

Top Tips for a Great “About Us” Section on Your Dental Website

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You want your website’s home page and service page to look fantastic. All too often, everything else is dismissed as unimportant. Yet, over half of website visitors want to see the “About Us” information. It is most likely one of the most visited pages of your site, and it can significantly influence people’s opinion of your practice.

What to include

You can have a single “About Us” page with just the essentials. However, if you have a lot of information to include, it may be better to create a section of your website with several pages. The best choice is different for each practice. What patients do not want to see is outdated information, a nearly blank page, or paragraphs of pure filler.

Consider how much information you have for each of the topics below. If it is extensive, create a separate page for it. If it is minimal, include it on a general “About Us” page. If it is not applicable, exclude it.

- **Dentist bio(s)** – This one is a must-have. Patients want to know a bit about the person who will be performing their procedures. Discuss credentials, professional accomplishments, your philosophy, and include at least one photo. Additionally, including a bit about yourself, such as family or hobbies, will help personalize and humanize your practice. In most cases, it is best to have an individual page for each dentist at your practice.
- **Staff bios** – “Meet the team” is another page quite popular with website visitors. If you have long-term employees who are important to your practice, consider including photos and short bios for each. Alternately, you can use a group picture and some general information about your team. However, it will need to be updated every time a featured staff member leaves. If your practice has a high employee turnover rate, it might be better to eliminate or minimize this section.

- **Office information** – While the people at your practice should be the primary focus, patients also want to know a bit about the facility. Do you have high-end décor, massaging chairs, amenities, kids play areas, free wi-fi, an exceptionally convenient location, plentiful parking, or anything else that sets your office apart? If so, mention it. Office photos or video tours are an excellent addition.
- **Mission statement** – Ideally, every business should have a mission statement. If your dental practice has one, add it to your website. However, if you do not have one, simply exclude it. The mission statement is quite important – it should be meaningful and carefully crafted. Do not improvise simply for the sake of expanding your “About Us” page.
- **Practice philosophy and focus** – Again, you want to explain what makes your practice unique. Perhaps you go the extra mile to help anxious patients feel comfortable, are equipped to care for special needs children, have top-of-the-line technology, provide holistic care... The possibilities are endless, but if anything sets you apart from the competition, your website visitors need to know about it.
- **History** – For newer dental practices, this is probably not applicable. However, if you have been in business for decades or are following a family tradition of dentistry, include a bit of history. Similarly, if your practice happens to be in a historical or otherwise notable building, it is worth mentioning. Do not focus too much on history, but in moderation it adds context and interest to your story.

Tips to take your page to the next level

If you are struggling to compile the above-mentioned information into a standout page, here are a few tips to help:

- Let your practice’s personality show. Is your office soothing and spa-like, warm, and comfortable, or ultra-modern? The “About Us” page should reflect the same feeling.
- Use plenty of photos and videos, matching the photography style to your practice personality. For example, formal posed photos are appropriate for a high-end cosmetic practice, while candid off-work pictures are great for a family practice with a home-like atmosphere.
- Avoid excessively technical terminology and do not simply present your practice information as a list of dry facts. Use a storytelling approach. Let readers feel like they are getting to know you and your practice.

- Make sure all information is current and accurate. Whenever possible, use dates rather than time frames. For example, you say that your practice has been open for five years, the page will need updating next year. Instead, say it has been open since 2016.
- Include quotes where appropriate. If you have a personal motto, or a statement about why you became a dentist, add it as a direct quote. This helps make the information more personal.

Conclusion

One of the primary reasons people visit your website is to learn more about your practice. If you are underestimating the importance of this page, then you are missing an opportunity to make a great impression on potential patients.

About the Author:



Naren Arulrajah, President and CEO of Ekwa Marketing, has been a leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy dentists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing results, call 855-598-3320 for a free strategy session with Naren. You may also schedule a session at your convenience with the Senior Director of Marketing – Lila, by clicking

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