



How to Attract More Private Patients to Your Dental Practice

Strategic Success. Delivered.

www.dentalwealthbuilder.com

It's a Connection Problem, Not an Effort Problem

Most practices already have a website, a Google Business Profile and an ad budget. What's missing is the connection between who you attract, your website, and how fast your team follows up.



Marketing Can't Rescue an Unclear Proposition

Why should a private patient choose your
practice over the one two streets away?

Marketing accelerates a well-designed practice.
It can't rescue one that isn't.



One of Our Seven Fundamentals: Marketing and Brand Growth

We treat marketing as one working part of a practice, sitting alongside sales, systems and leadership, never a bolt-on activity that lives apart from the rest of it.



Know Exactly Who You're Trying to Attract

Implants, cosmetic dentistry, comprehensive treatment: give each its own page, with real outcomes and a clear next step, not a paragraph buried inside general dentistry.



Don't Overlook the Patients Already on Your List

- ✓ Reactivation of patients who haven't been seen in a while
- ✓ A simple process for asking happy patients to refer a friend
- ✓ Internal signage for the treatments you want to grow



Make Your Website Do the Work

- ✓ Is the next step obvious within five seconds?
- ✓ Could this website belong to any other practice?
- ✓ Do your best treatments have their own page?



Over 2,000 Organic Visitors a Day, Without Paid Ads

2,000+

Rahul and Bhavna built their own practice website, Perfect Smile, into the strongest performer across a much larger portfolio, through consistent SEO content and real testimonials.



Source: About Dental Wealth Builder (DWB internal data)

Plan for the Whole Journey, Not Just the First Click

It can take several touchpoints before a patient who genuinely wants treatment finally picks up the phone. Credit the whole journey, not just the last click.



Convert Attention into Booked Consultations

A Treatment Coordinator gives your practice a dedicated bridge between the marketing that brings someone in and the clinical conversation that follows.



Measure What Your Marketing Is Really Doing

Track cost per enquiry all the way through to booked, attended and treatment-accepted patients, not just traffic and leads.



Ready to Close the Gap?

We'd be glad to help you find out exactly where your practice is losing private patients.

[Book a Practice Coaching Call](#)



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