

**KIRK BOETTCHER DDS**  
Attentive Professional Care

Contact Us | Home

- Our Office
- For New Patients
- Regular Checkups
- Teeth 101
- Improve Your Smile
- Cosmetic Dentistry
- Smile Gallery
- Education
- The Game Room

**Attentive, Professional Care**

**WELCOME TO THE DENTAL WEB SITE OF DR. KIRK BOETTCHER - BELLEVUE, EASTSIDE AND FACTORIA WASHINGTON'S (WA) TRUSTED FAMILY DENTIST!**

**Family & General Dentistry with an Emphasis on Cosmetic Care**

Thank you for taking the time to visit our dental web site. Our dentist, Dr. Kirk Boettcher, and his talented staff work hard to bring beautiful smiles to Bellevue, Eastside and Factoria, Washington (WA). We strive to make your dental treatment as relaxing as possible. Because of this, we feature comprehensive, comfortable dentistry in a modern office setting – we even offer iPods and Nitrous oxide for treatment. Please use this website to learn more about dentistry in the Bellevue area including how our dentist provides excellent familiv, general, and cosmetic dentistrv that will leave you smiling!

Contact us for an appointment:  
425.747.6640

# OPENING UP NEW FRONTIERS

By specializing in dentistry, Sesame Communications helps your practice shine on the Web

The WSDA has selected Sesame Communications as its recommended provider for Web site design, search marketing, and online patient relationship management. Sesame offers Washington state doctors different levels of Web design ranging from basic sites to fully custom-designed, and WSDA members are eligible for special discounts on all Sesame services.

"We are happy to endorse Sesame and we think their level of expertise in Web site development will be a great benefit to our membership," said Kainoa Trotter, WSDA director of convention services.

In a market where competition is increasingly online, many dentists are desperately searching for the right Internet marketing strategy. Research consistently shows that patients are online and prefer clinicians who offer them the convenience of online interaction. That's why it's important to have a trusted Web services provider.

Fortunately, Washington dentists need look no further than their own backyard for the experts in online dental patient acquisition and retention, as well as cutting-edge patient research. Seattle-based Sesame Communications, pioneer of Internet-based patient connection systems in dentistry, has published the results of two studies over the past year identifying why prospective patients choose one practice over another online. They're using what they learned to help dentists design more profitable Web sites and online search strategies.

Continued on page 16

JASON CHANG DDS PLLC  
FAMILY DENTISTRY

PATIENTS  
DENTISTRY  
C DENTISTRY  
ON DENTISTRY  
L TREATMENTS  
OMY OF A TOOTH  
CONTACT US  
WHAT'S NEW?  
HOME

Jason Chang, DDS, PLLC  
1426 35th Suite #1  
Everett, WA 98201  
Ph: 425.252.1188  
Fax: 425.258.2928

Thank  
family  
talent  
family  
care  
to l  
Ch

Dr. Jason Chang



wSDA endorsed companies sesame communications



DOUGLAS F. WHITFIELD, D.D.S.  
IMPLANT & GENERAL DENTISTRY

HOME CONTACT US BLOG | 411 STRANDER BLVD, STE 201  
TUKWILA, WA 98188  
P. 206.575.1000

FOR NEW PATIENTS COSMETIC DENTISTRY TREATMENT OPTIONS PEDIATRIC DENTISTRY

confidence and natural beauty  
with a dazzling smile




**Where Beautiful Smiles Begin**

Enhanced Smiles—trust in your dentist, confidence in your smile. Serving the communities of Seattle, Tukwila, Kent, Renton, Burien, and Normandy Park.

Reclaim the confidence and natural beauty that comes with a dazzling smile. At Enhanced Smiles, we know what you want: healthy teeth, a great smile and the confidence that comes from looking your very best. Dr. Douglas Whitfield and his knowledgeable staff will help you understand your options and keep your trust. Maybe you need TMJ/TMD treatment, night guard, dental veneers. Or simply exceptional dental care. And we offer flexible times to fit your schedule.

**Learn More**

- Implant Restoration
- Benefits of a Patient-Centered Approach
- Pull Mouth, Whole Body Dentistry
- Cosmetic Bleaching
- TMJ/TMD Treatment
- Keeping Your Teeth Healthy
- Contact Us
- Whitening System



Home  
Patient Information  
Teeth 101  
Invisalign®  
Contact Us



**Welcome to the office of Alan and Julia Moritis, D.D.S.**

**Preventative Dental Care for a healthy mouth, and healthy smile**

What if you had the power to know in advance that something was going to happen; and to prevent whatever it was from happening? Can you imagine how much easier your life would be? At the office of Dr. Alan and Julia Moritis we've been making our patients' lives a whole lot easier for over 30 years! Our doctors and staff specialize in **preventative dentistry** and **Invisalign®** clear braces treatment. We provide preventative, restorative, and esthetic dental care for patients in downtown Seattle and the greater Seattle-metropolitan area.

**What makes our practice unique?**

- We specialize in **preventative dentistry**, providing patients with early detection, diagnosis, and treatment of oral health issues.
- Drs. Alan and Julia Moritis use new DIAGNOdent technology to diagnose tooth decay, gum disease, oral cancer, and other oral health issues in order to provide better treatment that protect and improve your teeth.

This page and opposite: Sesame Communications has streamlined the design process for local dentists, with a range of choices to suit any practice and need.

**Go where patients are**

Dentists and prospective patients typically find each other through some shared social forum, and the Internet has become the most popular social venue in town. In order to make a virtual connection, however, a practice must not only be found online but also chosen.

While many practices are concerned about their site's search engine ranking (a key reason for selecting a comprehensive Web services provider), there's been a lack of reliable data about what attracts prospects to one practice over another, based on practice Web sites. Sesame's groundbreaking consumer studies fill this gap, providing crucial information on how to design an effective dental Web site.

**Does your Web site attract new patients – or repel them?**

To determine what Web site factors lead prospective patients to contact a practice for an appointment, Sesame videotaped individual consumers in need of either general or cosmetic procedures as they searched for a practice online. After visiting a practice Web site, prospects completed a survey rating their likelihood of contacting the practice for an appointment. Once the studies were complete, the videotapes and surveys were analyzed to identify the factors correlated to site failure or success in attracting new patients.

The studies revealed several key findings:

- The Web site factors that lead consumers to select one practice over another online are remarkably consistent
- There is also a set of Web site factors that lead consumers to reject a practice
- The Web factors that appeal to prospects looking for expensive cosmetic procedures are different from those that appeal to general dentistry prospects

Data in hand, the SesameTeam created a system for evaluating a doctor's site and rating its appeal to patients, based on the presence or absence of the Web site factors found to be significant. The result is a Patient Appeal Rating™ Web site evaluation, offered free to Washington dentists who want to know how successful their existing sites are at attracting new patients. To download the study whitepaper and request your Patient Appeal Rating™ evaluation, visit [www.patientappealrating.com/WSDA](http://www.patientappealrating.com/WSDA).

Perhaps the most surprising discovery is how poorly most dental sites perform. Of the dental Web sites consumers reviewed, the vast majority – 80 percent – failed to per-

In competitive markets, search engine optimization techniques aren't enough on their own to get a Web site to the top of the results list. For these markets, search engine management is needed to get your site noticed by consumers. Sesame increases and maintains your search engine rank by managing an ongoing Web presence for you on social networking sites.

sue prospects to contact the practice for an appointment. Many of these sites featured flashy visual treatments and overwhelming content that turned prospects off.

Successful sites, on the other hand, were easy to use, offered the specific content that consumers were looking for, and had a warm, patient-centered design. By focusing on consumers' concerns, effective dental Web sites help doctors build trusting relationships with prospective patients before they contact the practice.

**Get found online**

As this research shows, it's important to make sure you have the right Web site before you focus on helping consumers find it. Once that's done, Sesame uses several strategies to help prospective patients connect with you online.

The first is search engine optimization, or SEO. Simply put, SEO is the science of editing Web site content and code to match how search engines work and what people typically search for, adding elements that improve rank and removing barriers that might keep your Web site from appearing at the top of search engine results.

In competitive markets, SEO techniques aren't enough on their own to get a Web site to the top of the results list. For these markets, search engine management is needed to get your site noticed by consumers. Sesame increases and maintains your search engine rank by managing an ongoing Web presence for you on social networking sites such as MySpace, Facebook, and YouTube and blogging for your practice. Sesame's search marketing specialists also create tailored online campaigns through Google Adwords™ aimed at the specific types of consumers you want to attract to your practice.

**Keep patients happy**

Once prospects become patients, Sesame helps keep them happy - and keeps them referring - by providing convenient answers where they spend their time: online. Appointment, account information, and bill payment give them 24/7 convenience while reducing practice costs. All this information is already in your computer, so Sesame saves your staff time by automating your data to work the extra mile. Appointment confirmations are also automated, with patients choosing whether they want voice, email or text. Your patients' satisfaction is measured by post-appointment feedback and surveys that keep you connected with your patient base.

Being online is much more than a Web site, and Sesame Communications is the complete online services company for dentists. To learn more about how they can help your practice, call 1-866-592-7572 or e-mail [solutions@sesamecommunications.com](mailto:solutions@sesamecommunications.com).