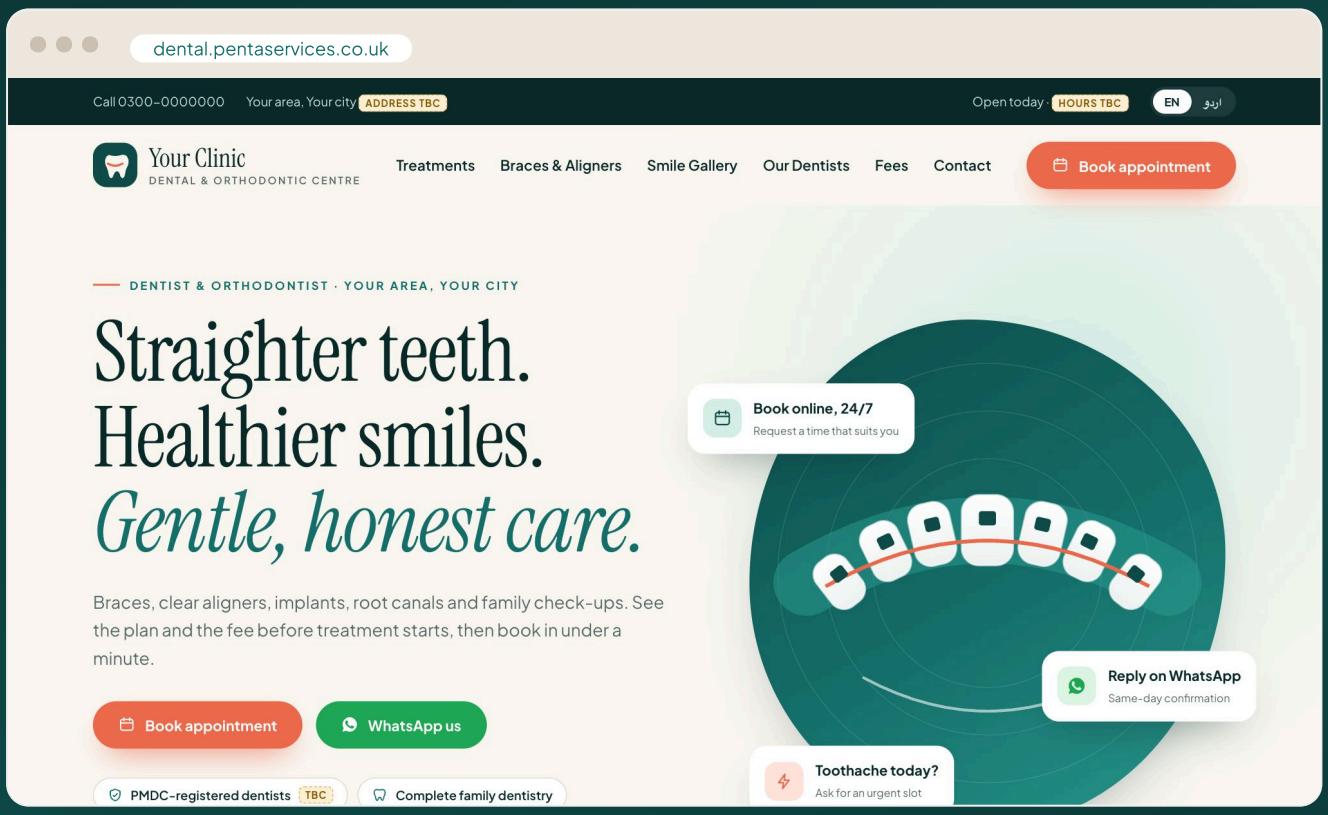
penta
SERVICES

WEBSITE GUIDE FOR DENTAL CLINICS & ORTHODONTIC PRACTICES

A website that turns Facebook followers into *booked patients.*

A complete guide to our ready-made dental clinic website: what it contains, how every feature works, and how it helps more people in your area find your clinic, trust your dentists and book.



1 · AT A GLANCE

Busy on Facebook, *hard to find on Google?*

Many dental clinics are visible mainly through a Facebook page and a few directory listings. People who search Google, Google Maps or an AI assistant for "dentist near me" or "braces price in [your city]" then land on directories and other clinics instead of yours.

What patients do before booking

- Search Google for a treatment and an area ("braces price in [city]")
- Compare clinics: dentists' qualifications, photos, results, reviews
- Look for a fee guide and instalment options for braces
- Tap to call or WhatsApp from their phone

What a Facebook page cannot do well

- Rank in Google for treatment and area searches
- Explain each treatment, its steps and fee in a structured way
- Take structured appointment requests at any hour
- Give AI assistants clear facts to recommend you

11
Treatments, each with its own page

3
Ways to book: form, WhatsApp, call

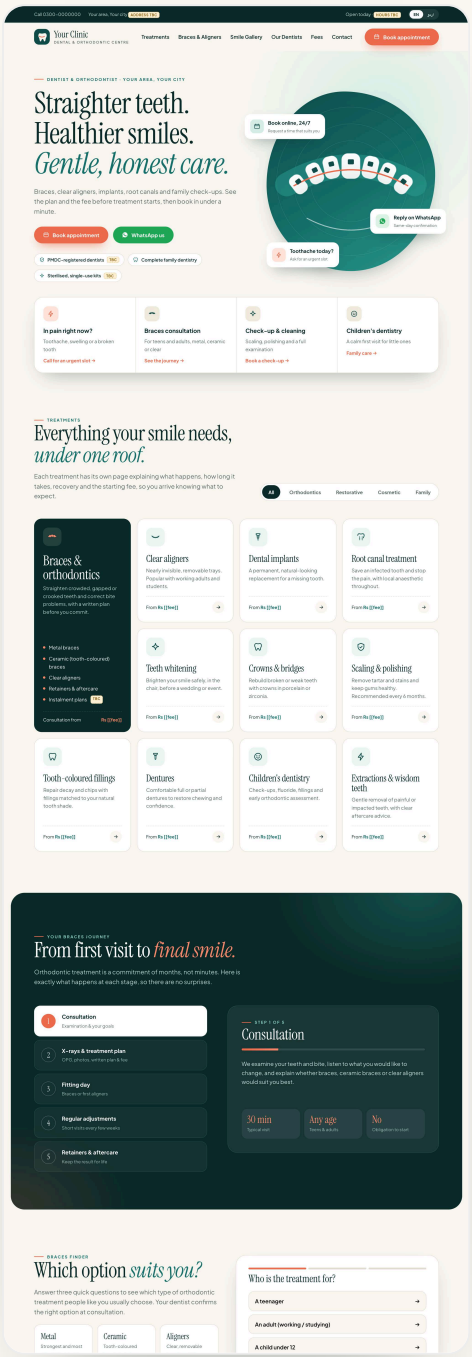
2
Languages: English and Urdu

1 tap
To call from any screen on a phone

2 · The homepage, section by section 3
3 · Twelve features & your brand 4–14
4 · Being found on Google (SEO) 15
5 · Recommended by AI (GEO) 16
6 · What patients search for 17
7 · Full site map & technology 18
8 · The first 90 days 19
9 · Packages, what we need, next steps 20–21

One page that answers *every first question*

The homepage follows the order a new patient thinks in: can they help me, can I trust them, what will it cost, how do I book?

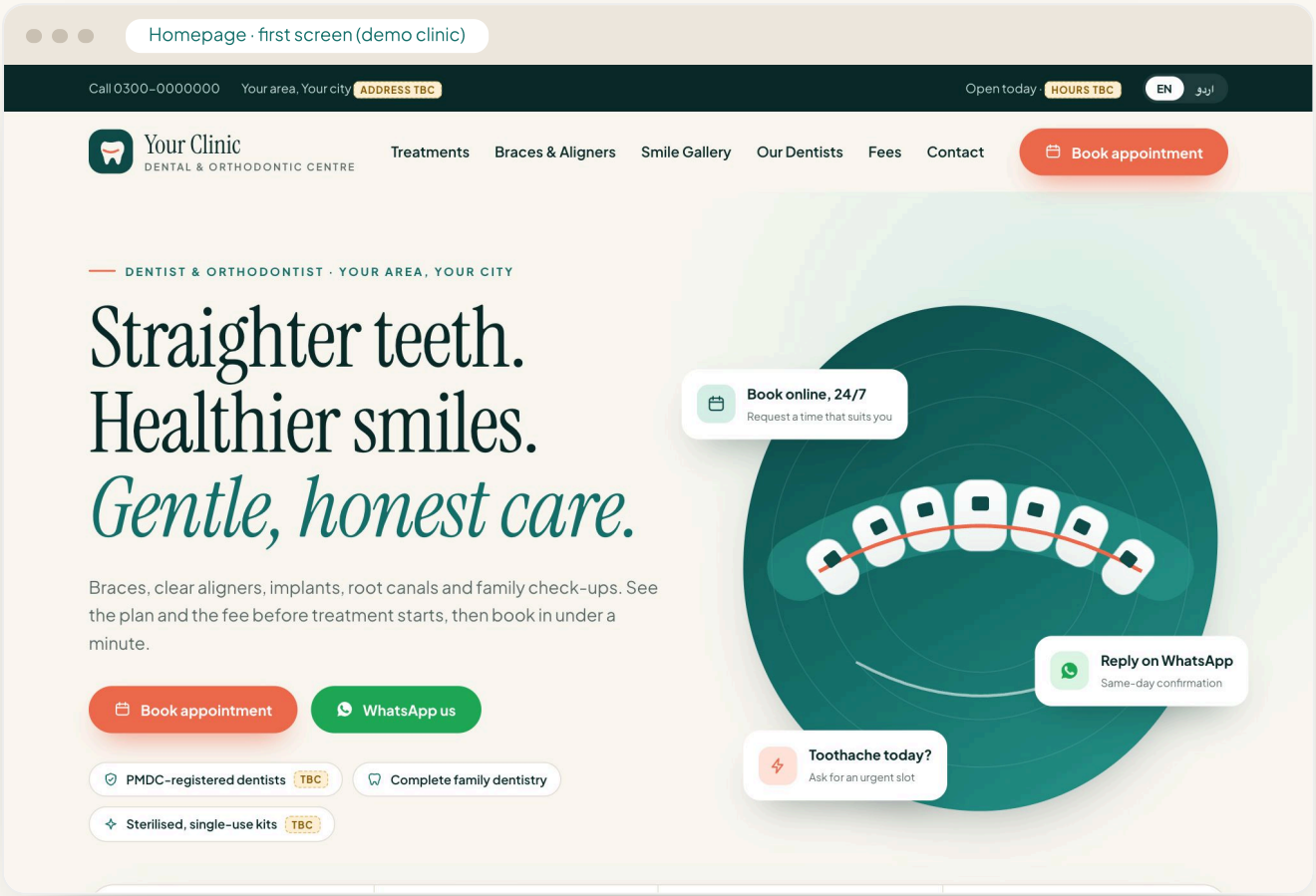


1. **Hero with instant actions**
   Your promise, Book and WhatsApp buttons, trust badges.
2. **"What do you need today?" shortcuts**
   Toothache, braces, check-up, children: one tap to the right place.
3. **Treatments with filters**
   11 treatments by category, each with a starting fee.
4. **Braces journey**
   An interactive 5-step guide from consultation to retainers.
5. **Braces finder**
   A 3-question quiz that suggests metal, ceramic or clear aligners.
6. **Smile gallery**
   Drag-to-compare before and after results.
7. **Dentist profiles**
   Qualifications, PMDC number and special interests.
8. **Fee guide & instalments**
   Starting prices and a monthly plan for braces.
9. **Reviews & FAQ**
   Live Google reviews and answers to common worries.
10. **Booking, map & footer**
    Appointment form, phones, hours, directions and full footer.

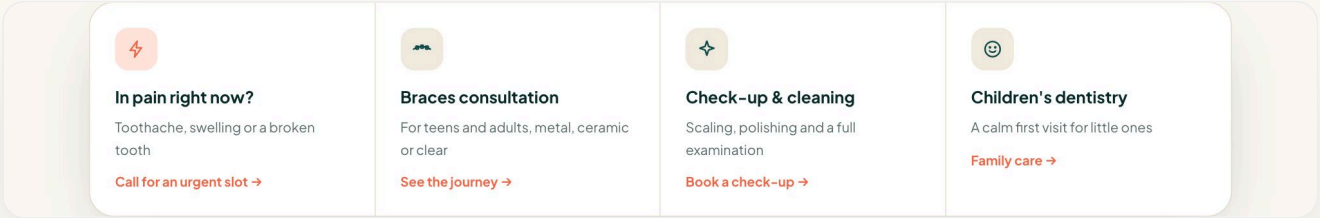
A ready-made template, filled with your content. The demo clinic "Your Clinic" shows where your name, dentists, fees, hours, photos and reviews go. Marked placeholders are replaced with your confirmed details. We never publish invented facts.

01 A first screen that *gets people booking*

In the first five seconds a visitor knows who you are, where you are, what you treat and how to book.



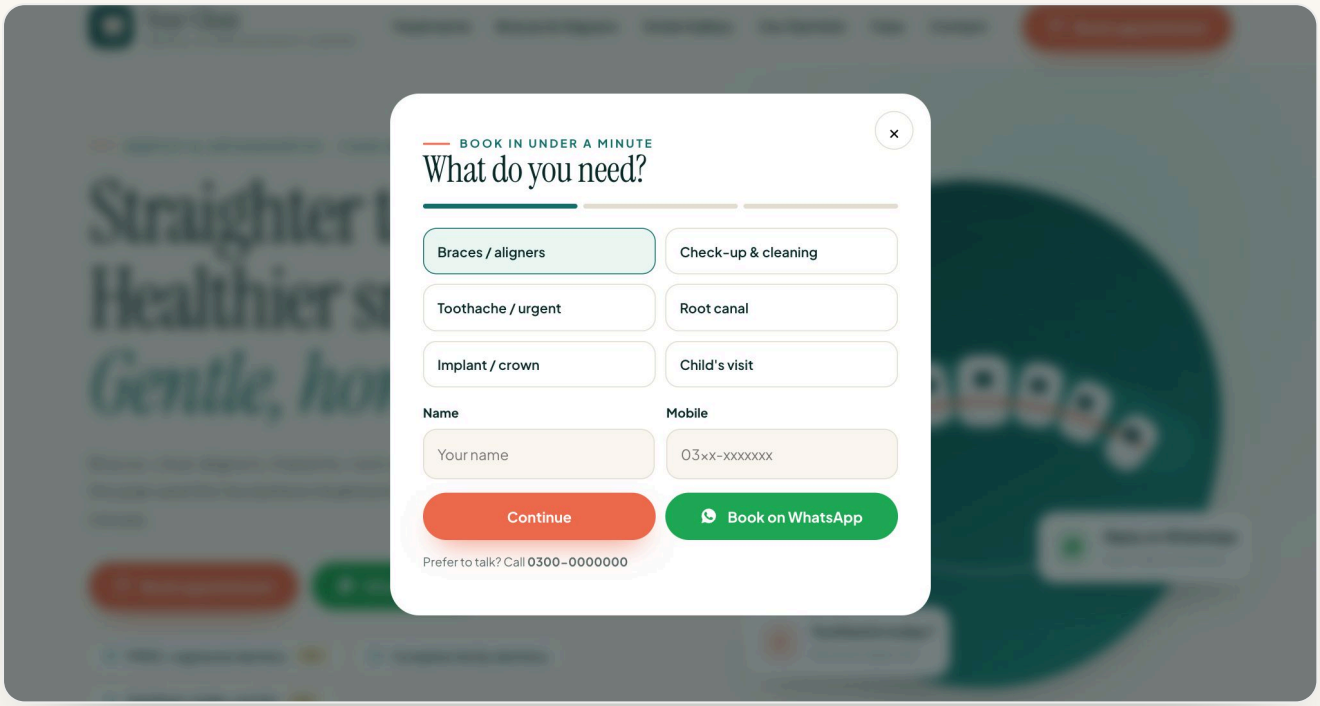
- **Top bar** with your phone numbers (tap to call), address, opening hours and an English / اردو switch.
- **Sticky header** that stays visible while scrolling, with a coral "Book appointment" button.
- **Headline** written around your clinic's strengths, area and lead dentist.
- **Book** and **WhatsApp** buttons side by side. WhatsApp opens with a ready-made greeting.
- **Trust badges**: PMDC-registered dentists, dedicated orthodontic centre, sterilisation.
- **Gently animated illustration** in your brand colours, or your own clinic photos.



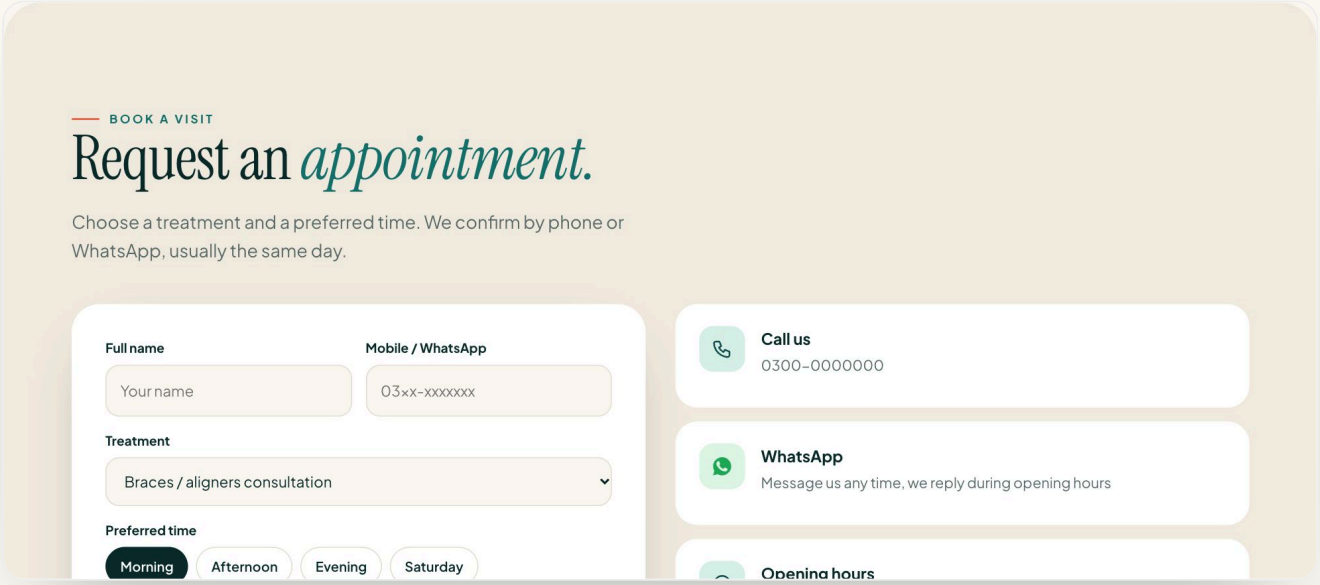
"What do you need today?" shortcuts send a patient in pain straight to the phone, and a braces enquiry straight to the braces journey.

02 Booking in *under a minute*

Three ways to book, so nobody gives up: a short online request, WhatsApp, or a tap-to-call button. Every "Book" button on the site opens the same quick booking window.



Quick booking window: choose the treatment, enter name and mobile, done. Or continue on WhatsApp.



Full appointment form with preferred time (morning, afternoon, evening, Saturday), phone and WhatsApp cards, hours and a map.

WHY IT BRINGS PATIENTS

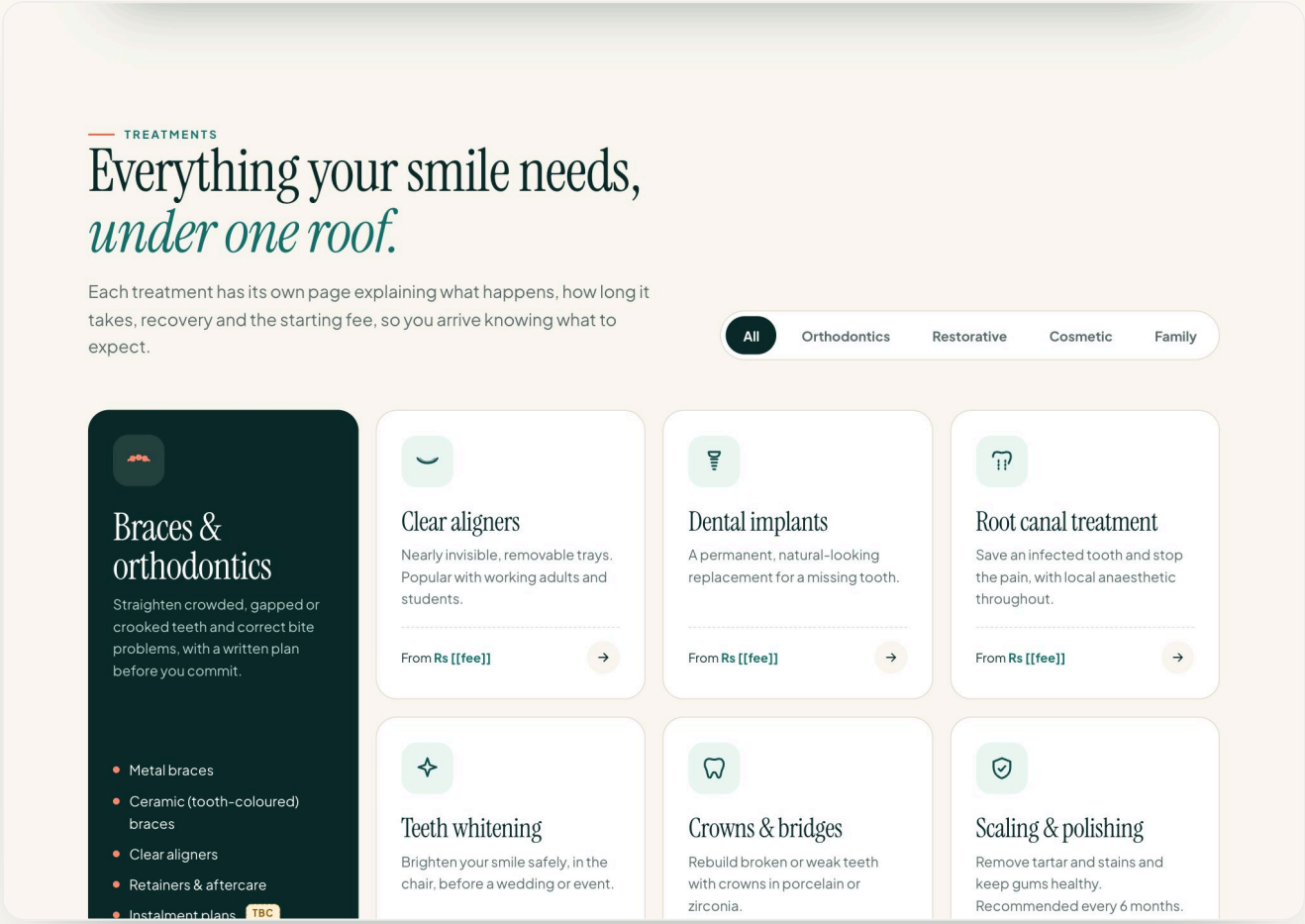
Many people browse clinics late in the evening, when reception is closed. A request form and WhatsApp catch those patients instead of losing them to whichever clinic answers first.

Where requests go

Each request arrives by email and can be forwarded to the clinic WhatsApp. Later it can connect to an online calendar or clinic software if you want live slot booking.

03 Treatments, *clearly explained*

Eleven treatments on the homepage, filtered by Orthodontics, Restorative, Cosmetic and Family. Each opens its own detailed page.



Every treatment page includes

- What it is and who it is for, in plain language
- Step by step: what happens at each visit
- How long it takes, recovery and aftercare
- Starting fee and instalment options
- FAQs, related treatments and a Book button

Treatments in the concept

Braces · Clear aligners · Implants · Root canal · Whitening · Crowns & bridges · Fillings · Dentures · Scaling & polishing · Children · Extractions

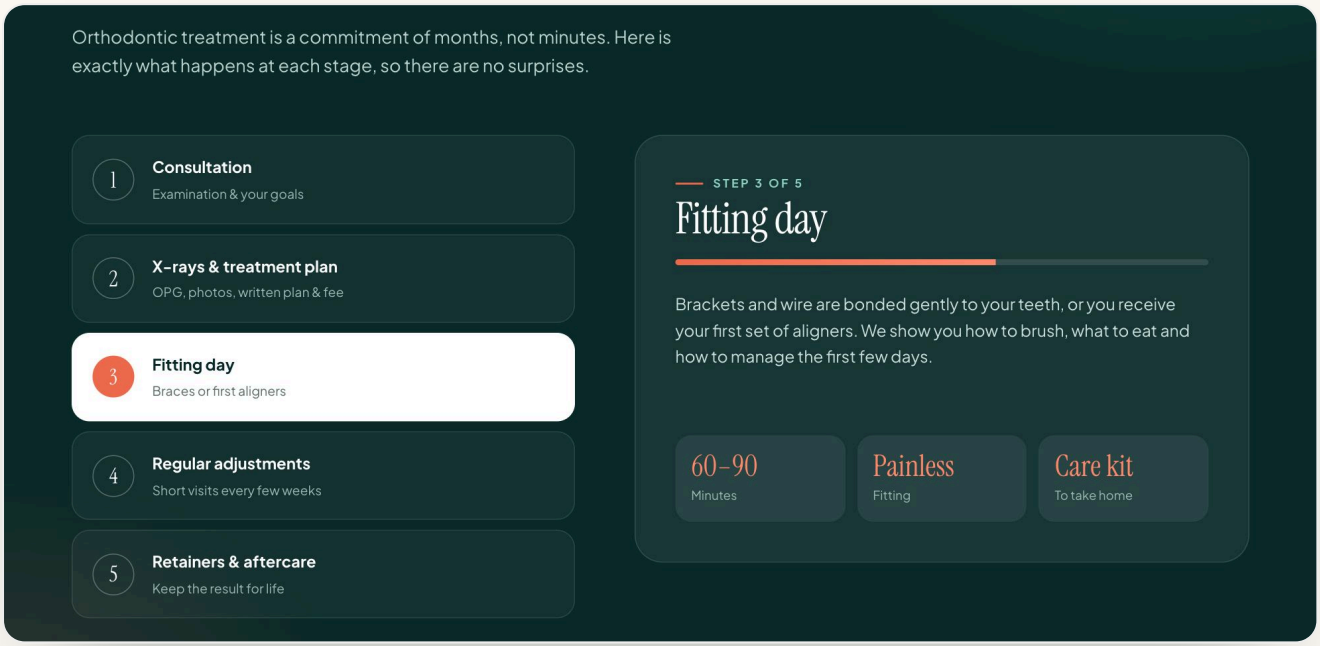
We use your real list of services. Add or remove any, in any number.

WHY IT BRINGS PATIENTS

A page per treatment can rank for searches such as "root canal in [city]" or "dental implant cost [city]". A Facebook page cannot.

04 The braces journey, *step by step*

Braces are one of the biggest decisions patients make, often for their children. An interactive guide walks them through all five stages, with timings for each.



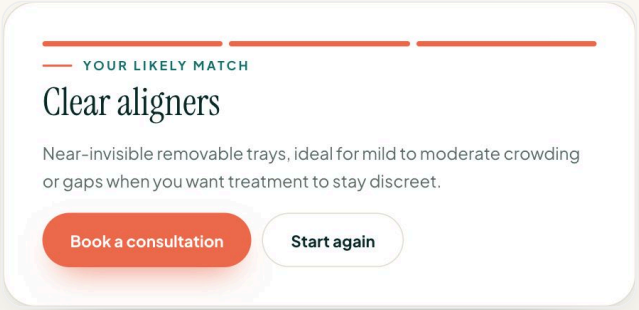
Tap a step (Consultation, X-rays & plan, Fitting, Adjustments, Retainers) to see what happens, how long it takes and what to expect.

05 Braces finder *quiz*

Three quick questions (who it's for, what matters most, how the teeth look) suggest metal braces, ceramic braces, clear aligners or an early check for children. A "Book a consultation" button follows the result.

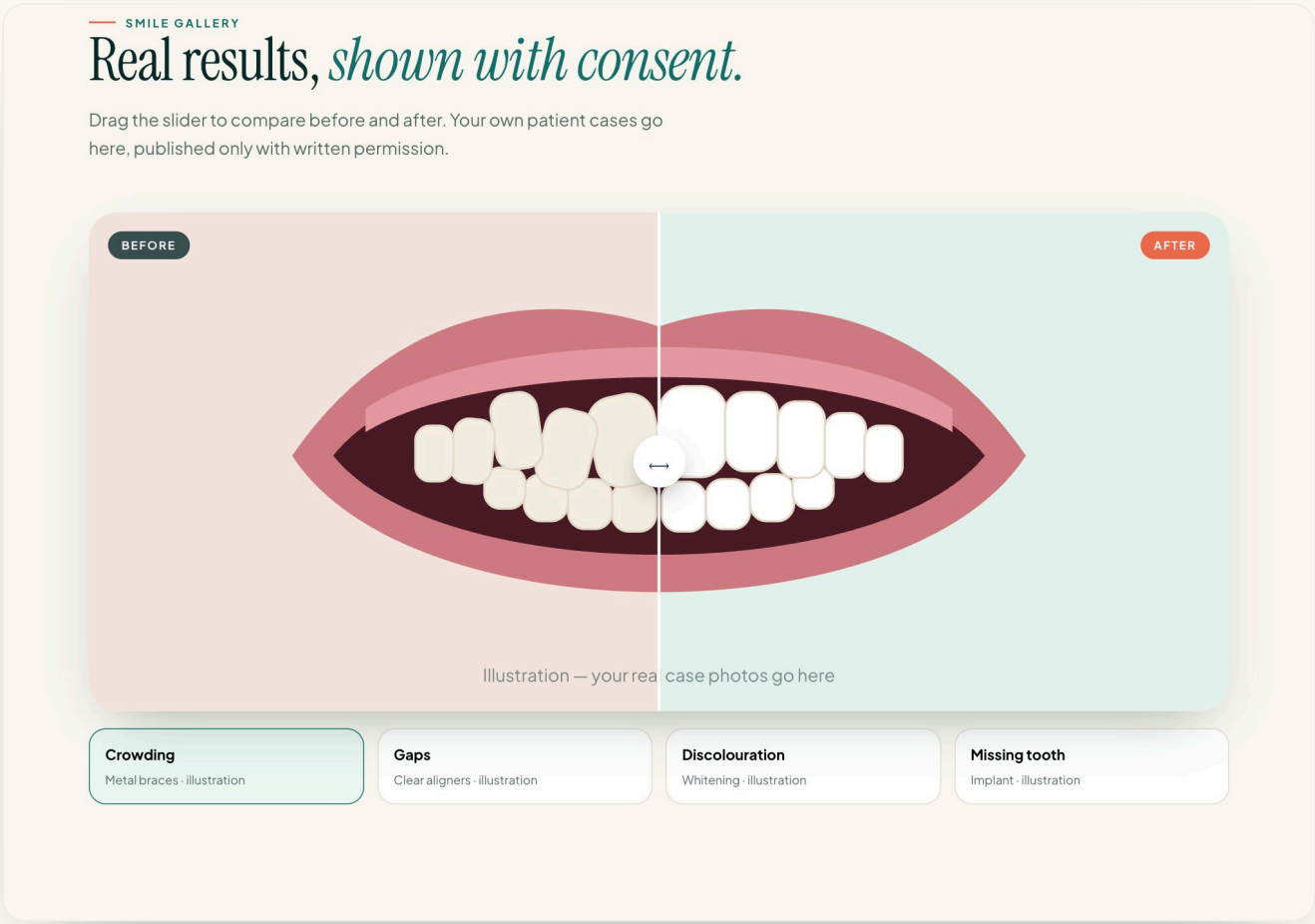
WHY IT BRINGS PATIENTS

Interactive tools keep visitors on the page longer and turn "just browsing" into a consultation request. The dentist always confirms the right option in person.



06 Smile gallery: *drag to compare*

Results sell orthodontic and cosmetic work better than any words. A before-and-after slider lets patients see the change themselves.



Cases by treatment

Crowding, gaps, discolouration, missing teeth: each with the treatment used and how long it took.

Consent first

Only cases with the patient's written permission are published. Faces can be cropped to the smile.

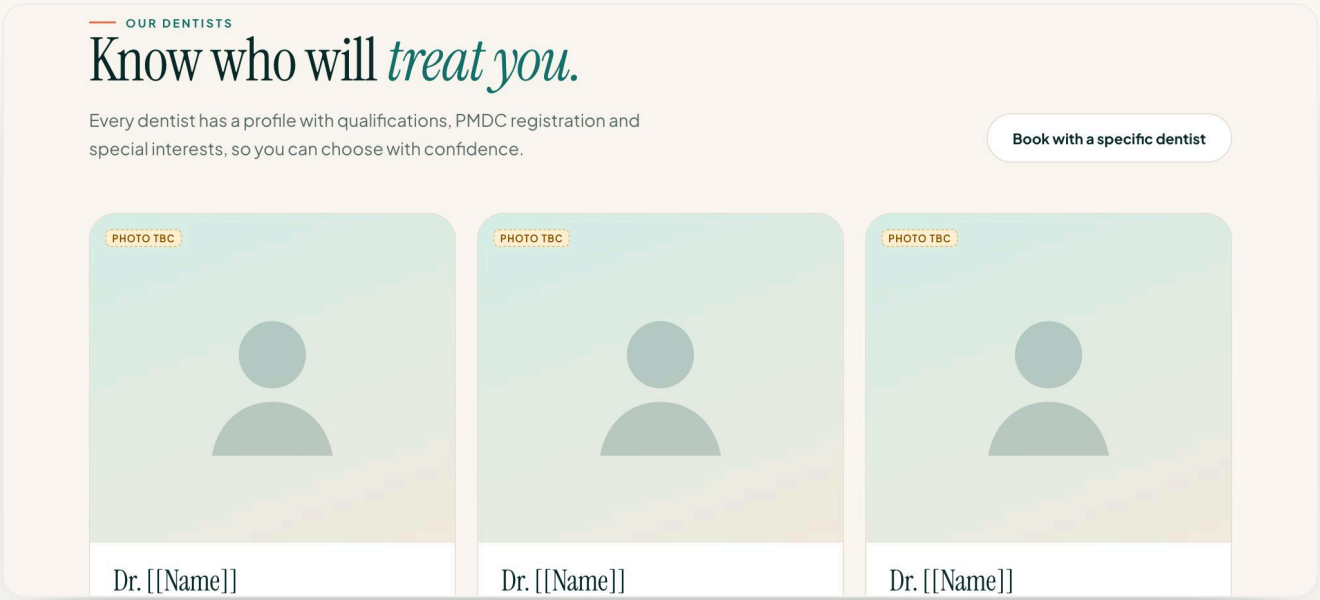
Easy to grow

Add a new case in minutes from the photos you already post on Facebook.

In this concept the gallery uses neutral illustrations, clearly labelled. In the live site they are replaced with your own patient photos.

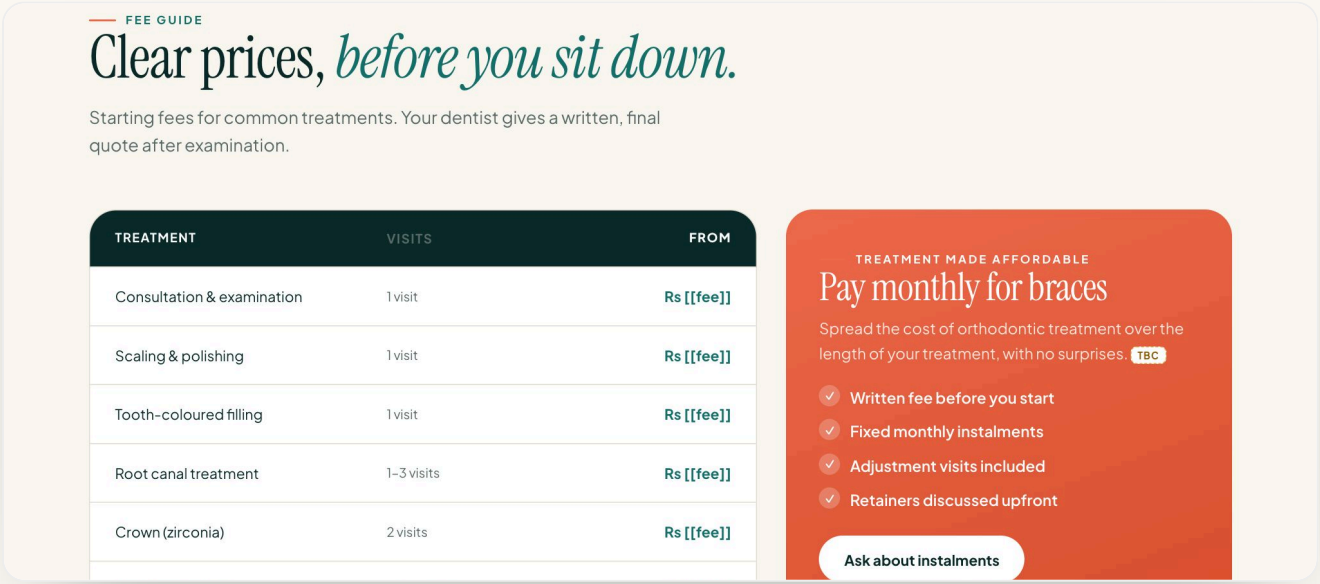
07 Know who will *treat you*

Patients choose a dentist, not just a clinic. Each profile shows photo, qualifications (BDS, FCPS, MOrth), PMDC registration number and special interests.



08 Fee guide & *instalment plan*

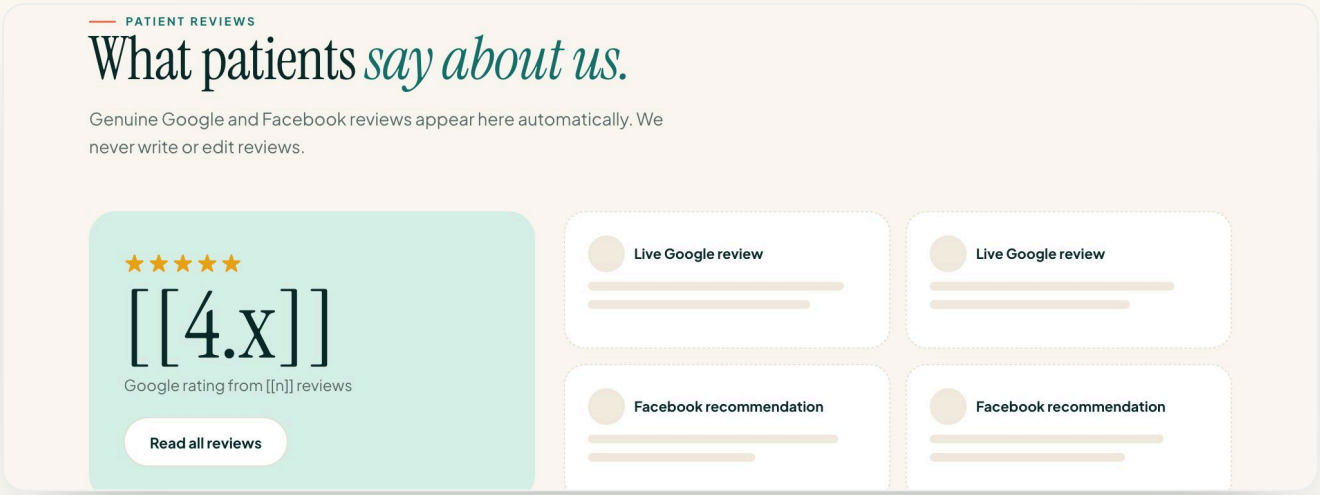
"How much do braces cost?" is the most common question clinics get. Showing starting fees openly builds trust and filters enquiries.

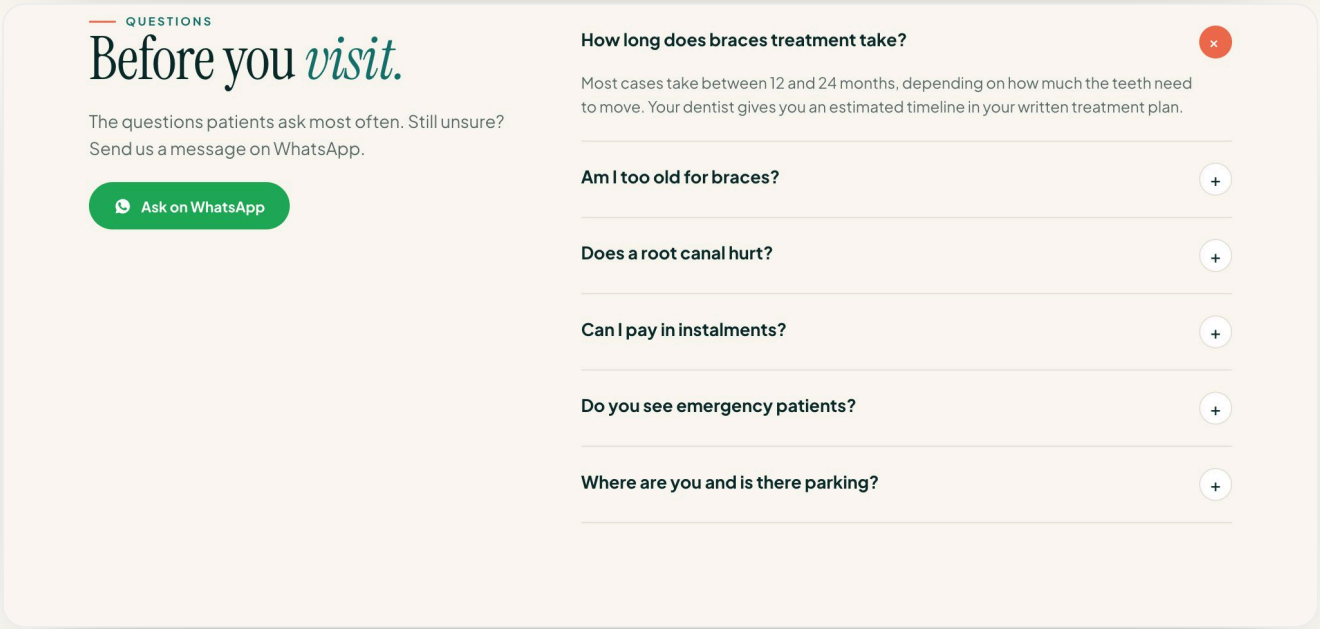


Starting fees (to be supplied by you) plus a "Pay monthly for braces" panel, if you offer instalments.

09 Reviews & *answers*

Genuine Google and Facebook reviews appear automatically next to your rating. We never write, edit or invent reviews.





FAQ answers the worries that stop people booking: treatment time, age, pain, instalments, emergencies, parking.

WHY IT BRINGS PATIENTS

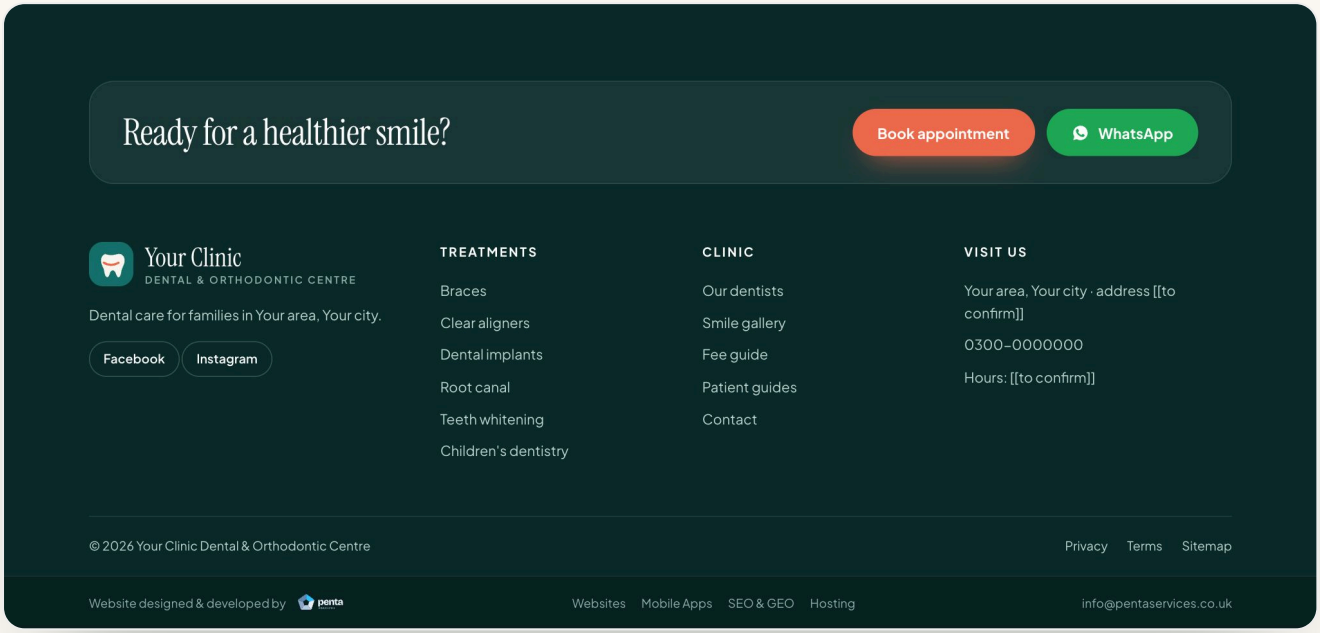
Clear answers reduce anxiety, especially for root canals and extractions, and save your reception many repeat phone calls.

Also helps Google and AI

FAQs are marked up with structured data, the format Google and AI assistants quote when answering patients' questions.

10 Location, hours & *a complete footer*

Every way to reach you in one place, and a footer that repeats the essentials on every page.

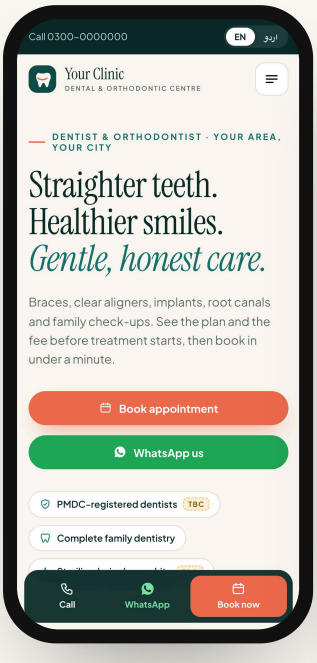


- Address with "Get directions" to Google Maps
- All clinic numbers, tap to call
- Opening hours, including Sunday and holiday notices
- Facebook link and Google review link
- Footer links to every treatment (good for SEO)
- Final "Ready for a healthier smile?" booking prompt
- Privacy and terms pages
- Content you can update without a developer

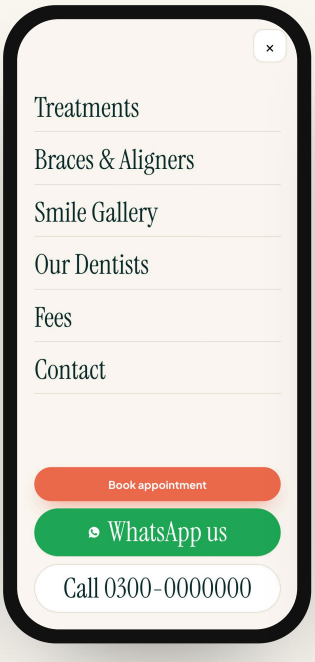
One address, everywhere. We use your exact confirmed address, phone numbers and hours, so the website, Google Maps, Facebook and directories all match. Mismatched details are common and quietly cost rankings.

11 Designed for the *phone first*

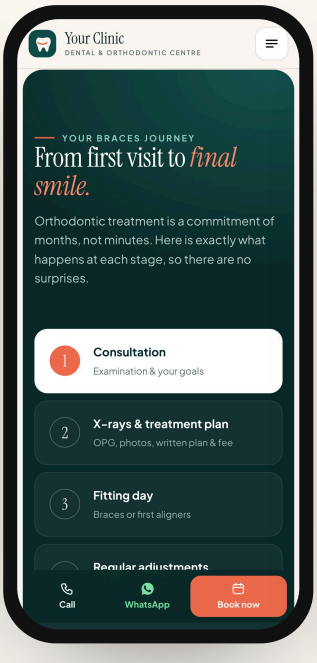
Most patients will find you through Facebook and Google on a phone. Every screen is designed for a thumb, not squeezed down from a desktop.



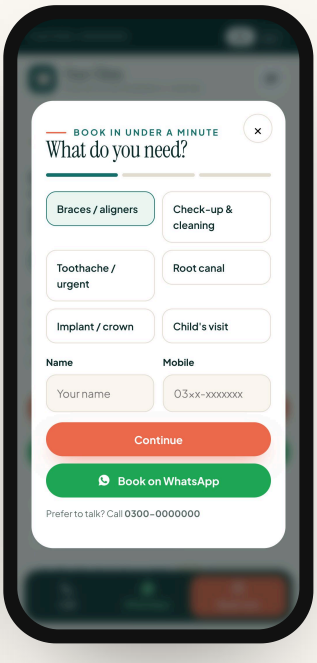
Home



Menu



Braces journey



Booking

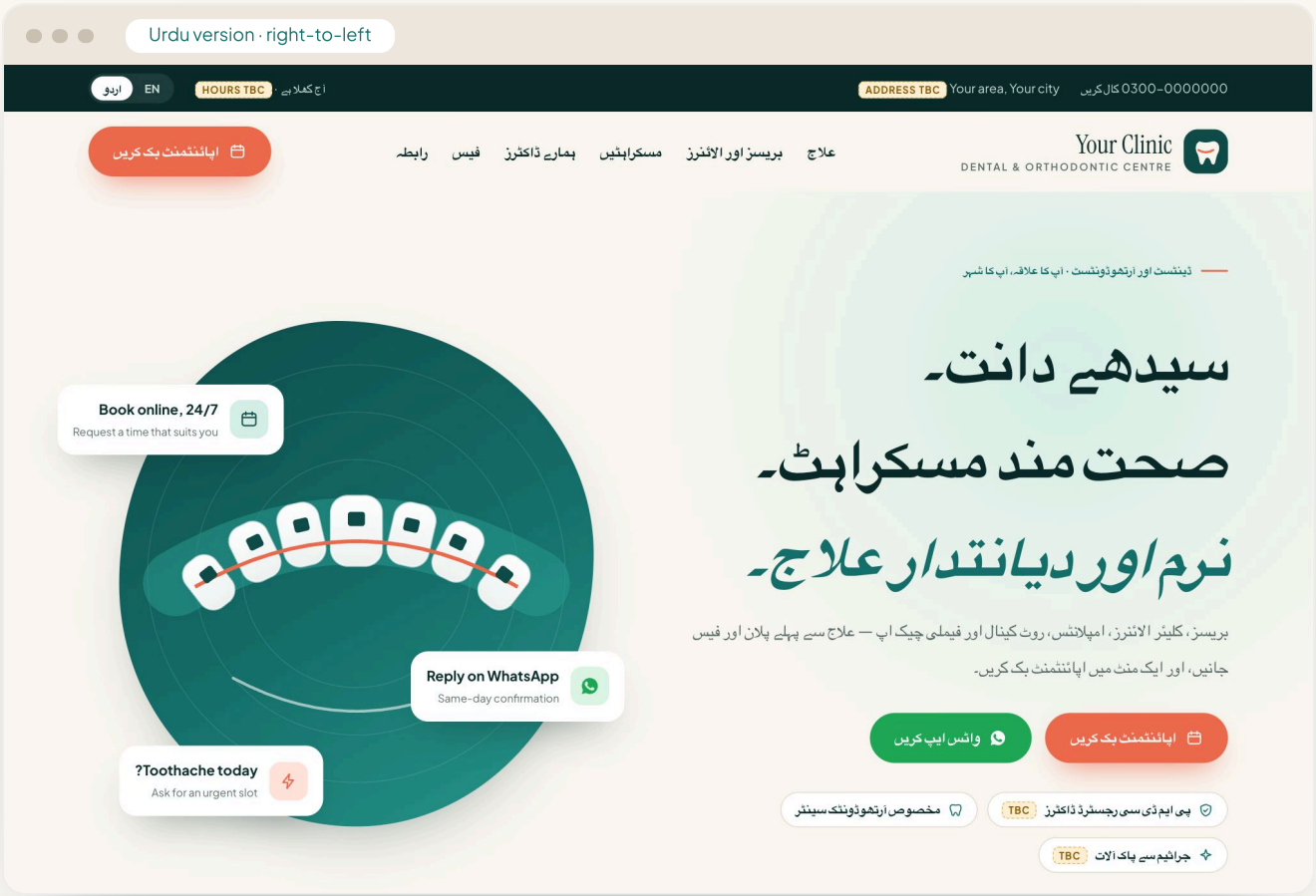
- **Sticky action bar**: Call · WhatsApp · Book now, always one tap away.
- Full-screen menu with Book, WhatsApp and Call buttons.
- Large buttons and readable text without zooming.

WHY IT BRINGS PATIENTS

Someone with toothache calls the first clinic that makes it easy. A one-tap call button on every screen turns a visit into a phone call.

12 English *and* Urdu

Patients can switch to Urdu with one tap. The whole layout flips right-to-left, with proper Nastaliq type. Phone numbers stay readable left-to-right.



Reaches more families

Parents and older patients often prefer reading about treatment in Urdu.

Ranks for Urdu searches

Separate Urdu pages, correctly linked, can appear for searches typed in Urdu.

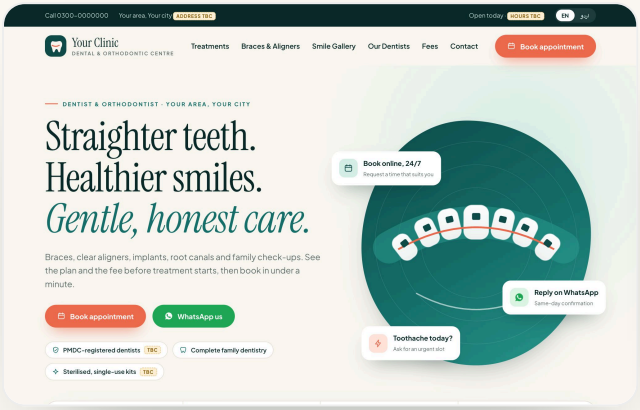
Optional

The concept shows the Urdu switch. Full Urdu translation of every page is an optional extra.

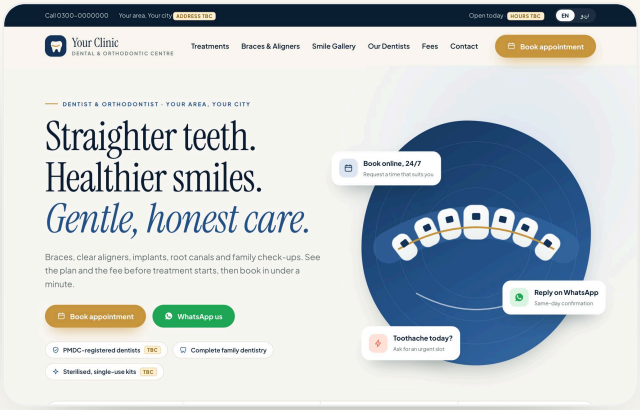
MADE FOR YOUR CLINIC

One proven design, *in your brand*

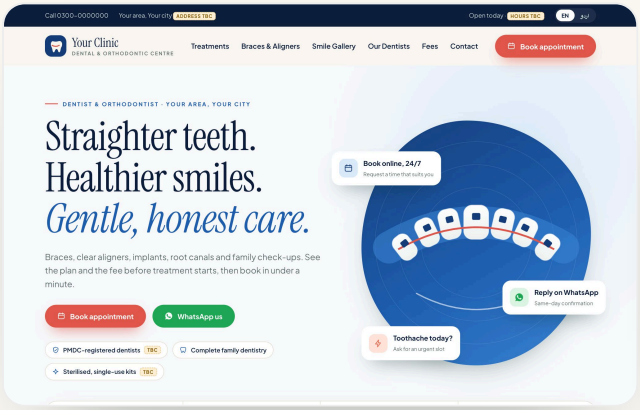
The template is built so every clinic looks like itself: your name and logo, your colours, your dentists, your treatments, your area. The same demo shown in four colour schemes:



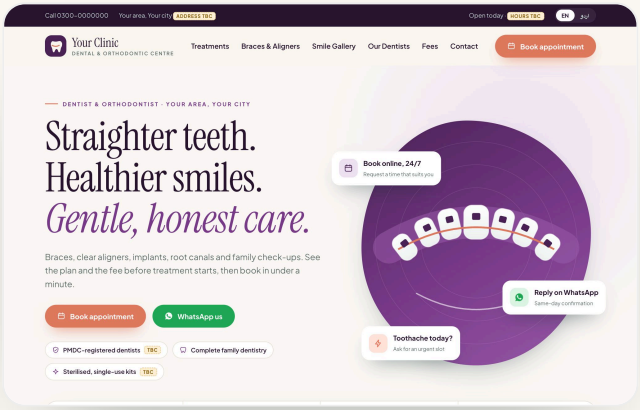
Teal & coral: fresh and calm



Navy & gold: established and premium



Blue & red: clinical and modern



Plum & peach: warm, cosmetic-led

Launch in weeks, not months

The features are already built and tested, so time goes into your content, not into reinventing a booking form.

Still yours

Headline, treatments, featured service and sections are tailored to what your clinic is known for.

Your own colours

Any brand colours can be used; these four are starting points.

4 · BEING FOUND ON GOOGLE (SEO)

Search engine optimisation, *built in from day one*

SEO helps Google understand, trust and rank your website. Here is what we set up, and why.

Unique titles & descriptions

Every page has its own Google title, e.g. "Braces & Orthodontist in [Area], [City] | [Your Clinic]".

Dentist structured data

Schema labels tell Google you are a dental clinic, with address, phones, hours, services and dentists.

Local SEO for your area

Consistent name, address and phone, map pin and the neighbourhoods you serve, the signals behind "dentist near me" and Google Maps results.

Google Business Profile

Linked to the website so photos, hours, booking link and reviews match on Google Maps.

A page per treatment

Each page targets real searches like "root canal cost [city]" or "clear aligners [city]".

Speed & mobile

Lightweight pages and optimised images load fast on mobile data, which Google rewards.

Directory consistency

We check that listings such as Oladoc, Marham and Instacare show the same phone and address as your website.

Sitemap & Search Console

Automatic sitemap plus Google Search Console and Bing set-up, so new pages are found quickly.

No one can guarantee positions in Google. We guarantee the work, follow Google's guidelines, and report what changes each month if you choose an SEO plan.

5 · BEING RECOMMENDED BY AI (GEO)

Ready for ChatGPT, Gemini, *Copilot & Perplexity*

More patients now ask AI assistants "Which dentist in [city] is good for nervous patients?" or "Where can I get braces near [area]?". Generative Engine Optimisation (GEO) makes your website easy for them to read, trust and recommend.

1. **llms.txt profile**
   A plain, factual summary of the clinic, treatments, dentists, hours and contact details, written for AI assistants.

2. **Quick-answer content**
   Short, self-contained facts (what you treat, where you are, when you are open, typical treatment times) in the format assistants quote.

3. **AI crawlers welcomed**
   The website allows the crawlers used by ChatGPT, Claude, Perplexity, Gemini, Apple and Bing.

4. **Question-and-answer format**
   FAQs built around real patient questions: braces cost and duration, pain, age, instalments, emergencies.

5. **Verifiable expertise**
   Named dentists with qualifications and PMDC numbers: the evidence assistants look for before recommending.

6. **One consistent identity**
   The same name, address and phones on the website, Google, Facebook and directories, linked together so assistants know they are one clinic.

WHY IT MATTERS NOW

AI assistants usually name only a few clinics per answer. Few local clinics have prepared for this yet, so being an early, well-documented source is a real advantage. As with Google, no one can guarantee an AI recommendation.

6 · WHAT PATIENTS SEARCH FOR

The searches the website *is built around*

Content is written around the words real patients type. Priority 1 searches are local and show a strong intent to book.

Topic	Example searches	Priority
Orthodontist	orthodontist in [city] · best orthodontist [city] · orthodontist [area]	1
Braces	braces price in [city] · braces cost Pakistan · ceramic braces [city] · braces for adults	1
Dentist	dentist near me · dentist [area] · dental clinic [city] · dentist open Sunday [city]	1
Aligners	clear aligners [city] · invisible braces price Pakistan	1
Root canal	root canal treatment [city] · root canal cost · tooth pain dentist near me	1
Implants	dental implant cost [city] · missing tooth replacement	2
Cosmetic	teeth whitening [city] · smile makeover · whitening before wedding	2
Family	kids dentist [city] · scaling and polishing price · wisdom tooth removal	2
Urdu	دانتوں کا ڈاکٹر · بریسز کی قیمت · دانت سیدھے کرنا	2

Local areas

Your neighbourhood and the surrounding areas you serve appear in titles, content and the location section, so you show up beyond your own street.

Seasonal topics

Wedding-season whitening, school-holiday braces fittings and Eid sweet-tooth care bring timely visitors.

These are representative searches, not measured volumes. Real search data is measured in Google Search Console after launch, and content is refined around what brings the most bookings.

7 · FULL SITE MAP & TECHNOLOGY

Everything the *complete website* includes

Page	What it does
Home	Everything shown in this guide, in one scrolling story
Braces & Orthodontics hub	Metal, ceramic, aligners, retainers, journey, finder, cost and instalments
11 treatment pages	Steps, timing, aftercare, fee, FAQs and booking for each treatment
Our dentists	Full profiles with qualifications, PMDC numbers and "Book with this dentist"
Smile gallery	Before-and-after cases, filtered by treatment
Fees & instalments	Starting fees and payment options
Patient guides	Articles: "Braces aftercare", "What to eat after an extraction", "Is my child ready for braces?"
About & Contact	Clinic story, facilities and sterilisation, map, hours, booking form
Privacy & terms	How appointment details are handled

Fast, modern build

Built with current web technology into a lightweight static site: very fast and very little to break or hack.

Secure by default

HTTPS on every page, spam protection on forms, daily backups and monitoring on our managed hosting.

Privacy first

Only the details needed for an appointment are collected. No tracking cookies by default.

Accessible

Readable contrast, keyboard navigation and clear structure for every patient.

You own it

Website, content and domain are yours. No lock-in to a website-builder subscription.

Responsible content

Medical information is reviewed by your dentists before launch, and only genuine reviews appear.

Launch plan & *how we measure success*

The website is the foundation. These steps around it make it visible faster.

WEEK 1

Launch

- Website live on your domain
- Google Search Console & Bing
- Booking emails and WhatsApp tested

WEEKS 2–4

Local presence

- Google Business Profile: category, photos, booking link
- Directories made consistent
- Facebook page linked to the site

MONTHS 2–3

Grow

- Smile gallery cases added
- Patient guide articles
- Ask happy patients for Google reviews

FACEBOOK ADS, SHARPER

Your Facebook posts and ads can point to a specific page, such as "Braces" with the journey and fee, instead of a general inbox. That usually means better-qualified enquiries for the same budget.

REVIEWS: THE BIGGEST LOCAL BOOST

A QR code at reception linking to your Google review page brings a steady flow of genuine reviews. Replying to every one helps too.

What we measure each month	Where it's tracked
Appointment requests and WhatsApp enquiries	Booking emails / WhatsApp
Calls, direction requests and website clicks	Google Business Profile
Searches you appear for and your position	Google Search Console
Visitors from Facebook posts and ads	Analytics (optional)
Number and rating of Google reviews	Google Business Profile

9 · PACKAGES

Two ways *to launch*

Both include your branding, content set-up, hosting and support. Current prices are on pentaservices.co.uk → Ready Sites.

RECOMMENDED

Business Website

Single clinic: treatments, dentists, gallery, fees and online booking

- Homepage, braces hub and treatment pages
- Booking form and WhatsApp booking
- Managed hosting, SSL and daily backups
- Business email on your domain
- 1 hour of website changes a month

Corporate Website

For a growing clinic or several branches

- Location pages for each branch
- More treatments, dentists and articles
- Booking-system integrations
- Monthly analytics summary
- 3 hours of changes a month, priority support

Full Urdu version

Every page translated, with Urdu titles for Google.

SEO Growth plan

Monthly local SEO, new pages and a report.

Logo & photo shoot

A refreshed logo and real photos of the clinic and team.

Your tailored quote. We price each website around what you need: number of treatments and dentists, Urdu, branches and photography. Reply to our message or write to **info@pentaservices.co.uk** and we will send a clear, fixed quote within one working day, with no obligation.

What we need from you

- Your logo and brand colours (or we design them)
- Confirmed address, hours and phone numbers
- Which number is on WhatsApp
- Treatments you offer and starting fees
- Dentist names, qualifications, PMDC numbers, photos
- Instalment terms for braces, if offered
- Before/after photos with patient consent
- Domain name, or we register one for you

NEXT STEPS

From Facebook page to *fully booked chairs.*

1. **Explore the live demo**
   Open dental.pentaservices.co.uk on your phone and computer. Try the booking, the braces quiz and the Urdu switch. Tell us what you like and what to change.

2. **Book a free 15-minute call**
   We walk you through the design and answer questions, by phone or WhatsApp.

3. **Send your details**
   Logo, dentists, treatments, fees, hours and photos. We turn the template into your website.

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

Penta Services

Websites, mobile apps, SEO & GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

Get in touch

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