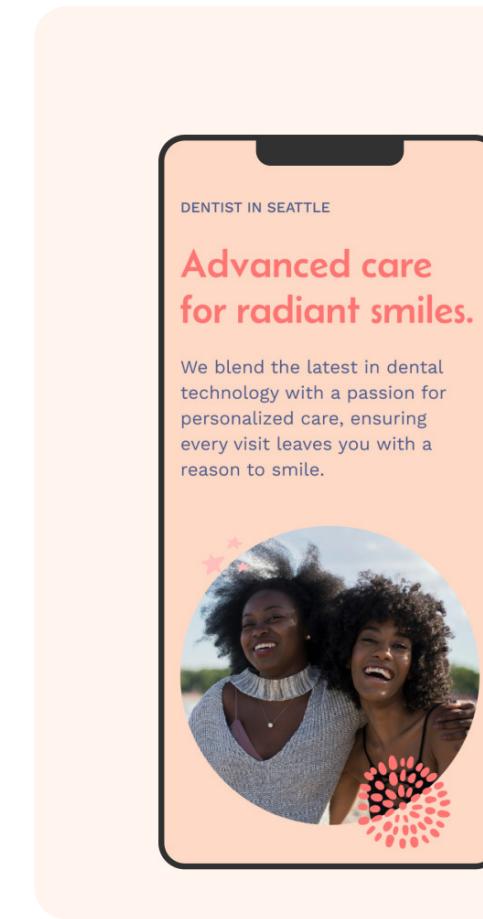


# Glimmer

Glimmer is a brand designed to make every patient smile confidently and beautifully. This feminine-focused look utilizes a palette of bright and airy pinks, alongside calming neutrals and pops of contrasting blues. Playful visual elements and confident portrait photography create a vibe that's both empowering and approachable.

Embrace the Glimmer look as-is or with customizations to its color palette and visual elements to create a brand that reflects your unique style. Or, for a complete transformation, go all in and adopt the full Glimmer identity, name and domain ([glimmersonic.com](http://glimmersonic.com) or [glimmerdentistry.com](http://glimmerdentistry.com)) for a brand that truly shines.

Explore this look or get started at [www.patient.li/looks/glimmer](http://www.patient.li/looks/glimmer)

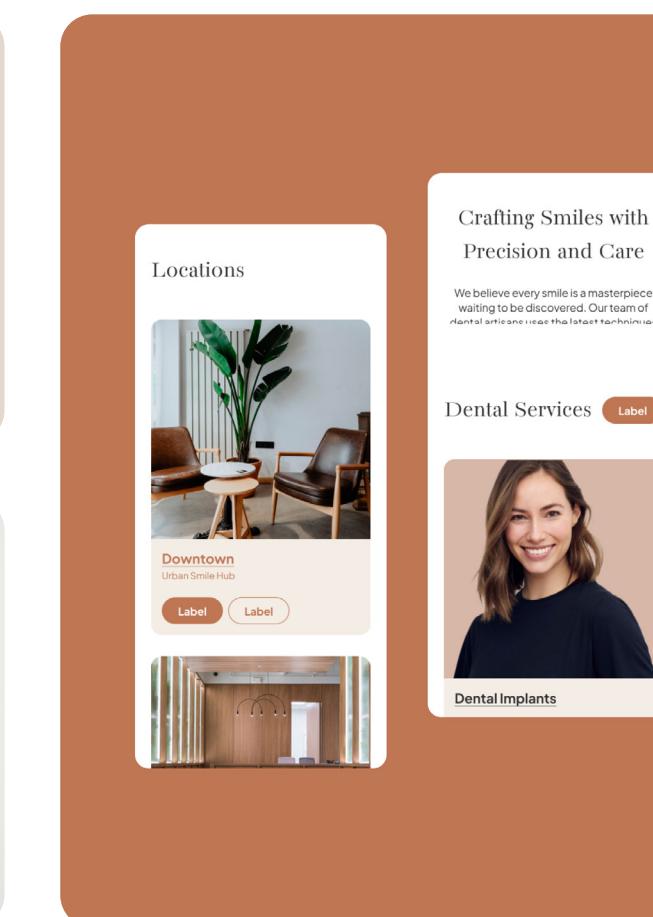
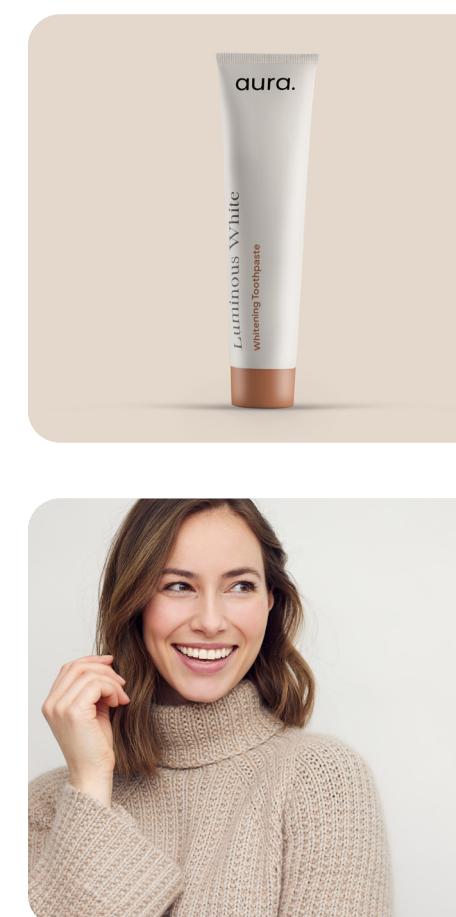
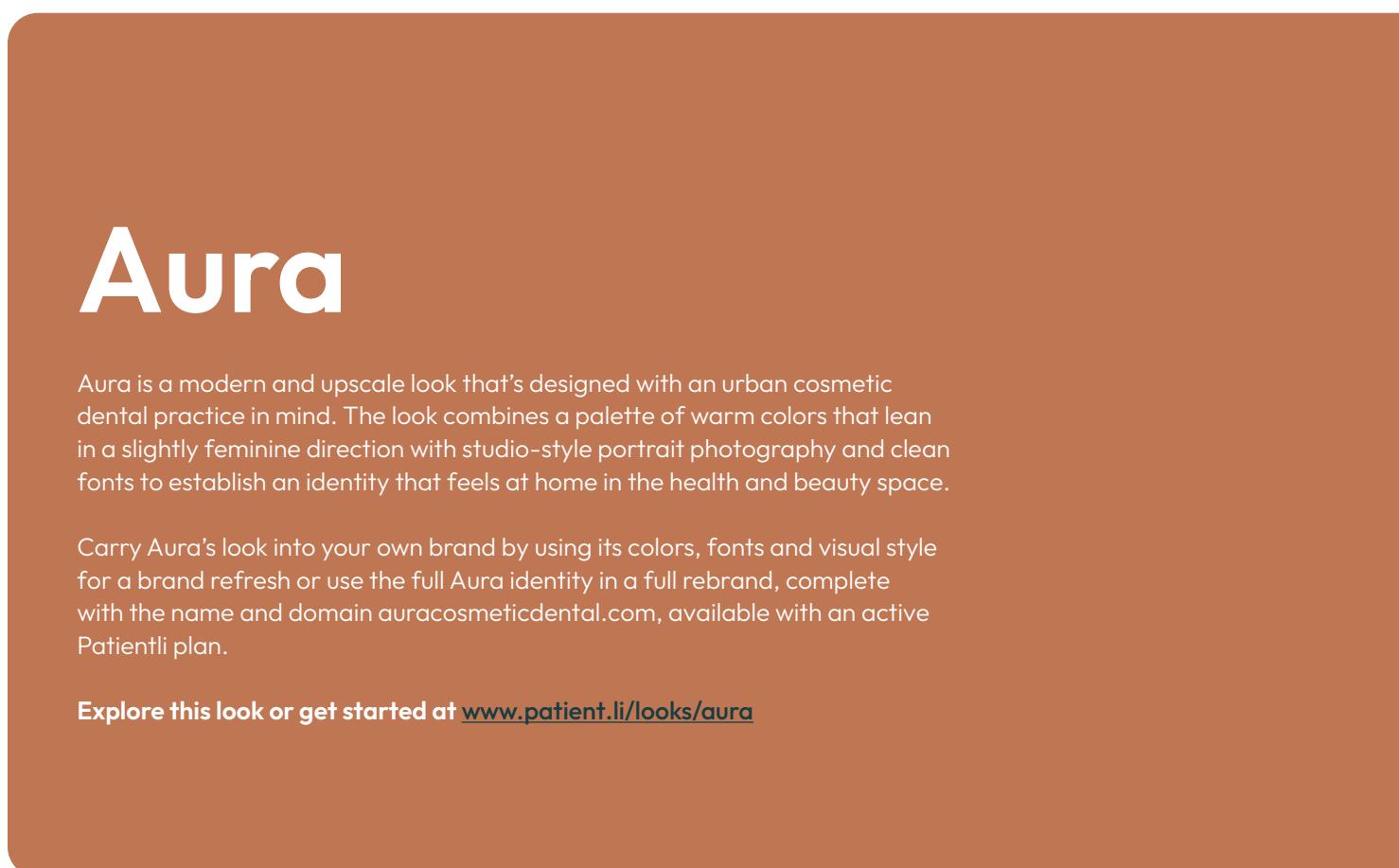
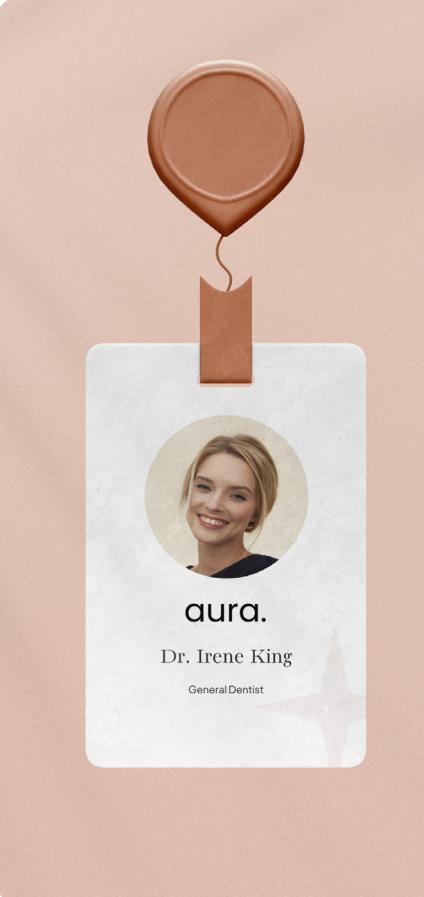
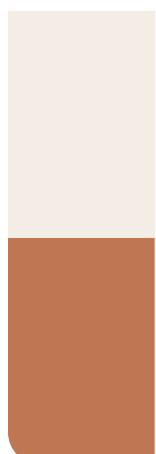
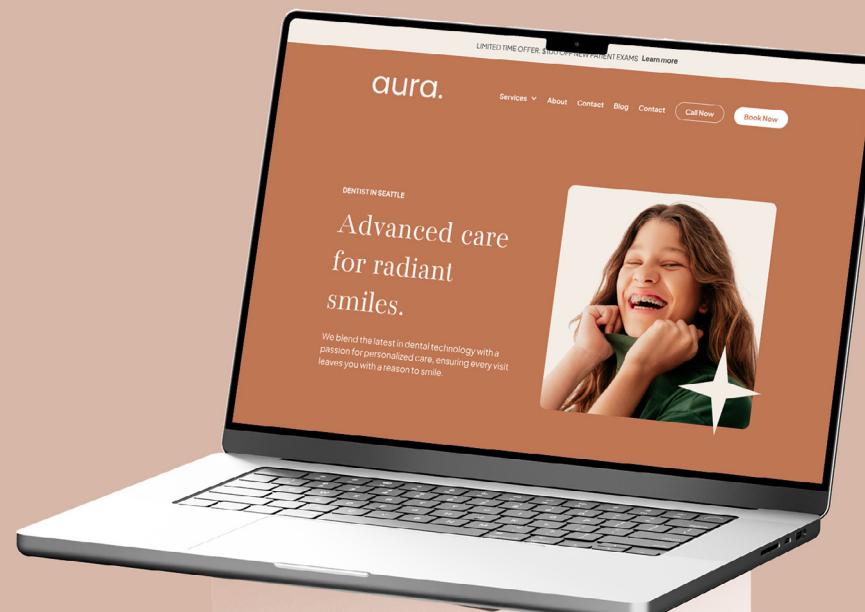


# Aura

Aura is a modern and upscale look that's designed with an urban cosmetic dental practice in mind. The look combines a palette of warm colors that lean in a slightly feminine direction with studio-style portrait photography and clean fonts to establish an identity that feels at home in the health and beauty space.

Carry Aura's look into your own brand by using its colors, fonts and visual style for a brand refresh or use the full Aura identity in a full rebrand, complete with the name and domain [auracosmeticdental.com](http://auracosmeticdental.com), available with an active Patientli plan.

Explore this look or get started at [www.patientli.com/looks/aura](http://www.patientli.com/looks/aura)

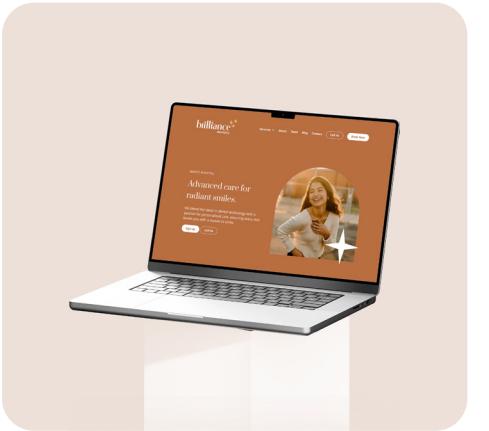


# Brilliance

Brilliance is a look that utilizes a color palette of earth tones and a photography style that's bathed in warm, natural light to strike a grounded, organic appearance fit for a practice focused on enhancing natural beauty.

Incorporate the Brilliance look as-is or with customizations to its colors, fonts and photo styles to refresh your current visual identity without changing your name. Or, embrace a complete transformation by adopting the full Brilliance identity, name and domain (brillancedentist.com) to cultivate a brand that connects with patients seeking a beautiful, healthy smile.

Explore this look or get started at [www.patient.li/looks/brilliance](http://www.patient.li/looks/brilliance)



A dark green vertical bar is positioned to the left of a screenshot of the Brilliance dentistry website. The website has an orange header with the "brilliance dentistry" logo. Below the header, there is a section titled "DENTIST IN SEATTLE" with the subtext "Advanced care for radiant smiles." and a "Sign Up" button. To the right of the website screenshot, there is a large orange starburst graphic.

A screenshot of the Brilliance dentistry website homepage. The header features the "brilliance dentistry" logo. Below the header, there is a section titled "DENTIST IN SEATTLE" with the subtext "Advanced care for radiant smiles." and a "Sign Up" button. To the right, there is a circular image of a smiling woman and a starburst graphic. At the bottom, there is a section titled "Crafting Smiles with Precision and Care" with a "Learn More" button.

A smartphone is shown displaying a mobile application interface. The screen has a warm orange and yellow color scheme. It features a large image of a smiling woman at the top, followed by text: "Advanced care for radiant smiles." and "We blend the latest in dental technology with a passion for personalized care, ensuring every visit leaves you with a reason to smile." Below this are two buttons: "Sign Up" and "Label". At the bottom is another circular image of a smiling woman with a starburst graphic.

A smartphone is shown displaying a mobile application interface. The screen has a warm orange and yellow color scheme. It features a large image of a smiling woman at the top, followed by the title "Dental Filling Process: A Step-by-Step Guide" and a detailed paragraph about the process. At the bottom is another circular image of a smiling woman with a starburst graphic.

A dark green vertical bar contains two examples of text styling. The first example, "Aa Headings", shows a large, bold, white sans-serif font. The second example, "Bb Paragraph", shows a smaller, regular white sans-serif font.



A dark green vertical bar contains a graphic of a professional ID badge. The badge is orange with a gold border. It features a circular photo of a woman, the text "brilliance dentistry", "Dr. Irene King", and "General Dentist". Above the badge is a gold wax seal.

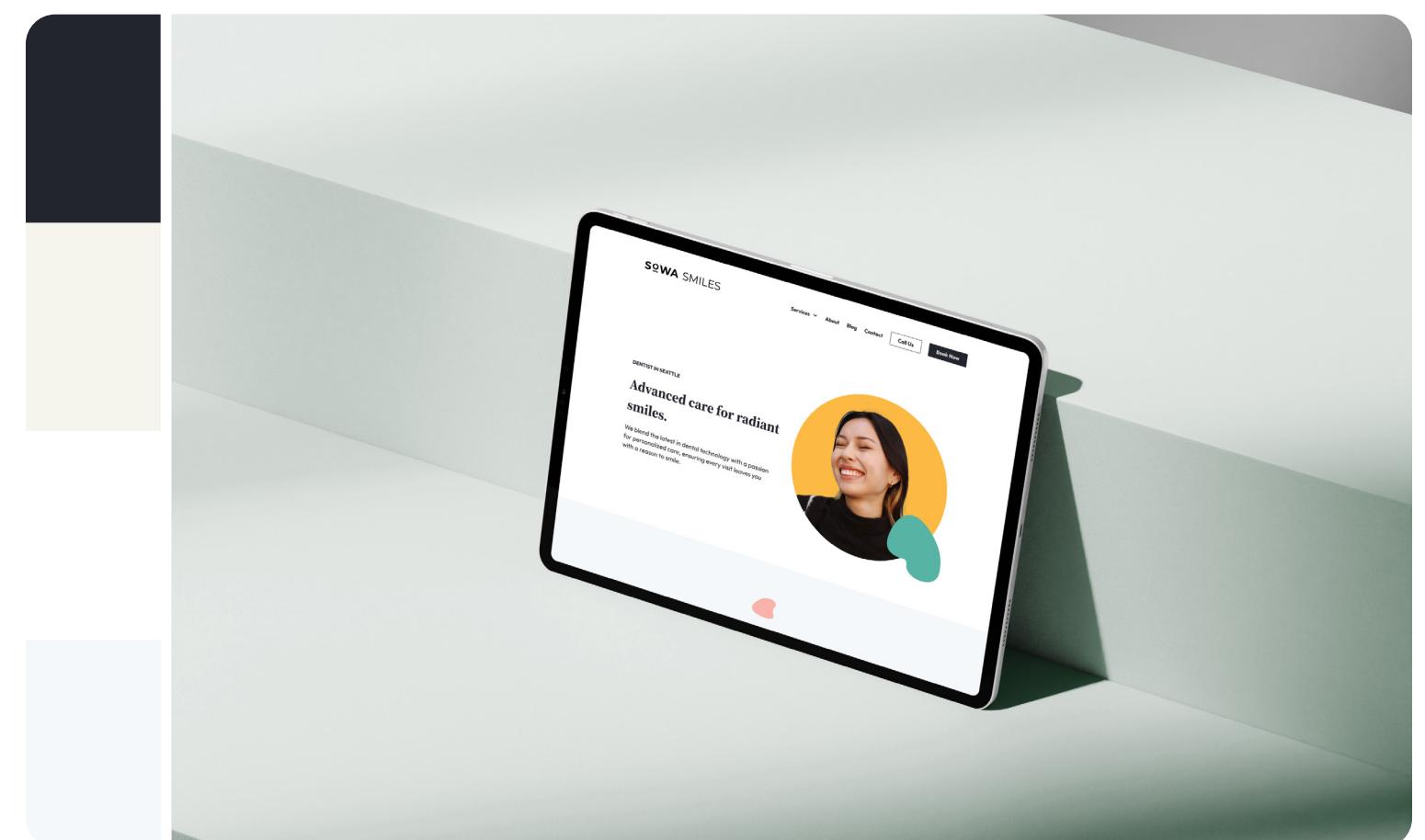
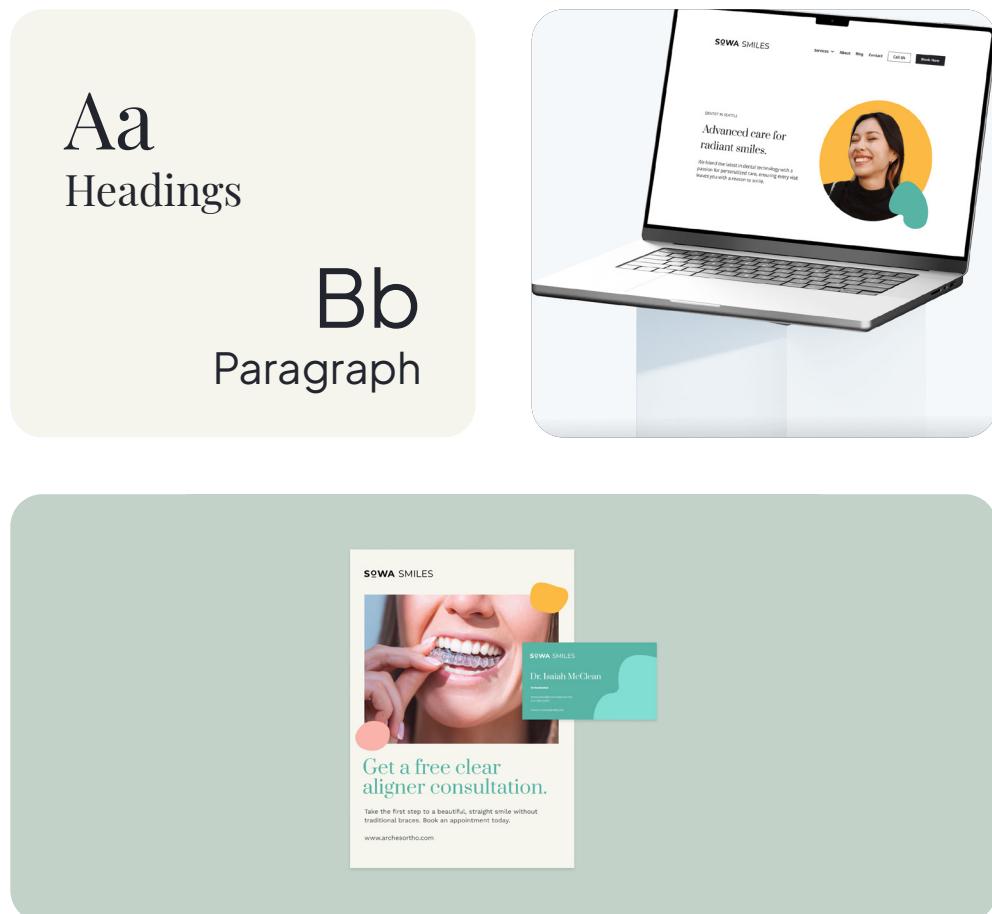
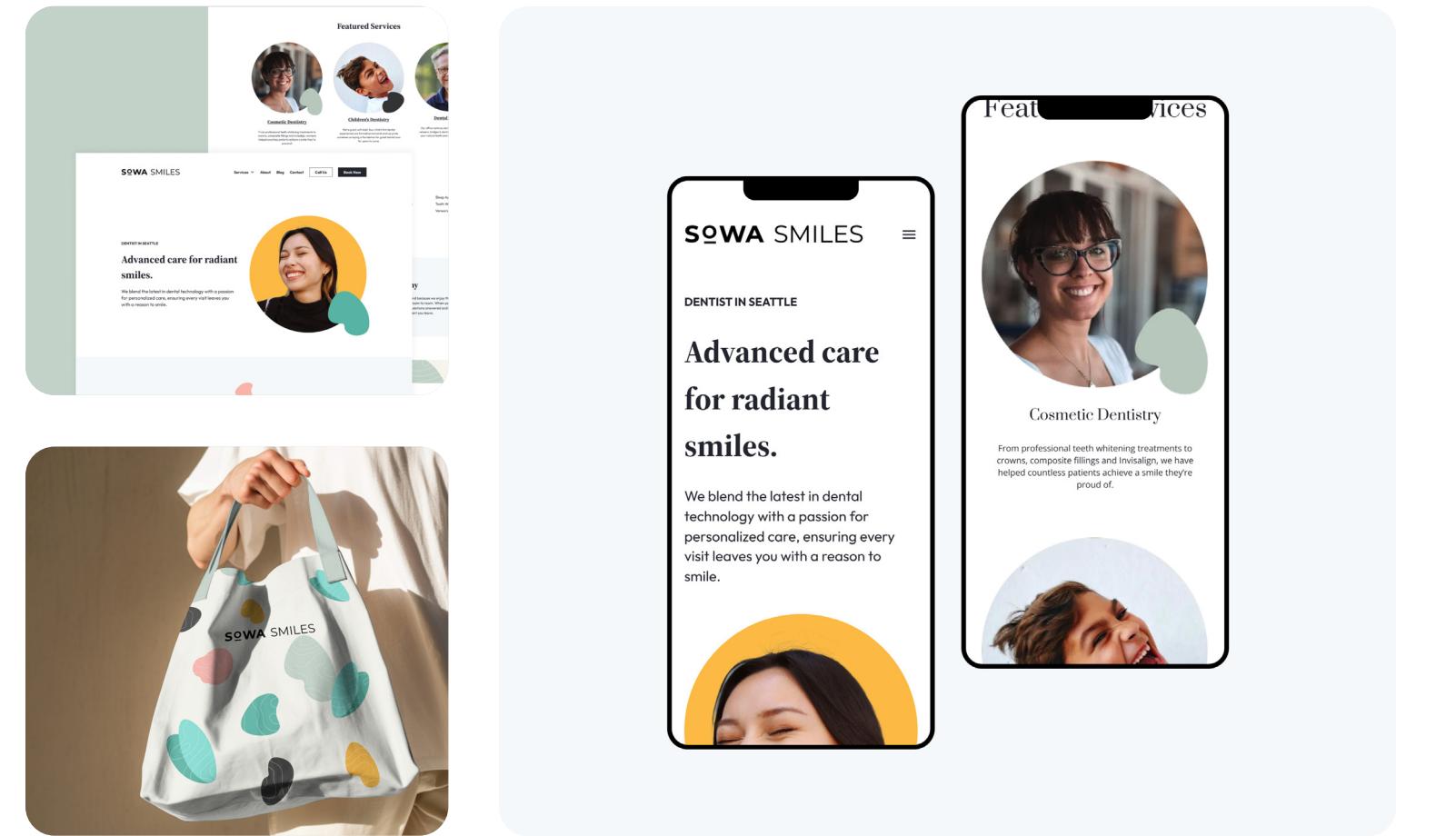
A large, solid orange rectangular area. In the center, the "brilliance dentistry" logo is displayed in a white, stylized font with three small gold starburst icons above the letter "i".

# Enhance

Enhance is a look that injects a touch of artistic flair into the dental experience. This look utilizes a bold foundation of bright whites and contrasting blacks, allowing vibrant pops of color to take center stage. Modern, geometric fonts and an image style of portraits set against brand-colored backgrounds create a cohesive aesthetic, reminiscent of a happening art studio.

Embrace the Enhance look as-is or with customizations to its colors, fonts and photo styles to refresh your current visual identity without changing your name. For a complete transformation, go all-in and adopt the full Enhance identity, name and domain ([enhancedentalstudio.com](http://enhancedentalstudio.com)) to cultivate a brand that stands out from the crowd.

Explore this look or get started at [www.patient.li/looks/enhance](http://www.patient.li/looks/enhance)

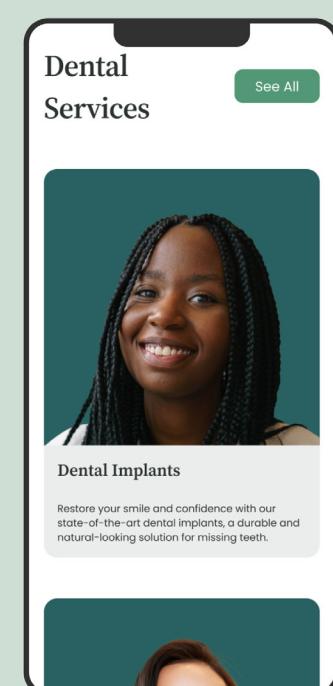
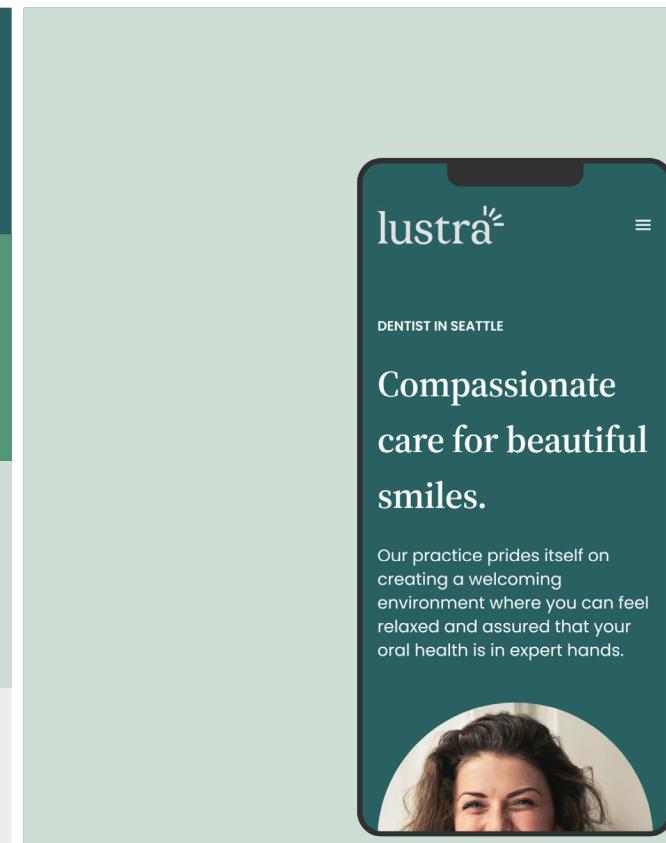
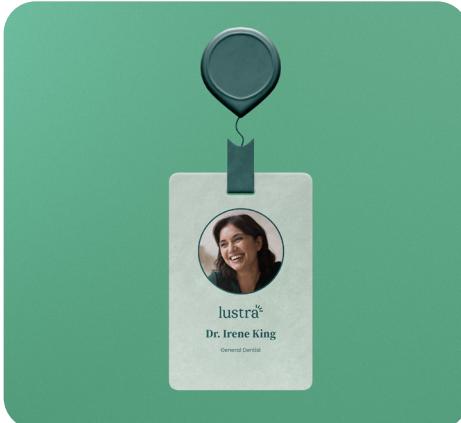
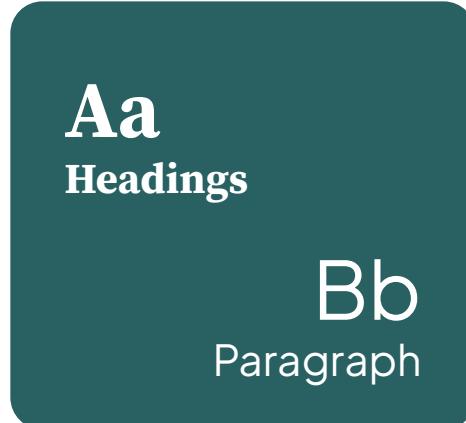
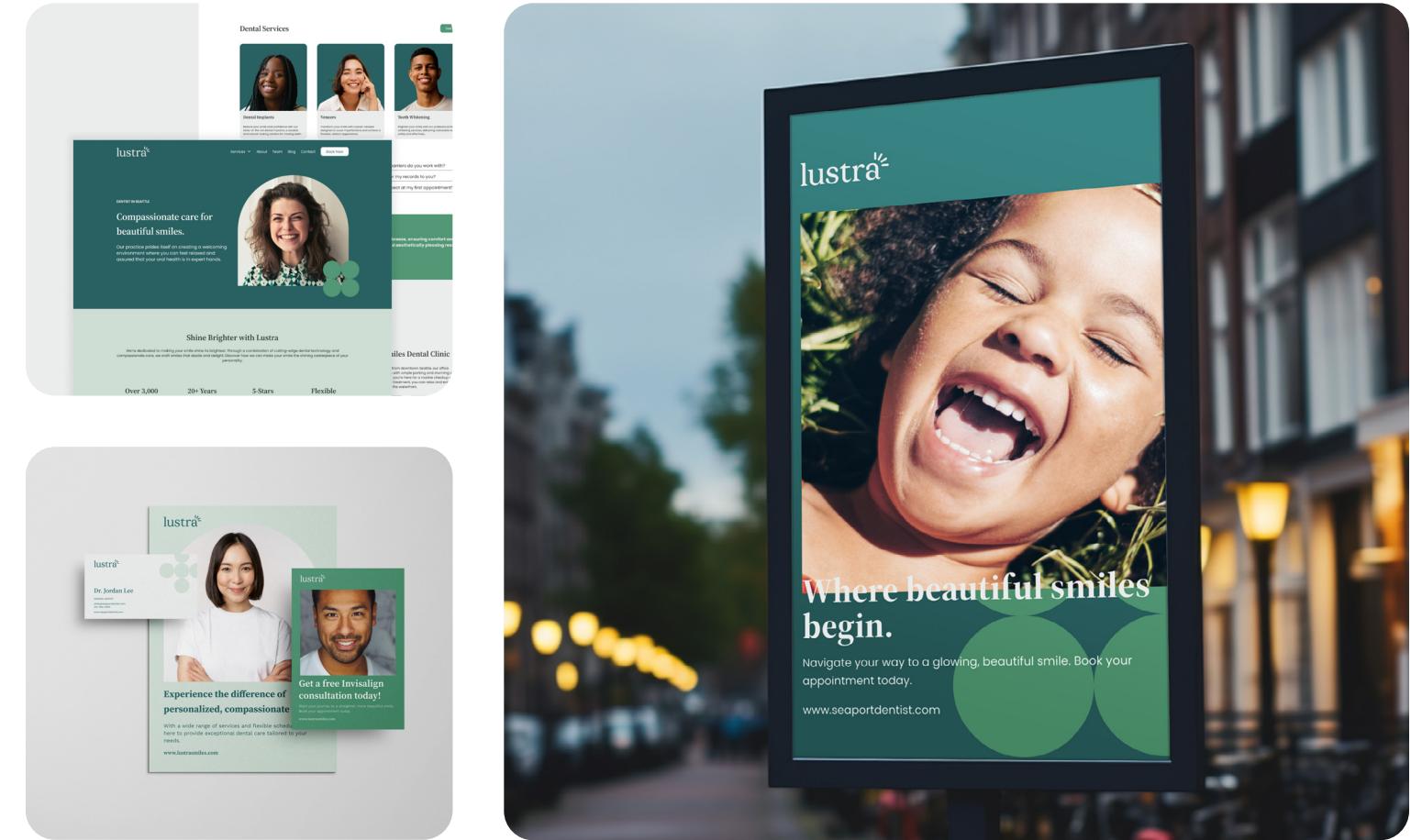


# Lustra

Lustra is a look that exudes a sense of calm and modern personality. This look utilizes a monochromatic green color palette, leaning towards lighter shades to create a refreshing and calming feel. Fresh serif fonts and playful “shine” ornaments add a touch of fun and approachability, making Lustra a look that feels welcoming and positive.

Embrace the Lustra look as-is or with customizations to its color palette, fonts and photo style to create a brand that reflects your unique style. Or, for a complete transformation, adopt the full Lustra identity, name and domain ([lustrasmiles.com](http://lustrasmiles.com)) for a brand that shines.

Explore this look or get started at [www.patient.li/looks/lustra](http://www.patient.li/looks/lustra)

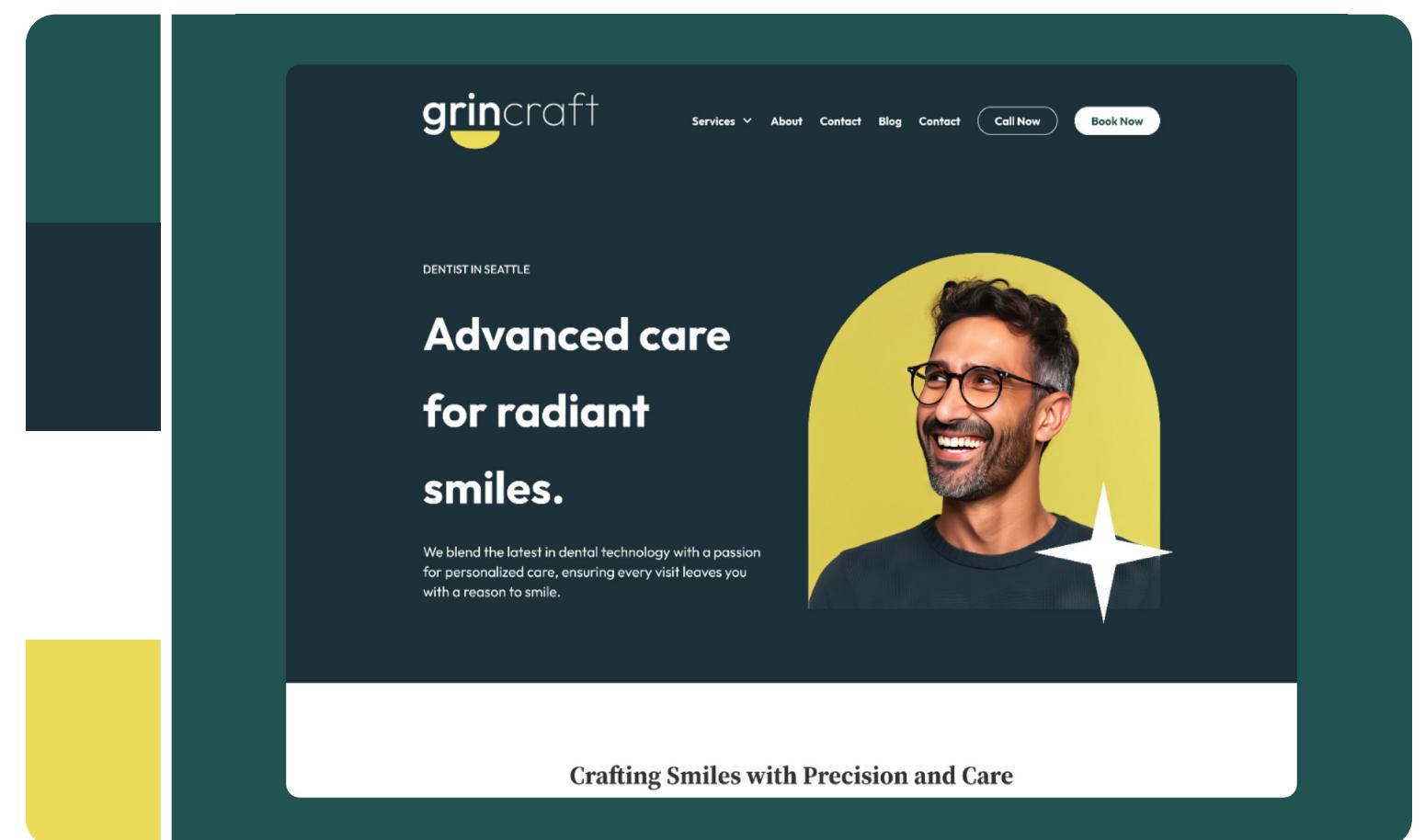
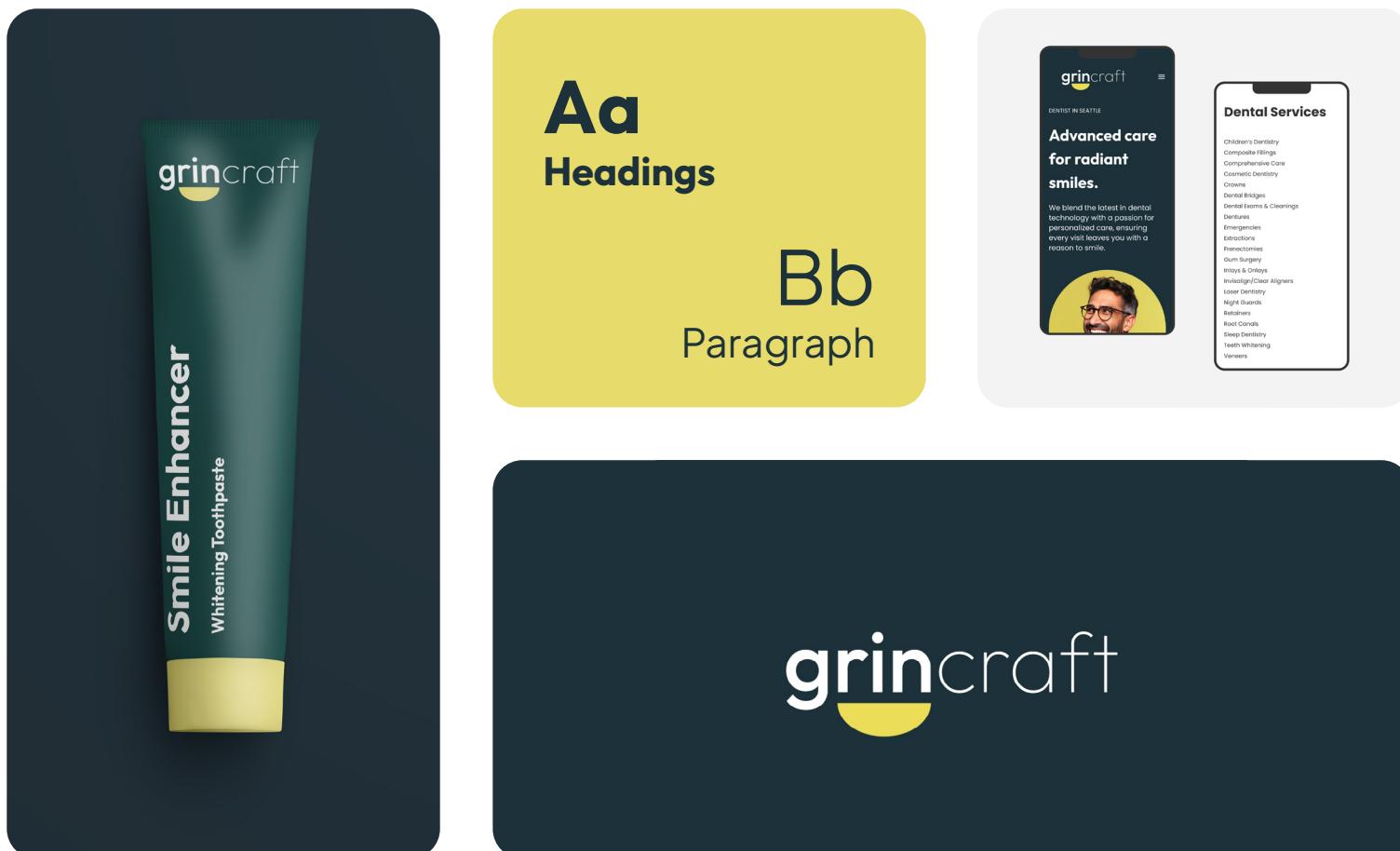
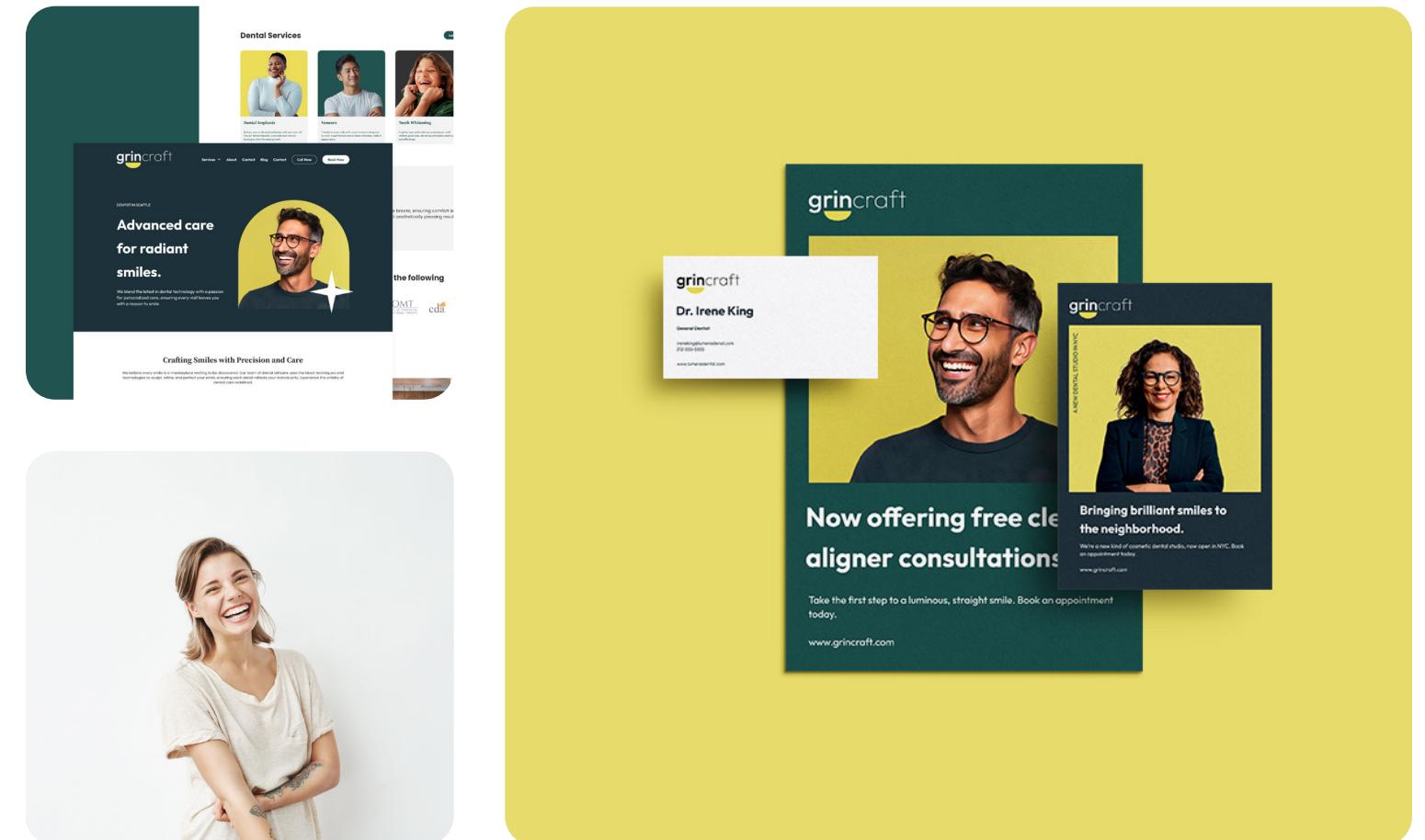


# Grincraft

Grincraft is a look that's bursting with modern personality. This look utilizes a bold, monochrome green color palette of greens with a pop of neon for an attention-grabbing twist. Sans-serif fonts and a portrait style set against branded backgrounds create a clean and energetic aesthetic.

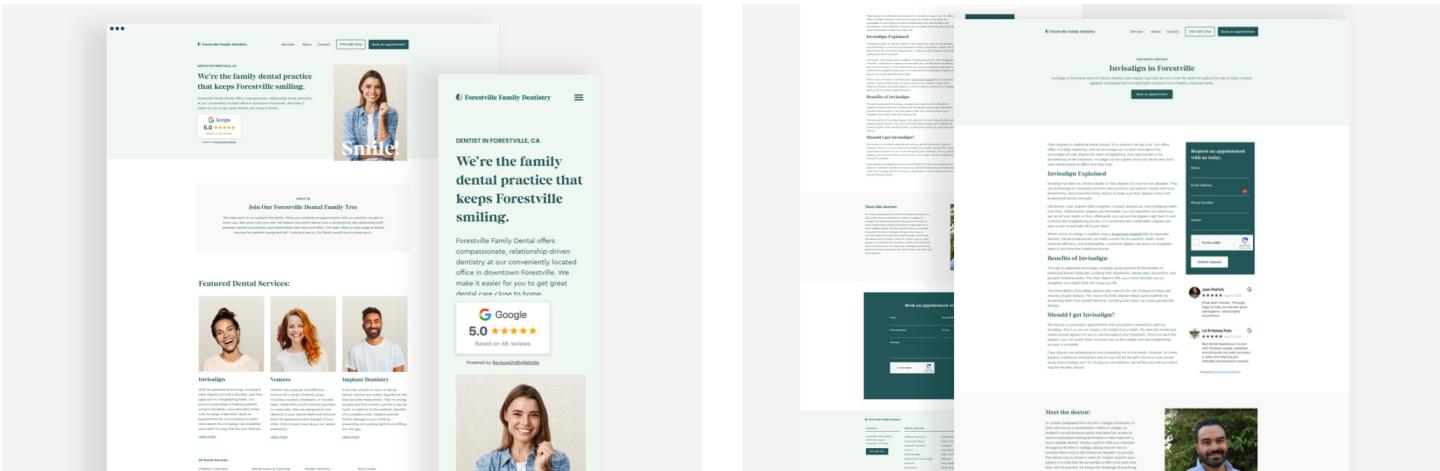
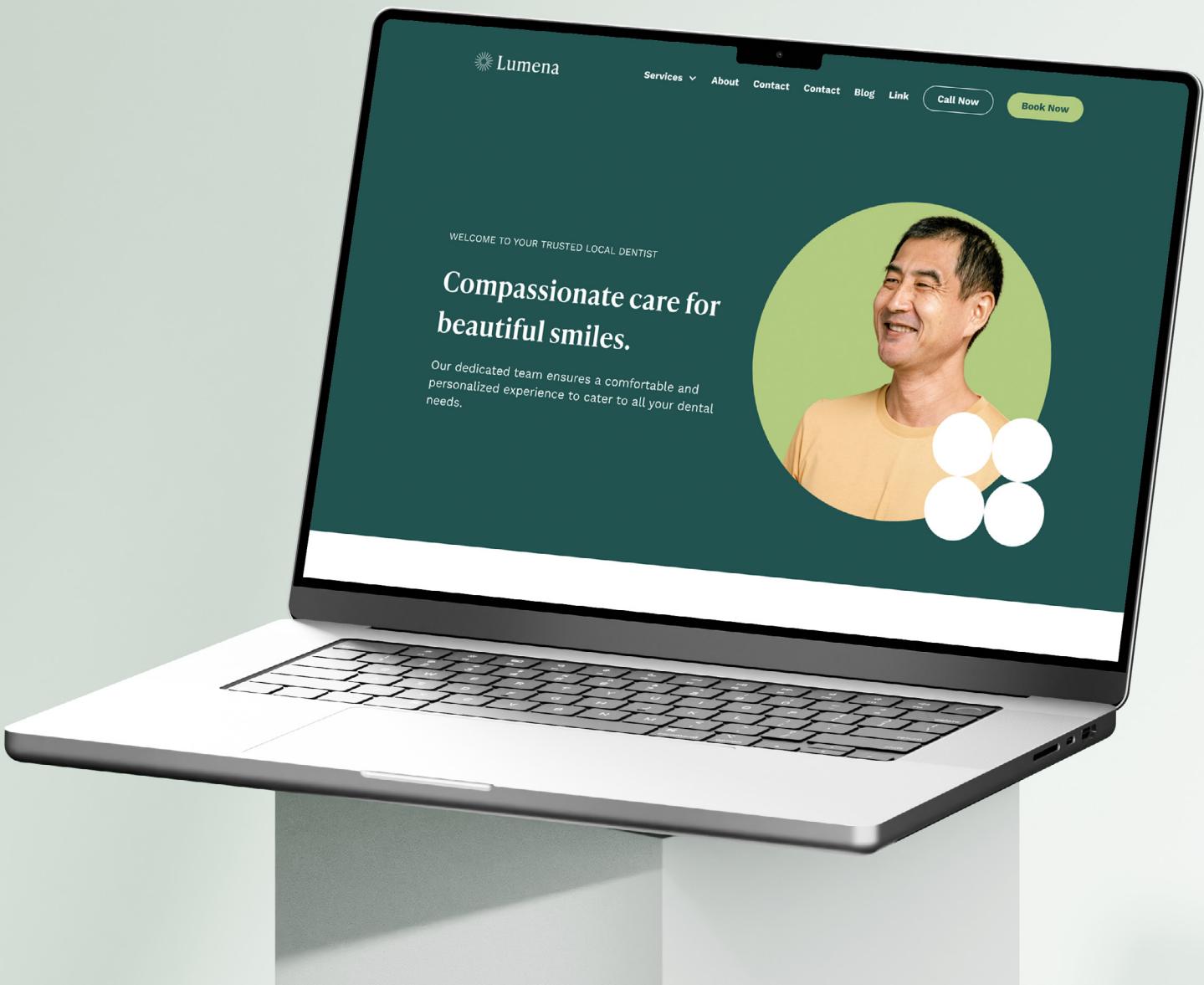
Incorporate the Grincraft look into your existing brand as-is or with customizations to its color to create a brand that reflects your unique style. Or, for a complete transformation, go all in and adopt the full Grincraft identity, name and domain (grincraft.com) for a one-word brand that's easy for patients to remember, type into their web browser and tell their friends about.

Explore this look or get started at [www.patient.li/looks/grincraft](http://www.patient.li/looks/grincraft)



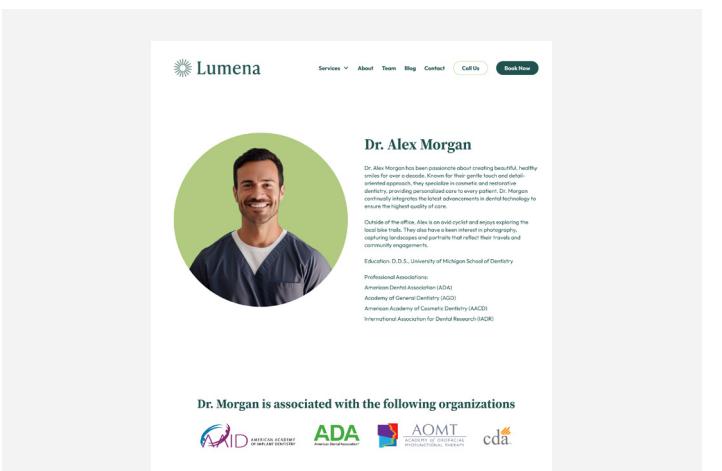
# The elements of an effective dental website

Long before a patient ever meets you, they'll see your website. A great website is more than a great first impression-- it's the foundation for your entire marketing strategy, serving as the hub for SEO-optimized content, landing pages for ads and helpful content for patients. Turn your dental website into a patient-attraction machine with these essential elements.



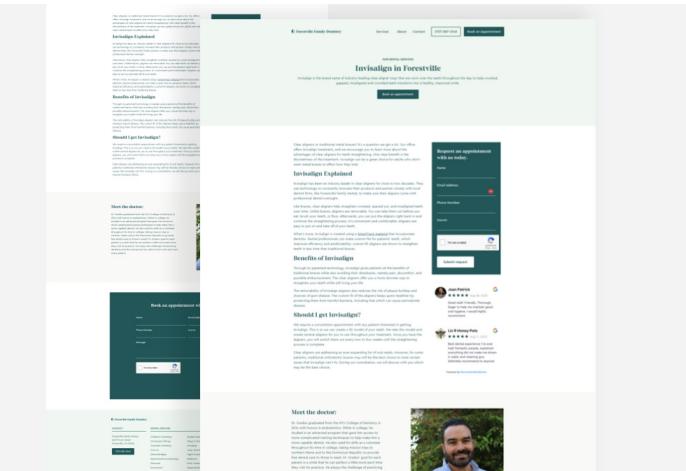
## Homepage:

Your site's homepage is the first impression most patients will have of your business. It's also the most powerful page on your website from an SEO perspective. Effective homepages should have high quality, compelling imagery but they need to include more than just slick videos and imagery. Instead, including sufficient amounts of text about what your practice does and the services it offers can help the site appear in more searches, resulting in more patients.



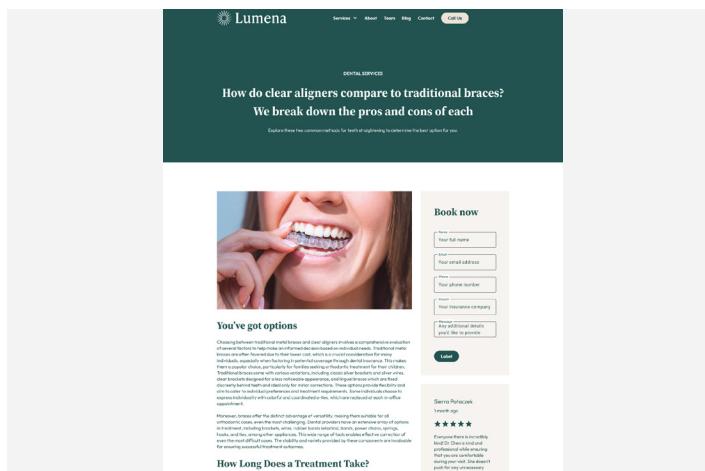
## Provider Profile Pages:

Provider profiles are some of the most visited pages on a dental website. They build trust and connection with patients by showcasing your team's expertise and experience. The best provider pages include photos, a detailed bio and trust indicators like education and professional association memberships.



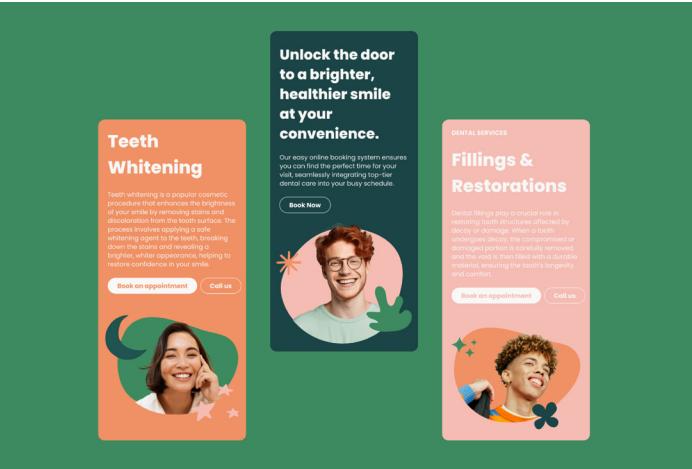
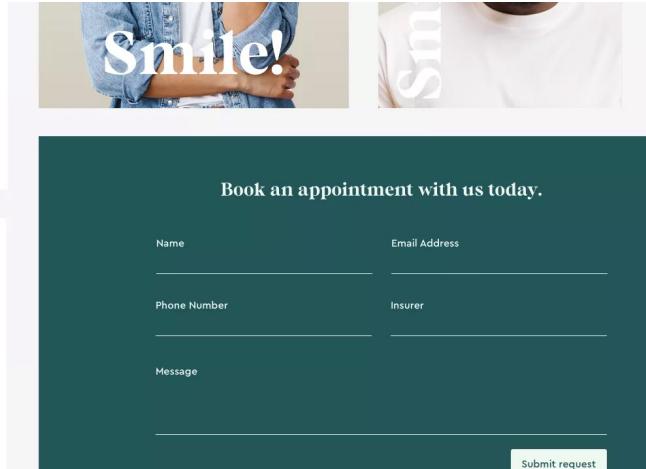
## Service Pages:

Sure, everyone wants their website to appear when someone looks for a dentist in their town. But the best patients often know what they want and search for specific treatments. Websites that include a dedicated page for each service are likelier to appear in search when patients search for a procedure or treatment by name, fulfilling a vital role in your SEO strategy.



## Blog Posts:

Blogs are excellent, SEO-friendly content that can also help increase treatment acceptance. The most effective blogs allow patients to self-educate at their own pace, explaining symptoms, treatments and conditions and addressing concerns, FAQs or barriers to treatment.



#### Clear Contact & Booking Options:

It goes without saying-- filling your schedule with appointment bookings from high quality patients is why you have a website, so getting in touch should be an easy and prominent option on every page. While younger patients prefer online booking, older patients prefer calling. The most effective websites include both options.



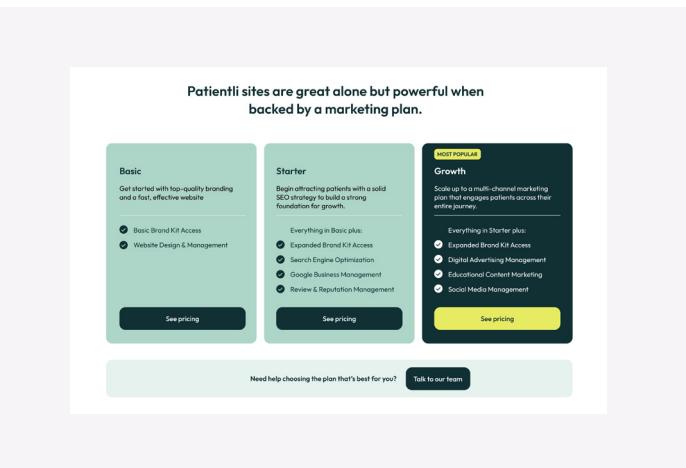
#### Fast Load Speeds & Accessibility:

If a patient can't load your website quickly, especially when they're off wifi on a mobile connection, they're far more likely to consider another practice instead. But fast loading isn't just about patient experience-- it's an SEO factor and search engines are more likely to display high-performing sites.

#### A Solid Marketing Plan:

In competitive markets, simply having a website isn't enough and even the best websites need effective marketing to be found by patients. A well-defined marketing plan is essential for driving traffic, attracting new patients, and maximizing your online presence. **See Patientli's marketing plans on the inside back cover.**

Patientli websites are built to impress patients and rise to the top of search results, so they come standard with everything mentioned in this article. Explore available website looks, layouts and plans at [www.patient.li/looks](http://www.patient.li/looks)



# Build a foundation for growth with a website from Patientli today.

Website plans from \$999/mo

Fully-customizable designs

Launch in 14 days

#### Better by design

Patientli websites are designed to captivate and attract new patients. Our creative team meticulously selects images, colors, fonts, and content to ensure your brand resonates with patients and stands out from the competition.

#### Managed for you

Our team handles everything, ensuring your website is always up-to-date and engaging. We provide all the necessary content and images to make your website stand out. Plus, with free unlimited updates, you can easily add new information and keep your online presence fresh.

#### Great, not just great-looking

Our website designs are data-driven. We leverage insights from successful websites across our network to create a winning formula for your practice. This ensures your website not only looks fantastic but also effectively attracts and converts new patients.

#### Grow your practice. Don't outgrow your website.

Patientli websites are SEO-ready and designed to seamlessly integrate with all our marketing plans. Whether you're a new practice starting small or an established practice seeking to expand, our websites & plans are designed to empower your growth.

Learn more and browse designs at [www.patient.li/websites](http://www.patient.li/websites)



patient.li

# Demystifying SEO: An intro to the most powerful tactic for practice growth.

With over three-quarters of patients beginning their healthcare journey with an online search, Search Engine Optimization (SEO) is no longer an option for healthcare practices – it's a necessity. However, misconceptions and a lack of understanding about SEO among practice owners has created a landscape filled with companies that may not always deliver on their promises. This guide will equip you with the knowledge to make informed decisions about this crucial marketing strategy.

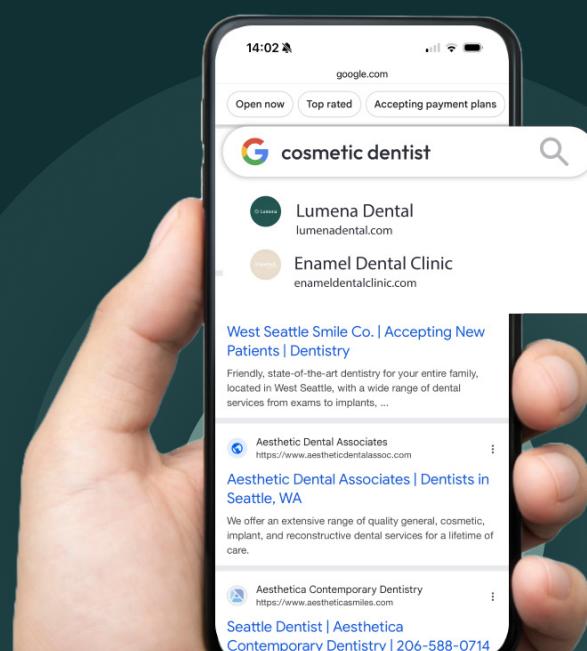
77%

of patients perform healthcare related internet searches prior to booking an appointment with a provider.

61%

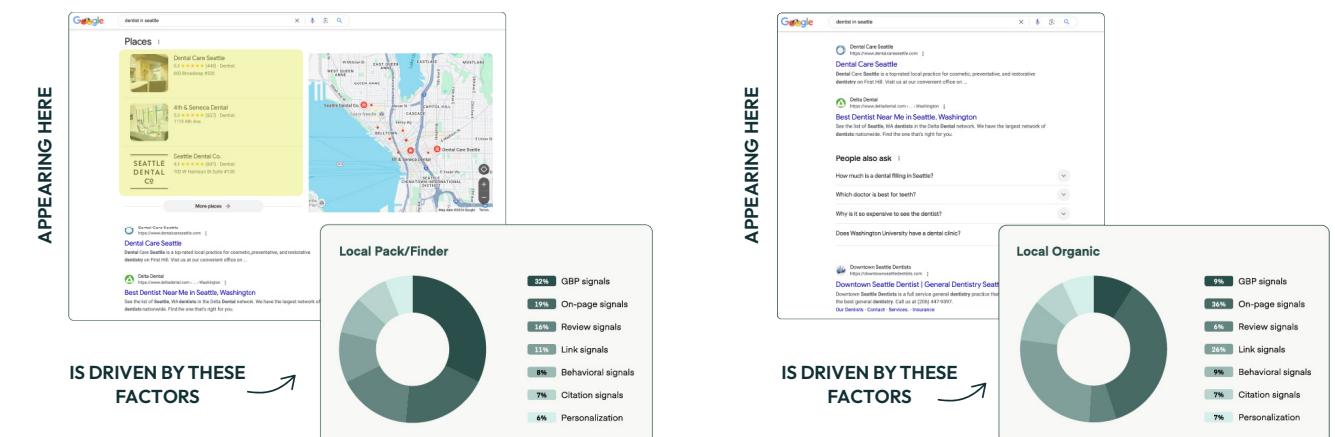
of patients evaluate 2+ provider websites before booking an appointment

- Google



## What is SEO? And What Does it Take to Do It?

SEO is the process of optimizing your practice's online presence to improve your search engine rankings. When a patient searches for a dentist in their area, a specific condition, or a particular treatment, search engines strive to provide the most relevant results. SEO aims to ensure your practice appears prominently in these search results, increasing the likelihood of patients visiting your website, considering your services, and ultimately, booking appointments.



## What Makes SEO So Powerful?

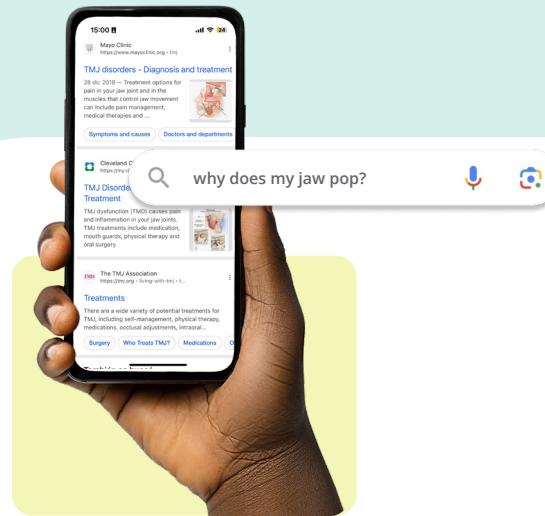
Search engines are intent-based platforms. This means patients use them with a specific purpose in mind, such as finding a solution to a health concern or locating a qualified provider. Unlike awareness-based channels like social media or traditional advertising, where patient engagement may be more passive, search engines attract patients who are actively seeking solutions and are therefore more likely to take action sooner.

SEO provides long-term, sustainable growth by consistently positioning your practice in front of patients actively seeking your services. While awareness-based tactics play a role in building brand recognition, SEO is a foundational strategy for any successful healthcare marketing plan.



# What Does Research Tell Us About How Patients Use Search Engines to Find Care?

Each year, a mind-blowing 100 billion healthcare-related Google searches are made. This provides healthcare marketers with a lot of aggregated data to help us understand the patient decision-making process and to build SEO strategies around it.



The modern patient journey is highly personalized. Online search empowers patients to independently explore their health concerns, formulating unique queries based on their specific needs and evolving understanding. A Google study revealed an astounding **4,000 distinct search paths undertaken by patients**, emphasizing the diverse and personalized nature of online healthcare research.

Highly engaged patients, particularly those who book appointments, rely heavily on search, conducting 3x more searches than those who don't. Google data reveals that appointment-bookers typically perform **15 searches before making a decision**, highlighting significant online engagement and presenting numerous opportunities for healthcare businesses to be discovered and considered by potential patients.

Patient search behavior evolves significantly throughout their healthcare journey. As they gather more information, their queries become increasingly specific. By understanding these shifts, healthcare practices can optimize their online presence to attract patients at every stage. Effective SEO strategies focus on creating valuable website content that addresses the evolving information needs of patients as they move closer to making a care decision.

## BUILDING AWARENESS

Patients search for:

Symptoms Conditions

How to stand out:

Blog Posts

If a patient is very early on in their information search, they may not yet be aware of the specific language for their condition or have knowledge of the names of specific treatments used.

Good SEO strategies lean on long form content like blog posts to provide patients with information about symptoms and conditions while positioning the practice as a good solution for treatment.

## IDENTIFYING SOLUTIONS

Patients search for:

Services Treatments

How to stand out:

Service Pages Google Business Profile

As patients gain knowledge, their searches become more specific. They focus on continuing to build understanding and on identifying practices which offer the services they need.

The best SEO strategies capture these high-intent searches by creating detailed content on their website and business profiles about each of the services they offer.

## NARROWING OPTIONS

Patients search for:

Particular Practices Specific Providers

How to stand out:

Service Pages Reviews

Provider Profiles Insurance & Payment Info

When nearing a decision, patients typically research specific practices that have caught their attention. They focus on factors like patient reviews, provider qualifications, insurance acceptance, location, and appointment availability.

## CARE ACCEPTANCE & RECALL

Patients search for:

Treatment Safety Info Coverage & Affordability

Value Recovery & Post-Treatment Expectations

How to stand out:

Blog Posts Testimonials Case Studies

Today's informed patients continue their research even after their initial appointment. This is particularly true when considering costly or complex treatments. Patients often use search to validate treatment recommendations, address concerns, and make informed care acceptance decisions.

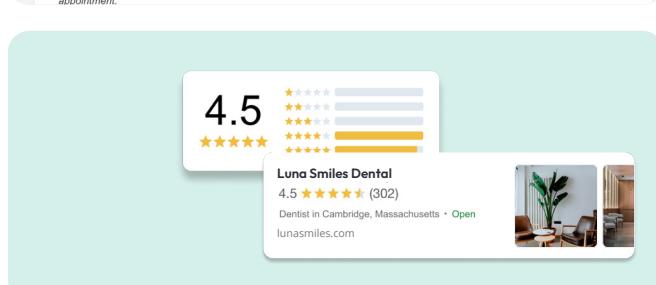
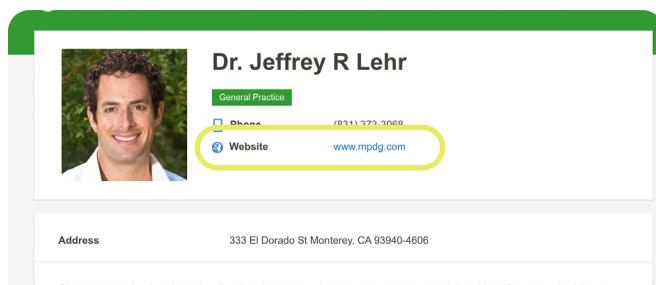
Providing comprehensive and easily accessible information empowers patients to make confident care decisions. This is essential for building trust, securing buy-in and ensuring patient satisfaction.

● Content offered in the Patientli Starter plan

● Content offered in the Patientli Growth plan

# 5 Ways Dental Practices Can Use SEO as a Tactic

Google is in the business of serving up the **best and most relevant results** for each search. In the most simple terms, the best SEO strategies align a business' website with these goals, by identifying the search terms that will result in new patients and then creating the **best and most relevant content** in order to appear in those search results. Here's how SEO strategies generally work:



## 1. Create A Website With Detailed Service Pages:

Ensure each service has a dedicated page on your website that clearly and thoroughly explains each treatment you offer and the conditions it treats. Each page should address both common search terms and specific patient concerns.

## 2. Cover Search Terms and Patient Needs:

Identify the search terms, symptomatic, treatment-oriented, and otherwise that patients are likely to use when searching for that service. Be sure to touch on those themes within your service page or within supporting blog posts about those important topics.

## 3. Optimize Technical Details:

Make it easy for search engines to understand your content by using on-page SEO practices, such as titles, descriptions, and headings that reflect your keywords. Ensure your site loads quickly, is mobile-friendly, and easy for search engines to read.

## 4. Build Credibility with Links:

Engage with your community on and offline to send signals of credibility. Join professional associations and chambers of commerce. Give to local causes. When possible ensure all of these actions result in a link to your practice's website from the website of the organization you're partnering with.

## 5. Win Maps Results with Reviews:

Develop a process to ask every patient for a review and respond to each and every one, positive or negative, to show patients reading the reviews that your business cares and professionally addresses feedback.



# Start attracting more patients with a search marketing strategy today.

## Be found when patients search

Achieve visibility at crucial stages in the patient journey with personalized search engine marketing strategies personalized to your unique needs and marketing maturity.

## Stand out for services you offer

Attract more of the patients you want with strategies that gear visibility towards services you specialize in or those with the highest production value.

## Achieve lasting visibility with SEO

SEO is about more than just rankings — it's a strategic investment in your practice's future that builds competitive advantage over time. We craft strategies that create long-lasting organic visibility, insulating your practice from rising ads costs and competition.

## Boost your results with Ads

Generate results faster, gain more control over your new patient numbers or squeeze out the competition by supplementing an SEO strategy with Google Ads. Available in our Growth package and higher.

# Take the first step towards *practice growth* with Patientli today.

Get started, book a demo or see more details about each service, all at [www.patient.li](http://www.patient.li)

**MOST POPULAR**

Basic	\$999/mo
Get started with top-quality look and a fast, effective website layout.	
<b>Basic Access to a Look</b>	
Start using a Patientli Look for your practice. Includes designs for a logo refresh, business cards and website.	
<b>Website Design + Management</b>	
A fast, mobile-optimized website that matches your Look. Includes all content, images, hosting, and unlimited updates.	

Starter	\$1,750/mo
Begin attracting patients with an SEO strategy to build a strong foundation for growth.	
<i>Includes everything in Basic plus:</i>	
<b>Expanded Access to a Look</b>	
Get access to design assets for your new services, like custom Google Business graphics, review request emails and flyers.	
<b>Search Engine Optimization</b>	
Be found and attract more patients with a fully managed organic search strategy for the office and each service offered.	
<b>Google Business Management</b>	
Stand out in more local searches with an optimized Google business profile, including updates to services and hours.	
<b>Review &amp; Reputation Management</b>	
Collect & manage patient reviews to harness the power of positive feedback and boost your local SEO strategy.	

Growth	\$3,000/mo
Scale up to a multi-channel marketing plan that engages patients across their entire journey.	
<i>Includes everything in Basic &amp; Starter plus:</i>	
<b>Full Access to a Look</b>	
Get full access to your Look with display ad designs, blog post images and social graphics.	
<b>Digital Advertising Management</b>	
Supercharge your visibility with a paid media strategy on Google, Facebook and Instagram.	
<b>Educational Content Marketing</b>	
Empower more patients to confidently accept care recommendations with condition and treatment explainers on your blog.	
<b>Social Media Management</b>	
Build a social presence, educate patients and establish familiarity with your team with weekly posts on your Facebook and Instagram.	

## All Patientli plans feature:

### No long commitments

We're confident you'll love our services, so we offer monthly billing and easy cancellations if we're not a fit.

### Access to a Look and website layout

Great branding inspires patient confidence and loyalty, which is why we offer access to a top-quality look and website with every plan.

### Clear & transparent results reporting

Stay in the loop on how your strategies are performing with an always-on dashboard and monthly emails that break down your results in plain English.

### Patientli's research-based approach

All of our plans include a marketing approach that's based on search data and research about how patients find providers.

### Access to our small, awesome team

Have a question or need a hand? Our team is always here to help.

\* Cost of ads are billed in addition to your plan



Patientli is a marketing, website and branding service designed just for dentists. With Looks and marketing plans for practices of all types and sizes, Patientli can help you stand out and start attracting more patients today.