

virginiageneraldentist.com

Prepared for Dr. Paul Y. Da Cunha, DMD. You asked us about your website, so we took a close look: how it works on a phone, how easily Google and AI assistants can read it, and what it tells a new patient in the first few seconds. Then we built a working concept of what it could become.

Overall

D+

Strong practice,
dated site

Luke Scott

Executive Vice President, Dental TI

David Hanning

CEO, Dental TI

The short version

Your practice offers what many Richmond patients are looking for: cosmetic work like veneers and whitening, same-day CEREC crowns, and one dentist who cares for the whole family. Your current site already lists all of it, with real explanations of each treatment and a distinctive crown mark.

The site itself was built in 2008, and the web has changed around it. It does not adapt to phones, Google sees the same title on every page and no headings at all, the phone number cannot be tapped, and there is no way to request an appointment. The concept below fixes all of that, and it is only a starting point.

What the current site gets right

It loads fast

The pages are small, so they load quickly.
Lighthouse scores mobile performance at 100.

Real explanations

Ten treatments, each described in plain terms, from CEREC to dentures. We kept every one.

A mark worth keeping

The crown emblem and engraved capitals give the practice a premium signature.
The concept refines them rather than replacing them.

The essentials are there

Your address, hours and fax are on the Contact page, and CEREC and Invisalign are named on the homepage.

Scorecard

Measured on September 30, 2026: every page of the site, Lighthouse runs on three key pages, your Google Business Profile, and what each page shows first.

D

On a phone

The site has no mobile setting, so phones shrink the whole 2008 desktop layout to fit, and the text becomes tiny. The appointment number in the header is part of an image, so it cannot be tapped to call; it is real text only on the Contact page.

Concept: Built for phones first, with readable text, a tap-to-call number on every page, and a call bar that stays at the bottom of the screen.

D

Search basics

All five pages share one title, "Paul Y Da Cunha DMD", so nothing tells Google what each page is about. No page has a main heading or a search description, the menu and headings are images Google cannot read, and there is no sitemap.

Concept: A unique title, description and heading on every page, ten treatment pages that each answer their own search (such as porcelain veneers in Richmond), a sitemap, and a guide for AI assistants.

D

Local search and your Google profile

The site carries no structured data telling search engines it is a dental practice, where it is, or when it is open. Your Google profile shows 8 reviews, a 4.0 rating, and no photos beyond Street View. Google Maps also shows "Richmond Pediatric Dentistry" pinned to your building, and your site and Google list different phone numbers (804-262-9563 and 804-741-2424).

Concept: Structured data for the practice and for you, with address, hours and services, one phone number everywhere, and a plan for photos and new reviews on your profile.

C

First impression

The homepage opens with stock photos of a family and a teenager. Your tagline, "Creating beautiful smiles that last a lifetime", is good. You appear only on the Meet the Team page, in a small photo with your name and no story.

Concept: You, front and center, with your tagline as the headline, your crown mark refined in carbon and champagne gold, and a look that feels premium for cosmetic work and warm for families.

C

Content

Your services page explains ten treatments well, but all on one long page. Before and After shows two small images, and Meet the Team has a name and a title.

Concept: Ten complete treatment pages, plus pages for new patients, emergencies and you, each with its own questions and answers.

D

Getting in touch

There is no way to request an appointment online and no guidance for a dental emergency. The site has no analytics, so there is no way to know how many people visit or what they look for.

Concept: A short request form (contact details only, no health information), an emergency page that says when to call 911, and privacy-respecting analytics with a one-click opt-out.

D

Accessibility

Lighthouse accessibility scores of 58 to 67: no page language, no descriptions on images, and menu links with no text for screen readers.

Concept: Built to WCAG 2.2 AA, the standard behind most accessibility complaints, with keyboard access, strong contrast and described images.

A

Speed

Small pages load quickly. Mobile performance is 100 on every page tested.

Concept: Just as fast, with far more on the page.

Measured the same way twice

Lighthouse 12.8, mobile, median of three runs on each page, on the live site and on the concept. Scores out of 100.

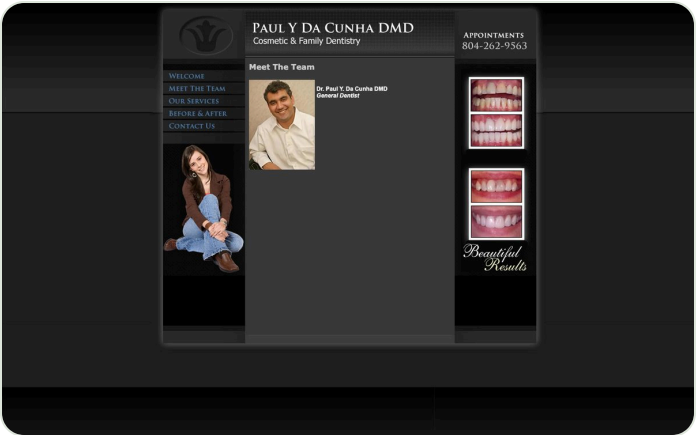
Page	Performance	Accessibility	Best practices	SEO
Homepage	100 → 100	58 → 100	82 → 100	83 → 69*
Services	100 → 100	60 → 100	82 → 100	83 → 66*
Contact	100 → 100	67 → 100	79 → 100	92 → 69*

* The concept's only SEO deduction is deliberate: the preview is set to stay out of Google until it replaces your current site. Published, it scores 100. Your current site is fast because its pages are small; the concept keeps that speed with ten times the content.

What visitors see today



The homepage: a fixed-width 2008 layout, stock photography, and a menu made of images.

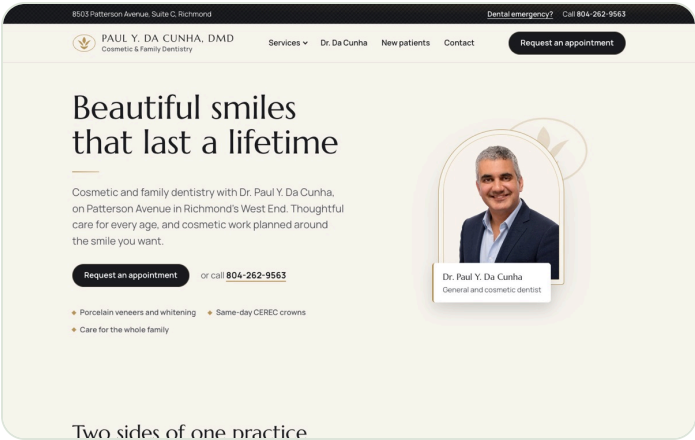


Meet the Team: a name and a title, and nothing about you.

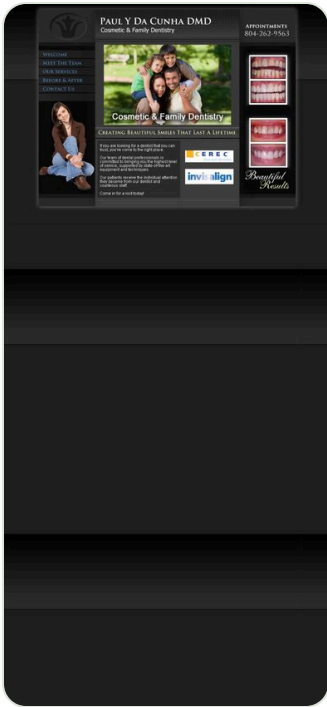
A concept built on your identity

We kept what is already yours, your crown mark, your engraved capitals and your tagline, and moved them into a lighter, warmer design: carbon and champagne gold

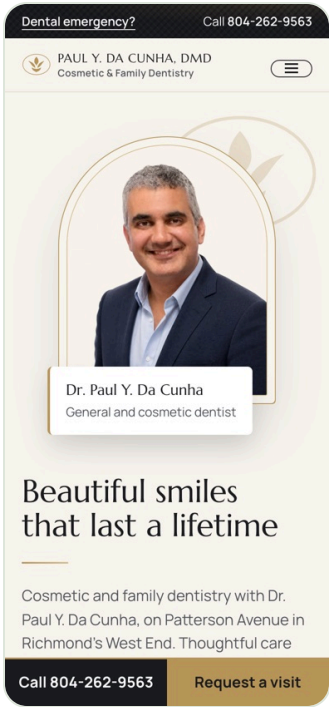
for the premium side of cosmetic work, warm ivory for a family practice.



Your tagline as the headline, and you in the first screen.



Current, on a phone



Concept, on a phone



The contact page shows new patients exactly what to look for when they pull in off Patterson Avenue.

- **Two sides of one practice.** Cosmetic and family care each get their own clear path, so a new patient finds their treatment in one tap.
- **Every word of substance kept.** Your explanations of all ten treatments are rewritten in plain language, each on its own page with questions and answers marked up for Google.
- **Same-day crowns, featured.** CEREC gets its own section explaining scan, design, mill and bond in one visit.
- **Every old address still works.** Each page of the current site forwards to its new home.
- **Imagery made for the concept.** The portraits of you and the view of your building are AI renderings made from your public photos, so you can picture the finished site. A real photo session can replace them anytime.

The sky is the limit

We built this concept before speaking with you, using only what is public. The best version of your site comes from your story: why you became a dentist, what patients say about you, the cases you are proudest of, and how you want people to feel when they walk in. A short conversation gives us that, and we can have it on the site within days.

A few things we could add next:

- Your story and your team, in your own words, with a real photo session
- A smile gallery of your own cosmetic cases
- Patient reviews featured on the pages they describe
- Online scheduling and patient forms connected to your practice software
- Articles that answer what Richmond patients search for, such as veneers, same-day crowns and whitening, each approved by you before it goes live
- A Google profile with photos, the right phone number, and a steady flow of new reviews

Every page is built for search from the start: fast, readable on any phone, clearly structured for Google and AI assistants, and easy for you to keep current.

Practice software and imaging

You mentioned you are looking for practice management and imaging software for your two treatment rooms. We work with many systems and would rather understand how you work before recommending one: how you schedule, chart, bill insurance, take x-rays and keep in touch with patients.

One option worth discussing if you are starting fresh is Open Dental. It is a widely used, highly customizable practice management system with its own imaging module that works with most digital sensors, thorough public documentation, and well-regarded support. Its API is the approved way for connected tools, including AI assistants, to read and write schedules and patient records, under a business associate agreement and with your permission.

We can also help with the hardware around it: digital sensors, intraoral cameras, panoramic and 3D imaging, and the computers and network to run them. On a call, we can map your current workflow and give you specific options and pricing.

Next step

Pick a time that suits you to talk with David and Luke. We will walk through the concept, hear your ideas, and go over your software and imaging options.

Or reach Luke directly at luke@dentalti.com or (317) 432-3983.

Dental TI · Prepared by Luke Scott and David Hanning for Dr. Paul Y. Da Cunha, DMD

[Download as PDF](#) · September 30, 2026