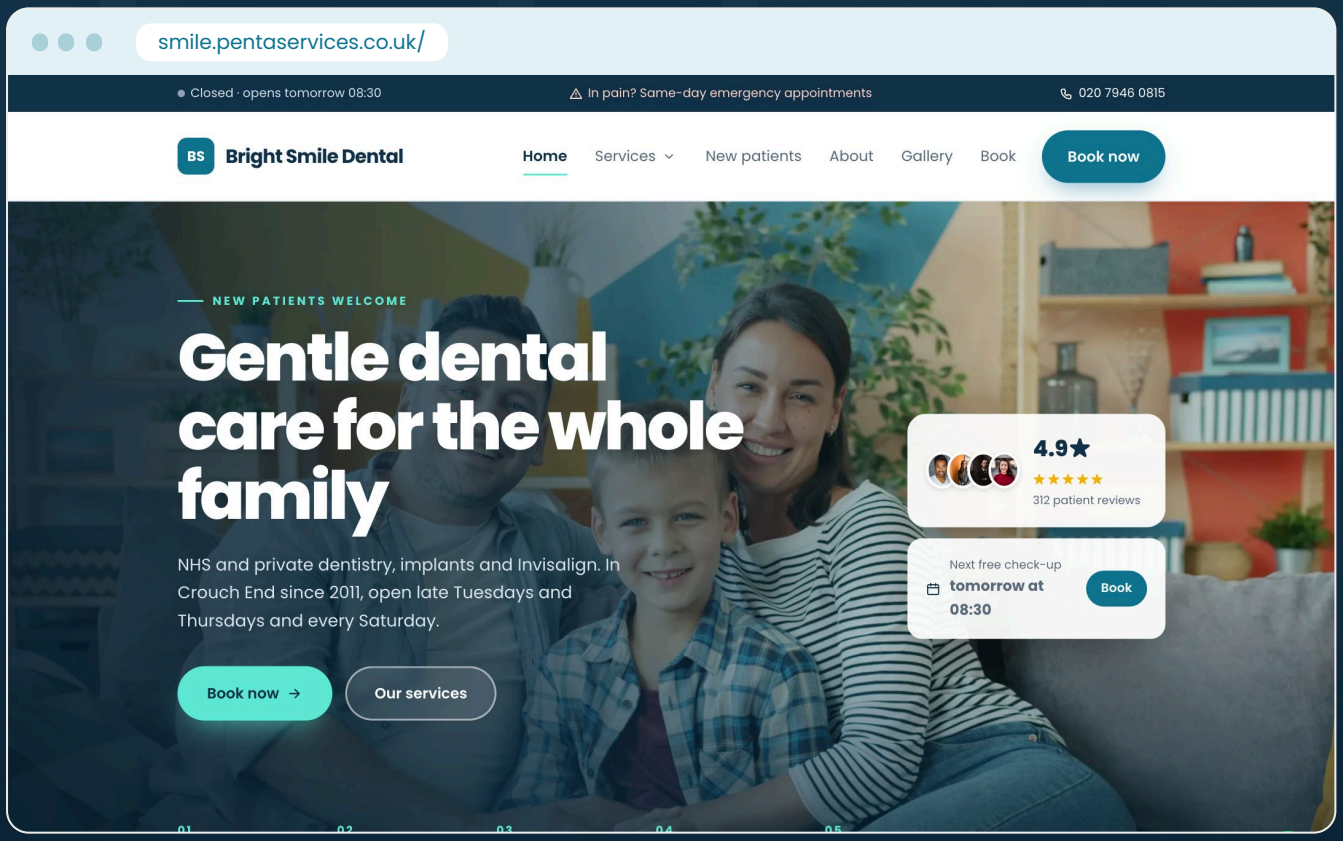
penta SERVICES

November 2026

WEBSITE GUIDE FOR DENTAL PRACTICES AND DENTAL CLINICS

A dental website that fills your appointment book

Ready-made, fast and built to be found on Google and AI assistants. Online booking with real dates and times, a fee estimator that understands NHS bands, 0% finance, a treatment finder, an emergency checker and new patient registration included. We adapt it to your practice, host it and keep it updated.



Ready Site · Business Website package

Live preview: smile.pentaservices.co.uk

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TRY THE LIVE DEMO

smile.pentaservices.co.uk

Bright Smile Dental is a fictional sample practice. Every name, private fee, review, rating and figure in the demo is a sample that we replace with your own. The NHS band charges shown are the England charges from 1 April 2025.

1 · AT A GLANCE

Built for how patients choose a dentist

People look for a dentist when something hurts, when they move to a new area or when a child needs a first check-up, and they search on a phone. They want to know if you take new patients, what it costs and how soon they can be seen. This website answers all three without a phone call.

What patients check first

- Are you taking new NHS or private patients?
- What a check-up or treatment will cost
- Can I be seen today if I'm in pain?
- Will the dentist be gentle with a nervous patient?
- Opening hours, location, reviews and the team

What the website gives them

- Online booking 24/7 with a real date, time and dentist
- Every fee, NHS bands explained and a fee estimator
- An emergency checker with first-aid steps and a call button
- Online registration with medical history before the visit
- 0% finance, a treatment finder and a call, book and WhatsApp bar

23
pages, plus a sitemap, robots.txt and llms.txt

6
treatment pages, each with fees, FAQs and booking

8
interactive tools: booking, fees, finance, finder, emergency, registration, timer, shades

32
automated checks run on every tool before launch

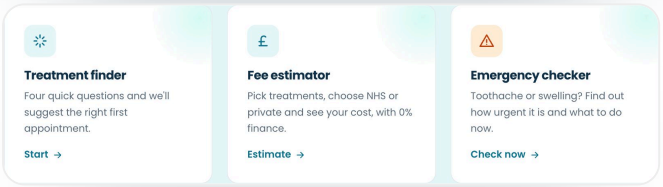
Who it's for

Family dental practices · NHS and mixed practices · Private dental clinics · Cosmetic dentists · Implant clinics · Invisalign and orthodontic practices · Children's dentists · Emergency dental clinics · Hygienist practices

The homepage, section by section

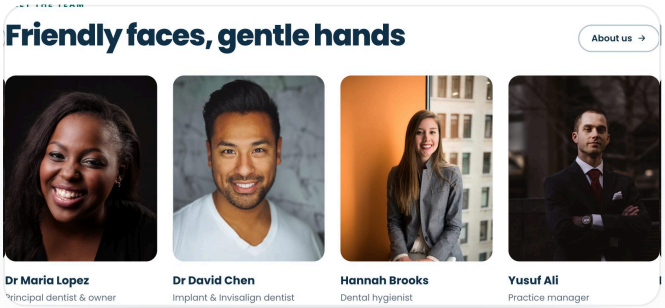
A bright, friendly design in white, deep navy and teal, with booking one tap away on every screen.







The five hero slides



1 Auto-rotating hero slider
Five full-width photo slides change on their own: family dentistry, unhurried first visits, children, whitening and Invisalign, and same-day emergencies, each with its own headline and two buttons.

2 Live status and next free slot
The top bar shows whether you are open now; a floating card on the slider shows your rating and the next free check-up with a link to book it.

3 Services with filters
Six numbered treatment cards with NHS and private tags and 'from' prices. Filter by NHS available or private.

4 Three helpful tools
Treatment finder, fee estimator and emergency checker, each one click from the homepage.

5 Team, reviews and numbers
Team cards that open a bio, a review carousel and animated counters for rating, years and the emergency line.

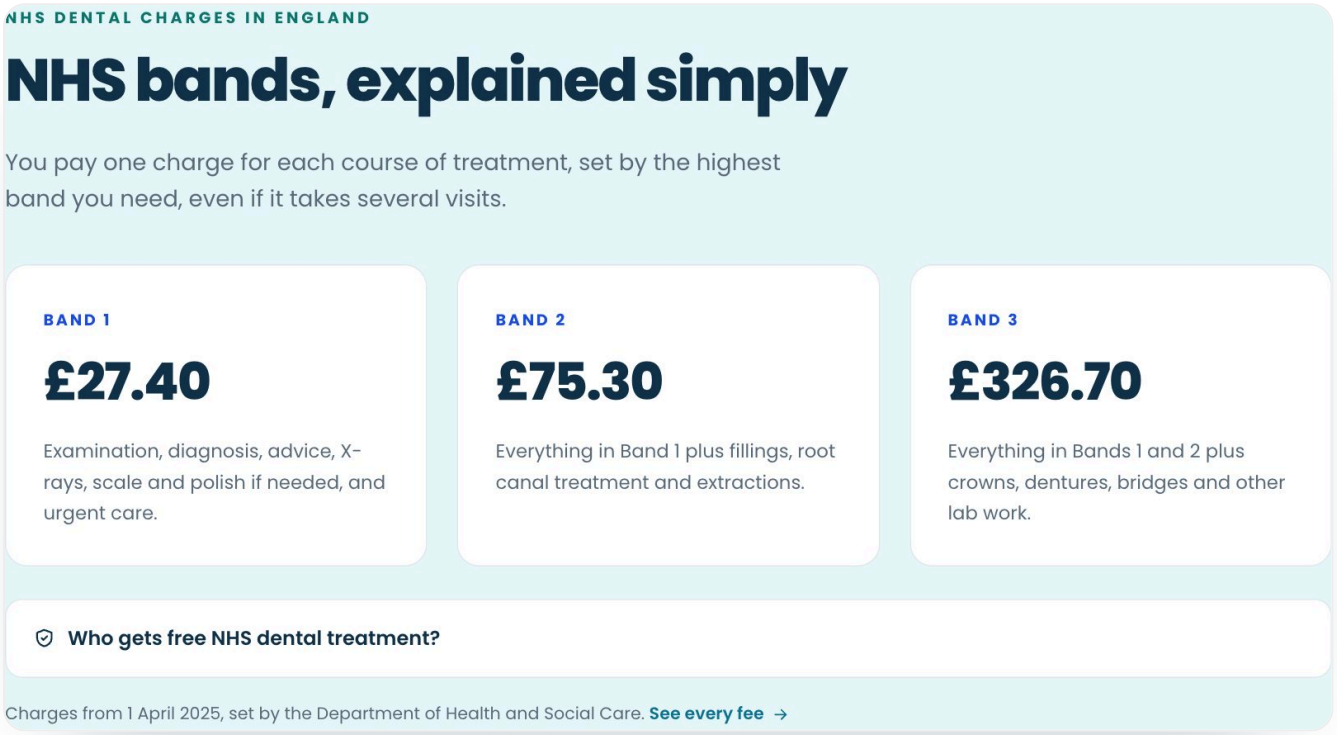
6 New patients, hours and advice
Registration in two minutes, opening hours with today highlighted, and the latest articles from your dentists.

WHY IT CONVERTS

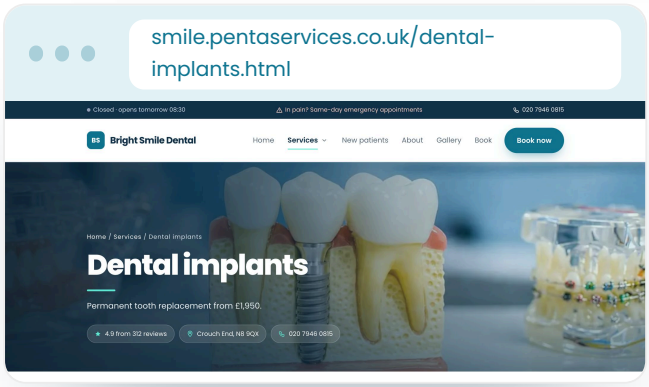
Most visitors decide in seconds whether to call, book or go back to Google. When the first screen shows you are open, have a free slot tomorrow and are rated by hundreds of patients, they book with you.

Treatments, prices and NHS bands

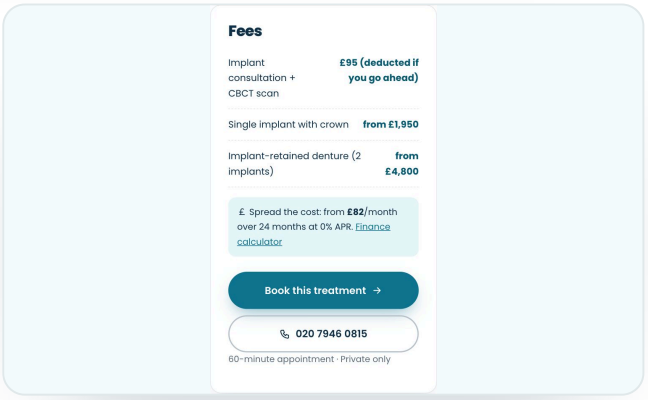
A services page with every treatment and a clear NHS explanation, plus a full page for each treatment.



NHS bands explained, with the official England charges and who gets free treatment



A treatment page: dental implants



Fees card with a finance example and booking buttons

1. **Answer first**
   Each page opens with a short answer of what the treatment is, who it suits and what it costs, which is what Google and AI assistants quote.

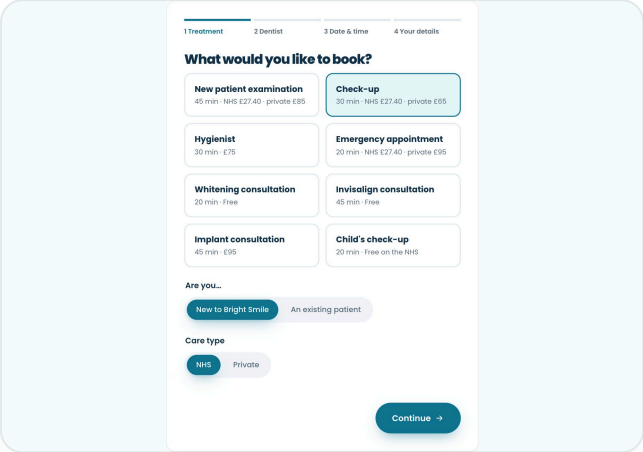
2. **What's included, who it's for**
   Included steps, who the treatment suits, a photo and the questions patients ask.

3. **Fees and finance**
   NHS band or private fees per item, and for treatment from £500 a monthly figure at 0% APR.

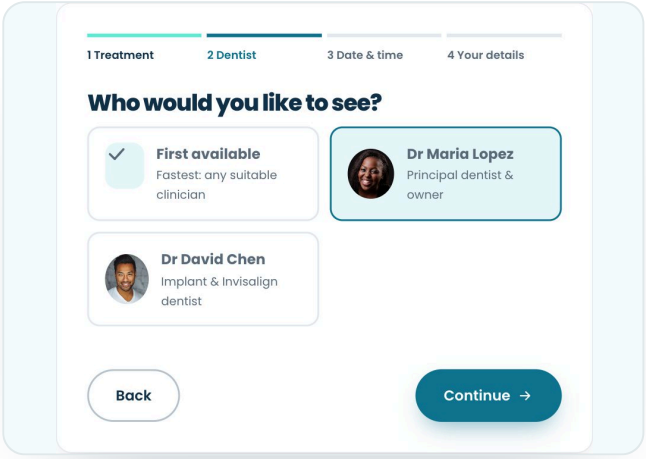
4. **Book this treatment**
   The button opens booking with the right appointment type already selected.

Online booking in four steps

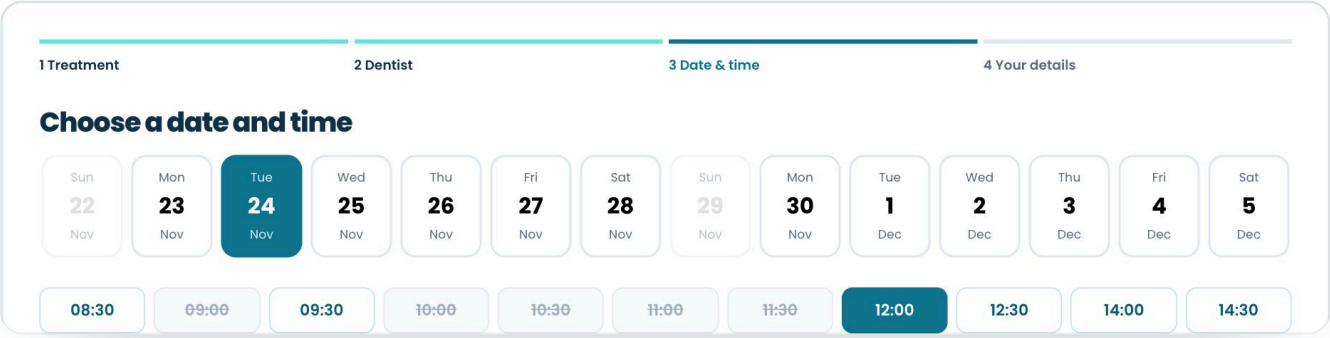
Patients choose the appointment, the clinician, a date and a time, and get a reference and a calendar file. No phone call, no waiting for a reply.



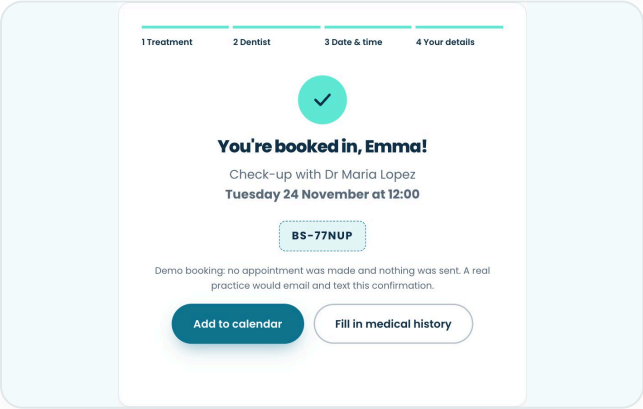
Step 1: appointment type, new or existing patient, NHS or private



Step 2: first available or a named clinician



Step 3: a 14-day calendar with free and booked times



Confirmation with reference, calendar file and medical history link

1 Eight appointment types
New patient exam, check-up, hygienist, emergency, whitening, Invisalign, implant and child's check-up, each with its length and fee.

2 The right clinician
Each type shows only the clinicians who offer it, or 'first available' for the fastest slot.

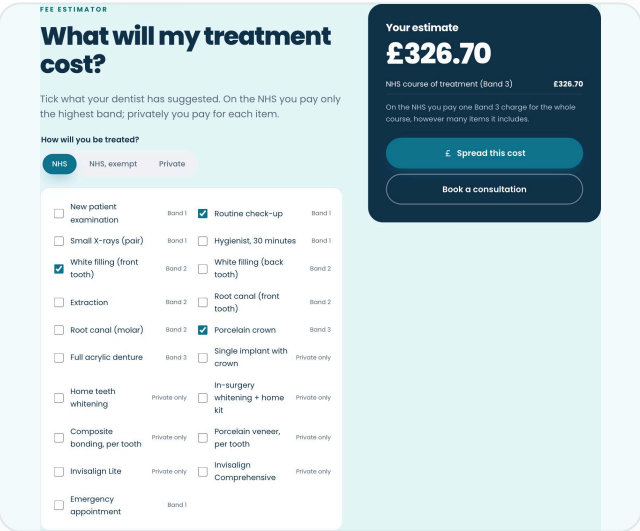
3 Live summary
A side panel builds the appointment as the patient goes: treatment, care type, clinician, time, length and fee.

Clear fees, an estimator and 0% finance

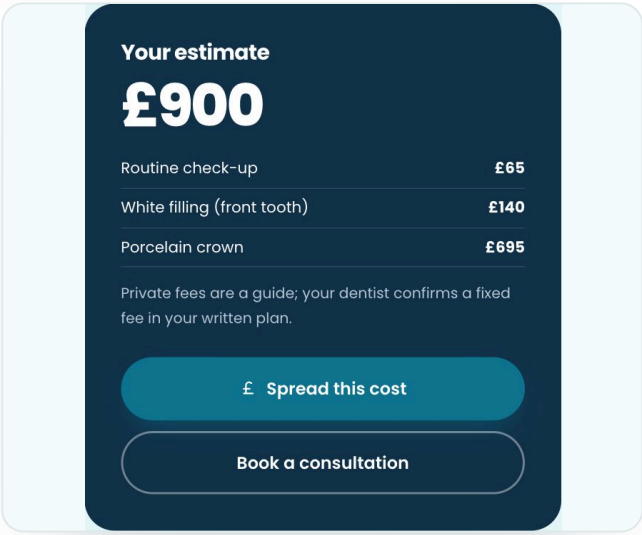
Patients see what they will pay before they book, NHS or private, and how to spread the cost of larger treatment.

TREATMENT	NHS	PRIVATE
Root canal (front tooth) Restorative	Band 2 £75.30	£450
Root canal (molar) Restorative	Band 2 £75.30	from £750
Porcelain crown Restorative	Band 3 £326.70	from £695

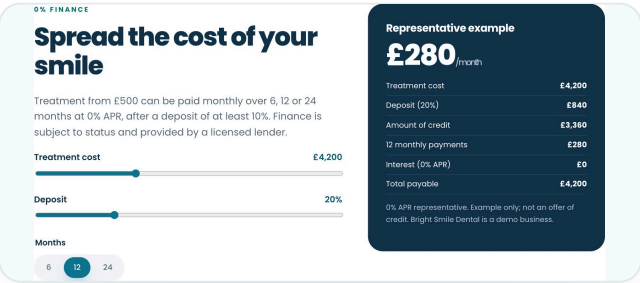
Fee list with NHS band and private price, filtered to restorative treatment



Fee estimator, NHS: check-up, filling and crown = one Band 3 charge



The same items privately: each fee added up

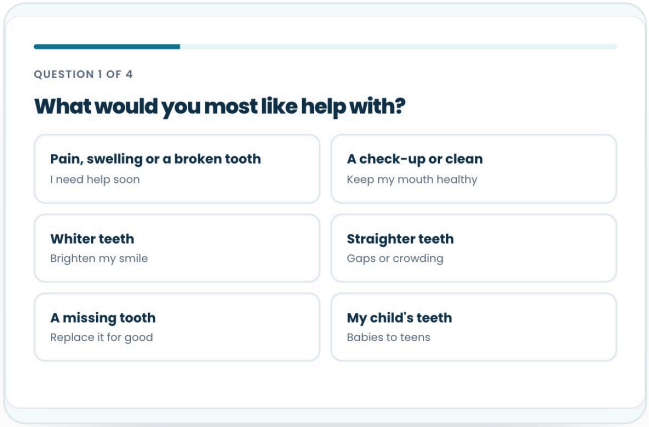


0% finance: cost, deposit and 6, 12 or 24 months

1. **NHS rules built in**
   One charge per course at the highest band, £0 for exempt patients and item-by-item totals for private care.
2. **From estimate to finance**
   'Spread this cost' moves the total into the finance calculator, with a full representative example.
3. **Membership plan**
   A Smile Plan section shows the monthly fee and what it includes.

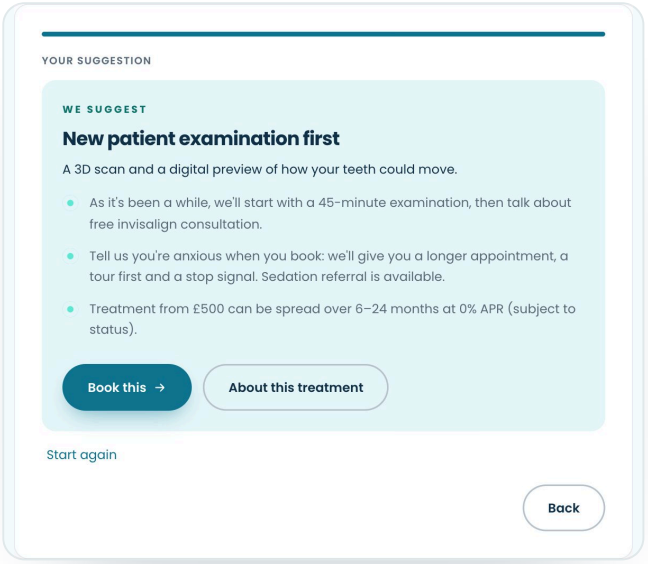
Four questions, the right first appointment

For visitors who don't know what to book. Four taps give a clear suggestion with a booking button.

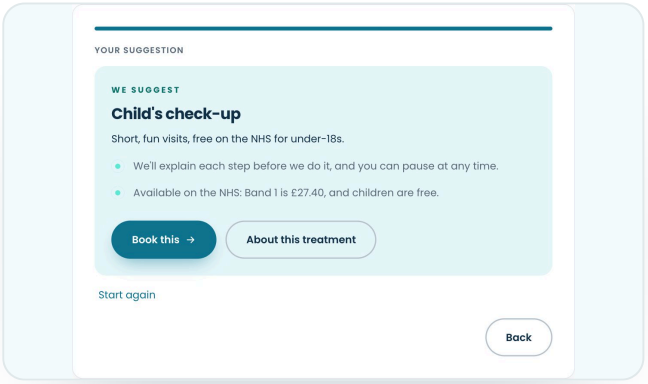


Question 1 of 4: what would you most like help with?

1. **Four simple questions**
   The goal (pain, check-up, whitening, straightening, a missing tooth or a child), the last visit, how they feel about the dentist and how they want to pay.
2. **Notes that reassure**
   Extra notes for nervous patients, long gaps, private-only treatment and 0% finance.
3. **Straight to booking**
   'Book this' opens booking with the suggested appointment selected.



Result: long gap and very anxious, so a new patient exam first, with finance noted



Result for a child: free on the NHS

WHY IT MATTERS

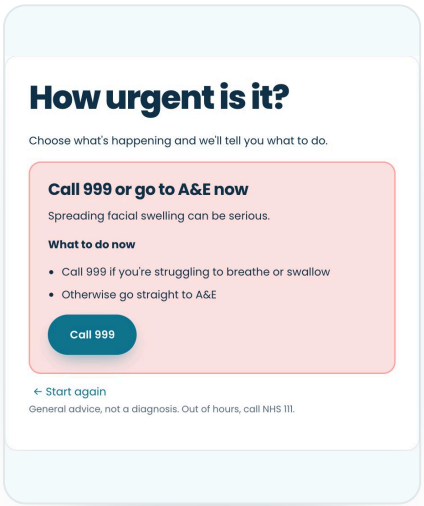
Many people put off the dentist because they don't know where to start or fear the cost. A friendly finder turns that doubt into a booked first visit.

An emergency checker that tells patients what to do now

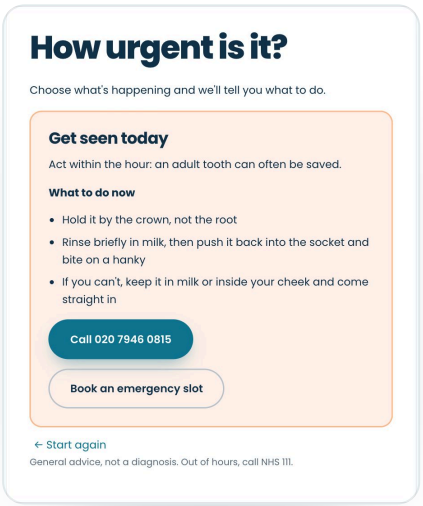
People in pain need a fast, safe answer. The checker asks one or two questions and gives one of three clear outcomes.

⚠ **Call 999 or go to A&E** if swelling affects your breathing, swallowing or eye, if bleeding won't stop after 20 minutes of pressure, or after a serious injury to your face or jaw.

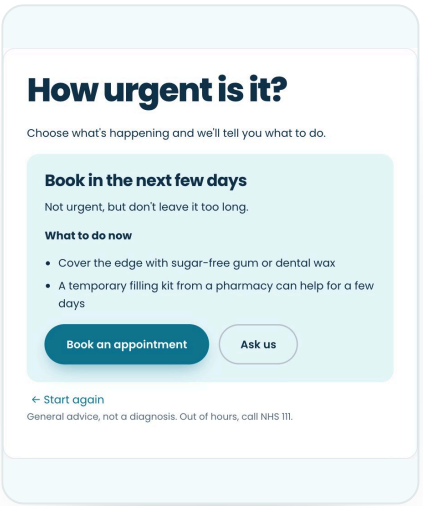
Red alert: when to call 999 or go to A&E



Swelling affecting breathing: call 999 or go to A&E



Knocked-out adult tooth: get seen today



Sharp broken tooth: book in the next few days

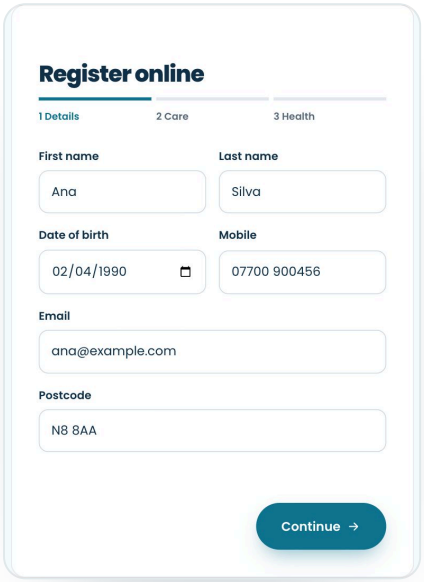
1. **Six common problems**
   Swelling, bleeding, a knocked-out tooth, toothache, a broken tooth or lost filling, and crown, brace or denture problems.
2. **Three clear outcomes**
   Call 999 or go to A&E, get seen today, or book in the next few days.
3. **First aid in plain English**
   What to do now, for example how to keep a knocked-out tooth in milk, with call and booking buttons.
4. **Hours and fees**
   The emergency page lists opening hours, the Sunday line, NHS 111 and NHS and private emergency fees.

WHY IT MATTERS

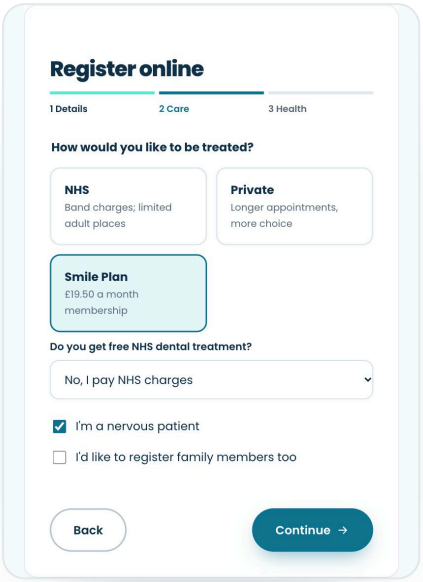
Emergency patients often become long-term patients. The practice that gives a calm answer and a same-day slot at 8:30 wins them. Before launch, your dentists review and approve all advice wording.

New patient registration in three steps

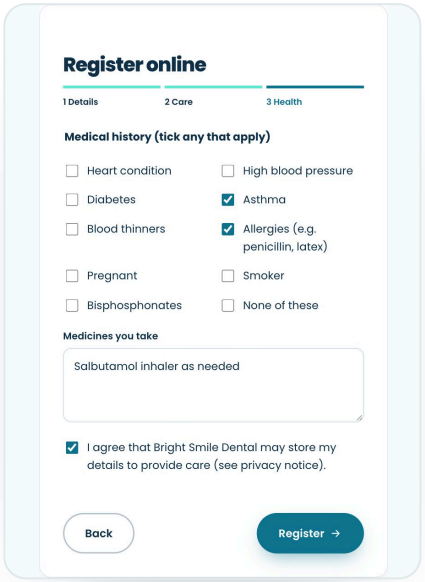
Patients register and fill in their medical history at home, so the first appointment isn't spent on forms.



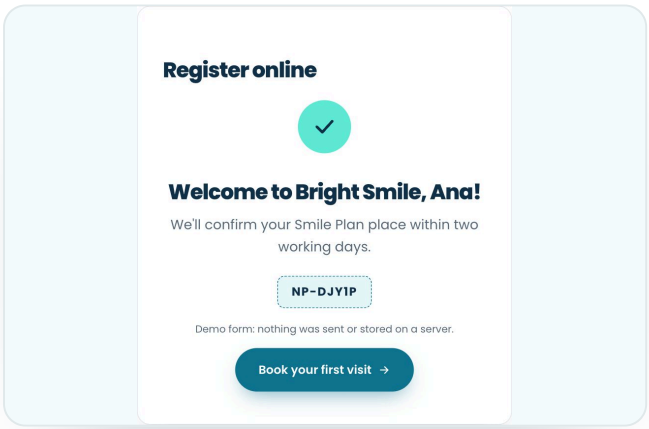
Step 1: name, date of birth, contact details and postcode



Step 2: NHS, private or membership plan, exemptions, nervous patient



Step 3: medical history, medicines and consent



Registration confirmed with a reference

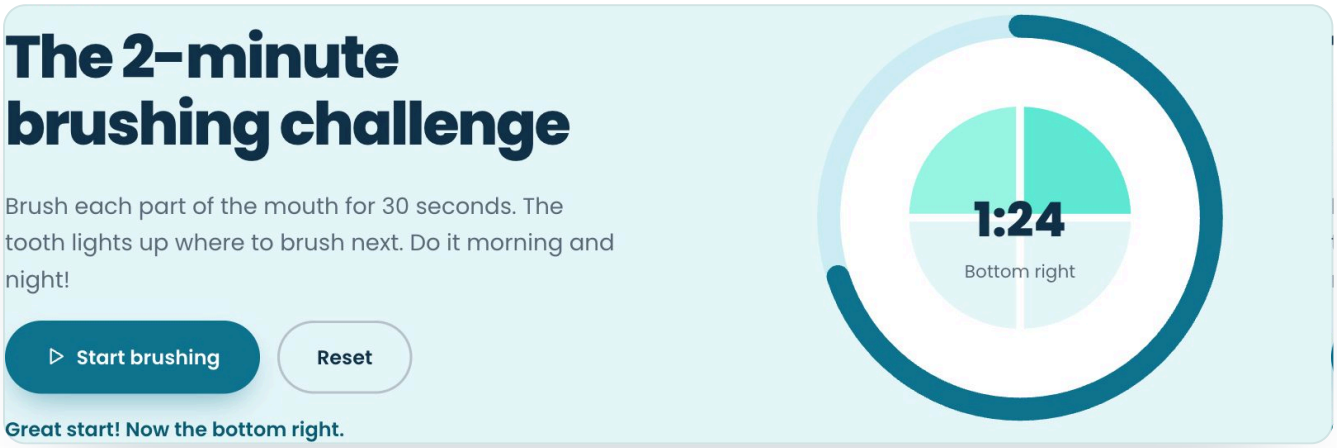
1. **Care type and exemptions**
   NHS, private or plan, with free NHS treatment groups such as under-18s, pregnancy and benefits.
2. **Medical history**
   A checklist of common conditions, medicines and a consent tick, checked before the form can be sent.
3. **Clear first visit**
   The page explains the four steps of a first visit and how you look after nervous patients.

TAILORED TO YOU

The demo stores nothing on a server. For your practice, registrations can be sent to your practice email or connected to your practice software, and the questions follow your own medical history form.

Tools that make treatment pages memorable

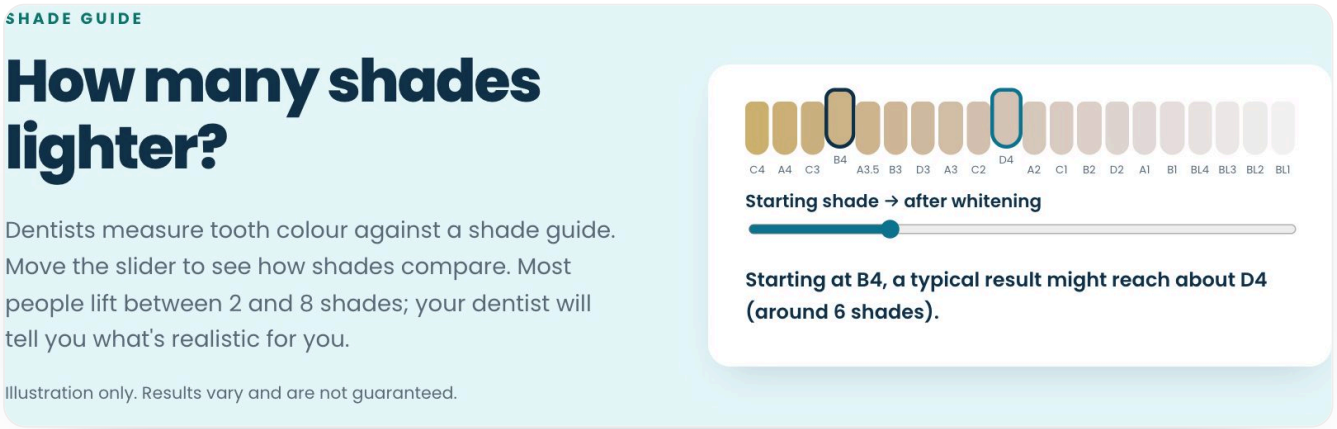
Small interactive extras that families share and that keep visitors on the page longer.



Children's dentistry: the 2-minute brushing challenge, 35 seconds in

1 **2-minute brushing timer**
A countdown ring and a mouth split into four parts: each lights up for 30 seconds, with cheering messages.

2 **For parents too**
The children's page covers first visits, free NHS care for under-18s and fluoride toothpaste guidance.



Teeth whitening: an illustrated shade guide

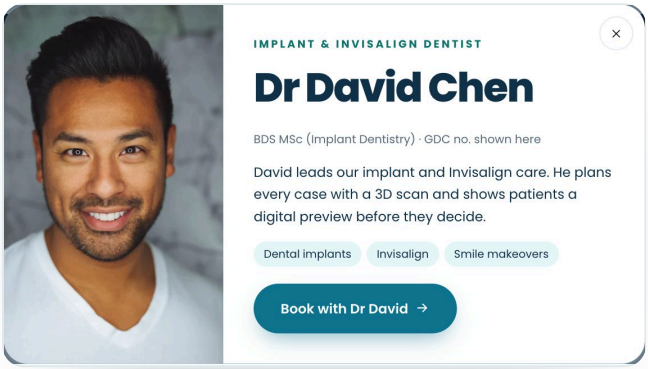
3 **Whitening shade guide**
A slider shows a starting shade and a typical result, with a clear note that results vary and are not guaranteed.

WHY IT MATTERS

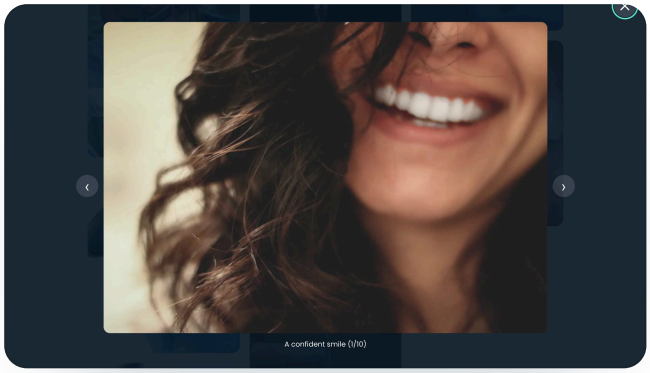
Useful tools give parents and patients a reason to return and share your site, and they show your care before the first visit.

Your story, your team and your surgery

Patients want to see who will treat them and where. These pages make your practice feel familiar before the first visit.



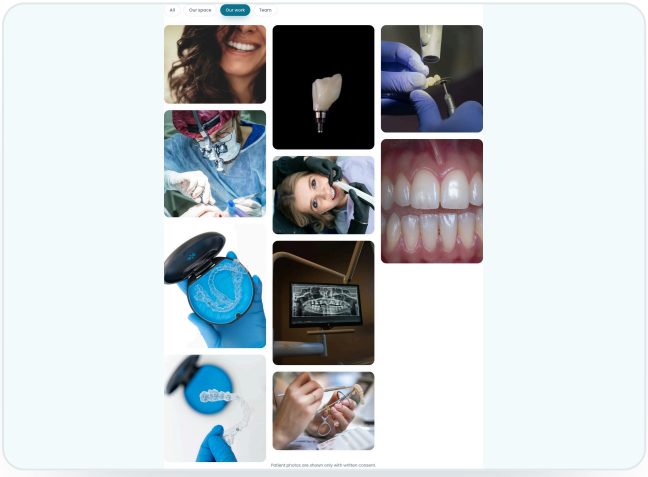
Team bio: qualifications, focus and a booking button



Gallery lightbox with captions and arrows

1 **Team bios**
Each clinician opens in a window with qualifications, GDC number, focus areas and 'Book with' for that person.

2 **Photo gallery**
Filters for space, work, team and events, and a full-screen viewer that works with the keyboard.



Gallery filtered to 'Our work'

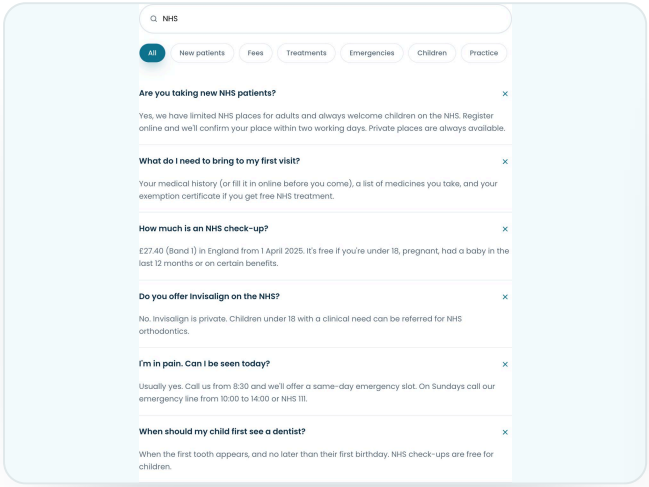


The practice timeline

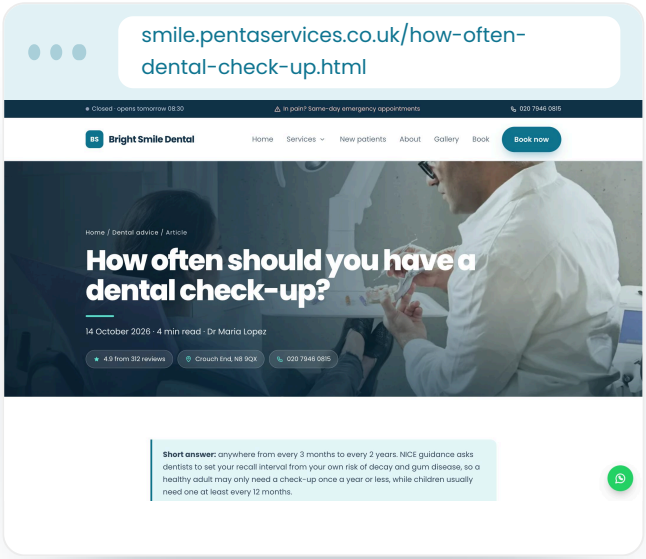
3 **Story and values**
A timeline of your history, values such as gentle care and honest fees, and access information.

Answers, advice and a clear way to reach you

Content that answers patients' questions and gets your practice quoted by AI assistants.



FAQ with search and categories



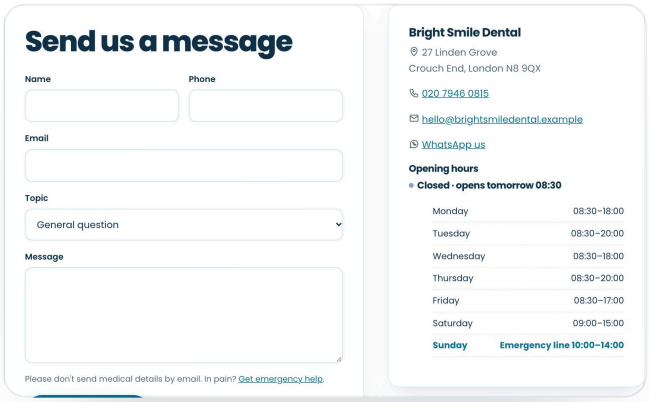
An article by a named dentist

1 **FAQ**

Questions by topic (new patients, fees, treatments, emergencies, children, practice) with instant search and FAQ structured data.

2 **Dental advice**

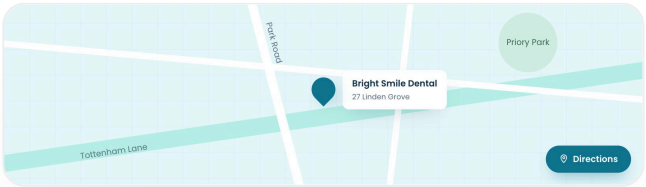
Articles by your dentists: check-up intervals, whitening rules, a child's first visit.



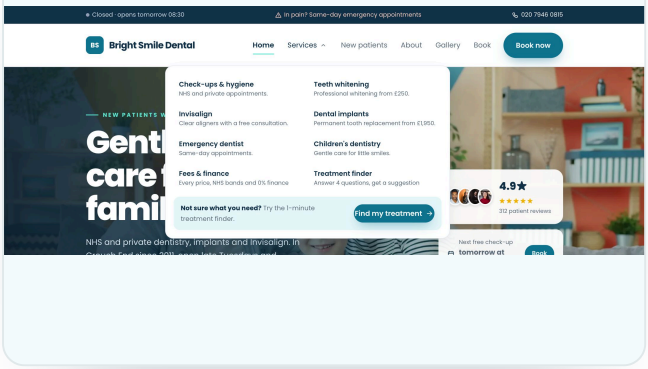
Contact form, details, WhatsApp and hours

3 **Contact**

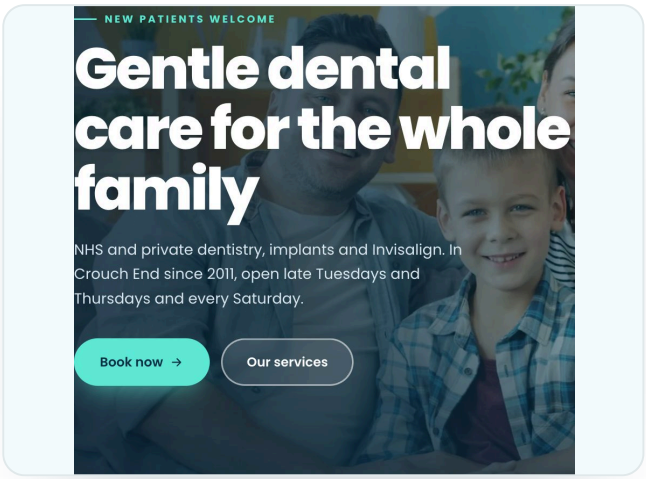
A short form with topics, phone, email, WhatsApp, today's opening status, directions and a map.



Features that keep patients engaged



Services mega menu



Hero slider text and buttons

Mega menu

All six treatments with a short description, fees and the treatment finder, with a 'Not sure what you need?' prompt.

Hero slider

Five photo slides with progress tabs, pause, keyboard and swipe; it stops on hover and for visitors who prefer less motion.

Call, book and WhatsApp

Phone in the top bar, a WhatsApp button and a Call / Book now / WhatsApp bar on phones.

Reviews and counters

A review carousel, animated counters and smooth reveals, switched off for visitors who prefer less motion.

A photo for every page

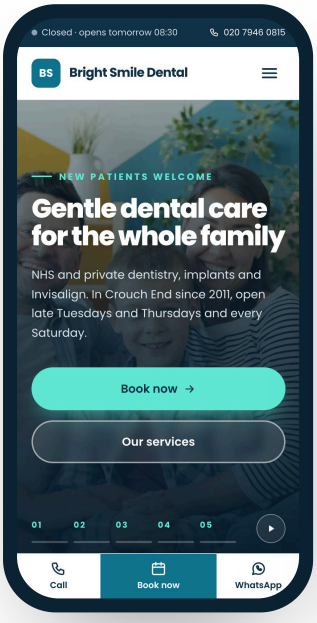
Each page opens with its own photo and quick facts (rating, area, phone), so no two pages look the same.

Easy to update

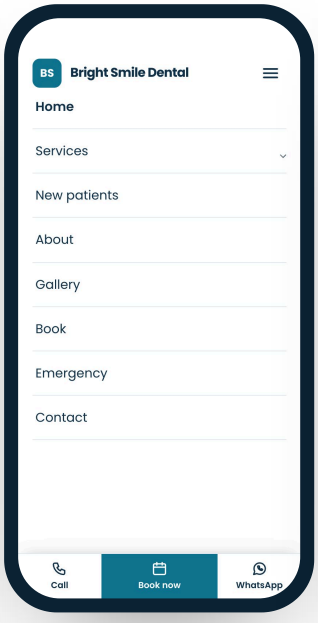
All content in one file: change a fee, hours or a team member once and every page and tool updates.

Designed for the phone

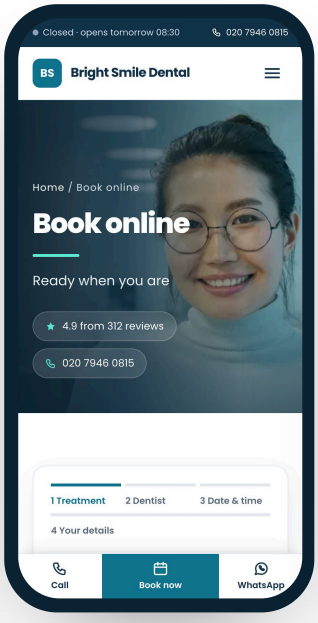
Most patients find and book a dentist on a phone. The menu folds into a drawer, every tool works on a small screen, and a bar keeps Call, Book now and WhatsApp one tap away.



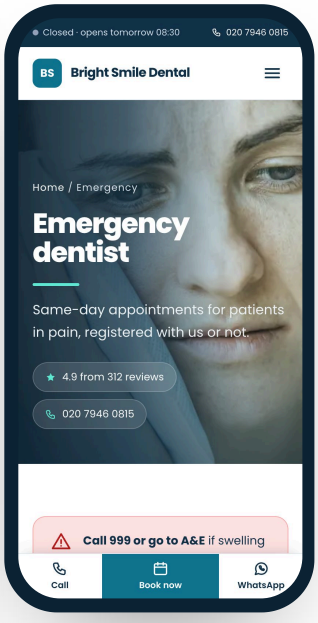
Homepage



Menu



Booking



Emergency

Treatment finder

Four quick questions and we'll suggest the right first appointment.

Start →

Fee estimator

Pick treatments, choose NHS or private and see your cost, with 0% finance.

Estimate →

Emergency checker

Toothache or swelling? Find out how urgent it is and what to do now.

Check now →

Your brand, Google and AI search

The demo uses white, deep navy, teal and mint with Poppins: clean, calm and welcoming. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- Dentist, MedicalProcedure, FAQPage, Article, Person and Breadcrumb structured data
- A page for each treatment, plus fees, emergency and new patient pages
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first treatment pages and FAQs
- Facts AI tools can quote: fees, NHS bands, hours, new patient availability
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

dentist [area] · NHS dentist taking new patients · emergency dentist [town] · how much is an NHS check-up · teeth whitening cost · Invisalign price [city] · dental implants cost · children's dentist [town]

WHY IT MATTERS

Patients increasingly ask ChatGPT, Gemini or Google AI which dentist takes new patients or what a treatment costs. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

15 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourpractice.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

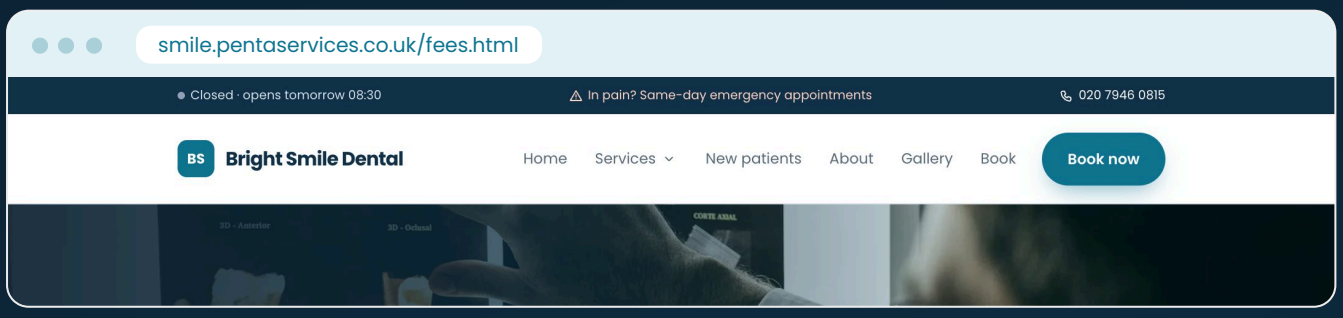
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£24 · US$29
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

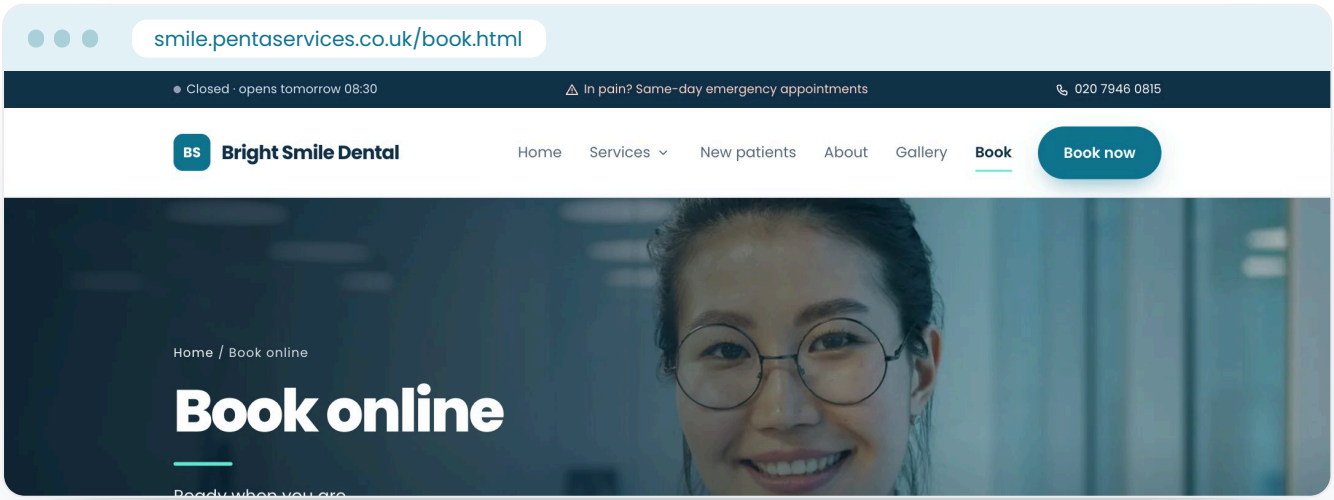
- Logo and colours, if you have them (otherwise we design them)
- Practice name, address, phone, email and opening hours
- Your treatments, NHS and private fees and any membership plan
- Clinicians, their qualifications and GDC numbers, and photos
- Appointment types and lengths, and who offers each one
- Reviews, photos of your surgery and your medical history form

What we do

- Adapt the design to your brand
- Load your treatments, fees, team and hours
- Set up booking, registration, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your practice: your treatments, NHS or private mix, fees, team and opening hours. Online booking can confirm appointments or send requests only, and can be connected to your practice management software. Emergency and health wording is approved by your dentists. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that books more patients?

1. **See the demo**
   Open the demo on your phone and computer. Try the booking, the fee estimator, the treatment finder and the emergency checker.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, treatments and fees, team profiles, opening hours, reviews and photos.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: smile.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. A clear fee, a booked appointment and a patient who feels looked after before they arrive.