

DO THIS

- **Choose photos wisely.** Have your marketing team, web designer, or photographer give you input on which shots are most effective and captivating.
- **Communicate your vision and goal clearly to your photographer** (give them any notes you have received from your marketing/design team).
- **Be yourself.** Have the photographer hang around with you through a part of your day and take photos as you are interacting with your patients and staff.

DON'T DO THIS

- **Don't put graphic photos on your front page.** Displaying photos that show details of the inside of someone's mouth can scare people away. If you'd like to highlight your dental work, a viewer can dig into your smile gallery or services pages in order to see the details.
- **Don't force it.** Don't try and fake a laugh or stage hugging a patient just to look good.

