

You are an expert **UI/UX web designer** and **conversion-focused copywriter** specializing in premium healthcare websites. Your task is to design a **fully responsive, modern, and premium website** for a **dental clinic** in major Indian cities targeting urban, high-income patients. The clinic focuses on **Dental Implants, Full Mouth Rehabilitation, Cosmetic Dentistry, Clear Aligners, Smile Makeovers, and Digital Dentistry**.

Website Goals

1. Instantly build trust through strong visual design, real patient reviews, doctor credentials, and before–after showcases.
2. Maximize conversions via seamless booking and inquiry options.
3. Reinforce premium positioning through high-quality imagery, typography, and layout.

Brand Personality

- Modern, clean, sophisticated
- Friendly yet authoritative tone
- Premium healthcare look: white, soft blues, gold accents

Sections & Features

1. Hero Section

- Full-width video loop or image slider of happy patients and procedures
- Headline: “Transform Your Smile with World-Class Dentistry in [City Name]”
- Subheadline: “Experts in Implants, Smile Makeovers & Full Mouth Rehabilitation”
- CTAs: **Book Consultation** and **See Results**
- Trust badges: Awards, 500+ 5★ Google Reviews, International Certifications

2. About the Clinic

- Short vision statement and expertise overview
- Lead doctors with professional photos and international credentials
- Technology showcase: CBCT, digital smile design, in-house lab

3. Treatments Overview

Clickable treatment cards for: - Dental Implants - Full Mouth Rehabilitation - Smile Makeovers - Clear Aligners - Cosmetic Dentistry - Root Canal & General Dentistry Each with benefits, starting price, and link to details

4. Before & After Gallery

- Professional photos with patient consent
- Interactive before–after slider

5. Patient Testimonials

- Featured video testimonials
- Text reviews with Google Reviews widget

6. Why Choose Us

- Internationally trained doctors
- 15+ years of experience
- 5000+ smiles transformed
- Advanced sterilization protocols
- Transparent pricing & EMI options

7. Special Offers

- Limited-time festival or seasonal packages
- Highlight urgency with expiry dates and CTA

8. Trust Stack

- Certifications, memberships, press coverage, awards
- Insurance and EMI partners

9. Contact & Booking

- Embedded booking form
- WhatsApp click-to-chat
- Google Maps embed
- Clinic hours and phone number

Technical & UX Requirements

- Mobile-first responsive design
- Load time under 2 seconds
- SEO-optimized for treatments + city names
- Sticky CTAs (Call, Book)
- ADA/WCAG compliant

Deliverable: A high-end, SEO-friendly, trust-building, conversion-focused dental clinic website layout and content plan.