

## SCDA Mission

The South Carolina Dental Association represents member dentists in order to promote and provide optimal oral health care to all citizens of the state of South Carolina by serving as an advocate to advance the profession of dentistry.

## Are You Retiring? Please Notify the SCDA

Call the SCDA office and ask for a retired affidavit so that you can continue to receive all the member benefits you've come to enjoy and expect, but at a quarter of the cost! You can also request a free copy of "Closing a Dental Practice" or click here to go to the SCDA's website to download a copy. Contact Christy Meador at 800-327-2598 or by emailing her at [meadorc@scda.org](mailto:meadorc@scda.org).

## 1 out of every 10 dentists will suffer from alcohol or drug abuse at some time in their lives.

If you or someone you know needs help, contact the SCDA's Dental Assistance and Advocacy Committee: 800.327.2598

## Are Your Workplace Posters Current?

Visit <http://www.llr.state.sc.us/aboutUs/index.asp?file=Posters.htm> to make sure!

## 4 Signs It's Time for a Dental Website Redesign

As online trends, technology and best practices evolve, so should your website. To be effective, websites require consistent maintenance and updates. Here are a few signs that it may be time for a website redesign.



### 1. Website looks dated

Like many things today, your website can go out of style. A site designed in 2005 may have looked great when it was launched, but since then new technologies and styles have emerged, making your website behind the times in 2012. And since your site is your virtual storefront, you want your website to give visitors a good first impression, not the message that your practice is not up to speed. It may be time to update your site's technology and aesthetics to avoid losing credibility.

### 2. You can't update your own content

Most sites today are built with a sophisticated content management system (CMS) that allows an average, non-technical person to easily manage simple editing tasks, such as text and image changes. A CMS should be a standard part of your website management experience, allowing you to easily change information, upload photos, update your blog and more—whenever it's most convenient for you. If you're still going through your website provider for minor site changes, then consider finding a new website company who can create a site that is built with robust editing capabilities that put you in control of your site's content.

### 3. Website is not optimized for mobile

The number of people using mobile devices to access the web is rising fast. Your practice needs a website created specifically for smartphones and tablets, that's easy to view on smaller screens and offers intuitive navigation. Otherwise, people using their phones to search your site will leave for a different practice because their browsing experience is frustrating. If your site is not optimized for mobile, then you're missing out on a huge opportunity to connect with your patients.

### 4. It can't be found on Google

A site built without search in mind will have very little success at securing new leads and appointments from people browsing the Web to find new dentists in your area. Search engine optimization (SEO) was not always considered a priority in Web design in years past, but today a site should be optimized for search engines from the ground up. Many factors contribute to good SEO, but a solid foundation—starting with your website's content and structure—is key.

Does your website give visitors a favorable experience? Is your website easy to navigate on desktop computers *and* iPhones? Can new patients easily find your website in the search results? If you've answered no to any of these questions then it may be time for a changes.

*Officite is the endorsed Web service provider for the SCDA. Members enjoy preferred pricing on all Web services, including dental website design, search marketing, social media, reputation management, online patient education and mobile websites. To learn more, visit [www.officite.com/dental](http://www.officite.com/dental) or call 866-731-8834.*

## Master Calendar

November 8	MUSC Dean's Diversity Council Meeting	SCDA Office	8:00 AM
November 9	Officite Webinar		9:00 AM
November 10	Nitrous Oxide Monitoring Course	MUSC	8:30 AM
November 30	SCDA House of Delegates	Virginia Wingard Memorial UMC	9:30 AM
November 30	Oral Sedation Dentistry	Atlanta, GA	
November 30	Infection Control in Practice- Sterilization	Midlands Tech	9:00 AM