Unlocking website potential

When a visitor accesses your website, all of those pictures and reams of text need to be downloaded. With broadband officially the choice of connection for the average home internet user nowadays, it is now practical and feasible for websites to include files that might once have taken too long to download. Pretty soon, dial-up internet access will have been consigned to the attic of history along with the mouse that only had two buttons. In fact, broadband access has already supplanted dial-up as the first choice for home Internet users.

According to the Office for National Statistics, 61 per cent of UK households had access to the Internet in 2007, an increase of one million households since 2006, making a total of 15 million households. Of these, a massive 84 per cent had a broadband connection. In London, this was even higher, at 89 per cent1.

Easy access

The benefits of broadband are clear. Not only is it easier for the user to control the expenditure and retain the use of their telephone while online, broadband lets you download songs and music videos in seconds. Now, internet users can watch highlights from football matches, and with the BBC iPlayer – surely unthinkable in the days of dial-up! – see their favourite TV shows at a time that suits them. According to broadbandchoices.co.uk, broadband is ‘up to 480 times faster than dial up’. You should be taking advantage of this.

Easy come, easy go

Here at Dental Services Direct we thrive on keeping our customers happy. It’s a rewarding job but can be hard work too. So this year we didn’t exhibit at BDTA Dental Showcase but took a well earned rest instead. But that gave us a problem, what would we do with the money we saved by staying at home? After a good deal of thought someone had the brilliant idea of giving it to our customers – well in the current economic climate we could all do with a little extra help couldn’t we? Here are just some of the great savings on equipment and technologies products available from now until the end of the year, there are plenty more besides.

For more information simply call your local sales team or visit our website www.dentalservicesdirect.com.

*Terms and conditions apply. All prices exclude VAT. Offers valid to 31/12/08.

About the author

Amy Rose offers some tips

Amy Rose has over six years experience in the dental profession, working predominantly in a marketing capacity. She currently heads up the design and marketing team at Dental Design Ltd. For more information on how you can maximise the potential of your website, contact Dental Design on 01202 677277 or email contact@dental-design.co.uk.