

A decorative border made of thick, yellow, braided rope with dark outlines, forming a rectangular frame around the central text. The rope is knotted at the top and bottom center.

**DOCSITES**



## THE DOCSITES

# Showcase Your Practice

*Flexible and affordable dental website design and marketing solutions that grow your practice's online presence and boost the bottom line*



## VIDEO

Visit [docsites.com/reviews](https://docsites.com/reviews) to watch video testimonials and find out what your peers are saying about partnering with The DocSites for website design and marketing.

**N**ow more than ever, having a solid web presence is essential to practice success. With the majority of people starting their search for a dental care provider online, your web presence serves as both a first impression for prospective patients and a determining factor in whether or not they become loyal customers.

The DocSites offers affordable web design and online marketing solutions specifically for dentists, with services that cover virtually every facet of your practice's online presence—including website creation, search engine optimization (SEO), monthly social media and blog posts, and Facebook and Google advertising. Flexible pricing with no long-term contracts or hidden fees makes it easy to get started.

## A Fast and Personalized Experience

Over the past year, Dr. Paul Singh of York Towne Dental in Yorkville, IL, has enjoyed the full gamut of The DocSites' offerings in his quest to create a complete online presence for his practice. Having worked with other web design companies in the past, he appreciates the high level of customization the company offers, as opposed to choosing from cookie-cutter templates. His office even worked with The DocSites to incorporate a chat function into the website that lets team members to stay in touch with existing patients and field questions from potential



ones—a feature that became especially useful during the COVID-19 pandemic.

Dr. Singh and his team members appreciate that they can reach out to a dedicated The DocSites' account representative at any time. "We can get in touch with someone right away, and they make any necessary changes right away, too," Dr. Singh shared, adding, "Our account rep continually monitors what kind of engagement we're having and tells me what's working and what's not working."

## Much More Than a Website

Beyond customized website design, Dr. Singh explained that The DocSites' ability to market his practice far exceeded his expectations. Even given the pandemic, he saw more new patients this past year than in previous years thanks to his practice's increased online visibility. Because of this success, the office has abandoned traditional marketing methods like mailers in favor of running Facebook and Google ads through The DocSites.

Going forward, Dr. Singh expects to expand his relationship with The DocSites by building websites and marketing campaigns for his additional practice locations. "The DocSites has a better concept of how dental professionals think, and overall, they have great ideas and do great design work" he said, adding that he would recommend the company to any dental practice looking to grow their online presence, patient base, and ultimately, their bottom line.



NEW PRODUCTS

## PRODUCT SPOTLIGHT

TRIED & TRUE |  
CLINICAL PRACTICE



Paul Singh,  
DDS

"The DocSites has a better concept of how dental professionals think, and overall, they have great ideas and do great design work."

## FOR MORE INFORMATION:

888.980.4949

[docsites.com](https://docsites.com)

# SPECIAL OFFER 50% OFF DENTAL WEBSITE

LIMITED TIME OFFER

~~\$999~~  
**\$499**

**50%  
OFF**

1-888-980-4949



5-Star Rated on Google and Yelp!



Dr. Paul Singh

"It was so easy to switch to the DocSites and I'm happy I did. I saved money and I now have a better website that gets found online. "

+ Only **\$59 per mon.** includes Hosting, SSL Certificate & Free Website Updates by Request

**MUST MENTION THIS INSERT TO CLAIM THIS SPECIAL OFFER**

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Affordable, high quality & personalized  
dental websites that represent you properly

**WE ALSO OFFER UPGRADED WEBSITES  
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**STANDARD 'PLUS'**

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Call for Discounted Pricing!

All the benefits of our best  
selling Standard Websites with  
additional features.

**PREMIER DESIGN**

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Loaded with features to make  
you stand out in the crowd.  
Customized for your practice!



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Websites & Marketing



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**docsites.com**

# MAKE YOUR WEBSITE EFFECTIVE BY SHOWCASING ESSENTIAL PRACTICE INFORMATION

by The DocSites - Websites & Marketing



**Need A Better Website?**

## 1. Embed Positive Google Reviews on Your Site

Reviews have become the most valuable way to communicate the quality of your practice. Everyone is now looking at reviews to make a buying purchase, and dental practices are no different. Having your reviews highlighted for patients to read can help your office build trust. We recommend having a tab at the top and integrating reviews directly from your Google profile. Showcasing your 5-star reviews can have a stronger impact than just posting testimonials in text.

## 2. Place Personalized/Recent Photos Throughout The Site

Show prospective patients they will have a great experience with your team by sharing friendly and warm photos of the team. In certain demographics, patients may care about the advanced technology or having a modern office. Having photos showcasing that can create interest in your practice as well.

## 3. Focus on The Benefits of Your Practice

No two dental offices are the same – make sure you use your site to educate the benefits of your practice. It could be highlighting how many years your staff has been with the office, the technology your office uses for patient comfort, an in-house membership or financing plan to communicate affordability or that your practice strives to for patients to never wait.

## 4. Before/After Photos

A great way to grow your bottom line is promoting and offering restorative and esthetic treatments. Patients looking to make an appointment may visit the before & after page to get examples of past work that you have done. They may identify with similar issues and call you or inquire about the specific treatment during their appointment. Before & After photos are a great way to create interest in bigger cases, don't miss out on that with your website.

## 5. New Patient Offers/Treatment Consults

Providing offers or complementary second opinions can attract patients who may be looking for esthetic or restorative treatments. In addition, we've seen initial consult offers as a great way to get patients in the door. Patients can receive treatment recommendations from other dental offices but want a second opinion or go a dentist who they can trust. Your website is a great place to highlight that you offer those treatments and that you can provide a consult with the dentist.

**CALL 888-980-4949 FOR DENTAL TRADER  
WEBSITE SPECIAL OFFERS**

# WHY DENTISTS CHOOSE THE DOCSITES

- ✓ Affordable & Easy to Work With
- ✓ Easy Switch From Your Current Website
- ✓ Transparent Pricing
- ✓ We Do All the Updates & Maintenance
- ✓ Dedicated Account Manager
- ✓ Live Customer Service and Support
- ✓ 5 Star Rated Company
- ✓ Websites and Marketing for All Budgets

**50%  
OFF**

SEE OTHER SIDE FOR AN EXCLUSIVE OFFER.  
50% OFF WEBSITE SETUP FEE!

## OPTIONAL MARKETING PACKAGES

NO LONG TERM CONTRACTS

"Increased Visibility"

**\$199/mo.**

"The Essentials"

**\$399/mo.**

"Superstar Practice"

**\$499/mo.**

Marketing Packages Include:

- SEO (Search Engine Optimization)
- Monthly SEO / Blogging
- Facebook Updates / Posts
- Google My Business Posts
- Monthly Social Media
- And More...

We Also Offer Google Ads & Facebook Ads.

Book a Demo by Calling 1-888-980-4949



I have been getting a lot more traffic to my website since DocSites took over!

Wassim El Awadi, DDS



Doing business with them is easy and hassle-free, and my website is so much better.

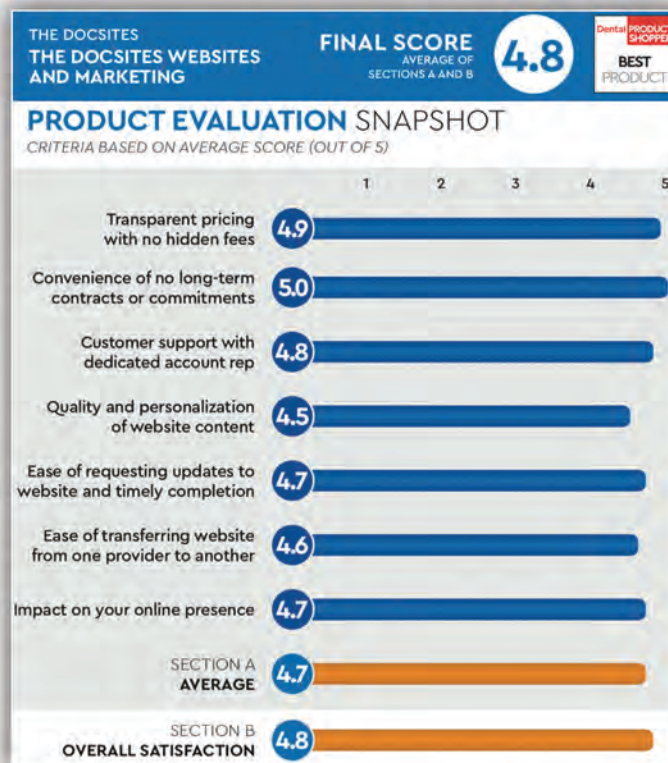
Maria Noreen Quimson, DDS



We had a dramatic improvement in our new patients.

Antoine Sayegh, DDS

**The DocSites**  
Websites & Marketing





**PINHOLE®**

# Pinhole® Training at Your Fingertips!

*Pinhole® Surgical Technique Courses are BACK*



- ✓ The 4-step process makes learning Pinhole® easy
- ✓ Package includes instruments (\$4,000 value)
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# Pinhole® Surgical Technique

A scalpel-free, Suture-free, Graft-free procedure for treating gum recession



## ONLINE COURSE (\$5,500 REGULAR PRICE)

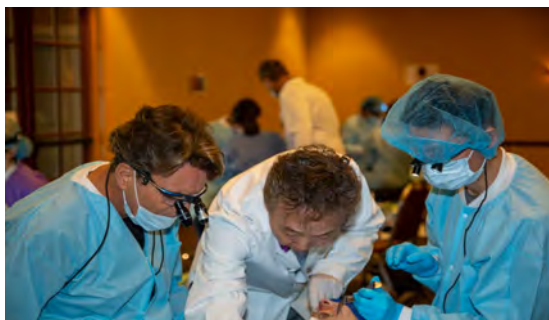
1. 12-month access to the Pinhole® library of teaching videos
2. **1 cassette** of Pinhole® instruments (\$4000 value)
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4. Support sessions via Zoom for doctor and staff
5. Exclusive access to the Pinhole® Doctors Forum on Facebook
6. Pinhole Support resource website for doctor and staff
7. Use of trademarks & patents to brand you as "Pinhole Certified"
8. 7 CE units (14 total units for the LIVE course)



Check out online course video highlights  
at [PinholeAcademy.com](http://PinholeAcademy.com) home page

## LIVE COURSE (\$7,500 REGULAR PRICE)

Live course registrations receive the online course package plus  
1 day of cadaver training and 7 additional CE units



### DATES NOW AVAILABLE

Friday, June 3, 2022

Friday, July 15, 2022

Friday, August 19, 2022

## PINHOLE® IS BACK-SPECIAL OFFER

**\$1,000 off the online or live course**

Option #1: Special offer for online course **\$4,500** (~~\$5,500~~)

Option #2: Special offer for live course **\$6,500** (~~\$7,500~~)

(receives the online course package plus 1 day of cadaver training and 7 additional CE units)

Register at [PinholeAcademy.com](http://PinholeAcademy.com)

**USE CODE: DT1000** Expires May 15, 2022

The logo features the text "XCEL SEMINARS" in a bold, black, serif font, centered within a light orange oval. This oval is surrounded by a thick, yellow rope with a dark brown outline, which is knotted at the top and bottom. The entire design is set against a solid brown background.

**XCEL SEMINARS**



# 19th Annual Comprehensive Dental Skills Series

Now as a  
**LIVE  
WEBINAR  
SERIES**  
w/LIVE CE  
Units!

NOW as a LIVE WEBINAR Series w/LIVE CE Units

**May 1, 2022: Making Dentures the Old Fashioned Way- Building Patient Satisfaction and Your Bottom Line!** *Dr. Gordon Fraser is an internationally acclaimed lecturer who served as a Periodontist in the US Air Force. He founded PURE PERIO and also the Southern Georgia Dental Education, a resource for continuing education for dentists.*

**May 22: So Easy, a Prosthodontist Can Do It: The Tips, Tricks, and Techniques from the Daily Life of a Dual-Certified Prosthodontist/Dental Technician (including What Every Lab Tech Wants to Tell Their Dentists, but Won't)!** *Dr. M. Reed Cone started his career as a lab tech, became a GP and is now a prosthodontist and lecturer, who uses his vast experience to help GPs improve their technique and practices.*

**June 26: Intro to the Biomimetic Approach: Permanent Restorations that Mimic Natural Teeth (including Adhesives, Fiber Reinforced Composites & Biomimetic Vital Pulp Therapy)** *Dr. Matt Nejad is an expert in biomimetic and esthetic dentistry. He is a Fellow of the Academy of Biomimetic Dentistry, the highest level of accreditation possible. He lectures nationally and internationally & is a member of the ADA Standards Committee on Dental Products (SCDP). His areas of research and interest are adhesion, polymerization stress, residual stress, biomechanics, occlusion, and esthetics. Dr. Robert Salehrabi is a Clinical Professor at USC and a recommended speaker of the American Association of Endodontists.*

**July 17: CBCT Indications and Interpretations & Incidental Findings** *Dr. Reyhaneh Alimohammadi, DDS, MS is a certified Oral and Maxillofacial Radiologist from the University of Texas. She is a co-author of "Radiologic Clinics of North America" and a reviewer for the Journals of DentoMaxillofacial Radiology (DMFR) and Oral Surgery, Oral Pathology, Oral Medicine, Oral Radiology.*

**ALL LIVE WEBINARS ARE ON SUNDAYS, 8 AM - 3:00 PM PACIFIC TIME AND 7 LIVE CE UNITS - TUNE IN AND ENJOY OUR COURSES FROM ANYWHERE!**

**\$149 FOR EACH MAY-JUNE LECTURE, \$299 FOR THE JULY CBCT WEBINAR OR THE ENTIRE 4 COURSE WEBINAR SERIES, 28 CA APPROVED LIVE CEs, FOR ONLY \$499!!**

## COURSE TOPICS

**Making Dentures the Old Fashioned Way:** *Over 85% of the American population is missing one or more teeth and over 35% are totally edentulous in one arch or the other. Dr. Fraser will teach numerous strategies to create successful dentures and how he created a multimillion-dollar practice with dentures as his most profitable procedure, including:* Denture tooth selection, denture teeth molds and the steps in denture fabrication ♦ How to prevent remakes and adjusting dentures to patient satisfaction ♦ Using special liners for the really tough cases

**Prosthodontic Tips for Success:** *This course will cover many of the current concepts, materials & techniques available in the restoration of implants, fixed crown and bridge, and removable prosthetic treatment plans. It will address clear & concise chair-side/benchtop protocols that will ensure the highest efficacy as well as quality final product at delivery. The presentation will also candidly address what laboratory techs would tell their dentists if they didn't face the repercussion of losing a client, including:* The most frequently cited roadblocks to communication between dental laboratory techs & the referring dentist. ♦ Comparing and analyzing the components of successful cases with those that have failed ♦ Applying concepts within the dental laboratory/office to achieve optimum patient care.

**A Biomimetic Approach to Dentistry:** *The intact natural tooth has the perfect combination of properties via dentin, enamel, and the DEJ. The properties of these individual layers combine to result in superior performance as a multi-laminar structure. An understanding of the structure, function, and resulting biomechanics of natural teeth allows for maximum success in restorative dentistry. This course will cover numerous biomimetic restorative techniques to improve your practice, including:* Dental Materials' properties suitable for enamel, dentin, and DEJ substitute ♦ The Adhesive Equation: Techniques to maximize bond strength and minimize polymerization stresses ♦ Tooth Biomechanics and the resulting prep guidelines ♦ Exciting possibilities of fiber reinforced composites for a variety of restorative techniques including direct, indirect, endodontically treated, and severely damaged and compromised teeth ♦ Preserving pulp-vitality with scientifically supported caries removal endpoints ♦ How to treat deep caries without endo treatment

**Interpreting CBCT Scans & Incidental Findings:** *This course will build your confidence for reviewing your Cone Beam data sets and give you guidance on how to proceed with incidental findings. Learning objectives include:* When to prescribe CBCT scans. ♦ Decipher 256 shades of gray by learning anatomy, anatomical variations, & pathology basics. ♦ Common incidental findings & when to refer ♦ Understand how to create a CBCT image report.

TUITION	4 COURSE SERIES	EACH INDIVIDUAL COURSE
More than 14 days before an event	Dentist: \$499, Staff: \$399	May-June Lecture Dentist: \$149, Staff: \$129 \$299 for CBCT Webinar
Less than 14 days before an event	Dentist: \$519, Staff: \$419	May-June Lecture Dentist: \$169, Staff: \$149 \$319 for CBCT Webinar

Courses are 8AM-3PM Pacific Standard time and each course is 7 Live CE Units.

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Cancellation Policy:** Series registration is non-refundable. For individual courses, with written cancellation at least 14 days prior to a seminar, a refund will be issued less a \$50 cancellation fee. No refund or credit less than 14 days from an event.

Additional registrants \_\_\_\_\_ Course Dates: \_\_\_\_\_ Total Amount \_\_\_\_\_

**Register online at [www.xcelseminars.com](http://www.xcelseminars.com)**

Mail checks: Xcel Seminars, PO Box 441745, Aurora, CO 80044 • If you have any questions please call Erin at 310-663-4055 • Fax: (866) 332-5891

Although Xcel Seminars does have sponsorship relationships with dental manufacturers and suppliers, we are dedicated to providing only evidence-based information in our courses. We are a California Board Approved provider, permit #4536. Valid until 7/31/2023



Xcel Seminars - Nationally Approved PACE Program Provider for FAGD/MAGD Credit. Approval does not imply acceptance by any regulatory authority or AGD endorsement. (10/01/21) to (09/30/23). Provider ID# 324914