



mansion house
DENTAL PRACTICE

Case Study.

Mansion House Dental Practice – Web and WiFi.

Mansion House Private Dental Practice have been keeping their patients smiling since 1948. Their professional dental team provide the very highest levels of oral health care in a modern and relaxed environment. They are the only Dental Practice in Ormskirk to have attained Excel Quality Accreditation for ten years running. This prestigious award by Denplan recognises the quality of care, treatment and service provided.

The Project

The Directors at Mansion House Private Dental Practice asked us to assist with the following:

- the creation of a brand which looks crisp and clean.
- easy navigation.
- the ability to present useful dental advice and practical information.
- to easily change their information and create new pages.
- the incorporation of rich media videos to illustrate the treatments being offered.
- to be able to manage their own SEO.
- to reach new and existing customers in innovative ways.

The Result

‘A social community’

The Directors at Mansion House Dental Practice realised that a basic website is not enough to reach new and existing clients. By building a web 2.0 social community site, the profile of the Mansion House brand has been raised.

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Innovative advertising

Working with letsgowifi, free wifi connectivity has now been installed in the visitor reception area. Children are able to sit quietly and use their personal hand held game consoles and adults are able to surf the Internet for leisure purposes.

Other companies in the local community advertise their brand on the wifi connection which means that the Mansion House profile is recognised in new and innovative ways.

Visitors at Mansion House who take advantage of the secure free wifi connection are able to view what is happening nearby. For example, the Liverpool International Tennis Tournament which takes place annually at historic Calderstones Park are able reach a brand new audience.

A highly regarded local accountancy practice, Alexander Myerson, who were also looking for innovative, cost effective ways to advertise, are able to reach business visitors who are seated in the reception area.

Business visitors are able to keep up to date with work. The free WiFi connection supports VPN meaning that they are able to securely connect to their corporate intranet.

Testimonial

"We are absolutely delighted with the website that has been created for our Practice. The team gave terrific support and guidance along the way, delivering and creating the brand and functionality we need. We have the ability to make our own changes/updates and manage search engine optimisation. We are looking forward to marketing the site with them. They also take a larger view of how the site can work with other media to increase its exposure"

Director John Haworth – www.mhdp.co.uk