

The Web Design Workbook for Dentists

by David A. Wank, DMD

copyright © 2012-2016 by Short Hills Design, LLC. All rights reserved.
www.webdesignworkbook.com

The information contained in this document is subject to change without notice.
This document contains proprietary information which is protected by copyright.
All rights are reserved. No part of this document may be photocopied, reproduced,
or translated to another language without the prior written consent of Short Hills Design, LLC.

Table of Contents

Start: Click Here First	1
How to Login	2
How to Reset Your Password	4
Subscriptions, Support, and Print Versions	5
Subscribe Now!	5
Submit a Support Request	6
Order a Print Copy	7
Introduction	8
Welcome to Your New and Improved Dental Practice!	8
Returning Users Start Here	11
Workbook Conventions	11
Receiving Workbook Updates	13
Interactivity	14
Online Resources	15
Why Do You Need a Website for Your Dental Practice?	16
The Website Development Workflow	19
Phase I: Initial Website Planning, Development and Setup	24
Chapter 1: Domain Names and Domain Name Registration	24
Chapter 2: Web Hosting and Hosting Considerations	30
Chapter 3: Website Design and Development	36
Chapter 4: Website Content	50
Phase II: Search Engine Optimization (SEO) and Website Marketing	69
Chapter 5: Search Engine Optimization (SEO) Overview	69
Chapter 6: SEO - The SEO Process, Keyword Selection and Routine SEO Maintenance	80
Chapter 7: SEO - Organic vs. Paid Search, SEO Odds and Ends	88
Chapter 8: Website Newsletters	96
Chapter 9: Social Media: Facebook, Twitter, and Google Places, Oh, My.	101
Chapter 10: The Cutting Edge	108
Phase III: Website Analytics and Tracking	110
Chapter 11: Tracking and Reporting	110
Phase IV: Website Maintenance and Backups	119
Chapter 12: Website Maintenance	119
Chapter 13: Website Backups	123
Conclusion and Appendices	126
Conclusion	126
Appendix I: Additional Technical Web Hosting Information	127
Appendix III: Worksheets	130
Appendix IV: Additional Resources	131
Folder	132
Example Video Page	132