Don’t get left behind

On one hand I toast to the success I have enjoyed with Dental Design since its launch in 2000. On the other, I despair. In 2010, I should not stumble across a bad website at least once a day. It frustrates me because there is no excuse for it. Expert or not, we can all tell the difference between a good and bad website, and we make judgements based on this. The Internet is a serious business. It’s fast-paced and unforgiving. Knowing this, why do we leave our websites to rot and allow our online reputation to suffer?

Leading by example

Ten years ago we teamed up with Madeira Dental Care and began a journey. The practice itself was modern, the equipment state-of-the-art and the team, exemplary. We worked very closely with Michelle Carroll, the practice manager who was determined to make her mark on the web.

So, www.madeiradental.co.uk was born. It was a great design and ranked number one on all of the major search engines. It was a huge success.

Recognising change

Love it or loathe it, change happens. Things progress and if you don’t stay on your toes, you risk falling behind. Over time, Michelle acknowledged that the design was starting to get a little tired. Dental Design had also noticed a slide in the number of first place rankings the site was achieving.

Basically, competitors were overtaking Michelle and the Madeira Dental Practice. The new designs were more search engine and user friendly. Michelle acted in the best way possible; we immediately set about working on a new-look website for the practice. Attack is the best form of defence.

The new website shot back to the top of the search engines and re-branded Madeira Dental Practice as specialists in Cosmetic Dentistry.

Moving with the times

Nowadays we have the web giants Twitter, Facebook and YouTube to contend with. And, like it or not, they are all key to your online success. The modern audience demands instant answers and interactivity - and we inevitably hit the ‘back’ button when we view a website that screams ‘outdated and unprofessional’.

It took us a little longer to persuade Michelle to get involved with Facebook and Twitter but she’s starting to see the benefits.