

# Dental Office WebSite



**THE MODERN MEDICAL INDUSTRY GETS  
MORE COMPETITIVE EVERY DAY.**

**YOUR MEDICAL WEBSITE MUST KEEP UP  
WITH MODERN STANDARDS IN ORDER TO  
HELP YOUR BUSINESS.**

# 6 important points to follow



- 1 - Creating a Custom Website
- 2- Adhering to a Modern Layout
- 3 - Ensuring Superb Navigation
- 4 - Optimizing and Localizing Your Content
- 5 - Focusing on a Niche
- 6 - Updating in a Dynamic Way

# 1- Creating a Custom Website



- If you are tempted to download a template and fill in the blanks to try to save money, forget it.
- there are many free templates that supposedly appeal to the layout of a medical website, many of them are old.
- Take the time to create a website with a custom look that will attract your customers for years to come, even if it costs a bit more upfront.

# 1 b - Creating a Custom Website



- Also, you do not know how many other doctors have downloaded the same free template.
- The last thing you want is to create a website that looks exactly like someone else's website.

## 2- Adhering to a Modern Layout



- A modern layout means following trends without copying the look of any of your competitors.
- For instance, big backgrounds that work well on mobile phones is a great idea that people believe in.

## 2 b - Adhering to a Modern Layout



- People prefer to scroll up and down rather than from side to side in columns.
- Also, navigation bars across the top of the site with links to social media help the modern customer feel comfortable that your practice is up to date from a technological perspective.

# 3 - Ensuring Superb Navigation



- You never know when a potential customer will decide to convert and want to move straight to your sales or contact pages. A navigation bar with links to all of your pages will give those customers immediate access to your conversion pages and should improve your conversion rates. The fewer clicks that you put between your clients and your call to action, the better your practice will be.
- Superb navigation also means intra-page navigation. Use white space to separate the main ideas on a page. Make sure there is only one topic per page. It is better to create many pages than to try to stuff all of your information into a few pages – this is also great for mobile navigation.
- Bigger text, shorter sentences, and brief concepts will always work. If you are typing up the content for a page and you find yourself running out of space, find a way to shorten that content instead of trying to expand it.

## 4 - Optimizing and Localizing Your Content



- Your website must be properly optimized in order to maximize its chances of visibility within the major search engines.
- Anywhere from 80% to 90% of your new customers will find your practice through Google, Bing or Yahoo, not from your landing pages or ads directly. As such, a modern website will follow the most current rules of the major search engines, especially Google, the website that sets the trends and moves the most Internet traffic by far.



## 5 - Focusing on a Niche



- From your keyword choices to your content marketing, you must focus on a niche in order to stay ahead of your competitors.
- Many doctors make the mistake of trying to look general on their site, and this is the worst way to attract new patients.

## 5 b - Focusing on a Niche



- Although you may feel as though limiting your expertise on your website may reduce overall clicks, the quality of those clicks will be much higher.
- You will actually increase your conversion rates and reduce your bounce rates, giving your site a boost in the major search engines as well.

## 6 - Updating in a Dynamic Way



- Your website must update dynamically in order to stay in front of your competition.
- Dynamic websites are visited more often by the search engine spiders, a practice that usually results in more visibility for the site.
- Dynamic content will also keep your human visitors coming back for more.

## 6 b - Updating in a Dynamic Way



- Updating your potential clients and current patients with relevant information about your industry and your individual practice is a comforting practice that will endear your patients to you.
- Many doctors try to place at least one new post per day on a website and interact with at least five posts per day on social media with links back to the landing page.

# Web Design---Layout



Header

Logo

Menus

Slide

Article#1

Article#2

Article#3

Service#1

Service#2

Service#3

Service#4

Service#5

Service#6

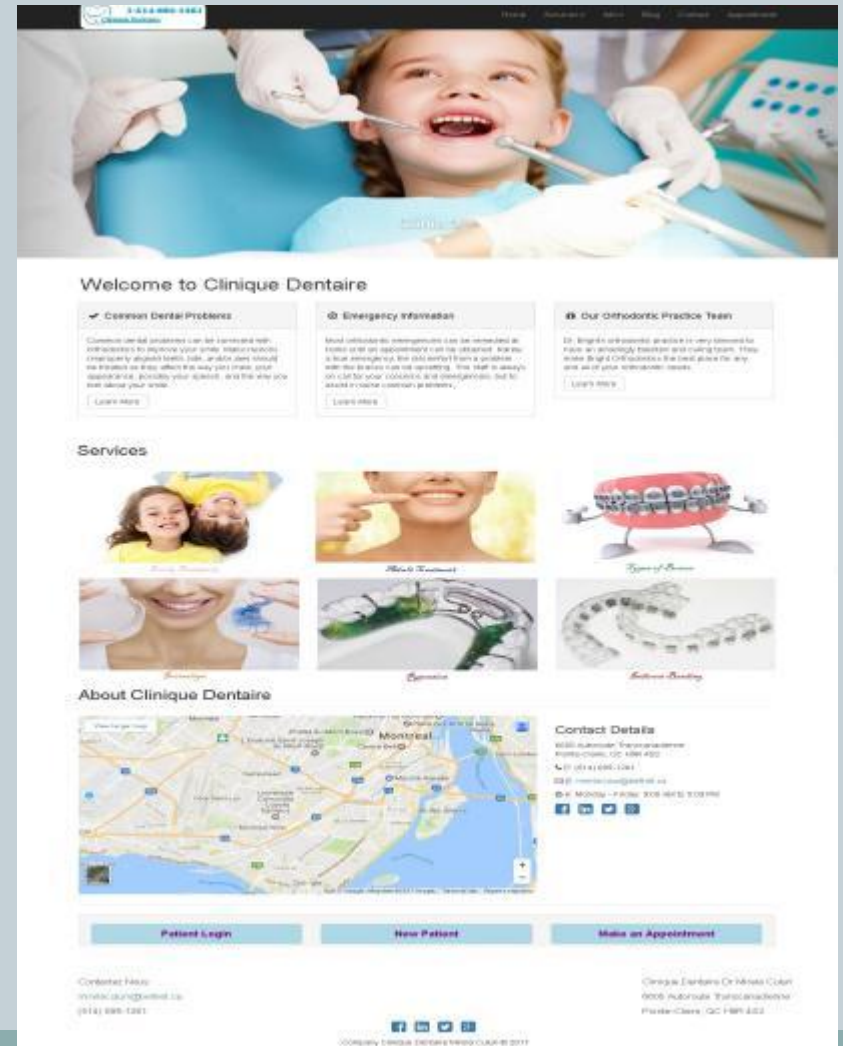
Body

Contact info and Map

Links for patient register, login, and booking

Footer

Address, telephone number, and copyright



# Web Design---Layout(smartphone)



Header

Body

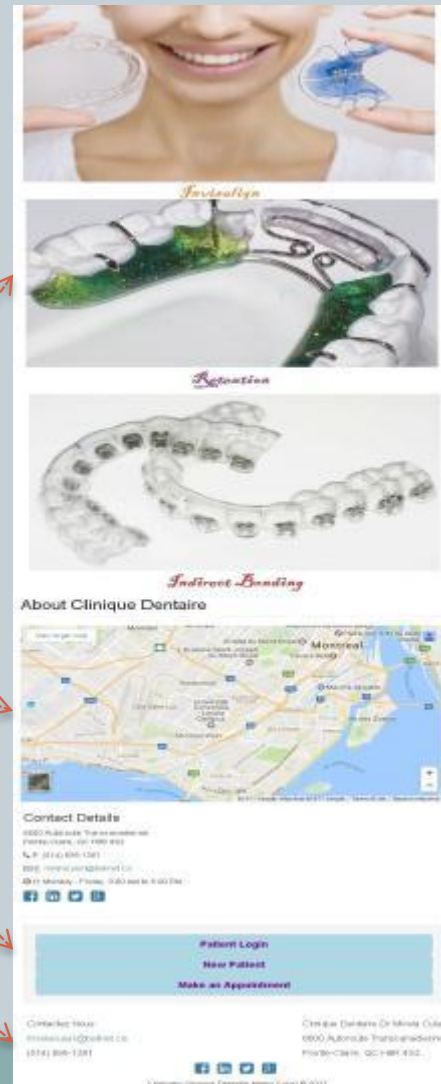
Section#1

Section#2

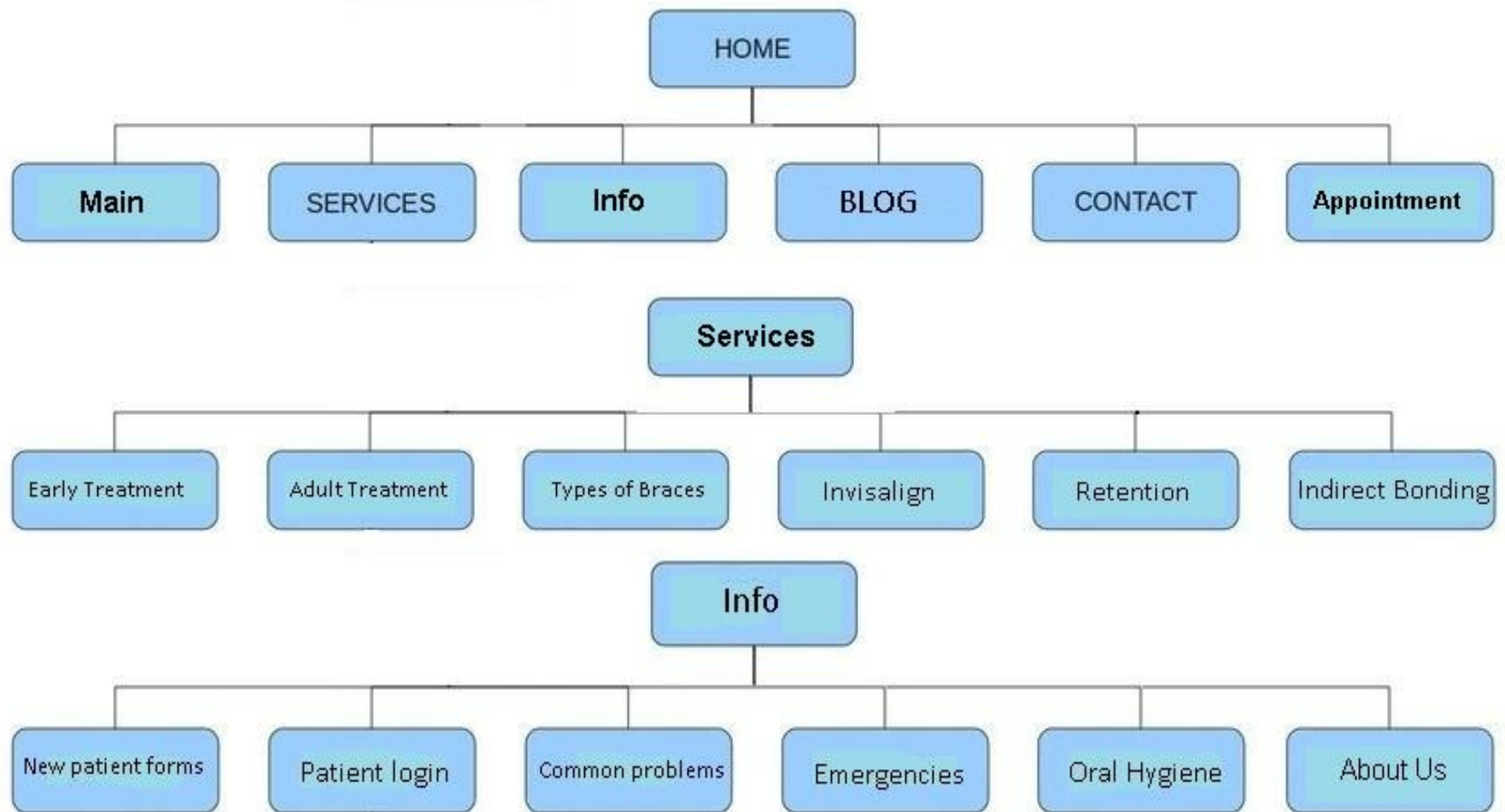
Section#3

Section#4

Footer



# Web Design---Menu





# Web Design---Menu



[Home](#)

[Services ▾](#)

[Info ▾](#)

[Blog](#)

[Contact](#)

[Appointment](#)

- Early Treatment
- Adult Treatment
- Types of Braces
- Invisalign
- Retention
- Indirect Bonding



[Home](#)

[Services ▾](#)

[Info ▾](#)

[Blog](#)

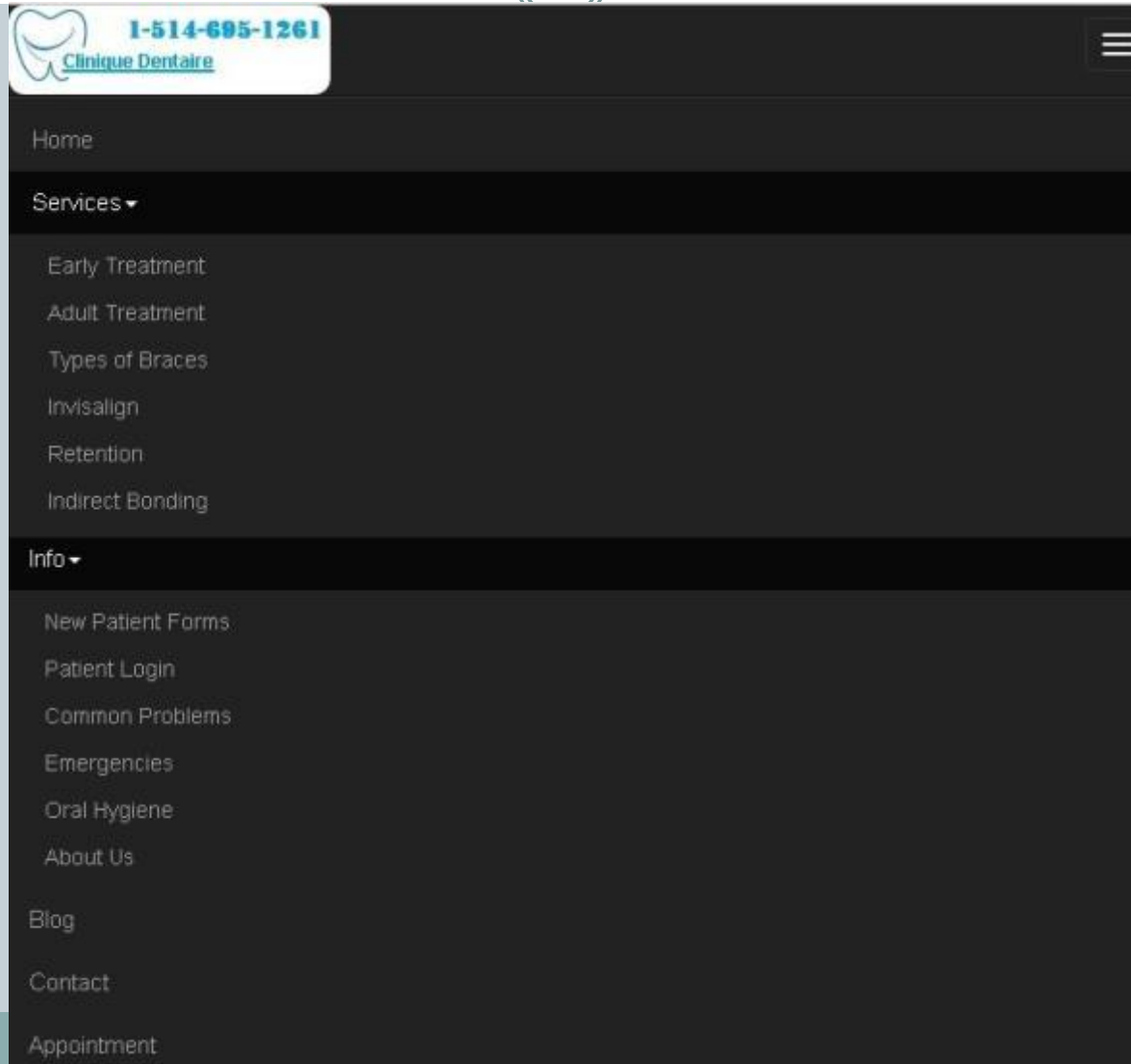
[Contact](#)

[Appointment](#)

- New Patient Forms
- Patient Login
- Common Problems
- Emergencies
- Oral Hygiene
- About Us



# Web Design---Menu(smartphone)



# Web Design



- We design this website is based on bootstrap;
- We use HTML, CSS, JavaScript;
- The web design includes
  - Navigation
  - Slide
  - Link to Image, Video and Map
  - Form, Label, Button, etc
  - Tab, Dropdown list, etc

# Web Design---Validation



## All HTML and CSS Files pass the validation

### Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

#### Showing results for uploaded file index.html

Checker Input:

Show ☐ source ☐ outline ☐ image report

Check by   No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

**Document checking completed. No errors or warnings to show.**

Used the HTML parser.

Total execution time 15 milliseconds.

### W3C CSS Validator results for index.css (CSS level 3)

#### Congratulations! No Error Found.

This document validates as [CSS level 3](#)!

To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:



```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
    </a>
  </p>
```



```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
    </a>
  </p>
```