

# Content copywriting brief

DENTAL WEBSITES



DIGIMAX | DENTAL™



## Onboarding information

**Full name\***

**Email address\***

**Name of your practice / brand\***

**Best contact number\***

**Year established\***

**Contact number to use on content\***

**Practice type**

- Private
- Mixed
- Other, please specify:



## **Help us get to know your practice**

**If you have an existing website, please share the  
address below**

**Create an "About us" page really worth reading**

A large, empty rectangular box with a thin black border, intended for providing additional information about a practice.

Please detail any additional information we should know about your practice. eg. the location, the decor, the building, long-serving team members, massage chairs, coffee machine, in-chair movies etc.

### Unique selling points

- Child friendly
- Evening and weekend appointments available
- Sedation for nervous patients
- Comfortable relaxing patient chairs
- Onsite parking
- Others, please specify:

### Finance options

- 0% Finance
- Denplan™
- Others, please specify:

### Do you offer an emergency dental service?

- Yes
- No



# Awards

Have you won or been shortlisted for any awards?

Name of award	Date of the award	
<input type="text"/>	<input type="text"/>	



## General dental care

Please tick the treatment pages you would like on your site:

- Airflow tooth polishing
- Dental care for children
- Fillings
- Mouth cancer screening
- Root canal treatment
- Bridges
- Dental hygiene
- Inlays and onlays
- Nervous patients
- Sedation
- Crowns
- Dentures
- Missing teeth
- Preventive dentistry
- Tooth extraction



## Cosmetic dentistry

Please tick the treatment pages you would like on your site:

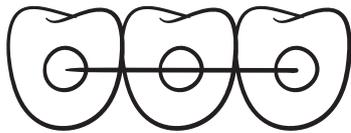
- Composite bonding
- Cosmetic dentures
- Crown lengthening
- SmileFast
- Snap-on-smiles
- Teeth whitening
- Veneers
- White fillings
- Others, please specify:



## Teeth whitening

Please tick the treatment pages you would like on your site:

- Boutique whitening
- Enlighten's evolution™
- Home-based teeth whitening
- In chair power bleaching
- Laser whitening
- Oral-B™ 3D teeth whitening strips
- Phillips™ Zoom white-speed
- Pola™ whitening
- Others, please specify:



## Orthodontics

Please tick the treatment pages you would like on your site:

- Invisalign®
- Six Month Smiles
- AcceleDent
- C Fast
- Ceramic braces
- Damon™
- Incognito™ Hidden lingual braces
- Inman Aligner™
- Others, please specify:

### Notes:

Please **skip** this page if you **do not** offer Orthodontic treatments at your practice.



## Dental implants

**Please tick any dental implant treatments you offer:**

- Single tooth dental implants
- All-on-four / All-on-six same day teeth
- Implant retained dentures
- Others, please specify:



## Advanced dental care

**Please tick treatments you would like to be included on your site:**

- Endodontics
- Periodontics
- Prosthodontics
- Others, please specify:

**Please list any Endodontic treatments you offer apart from Root Canal Treatment (as this has been covered in the General dentistry section)**

**Please list any Periodontal treatments you provide apart from Gum Hygiene Treatment (as this has been covered in the General dentistry section)**



## Facial aesthetics

Please tick the treatment pages you would like on your site:

- Dermal fillers
- Wrinkle correction
- Others, please specify:

**Which product(s) do you use for Wrinkle correction at the practice?**

**Which product(s) do you use for Dermal fillers at the practice?**

**Please list any other treatments you offer that you would like to write about**

**Please list any treatments that you refer our of practice**

**Please list any other treatments you offer that you would like to write about**

The more information you are able to provide, the better.



## Website content format

**For the content on your website, which format do you prefer? (Please see samples below)**

- Paragraphs
- Question & answer format

### Paragraphs format

As a restorative treatment, we offer Bridges to cover the gap created by missing teeth. Bridges are replacement prosthetic teeth that are individually designed to match your natural teeth in look and feel. These are placed on natural teeth and anchored by the teeth either side of the gap.

Bridges are a trusted and frequently used dental restoration that are long lasting, resilient and can be cared for just like your natural teeth.

A Bridge is usually created from precious metal, porcelain or ceramic. They can either be attached directly to your natural teeth or to dental implants surrounding the space which originally held the tooth. A mould, of the teeth anchoring the bridge, is taken to create one with a neat fit and as natural an appearance as possible.

By covering these gaps, bridges help in suitably distributing the forces in your bite and keeping the other teeth in place. Bridges also amend a tooth's appearance and alignment, improving pronunciation and restoring the shape of the face and its smile.

## Question & answer format

### What are the benefits of treatment?

Dental bridges transform your teeth, improving your smile and your appearance. Bridges also protect teeth against further decay or erosion and help you speak, bite, chew and eat comfortably.

### How will I feel after the treatment?

You may be aware of your new dental bridge for the first few days. This is completely normal and you will get used to it after a few days. Your dental bridge looks completely natural and blends in well with your natural teeth.

### How long will my bridge last?

On average your bridge will last 10 to 15 years. However, it does depend on you and how well you look after your bridge, your other teeth and your gums. Regular routine dental examinations and visits with our hygienists will help.

**To help us create the right tone of voice for your website, please tick the words / phrases that best describe your practice**

- Family friendly
- Down to earth suburban / village practice
- City-based practice for professionals / workers
- High end dental 'sanctuary' or 'haven'
- Boutique dental practice

**To further elaborate on the tone, please tick one of the following options in regards to how you want the content to sound**

- Functional & friendly** (eg. like the Ikea website)
- Professional & calm** (eg. like the Marks & Spencers)
- High end & luxurious** (eg. like the Harrods website)

**Please tick your target patients** (You can tick multiple options)

- Young professionals**
- Elderly patients**
- Patients seeking dental implants**
- Patients seeking teeth straightening treatments**
- Patients seeking facial aesthetic services**
- Families and children**
- Patients seeking cosmetic dental services**
- Patients seeking solutions to missing teeth**
- Patients seeking teeth whitening treatments**

**To establish the type of copy you would like, please choose one of the following**

- Recommended:**  
Short / concise descriptions of treatments without too much technical detail
- Not recommended:**  
In-depth detail of treatments and the procedure involved with a moderate amount of technical detail



## Website inspirations

**Please share links to 3 dental websites, where you like the treatment content**

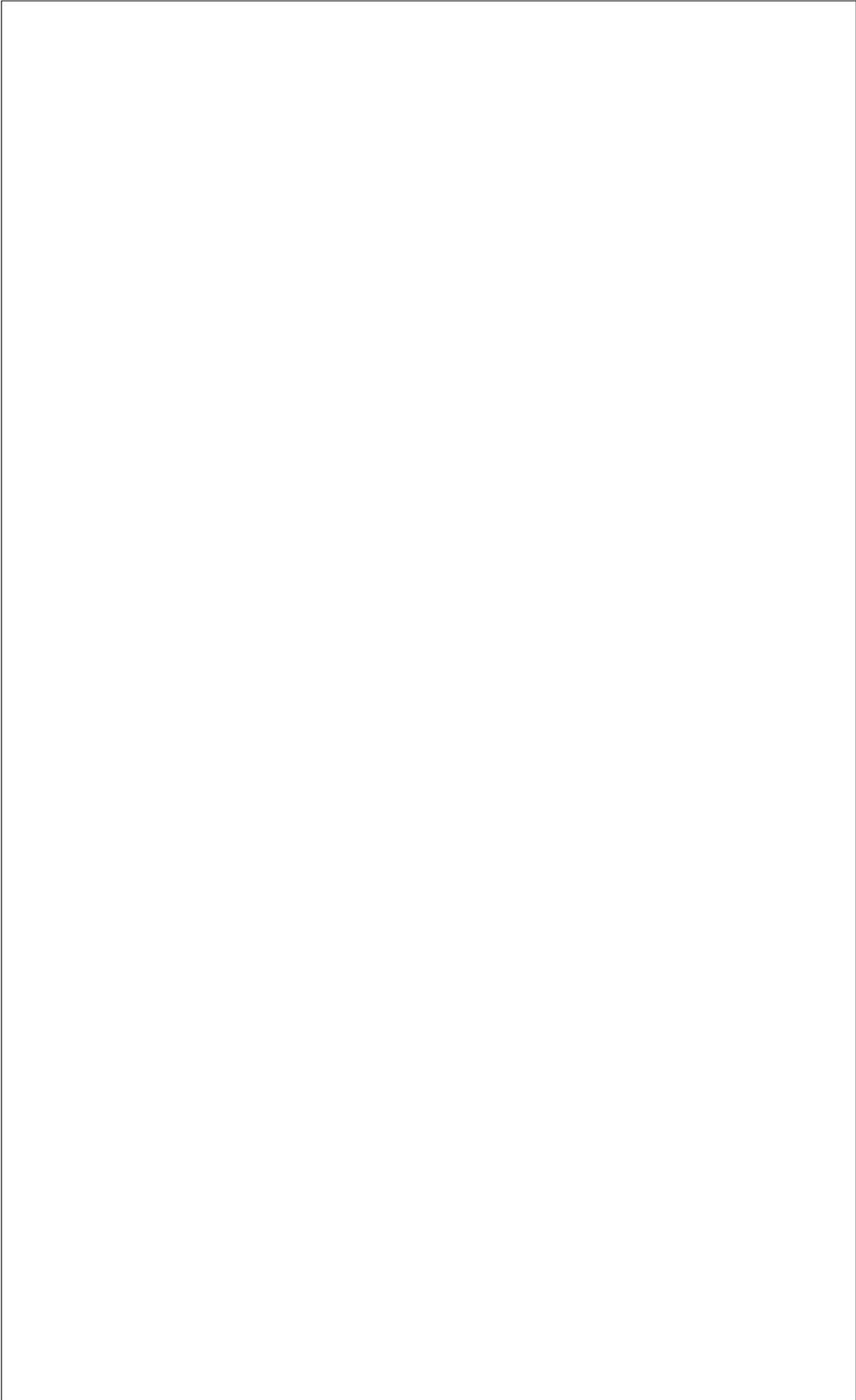
**Help your writer by giving links to pages on other websites where you feel a treatment has been explained well**

This step is worth your time investment. Provide as many treatment names, and URL's that you like. This will drastically reduce how much time your writing project takes overall.



## **IMPORTANT - Additional information**

**Any other details you would like us to keep in mind while writing the content? Please write what else would you like to communicate to your writer**





## Call to action

**Would you like to end every treatment page with a call to action?**

Notes: If you would like to learn more about this treatment, click here to **contact us** or call **xxx**.