

The Ultimate Squat Dental Practice

Digital Launch Checklist

WHAT'S INSIDE

Website Essentials — 12 must-haves

SEO & Keywords — ready-to-use lists

Local SEO Setup — step-by-step guide

AI SEO Preparation — 2026 ready

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UK Dental Website Design & SEO Specialists

97%

of patients research
a dental practice online
before booking



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Consultation**

↑ *Scan QR code*

How to Use This Checklist

- 1 Work through each section before you launch your practice website.
- 2 Tick off each item as your web designer completes it.
- 3 Use the keyword templates — replace [your town] with your actual location.
- 4 Stuck on anything? Scan the QR code on the last page to book a free call.

Website Essentials

12 must-haves for a dental website that actually converts patients

- Mobile-first, fully responsive design
- Loads in under 3 seconds (Core Web Vitals)
- Software integration from day one
- 24/7 online booking enabled
- Dedicated page for every treatment
- GDC registration number displayed
- CQC registration badge visible
- Team bios with photos
- Patient reviews / testimonials on every page
- HTTPS secure (SSL certificate)
- GDPR-compliant contact forms & cookie consent
- Clear 'Book Now' CTA above the fold



Want experts to handle this for you?

Book a free consultation — we'll do all of this for your practice. Scan the QR Code.

SEO & Keywords

Own the search terms your future patients are typing right now

Service Keywords

dental implants [town] · Invisalign [town] · teeth whitening [town] · emergency dentist near me

Local Keywords

dentist in [town] · NHS dentist [town] · private dentist [town] · dentist accepting new patients [town]

Informational

how much do implants cost UK · is Invisalign painful · NHS vs private dentist · how long does whitening last

Comparison

Invisalign vs braces cost UK · best cosmetic dentist near me · affordable implants vs dentures UK

Replace [town] with your actual location in every keyword. This single change delivers more SEO value than almost any other action.

SEO Setup Checklist

Complete before and after your website launches

- Keyword research completed for your location + treatments
- One primary keyword assigned per page
- Title tags & meta descriptions written
- Heading structure correct (H1, H2, H3)
- Image alt text on every image
- Internal linking between related pages
- Schema markup (structured data) implemented
- XML sitemap submitted to Google Search Console
- Blog section set up with first 3 posts live
- Google Search Console connected & verified

Local SEO Setup

Dominate your postcode before you even open your doors

- Google Business Profile created and verified
- GBP fully completed (hours, services, photos, description)
- NAP consistent across all platforms
- Practice listed on NHS Choices / Find a Dentist
- Listed on Yell, Yelp, Healthgrades, Whatclinic
- Listed on 20+ local citation directories
- Local landing page created for your area
- Google review generation strategy active
- Responding to all Google reviews (positive + negative)
- Weekly Google Business posts live

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AI SEO Preparation

Get recommended by ChatGPT, Google AI Overviews & voice search in 2026

- Dentist schema markup installed on every page
- FAQ sections added to all treatment pages
- Long-form treatment guides published (800+ words each)
- E-E-A-T signals implemented
- Practice listed on AI-indexed directories
- Conversational keyword pages created

Keyword Quick-Reference Sheet

Replace every instance of [town] with your actual town or city. Use these exact phrases on your website pages.

Your Page	Primary Keyword (use in title + H1)	Supporting Keywords
Homepage	dentist in [town]	dental practice [town], local dentist [town]
Dental Implants	dental implants [town]	implants cost UK, same-day implants [town]
Invisalign	Invisalign [town]	clear braces [town], Invisalign cost UK
Teeth Whitening	teeth whitening [town]	professional whitening [town], laser teeth whitening
Veneers	dental veneers [town]	porcelain veneers cost UK, composite veneers [town]
Emergency Dentist	emergency dentist near me	emergency dental care [town], broken tooth dentist
Nervous Patients	nervous dentist [town]	anxious patient dentist [town], gentle dentist near me
Children's Dentist	children's dentist [town]	family dentist [town], dentist for kids near me
Blog: Implant Cost	how much do implants cost UK	are implants worth it, implant vs bridge cost
Blog: NHS vs Pvt	NHS dentist vs private UK	private dental costs UK, NHS waiting list dentist
Blog: Invisalign	Invisalign guide UK 2026	how long does Invisalign take, Invisalign vs braces

12 Blog Topics to Target from Launch Day

How much do dental implants cost in [town]?
 Is Invisalign worth it? A patient's honest guide
 NHS dentist vs private dentist: which is right for you?
 How to find a dentist accepting new patients in [town]
 What happens at your first dental appointment?
 Teeth whitening: professional vs at-home kits

How long does Invisalign take? A complete guide
 Emergency dentist [town]: what to do when you're in pain
 How to choose the right dental practice for your family
 Are dental veneers worth the cost? UK guide 2026
 What is a squat dental practice? Everything you need to know
 How to claim NHS dental treatment in [town]

Your Digital Launch Timeline

When to do what — so nothing falls through the cracks.

3–6 Months Before Opening

- Commission website build with SEO baked in from day one
- Set up and verify Google Business Profile
- Research local keywords for your town and treatments
- Choose and integrate your practice management software

1–3 Months Before Opening

- Launch website with all treatment pages and booking live
- Publish first 3 blog posts targeting local keywords
- Build 20+ local citations and directory listings
- Set up Google Search Console and submit sitemap

Opening Month & Beyond

- Begin collecting Google reviews from day one
- Start weekly Google Business posts
- Launch Google Ads to accelerate early patient flow
- Begin AI SEO — add schema markup, FAQ content, long-form guides

Progress Tracker

Website Essentials: ___/12 SEO Setup: ___/10 Local SEO: ___/10 AI SEO: ___/7

Total completed: ___/39

Ready to skip the guesswork?

Let our dental experts handle everything on this checklist for you.

[Book a Free Consultation](#)

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Don't do this alone.

Let our dental digital experts handle every item on this checklist for you.

WHAT WE BUILD FOR DENTAL PRACTICES

Custom dental website design

SEO setup & ongoing management

Local SEO & Google Business optimisation

AI SEO & structured data implementation

Booking software integration (all major platforms)

Google Ads for new patient acquisition

Book a Free Consultation

No pressure. No sales pitch. Just honest advice on what your practice needs to grow online.



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