



# Dental Buyers Guide 101

Top Questions to Ask When Hiring a  
Dental Website Provider

Your website is arguably the most important piece of the marketing puzzle. It's the cornerstone of your online presence, establishes credibility, and likely creates the first impression a potential patient will have of your office.



**When it comes to creating the perfect dental website, there's a lot of decisions to be made – and picking the right company to work with is the first step. Making the wrong decision can be a costly mistake in terms of time and money – so we assembled a list of key questions to help you select the perfect dental website company for your practice.**

### **1. What design options are available?**

The right website provider will fit your needs in terms of design flexibility (e.g. template or custom) and budget. Be wary of providers that approach web design with a one size fits all approach or try to talk you into something that feels uncomfortable.

## 2. Can you provide examples and/or testimonials from current clients?

Whether you want a pre-designed or fully-custom website, ask for examples of the company's work before committing. Testimonials and case studies are also helpful.



## 3. Can I make updates to the website on my own?

The ability to have control and make minor updates to your site can be helpful, as it allows you to make changes without relying on someone else or a customer service department. Not all content management systems (CMS) are created equal – so make sure you find the CMS easy to use and navigate.

## 4. Is there a contract?

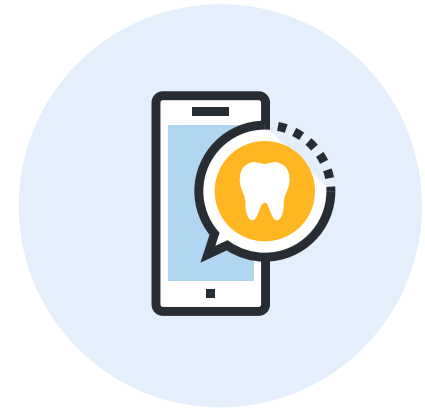
Lengthy website contracts may be a red flag. Technology and online trends change at the speed of light and if a company can't keep up, you may be stuck in a contract with a dated website.

## 5. How can you ensure that I will stay up-to-date? Will I need to pay more for updates?

Technology and Internet trends are constantly changing. From algorithm updates that affect your rankings to design trends changing – it's nearly impossible (though critical), to keep up. Find out how the company reacts if and when there are major changes on the Internet and if you need to pay more to keep your website up-to-date.

## 6. Will my website be mobile-friendly?

Mobile is a must in today's world. Search engines are known to give an additional ranking boost for mobile-friendly websites in mobile search results and 8 in 10 customers would stop engaging with content that doesn't display well on their device.<sup>1</sup> Ask how many responsive and/or mobile-friendly website design options are available and if there are any additional costs associated.



## 7. What is included with my monthly hosting/software and support fees?

Find out if the cost includes tech support, and if it's limited to a specific amount of time each month. You also want to understand if domain management is included to see if you need to handle creating and renewing your domain each year, or if it's handled on your behalf.

## 8. What services do you offer?

When comparing providers, ask what other services they offer. Chances are at some point (probably sooner than you think) your practice will benefit from search marketing (e.g. SEO and PPC) or social media. Knowing your options at the start can cut-down on third party engagements down the road.

## 9. Is content included?

When it comes to content, a dental-specific website provider gives you an advantage because you won't have to create your own web copy. However, you should be aware of the different types of content available. In addition to custom dental content, which is written specifically for your website, companies may also offer a library of pre-written core content that can be modified to reflect your practice's personality and align with your offerings. While creating custom content would be extremely time consuming and likely cost thousands, core content saves time and money, allowing you to build your online presence in days instead of weeks.



## 10. What are next steps after I sign up?

Align expectations by clarifying what next steps look like once you sign-up. What will be needed from you, what are typical turn-around times, and is there a main point-of-contact you'll be able to work with once you sign-up? Is there any training involved or personalization for your website, or is that done on your own?

### **11. Is there a way I can track results from my website?**

Tracking your website performance is key to helping you understand where you need to make improvements and what is working well. If you don't have insight into your website's statistics, there's no way to know if it's truly helping you bring in new patients. Ask a potential website provider what types of tools and dashboards they offer to help you track visitors and measure success.

### **12. Do you offer secure websites?**

Google now highlights HTTP websites as "not secure," which can negatively impact website traffic and search engine rankings. This means having an SSL certificate that encrypts all information sent via your website is more important than ever – even if you only collect contact information.

### **13. Can I get a free trial?**

Look for companies that offer you the chance to explore on your own to get a true feel for their solution. Because a free trial enables you to access features, designs, and website editor functionality before you commit to buying, you eliminate any risk of surprises once you sign-up.

**Your dental website is often the first touch point with perspective patients – it's a reflection of you and your practice. Use these questions to guide your decision process, and take the time to select a website provider you can trust.**

ProSites is trusted by over 7,500 dental practices for their website design and online marketing needs. They are endorsed by 11 state dental associations and are a 2-year recipient of a Dentaltown Townie Choice Award, voted #1 in website design and services.



To learn more, call ProSites at (888) 932-3644.

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## Sources

1 Mind-Blowing Statistics About Responsive Web Design in 2018