

## **Dentistry: Who Wants More New Patients from Their Dental Websites?**

*Dental websites are a great source of new patients for dentists, but not all work equally well. Dental marketing master Jim du Molin discusses dental website development in his latest no-charge video tutorial installment.*

(FPRC) -- To help dentists remain profitable, dental marketing expert Jim Du Molin has introduced a no-charge video tutorial program entitled "The Nine Truths of Internet Dental Marketing." The fourth installment, "Customized Dental Websites for High-Value New Patients," is now available online. This segment guides dentists through how to customize their websites to convert the dental visitor to an appointment request once they arrive on the local practice website.

"A website visitor that does not convert to an appointment request is a lost patient in your chair," warned Du Molin. "This is probably the most overlooked aspect of Internet Dental Marketing. A beautiful website that does not convert visitors to appointment request is a waste of your marketing dollars."

To selectively target high-value new dental patients, dentists will want to customize their dental website(s). There should be descriptive text that tells the targeted high-value new patient (Cosmetic, Implants, Sedation, Ortho, Oral Surgery, etc.) that they have found the right place.

"It's all about differentiating yourself from the competition," explained Du Molin. "This is your chance to customize your dental practice marketing for the exact type of patient you want from your Internet website. Don't market for a general dentistry or sedation patient, only to have them show up to a website that features cosmetics - they will be gone with a click of a mouse!"

Jim Du Molin offers additional tips for enhancing dental practice websites. Dentists can discuss their dental practice philosophy, review their credentials and list their dental organization memberships.

"You will want before and after photos of the appropriate service. This is especially true of cosmetic dentistry websites," said Du Molin, adding, "Try to avoid photos that show any kinds of surgery or blood and guts."

The next segment of the Nine Truths series will be released shortly. Entitled "Dental Website Marketing Return-on-Investment Analysis," Truth 5 explains how to track ROI to make sure that internet dental marketing strategies remain profitable.

To receive the complete series, visit <http://www.internetdentalalliance.com/9Truths.htm> to register at no cost. Internet Dental Alliance members also receive access to additional information on dental website development.

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Jim Du Molin is founder of dental marketing resource The Wealthy Dentist. He understands dental practice management from his work as a dental consultant, and now devotes himself full-time to Internet dental website marketing.

<http://www.internetdentalalliance.com/9Truths.htm>

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