

Digimax copywriters guide

DENTAL WEBSITES



DIGIMAX | DENTAL™



Sample content

About us

At XYZ Dental, your oral health is our priority. We are a down-to-earth, suburban Dental Practice with a focus on providing the best possible experience for our patients. We hope to exceed your expectations by delivering an unsurpassed patient experience each time you visit.

We offer quality preventative dentistry, as well as more advanced and cosmetic treatments such as dental implants, digital dentistry, referrals for re-root canal treatment, Invisalign®, and CEREC® same-day restorations.

We are available to help if you would like to find out more about the condition of your teeth and overall oral health, or if you need immediate treatment for a specific problem. At XYZ Dental, we are proficient in various areas of dentistry, and we are pleased to offer you individualised solutions.

Our friendly team has experience with a wide variety

of patients, from toddlers to teens as well as seniors. We are especially adept at treating children who may be anxious about their visit.

The atmosphere at our practice is calm and inviting, and our dental and healthcare professionals strive to make each patient feel as relaxed as possible. If you are nervous about your dental appointment, please rest assured we will do whatever we can to help you feel calmer and make your overall experience more pleasant.

The dental and healthcare professionals at XYZ Dental will always put your needs first by making sure you are in full control of your oral health. We will provide you with detailed explanations of the treatments we recommend and make sure you understand the process before performing any dental work. We want to help you make informed decisions that suit your specific needs and budget.

We administer dental care to private and NHS patients and in order to make your treatment more affordable, we offer 0% finance payments, and Denplan™ members are also welcome at our practice. Denplan™ members also have access to an exclusive out-of-hours service.

XYZ Dental is situated on XYZ Road in Manchester, and we have on-site parking available. For patients who use public transport to get to our practice, the Metrolink is just a short walk away.

We offer weekend and evening appointments, so you will never need to postpone your dental check-up because of time constraints.

Whether you're looking for a dental examination for you and your family or a total smile transformation, we'd love to welcome you.

Meet our team or browse our treatments.

Airflow ® Tooth Polishing

Our professional dental hygienists at XYZ Dental can help you achieve a brighter smile using the Airflow ® tooth polishing system.

What is the Airflow ® tooth polishing system?

Airflow ® is a new and non-invasive cleaning procedure that uses a mix of air pressure, sodium bicarbonate and controlled jet of water to quickly eliminate plaque build-up and dark stains from the tooth enamel.

With Airflow ®, we can also help you remove any debris around your orthodontic brackets and other dental restorations to keep your teeth clean.

Will Airflow ® hurt my teeth?

Airflow ® is designed to be gentle on your teeth and gums. The water jet stream can be controlled to prevent damaging the tooth.

Even patients with tooth sensitivity can enjoy the benefits of Airflow Tooth Polishing since there is no direct contact of any instruments with the teeth.

What benefits can we get with using Airflow ® for tooth polishing?

Airflow ® tooth polishing is an excellent option for cleaning teeth because it

- Cleans hard-to-reach places around your teeth
- Provides immediately noticeable results
- Brightens your smile
- Safe for sensitive teeth
- Suitable for restorative dental work such as crowns, bridges, and implants
- Gentle on tooth enamel

Mouth cancer screening

Early detection of mouth cancer can save lives. That's why, when you book a dental examination with XYZ Dental Practice, your dentist will also check the soft tissues in your mouth for anything unusual that could indicate the onset of mouth cancer.

What is mouth cancer?

Mouth cancer – also known as oral cancer – occurs when a tumour develops in the mouth. The tongue, inside of the cheeks, gums, roof, and floor of the mouth, the lining of the throat, and the lips can all be affected by mouth cancer. If left untreated, oral cancer can spread to other parts of your body and become life-threatening.

What are the symptoms of mouth cancer?

In the beginning stages of mouth cancer, one or more small lumps or bumps may form on the inside of your lips, tongue, or gums. Other symptoms include persistent mouth sores or unexplained bleeding in your mouth.

As mouth cancer progresses, you may feel discomfort or have difficulty swallowing. You may notice white or red patches in your mouth or experience soreness, numbness, earache, and even changes in your speech. Bring any unusual lesions or lumps that persist for more than 2 weeks to the attention of your dentist as soon as possible. Seeing a dentist regularly is crucial in the fight against mouth cancer.

If it has been 6 months or more since your last dental check-up, please call us to book an appointment.

Tooth extraction

Sometimes tooth decay, infection, or trauma damages a tooth beyond repair and despite our best efforts to save it, extraction is the best option. The majority of extraction procedures are carried out under a local anaesthetic.

Simple extraction

A simple extraction can take place when the affected tooth is fully visible above the gum line, and your dentist can easily remove it using forceps.

Surgical extraction

If a tooth is fully or partially impacted, or an accidental injury has caused it to break off below the gum surface, a dentist or oral surgeon may need to surgically remove gum or bone tissue to facilitate the extraction of the tooth.

After tooth extraction, your dentist or oral surgeon will suture the area and will have you bite down gently on gauze to stop the bleeding and encourage a clot to form in the socket.

Avoid hot foods and beverages, drinking through a straw, and spitting for a few days, as you could dislodge the blood clot, causing a condition called "dry socket".

Over-the-counter painkillers may be advised to

manage discomfort you feel following the procedure. Downtime after extraction is usually minimal, and you should feel well enough to return to your normal activities very quickly.

Orthodontics

Invisalign®

Do you have gappy, crooked or overlapping teeth? Enjoy straighter teeth the almost invisible way with Invisalign™ clear aligner orthodontics. Now you can have that lovely straight smile, and no-one need ever know you are having orthodontic treatment.

The Invisalign® treatment plan

Once you and our orthodontist determine that Invisalign® is right for your needs, they will develop a detailed treatment plan from which your bespoke, virtually invisible aligners will be made to order.

The impressions of your teeth will be digitised in order for our orthodontist to work with a computerised 3D image of your teeth. Then, our orthodontist will plan your tooth movements throughout your entire treatment timeline.

You'll be able to see a virtual representation of your teeth before, during, and after completion of the Invisalign™ process so you can see what your smile should look like when your treatment is complete.

Bespoke Clear Aligners

Once you have agreed to your treatment plan, bespoke clear aligners are custom-made for you, each of which have to be worn for approximately two weeks before you switch to the next aligner in the series.

While the number of aligners varies for each individual, a full treatment typically includes 18-36 aligners for both the upper and lower teeth which will take approximately 9-18 months depending on your individual case.

Invisalign® treatment process

Invisalign™ Aligners should be worn day and night, except when eating, brushing or flossing teeth in order to complete your treatment in the timeline determined by you and our orthodontist. You'll have reviews every 4-6 weeks to monitor your progress and to receive your next series of aligners. During the entire treatment process your teeth will gradually move into an even and healthy smile.

Benefits:

- Almost invisible so no one will be aware
- Carry on with your daily routine as normal
- Removable for eating
- Careful and efficient movement of the teeth
- Simple to keep clean and maintain
- Fast, reliable and predictable results

Will Invisalign® be painful?

In most cases Invisalign™ is completely painless. Whenever braces are worn you will notice that there is some force being applied to your teeth, clearly this really is necessary if we are to move your teeth at all, nevertheless slight discomfort is most likely what you will feel.

Dental implants

All-on-Four® / All-on-Six® Same Day Teeth

All-on-4® and All-on-6® Same Day Teeth use 4 or 6 titanium implants to anchor prosthetic teeth. The system is designed to replace a full arch of teeth.

The All-on-4® or All-on-6® Same Day Teeth system looks, feels, and functions like natural teeth. They are an excellent solution for patients who may have been denied dental implants due to insufficient jawbone density because they use strategic angling of the posts to take advantage of healthy bone tissue.

What are the advantages of using All-on-Four® or All-on-Six®?

By using implants, you promote and stimulate jawbone growth.

Implants hold your dentures firmly in place, so you have no worries about rubbing and creating sores due to friction like with adhesive-based dentures.

You'll experience no slipping, no discomfort, and have no additional maintenance beyond regular brushing and flossing.

All-on-4® and All-on-6® Same Day Teeth function exactly like regular teeth, so you can eat whatever you want.

How long does it take to get the implants?

The dentist can usually finish the procedure in one or two visits.

While your mouth heals, the dentist will provide you with a temporary set of dentures.

Once the implants have fully healed, you will return for one more visit where the dentist fits you with your permanent dentures.

Since implants for the All-on-4® or All-on-6® Same Day Teeth system is designed to last a lifetime, and regular dentures last 7-15 years, implants may be more cost-effective.

Implant retained dentures

Implant retained dentures attach to dental implants, making it impossible for the dentures to slip or fall out providing more security and enabling you to enjoy more of your favourite foods. Unlike conventional dentures, implant retained dentures stimulate your jawbone which adds volume to your cheeks and lips

restoring a youthful appearance.

How will the dentist fit these dentures?

The dentist will insert strategically placed implants into your jaw made of titanium alloy, which is safe and compatible with human bone.

The dentist attaches connecting pieces to the implants called abutments. The abutments attach to the dentures.

How long will the process take?

The process requires several steps, including assessing your suitability for implants, developing a customised treatment plan, scheduling implant surgery, allowing time for the implant sites to heal, and finally fitting your bespoke set of dentures.

Your dentist will advise you as to the approximate length of the process after the oral health assessment. But remember, each patient heals differently, so no 2 patients experience will be exactly the same.

How do I care for implant retained dentures?

As your denture plate is attached to implants embedded in your jawbone, remove all detachable appliances and clean around the attachments, artificial teeth and clean your gums.

Remove them at night and soak them in cleaning and disinfecting denture solution.

Single tooth dental implants

A single tooth implant can help restore your mouth to 100% functionality as well as improve the cosmetic appearance of your smile.

Implants provide a sturdy anchor for the prosthetic tooth.

Can anyone get implants?

You will need an assessment by your dentist to determine if you are a suitable candidate for an implant.

The dentist will examine your mouth and medical history to determine your candidacy.

Some people may not have enough bone density to support an implant and may require a bone graft before the dentist can place an implant in his or her jawbone. Other reasons you may not be a good candidate include uncontrollable diabetes, patients who take medication like steroids that suppress their immune system, patients who grind or clench their teeth, and heavy smokers.

How does an implant differ from a dental bridge?

Unlike dental bridges, a single tooth implant replaces the entire root of a tooth, providing a very stable, sturdy platform to attach the crown. The implant mimics the tooth root stimulating jawbone for healthy gum and a more youthful appearance.

Implants do not need to rely on neighbouring teeth, nor does the patient need to worry as much about gum health around the prosthetic tooth and implant site. A dental implant can last a lifetime, although the crown may need to be replaced. A dental bridge can last for about a decade.

Do dental implants require special care?

As dental implants function just like your natural teeth, you simply have to brush and floss regularly. Dental implants, like your natural teeth, depend on healthy gums and surrounding teeth for support, so visit your dentist at least twice a year for check-ups and professional hygiene cleanings.



Treatment page writing mistakes to avoid

Treatment	Sentence	Dentist's feedback
About us	Our practice seeks to provide excellent dental care as well as cosmetic treatments and services such as crowns, veneers, and teeth whitening.	This is not a major selling point - teeth whitening yes, veneers yes, crowns are pretty general.
Airflow Tooth Polishing	This modern treatment offers an immediate way to whiten heavily stained teeth.	Does not whiten teeth - simply removes stains giving it a sparkling cleaner brighter look.
Airflow Tooth Polishing	No scraping of the teeth or gums which can damage to your tooth enamel.	This makes a hygienist appointment sound bad.

Treatment	Sentence	Dentist's feedback
Airflow Tooth Polishing	It can also reduce tooth-sensitivity over time.	I don't believe this is accurate.
Airflow Tooth Polishing	Airflow Tooth Polishing is Non-Surgical Deep Gum Cleaning.	Airflow is used to remove staining - it is not a non surgical deep gum cleaning.
Airflow Tooth Polishing	There is no direct contact with the teeth or dental enamel. So, you'll enjoy cleaner teeth with no sensitivity or discomfort.	It really can hurt! the pressure is strong and causes slight tingling /discomfort.
Airflow Tooth Polishing	Airflow tooth polishing is far superior to the old-fashioned scale and polish technique, which relies on scraping to remove stains.	This makes it sound like you can have airflow instead of a scale and polish.
Bridges	we also offer CEREC, which can greatly reduce treatment time.	Cerec is used for onlays and inlays only - a bridge cannot be made on the day using Cerec.

Treatment	Sentence	Dentist's feedback
Bridges	With the correct maintenance a bridge can last a for many years and is an ideal solution to replace lost teeth.	This completely contradicts what has been written about dental implants - maybe say bridges are a more affordable, less surgery time option.
Bridges	Preparation of the teeth either side includes removing a portion the enamel to allow room for the crown to be fitted.	Not always true - can sometimes only be one tooth! Also, all they really do is shave the tooth down slightly to cement the wings.
Bridges	It involves anchoring prosthetic teeth to two natural teeth to replace the missing tooth.	One or two natural teeth
Bridges	Bridges also prevent food from getting stuck between your teeth.	You will need to treat the bridge like a normal tooth when cleaning in between teeth - it doesn't prevent food trapping.

Treatment	Sentence	Dentist's feedback
Crowns	A Crown is a cap.	A crown is like a cap.
Crowns	If you have a cavity that can't be filled, call us.	The patient doesn't need to diagnose themselves with a crown - a dentist will.
Crowns	If your teeth have suffered trauma and appear discoloured or chipped, a crown can correct the problem.	Wouldn't use a crown for a chipped tooth – it is a very evasive treatment.
Crowns	You won't have to worry about damaging your original tooth while eating and drinking.	A tooth can still decay under a crown if it isn't cleaned correctly or the crown isn't fitted 100%.
Crowns	A Crown is also a beautiful way to hide imperfections like a badly misshapen or discoloured tooth.	A crown is the last resort, there are less evasive ways to do this first such as comp fills, veneers, braces, whitening.
Dental Hygiene	They will provide a thorough polish and scale.	scale and polish

Treatment	Sentence	Dentist's feedback
Dental Hygiene	Dental Hygienists keep track of your records to recognise any change in the condition of your teeth since previous visits.	"mouth"... they don't check teeth.
Dental Hygiene	They look for signs of dental problems such as gingivitis, decay, or other issues affecting your teeth and gums.	"oral hygiene" – not teeth.
Dental Hygiene	We recommend seeing our hygienists at least twice a year, and they can refer you to the dental team if they have any concerns.	This makes it sound like the patient will only see a hygienist and only if they notice problems will they go to a dentist – that is incorrect.
Dental Hygiene	Hygienists will also take x-rays or apply antiseptic chips and antibiotic gels when these are necessary.	Most hygienist don't take x-rays.

Treatment	Sentence	Dentist's feedback
Dental Fillers	Our medical-certified Facial Aesthetician uses hyaluronic acid-based fillers for this purpose.	Major put off to people thinking acid is in their face - it is only really used to dissolve fillers which is a last resort and not very nice to go through!
Dental Fillers	It lasts a few months.	6-9 months
Extraction	Extraction can be more affordable than other methods used to address damaged teeth.	If you say taking teeth out is affordable, then patients will opt for it even when their teeth can be fixed.
Extraction	If a tooth becomes too decayed or damaged to restore with a filling or crown, your dentist might recommend tooth extraction.	Can say "resolve with any dental treatments" as there are like manyyy ways to try save a tooth.

Treatment	Sentence	Dentist's feedback
Fillings	Once removed, you can explore options for replacing the tooth such as a dental implant.	implant, bridge, denture - lots of options
Fillings	Composite Fillings tend to be less durable than amalgam, and some composite material is unsuitable for heavy-wear teeth like molars.	Avoid negative point (the facts are correct but its off putting).
General	The results are instantaneous, and you will leave the office with significantly whiter teeth.	Not office, use surgery
Hidden Lingual Braces	They are also more comfortable to wear.	not true - they can be irriattaing to the tongue from the inside.
Home-Based Teeth Whiteninginvolves using a whitening tray each night.	Day or night

Treatment	Sentence	Dentist's feedback
Inlays and Onlays	<p>To protect a tooth that has been worn down, for example by grinding or jaw clenching</p> <p>To reduce sensitivity to a tooth</p> <p>To replace silver amalgam fillings</p>	These 3 points aren't accurate.
Inlays and Onlays	You may initially be given a temporary filling while a technician produces the inlay or onlay, as this can take several weeks.	2 weeks
Mouth Cancer Screening	The lips are one of the most common places for cancer to form.	I have never heard this / Googled shows no significant evidence to back this.
Preventative	Proper at-home oral hygiene	Avoid "proper", use "regular".

Treatment	Sentence	Dentist's feedback
Periodontics	Periodontics is a specialised branch of dentistry that focuses on the supporting structures of teeth, such as the gums, ligaments and jaw bone.	Use "gums and bone" / take out "ligaments and jaw".
Prosthodontics	If your teeth have been damaged, broken or are stained you may require Prosthodontic treatment.	Prosthodontists mainly deal with missing teeth - staining can be removed and broken teeth can be fixed (this doesn't have to be done by a prosthodontist).
Prosthodontics	..that have worn down due to excessive bruxism.	Patient might not know what it means - maybe in brackets write "grinding of the teeth".
Root Canal Treatment	The root refers to the base of your tooth, which connects to the bone below.	This sounds weird.

Treatment	Sentence	Dentist's feedback
Root Canal Treatment	Root Canal Treatment is an important tool for dealing with dead or decaying matter.	RCT is one of the scariest treatments for patients so saying "tool" doesn't really do it any justice.
Root Canal Treatment	You may be experiencing generalised tooth pain, pain when eating or chewing, a loose tooth...	A loose tooth won't become unloose using RCT.
Root Canal Treatment	Reduces or removes a tooth's sensitivity to hot and cold.	Write reduces feelings in tooth - don't let patients think that they can have RCT just because their tooth is sensitive.
Sedation	We recommend you ask a friend or relative to collect you.	Not recommend, it is compulsory you have someone with you to take you home (not just drive you home).
Smile Make Over	Smile Makeover options include Veneers or Caps.	Not caps, "composite bonding".

Treatment	Sentence	Dentist's feedback
Veneers	Dental veneers are the ideal cosmetic treatment.	They aren't - Most dentists don't like veneers as it is an evasive way to fix teeth.
Veneers	While the Composite Veneer process requires less preparation work to the natural teeth, this option does not last as long as porcelain Veneers.	This will push people away from comp veneers which are in fact the better, non-evasive option / Maybe not list the bad points.
Veneers	Your Veneers can last up to 15 years.	10 years with good care
Whitening	We will also recommend the strength of gel you will need to best suit your teeth.	Zoom don't do different %'s anymore.

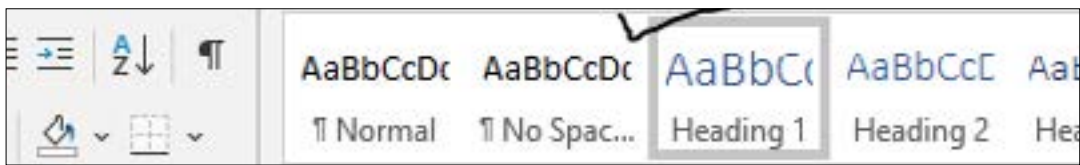
Treatment	Sentence	Dentist's feedback
Whitening	Patients with gum and tooth sensitivity can benefit from the latest techniques that guarantee a painless experience.	Never guarantee "pain free".
Wrinkle Correction	The effects of these treatments can last for several months.	3-4 months



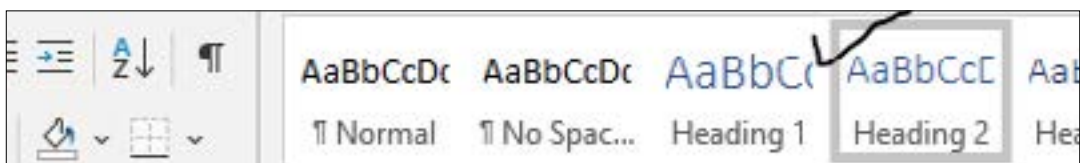
Content format

Please use the following "style" for the content

Name of page/treatment: Set style as H1



Name of page/treatment: Set style as H1



Name of page/treatment: Set style as H1



Name of page/treatment: Set style as H1



Example of the above formatting used for the content below:

Dermal Fillers

Whether to reverse the hands of time or to enhance your facial features, dermal fillers are a great choice if you wish to look younger.

Clinically issued dermal fillers are safe and effective solutions to treat fine lines and wrinkles or to add volume to the face.

What are dermal fillers?

Dermal fillers are a type of injectable cosmetic gel agents that can smooth out wrinkles and give your features a fuller-looking appearance.

They are a non-permanent, non-surgical treatment, which can last up to 6-12 months.

Dermal filler products contain hyaluronic acid, replacing lost hyaluronic acid and stimulating the production of collagen to keep the skin naturally elastic and hydrated.

If you want to experience the benefits of dermal fillers for yourself, please schedule an appointment with XYZ Dental Practice at OXX XXXX XXXX.

- Commented [u1]: Name of page/treatment: Set style as H1
- Commented [u2]: First sentence of the content: Set style as H2
- Commented [u3]: Rest of the content: Leave as standard text (P)
- Commented [u4]: Subheading: Set style as H3



Order of treatments for the content

Kindly use the below mentioned order when submitting a content document.

General dentistry

Emergencies
Airflow Tooth Polishing
Bridges
Crowns
Dental Care for Children
Dental Hygiene
Dentures
Fillings
Inlays and Onlays
Mouth Cancer Screening
Nervous Patients
Preventive Dentistry
Root Canal Treatment
Sedation
Tooth Extraction

Cosmetic dentistry

Veneers

Teeth Whitening

Boutique Whitening

Enlighten Evolution™ Whitening

Home-based Teeth Whitening

In Chair Power Bleaching

Laser Teeth Whitening

Oral-B™ 3D Teeth Whitening Strips

Phillips™ Zoom White-Speed

Pola™ Whitening

Cosmetic Bonding

White Fillings

Cosmetic Dentures

Crown Lengthening

Smile Makeovers

SmileFast

Teeth straightening

Invisalign®

Six Month Smiles

Orthodontics

AcceleDent

Ceramic Braces

C Fast

Damon™

Incognito™ Hidden Lingual Braces

Inman Aligner™

Dental implants

Single Tooth Dental Implants

All-on-Four/All-on-Six Same Day

Teeth

Implant Retained Dentures

Advanced dentistry

Endodontics

Periodontics

Prosthodontics

Facial aesthetics

Wrinkle Correction

Dermal Fillers

Please note:

1. All the treatments listed may not be offered by a dental practice, hence all these names might not appear on a questionnaire. You can use the above guide for the treatments that have to be written about.
2. There may be a unique treatment offered by a certain practice that is not mentioned on the above list. You can place that at the end of the document.



Checklist

General: This content is for UK Dental Websites. Our clients are professional Dental Practices and your writing must reflect that.

Basic writing rules	Done (✓)
Sentences no longer than 1 1/2 lines	<input type="checkbox"/>
Paragraphs no longer than 2-3 sentences	<input type="checkbox"/>
No more than 2-3 paragraphs per subheading	<input type="checkbox"/>
Treatment pages up to 200-250 words in length	<input type="checkbox"/>
The content has short/concise descriptions of treatments without too much technical detail	<input type="checkbox"/>
No jargon/colloquialisms	<input type="checkbox"/>
Used correct grammar, spelling, and syntax	<input type="checkbox"/>
The content has been written from scratch just for that dental practice and has passed Copyscape (to avoid any penalties from Google for 'content duplication')	<input type="checkbox"/>

Spellings: You must use UK spellings and avoid US spellings.

Spell check

Done (✓)

Set Word to use UK spelling (if you do not know how to do this, let us know and we will provide you with directions)

No American spellings: Any word in the U.S. spelled using a "z" anywhere but at the very beginning of a word almost certainly will use an "s" instead in UK

No American spellings: Some wording ending in "er" like "center" and "fiber" are spelled with "re" like "centre" and "fibre"

No American spellings: Words ending "or" like "color" or "favor" are spelled with "our" like "colour" and "favour"

Used this free online spell checker, <http://www.spellcheck.co.uk/> (Word & Grammarly spell checkers do not catch all the spelling differences) to ensure the above have been met

Hyphenated "teeth-whitening" and "teeth-straightening"

Capitalisation: In addition to standard capitalisation rules, check to the following:

Capitals check	Done (✓)
'Dental Practice' is in capitals	<input type="checkbox"/>
'Principal Dentist' is in capitals (when discussing the practice owner or main dentist)	<input type="checkbox"/>
Brand names like Pola, Enlighten's Evolution etc are in capitals	<input type="checkbox"/>
'Dentist' is not in capitals, unless at the start of a sentence	<input type="checkbox"/>
'Treatments' have not been capitalised	<input type="checkbox"/>

Vocabulary restrictions

Word check	Done (✓)
Have used 'practice' not an 'office'	<input type="checkbox"/>
Employees have not been referred as 'staff'. (They are 'dental and healthcare' or 'dental and medical professionals')	<input type="checkbox"/>
Have used 'Principal Dentist' when discussing the Dental Practice's main dentist, not use 'CEO' or 'Owner' or some related term	<input type="checkbox"/>
'Principal Dentist' has not been spelt as 'Principle'	<input type="checkbox"/>
Not used the term 'services' to describe 'treatments'	<input type="checkbox"/>



General Dental Council (GDC) compliance

There are particular regulatory guidelines on what you can say and how you can say it. Here is a list of common words / phrases to avoid:

- Best
- [Botox](#)
- Ensure
- Finest
- Expert
- Greatest
- Lifetime
- Most advanced
- Most effective
- Most experienced
- Painless
- Perfect
- Superior
- Top of the line dentistry / Top quality



Botox

You are not allowed to use the term “Botox” (as per ASA) on a website. Here are some recommended terms to use instead:

- Wrinkle Removal
- Wrinkle Removing Injections
- Wrinkle Relaxing
- Wrinkle Relaxing Injections
- Wrinkle Softening
- Wrinkle Softening Injections
- Anti-Aging Injections
- Anti-Wrinkle Injections
- Forehead Smoothing Injections

GDC Compliance

Compliance check	Done (✓)
Used the Word "find" function and searched the entire content for the above words	<input type="checkbox"/>
Not used the term 'specialist' (unless explicitly mentioned in the questionnaire)	<input type="checkbox"/>
Used https://contentcheck.digimax.dental/ to ensure GDC guidelines have been met	<input type="checkbox"/>

Please note that a dentist can provide endodontic, orthodontic prosthodontic and periodontic treatments. Only if they have done higher studies, will they be termed as orthodontist for example. Unless specified on the questionnaire, do not use words like endodontist, orthodontist, periodontist, prosthodontist or specialist.



Revising definitive claims

Unsubstantiated claims and definitive wording cannot be used e.g. the best / the most advanced / we will provide you with a perfect smile, etc.

Think a bit like a lawyer or a politician when you draft - don't commit to anything and always leave yourself a way out!

An effective way to avoid definitiveness is to use caveat phrasing e.g. replace "we provide pain-free tooth extraction" with "as painless as possible" or "may provide you with" or "we will do our best to...."

Definitive claims

Claims check

Done (✓)

Read the document to ensure no definitive claims made

Miscellaneous

Final check	Done (✓)
Added "®" to Invisalign®, Enlighten® Evolution, and all other brand names	<input type="checkbox"/>
Added "TM" to Inman Aligner™, Damon™, Incognito™ Hidden Lingual Braces, etc	<input type="checkbox"/>
Not used 'Prinicipal' on any treatment pages	<input type="checkbox"/>
Where ever the name of the practice is mentioned in the document, the full name of the dental practice has been used	<input type="checkbox"/>
NOT added a call to action, or phone numbers or email addresses in the content	<input type="checkbox"/>
At the end of our about us pages, added the beneath line and underlined it <u>Meet our team or browse our treatments</u>	<input type="checkbox"/>
No talk about pricing except in a positive or nebulous manner. Avoid saying "so you can enjoy your new teeth without the worry of a large lump sum payment."	<input type="checkbox"/>

Miscellaneous

Final check

Done (✓)

No negativity: Don't write anything that might get a patient thinking on a negative track. Keep all writing upbeat, focusing on solving problems, making their quality of life better.

Example: Avoid "We understand that tooth extraction might seem like a frightening prospect."

No putting down other types of dental treatment, e.g. "veneers are better than the hassle of orthodontic treatment."

Not too much info

Example: Avoid "Prior to the veneers being fixed to your teeth, the dentist will prepare your natural teeth by shaving the top layer of enamel to create the perfect surface for the veneer to be adhered to. Your new set of veneers will be created in our laboratory and once ready will be permanently adhered to your front teeth."

No cheesy lines / bold claims / pushy sales

Example: "Veneers for you to enhance your smile and send your confidence levels sky high." - 'Levels sky high' is too bold

Example: Call us today to schedule an appointment - 'today' makes it sound pushy

Example: The team is not satisfied with the ordinary - Sounds corny