

# Padstow Dental Website Case study

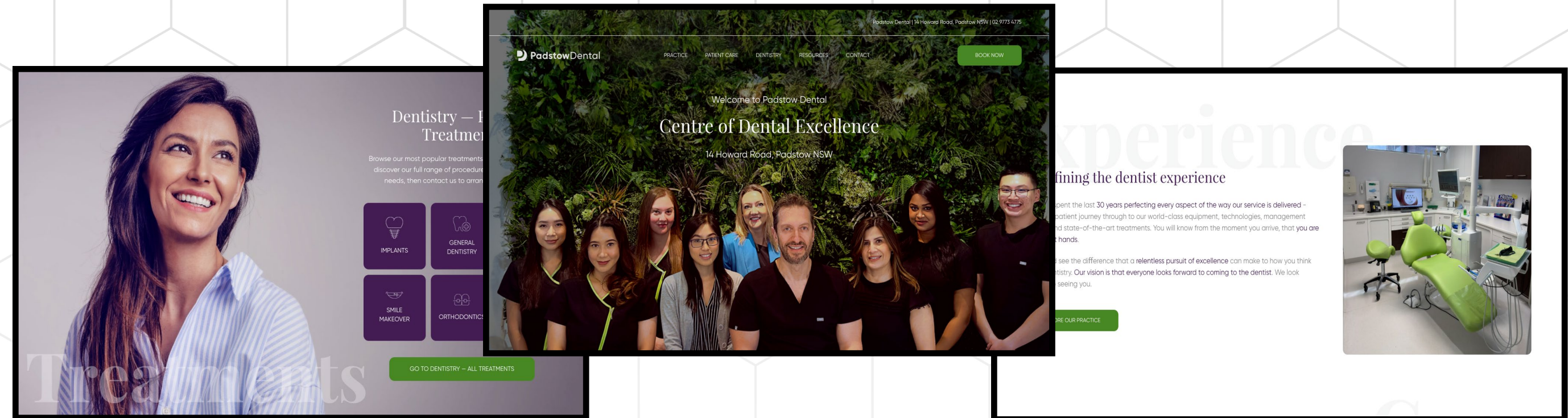
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**Client:** Padstow Dental

**Industry:** Healthcare-Dental

**Target audience:** Boomers, Empty nesters, Basic care & new patients, Local blue-collar community

**Services:** Website Design and Build, SEO



## Overview

Eight years after Cyrius designed the original website for Padstow Dental Centre, Dr. Bill approached us once again—this time to rejuvenate the site following significant renovations at the clinic. The updated website needed to reflect Padstow Dental's evolution, aligning with its strategic goals and reinforcing its strong reputation for trusted dental care. Dr. Bill sought a modern, user-friendly online presence to effectively serve the community and attract new clientele.

## Scope

The new website aimed to address three key target audiences: boomers and empty nesters, patients seeking basic dental care, and the local blue-collar community. The challenge was to balance these diverse needs by presenting an image of trust and expertise while remaining approachable and relatable. The design had to convey professionalism, ensure easy navigation, and deliver a cohesive message tailored to Padstow Dental's expanding audience.

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)

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### Objectives

Dr. Bill's primary objectives were to create a modern, intuitive website that showcased Padstow Dental's expertise while ensuring accessibility for all users. The site needed to set the clinic apart from competitors by blending aesthetic appeal with functionality. Key priorities included mobile responsiveness, seamless user experience, clear calls to action, and integration with appointment booking systems to improve client engagement and retention.

### Solutions

The Cyrius team designed and built a sleek, responsive website with an emphasis on functionality and user experience. We introduced a clean layout, intuitive navigation, and strategically placed content to highlight services, expertise, and the clinic's commitment to patient care. Incorporating a fresh colour palette inspired by the clinic's rebranding, the site offers a professional yet welcoming feel. Features like an integrated booking system, optimized page load speeds, and mobile compatibility ensure the site meets the expectations of a modern audience.

### Outcome

The redesigned website has been a game changer for Padstow Dental Centre, offering a polished, user-friendly digital presence that aligns with its updated brand. Clients appreciate the streamlined booking process, while the design has successfully captured the clinic's core values of trust and care. The site not only elevated Padstow Dental's online presence but also reinforced its reputation as a leader in the community.

### What they said:

*"You have certainly come up with the goods!!! It's all systems go by the looks of it. I'm loving it!"*

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

*We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.*

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