

The Professional Address for Dentists

List of what content we need from you for your website:

This document contains the basic information that we need from you. Please read it, compile the information and email it to us in one message. It is extremely difficult for us to manage our clients if content is sent in 5, 10, or 20 different messages especially if the messages are received several weeks apart. When the content is submitted all at once, we are much more effective in getting it right the first time.

1. Photos of the doctor(s) and staff, and the text to accompanying the photos.

The best photos are those that have a consistent background. Please see [Dr. Brian Zuerlein's](#) site as a great example. You can take these photos using a 4 foot by 4 foot piece of fabric you purchase at the local fabric store, or you can take them against a consistent background. You can also take them against a neutral background and we can Photoshop a background into the picture for you. We are happy to provide this at no charge but the background should be light if there is dark clothing (or vice-versa) and there should be nothing in the background to distract the visitor such as a desk, dental treatment chairs, or any clutter.

Below is an example of what can be done in Photoshop with a neutral background. The image on the left is the original image. Altering the background for Backgrounds 1 and 2 took only a few minutes since the original image was easily selectable because of the sharp contrast between the background and the outfits.



Neutral Background

Background 1

Background 2

You do not need a professional photographer to achieve a good result but it never hurts to have a professional create the look you are after. You do need a consistent background with decent lighting. It is recommended that the staff approve their photo and write their own bio, which can be accomplished during an office meeting so that everyone gets it done in a timely manner. The doctor's bio should include more about their background such as education with schools attended and degrees earned, continuing education courses attended, family, and interests and hobbies.

2. Photos and text of the office

Provide us with the text that communicates what your office provides to your patients. We will help you with the editing but it is helpful for us if you provide us with a jump start. Visitors like to see the office. Take whatever pictures that best represent your office. Please provide photos of clean desks, labs, sterilization area, operatories, reception area, etc. Please provide the text to accompany the images. A short description of what is in the picture is sufficient. Please see [Dr. Olson's office](#) for a great example.

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### 3. Office Hours and Holidays

Provide us with your office hours and, optionally, include the time the office is closed for lunch. Please also let us know the standard holidays the office is closed, and what your office hours policy is such as contact information as well as the after hours phone number.

### 4. Driving Directions

Have the team member who provides the directions on the phone type out the directions. Provide the directions either from the north, south, east, and west, or from various landmarks such as streets and/or freeways. This will go on the page that has the interactive map(s) to your practice location(s). Please see [Dr. Porter's driving directions](#) as a great example.

### 5. Patient Registration Forms

As part of our service we digitize your patient registration forms so your new patients can be directed directly to the website. Your patients can use their keyboard and mouse to complete the forms, then print, and mail, fax, or bring the forms with them. Please see [Dr. Samford's patient registration forms](#) as a great example.

Forms with color graphics cannot be converted into fillable forms. They can however, be digitized and made available online but they cannot be fillable. Please email the forms to [rich@DDS.com](mailto:rich@DDS.com) if your forms are already digitized or mail the original **unfolded** forms (copies are not acceptable) to:

DDS.com  
2047 Desford Drive  
Beverly Hills, CA 90210

### 6. Before and After Cases

We have our own Smile Gallery with before and after cases but it is much more powerful for patients to see actual treatment provided by the doctor(s). Please include one or two sentences that describe the reason for the treatment for the Before image, and the service that was provided and the patients reaction for the After image. There is no limit to the number of cases you can have on your site. All before and after images must be optimized at 72 DPI, and sized to be 288 pixels wide. *We can size images for you at a cost of \$5 per case.* Please see our [online help file to learn how to optimize images](#), which is very simple to do.

### 7. Mission Statement (optional but recommended)

An example of a mission statement is:

Our mission is to serve each patient and team member with integrity, respect and kindness. We are committed to working in collaboration with each individual to accomplish a personalized examination. We offer our patients the highest standards of excellence in preventive, restorative and esthetic services.

Visit these sites for some tips:

<http://www.tqci.com/magazine/98fall/mission.asp>

<http://www.businessplans.org/Mission.html>

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### 8. Privacy Policy Information

The name, address, email, telephone and fax number of the Privacy Officer for the practice. This will appear on the Privacy Policy page.

### 9. Contact Us Page

Please provide specific content that you want on your Contact Us page. Please see [this page](#) as an example of a custom form. Each checkbox and drop down menu is customizable. You will also notice that the above page opens on a secure page, which is part of the HIPAA compliant service we provide.

### 10. Appointment Request Form Page

If you want an appointment request form, please advise that starting time, the working days, the number of doctors, and the number of offices. [This is an example](#), which also opens on a secure page.

### 11. Other Content

You are free to provide any other content that you desire to have online. Just provide us with the text and/or images with directions on where to place it on the site such as a specific page. You can have pages about your vacations, charities, school, etc. It's your site, what do you want on it?!