

Language Audit Report

We have generated this report to identify areas within your website content that may contain spelling, grammatical, or potential GDC compliance issues. While not all highlighted points will require action, it is essential to remain mindful of the General Dental Council's (GDC) guidelines on ethical advertising.

The GDC strictly prohibits any claims or language that suggest superiority over other dental professionals, such as terms like "best" or "finest," unless these are appropriately contextualised and factual. Additionally, the term "specialist" is a protected title and may only be used by dentists listed on a GDC specialist register. Where this term appears, we encourage you to reconfirm its appropriate use. Terms like "expert" are also not permitted to describe dental professionals, as they may create unjustified expectations or mislead patients.

All advice within this report is provided in good faith to help ensure your content is accurate, professional, and fully compliant with GDC regulations.

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