



Above: New website

Main: Site photography

*"David, we have just gone over the website.....WHAT AN AMAZING IMPROVEMENT!!!! THANKS TO THE ENTIRE TEAM!!!!"*

*Dr Antony Esprey, BDS (Rand) PDD(Stell), Practice Principal*



## Services Provided

- Branding
- Website Design and Development
- Web Hosting
- SEO
- Social Media

## Customer overview

Weybridge Dental Care (WDC) is a privately-owned dental practice, operating in Surrey. The practice serves private patients in an area where high levels of competitive activity from other practices exist.

## The objective

Initially, WDC wanted an entirely new and fresh branding to be designed and supplied to the practice's website agency, for use in a new website that was being built.

## Our work

Our first task was to undertake a review of the visual presence of a range of competitive dental practices and subsequently produce several options with a rationale behind each design, which resulted in one being chosen.

Following on from the new website being published by the incumbent website agency, WDC's internet presence diminished and they were concerned that the content had caused a detrimental effect on the website's results.

Austin Marketing were commissioned to review the performance status of the new site and subsequently provide solutions to improve website activity and ranking. We revisited all the existing text, ran keyword search result comparisons using Google Tools and optimised the text to make it relevant for Google Search. Additionally, we reworked the site's colourways to make it fresher and lighter, as well as undertaking the photography needed to represent WDC in the best light.