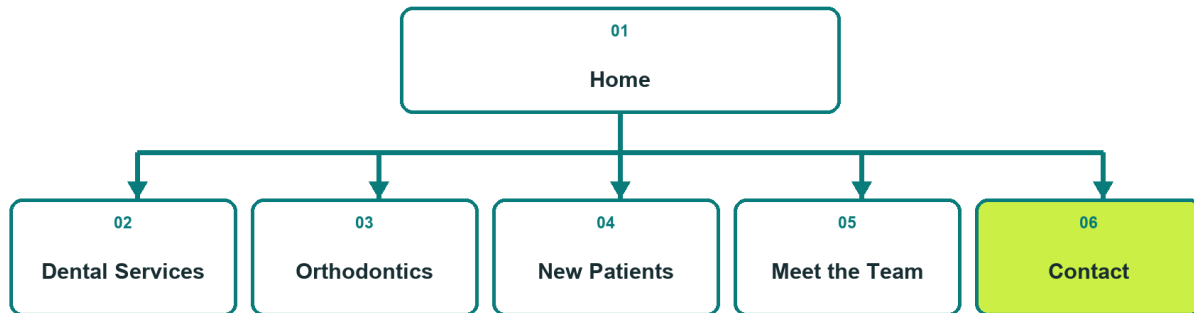




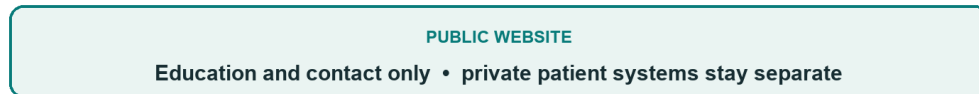
Dental & Orthodontic Clinics website workbook

A practical workshop guide for planning a calm, useful and privacy-aware clinic website.

Prairie Smile Dental + Orthodontics is a fictional workshop example. Replace all sample details with approved clinic information. Do not collect patient histories, insurance identifiers, clinical photographs or urgent-care details through a general website form.



Each page answers one patient question and supports a safe next step.



Inside this workbook

Six page examples • writing exercises • photo and proof planning • final launch review

[Explore Website Builder and compare plans](#)

[Open the Dental & Orthodontic Clinics industry guide](#)

WORKSHOP START

Define the safe public journey

The website should explain the clinic and make a clear first contact possible. Clinical decisions and patient records stay in approved private systems.

- ☐ Choose one patient question for each page.
- ☐ Gather current, permission-cleared staff and clinic photos.
- ☐ Verify services, hours, accessibility and urgent instructions.
- ☐ Decide what the public form must never collect.
- ☐ Assign a clinic owner for every published claim.

What should a visitor understand or do

Facts and approvals still needed

Home

Build reassurance, location context and one primary next step.



Clearly labelled sample wording

Sample wording: Comfortable care starts with a clear conversation. Learn about general dentistry and orthodontics, prepare for a first visit, or contact the clinic team.

Draft your own page wording

Photos, proof, links and approvals to prepare

Dental Services

Group public service information clearly without diagnosing visitors or promising outcomes.



Clearly labelled sample wording

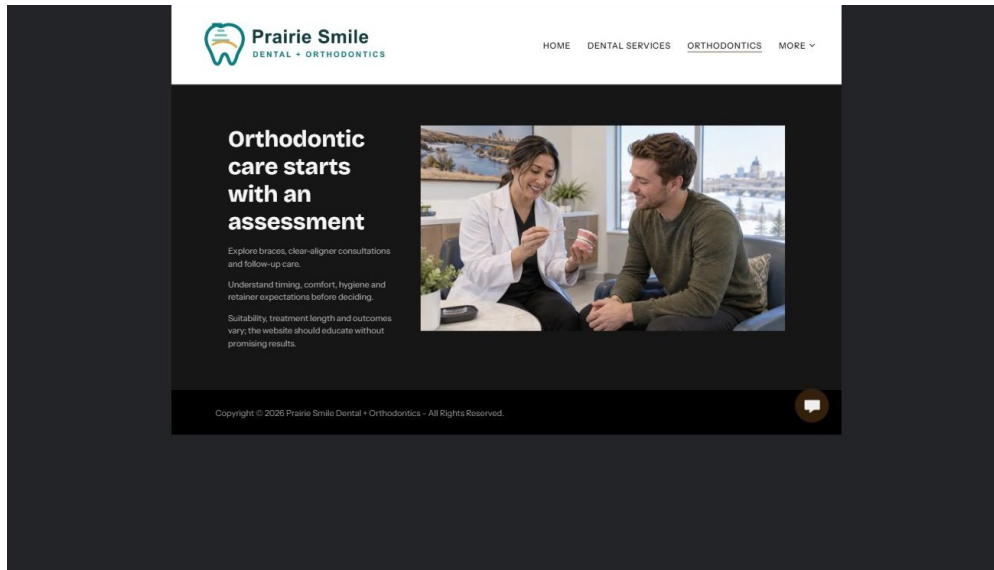
Sample wording: Explore preventive and restorative care, then contact the clinic for an individual assessment and confirmed recommendation.

Draft your own page wording

Photos, proof, links and approvals to prepare

Orthodontics

Explain the consultation process, who may benefit and what happens before treatment begins.



Clearly labelled sample wording

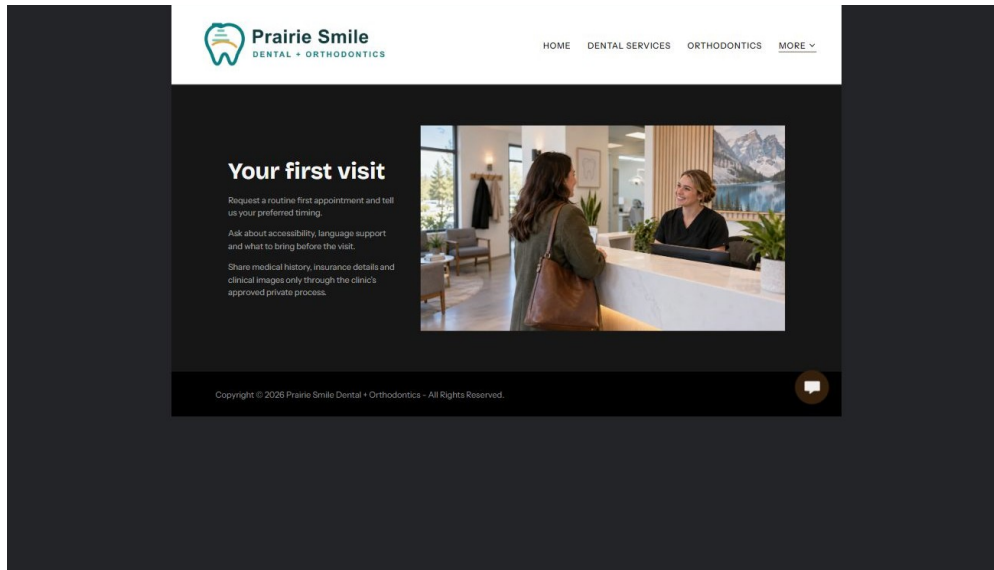
Sample wording: Start with a conversation about goals, assessment and available approaches. The clinic confirms suitability after an in-person review.

Draft your own page wording

Photos, proof, links and approvals to prepare

New Patients

Reduce uncertainty with arrival, accessibility, records-transfer and appointment-request guidance.



Clearly labelled sample wording

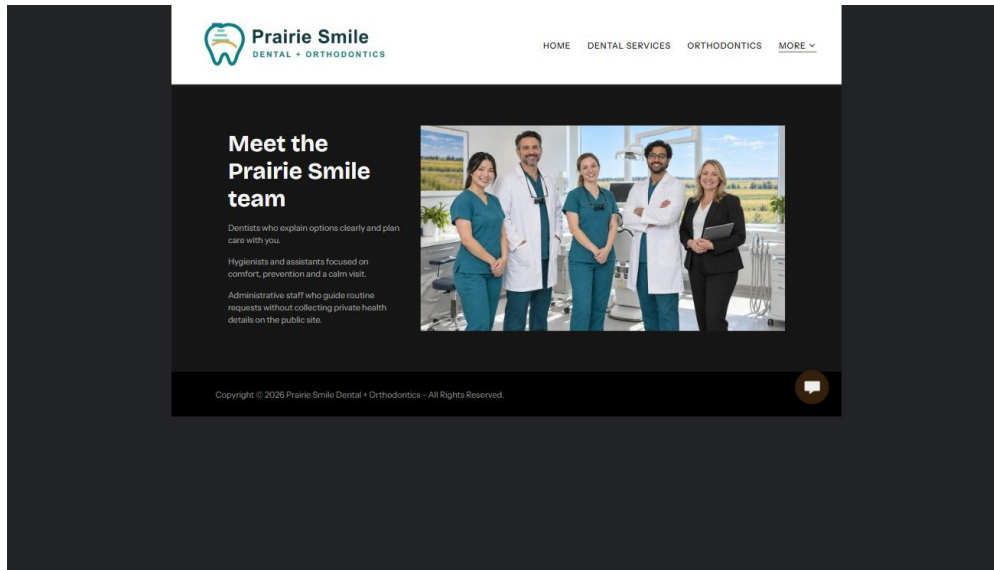
Sample wording: Know what to bring, when to arrive and how the clinic will confirm your first appointment.

Draft your own page wording

Photos, proof, links and approvals to prepare

Meet the Team

Introduce regulated professionals and support staff accurately with approved biographies and distinct portraits.



Clearly labelled sample wording

Sample wording: Meet the people who guide each visit, from reception and prevention to restorative and orthodontic care.

Draft your own page wording

Photos, proof, links and approvals to prepare

Contact & Appointments

Provide verified contact routes and a minimal, privacy-aware request form.

Prairie Smile
DENTAL + ORTHODONTICS

HOME DENTAL SERVICES ORTHODONTICS MORE ▾

Contact & Appointments

Request a routine appointment

Name

Email

Phone

General appointment type

Preferred days or times (optional)

SEND

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Clearly labelled sample wording

Sample wording: Request a preferred time and general appointment type. Staff will contact you to confirm; do not send health histories or urgent details here.

Draft your own page wording

Photos, proof, links and approvals to prepare

FINAL REVIEW

Test the whole patient journey

Ask a reviewer unfamiliar with the clinic to find services, prepare for a first visit and choose a safe contact route.

- ☐ Each page has one purpose and next action.
- ☐ Desktop and mobile previews are readable.
- ☐ Dark and light logos have sufficient contrast.
- ☐ Every image is relevant, distinct and permission-cleared.
- ☐ Appointment wording distinguishes a request from confirmation.
- ☐ Urgent-care, privacy, hours and accessibility wording is verified.
- ☐ A clearly named backup and future review date are recorded.

Changes found during review

Content owner and next review date
