Unlocking website potential

With the benefits of broadband, you can afford to create a better quality website to boost your practice brand.

Amy Rose offers some tips

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 cent.

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 on-line, 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.

Why not visit the websites of your competitors? What do their sites say about the services offered? It is not just a question of the data on the site, but also a question of how that data is communicated. Since most visitors will be using broadband, why not employ the latest techniques to communicate more effectively with your visitors?

By enlisting a website design agency you can make use of the latest web-design concepts. The market leader offers exclusive, high-definition animations to show visitors in the most accessible way possible what to expect from treatment, with professionally written treatment text to expand on the animation content.

In short, because most of the people using your site will have a broadband connection, you can tailor the content for them, using more detailed images, high-quality animations and as much information as you want to impart. Just like your practice interior, the website says a lot about your commitment to a modern, professional service. Take advantage of the opportunities afforded by broadband, and contact a website design agency today.

Amy Rose has over six years experience in the dental profession, working predominately 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.