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Dental website requirements under GDC guidance

The General Dental Council publishes guidance on advertising that applies to practice websites. This guide summarises the main points.

Information to display

- The name and address of the practice
- Contact details including email and telephone
- The General Dental Council's address or a link to its website
- The practice complaints procedure and whom to contact
- The date the website was last updated
- Each dental professional's qualification, country of qualification and registration number

Titles and specialists

Only dentists on a General Dental Council specialist list may describe themselves as specialists. Others may say that they have a special interest or experience in an area. The courtesy title Dr may be used if it is clear that the person is a dentist and not a medical doctor.

Claims about treatment

Information must be accurate and must not mislead. Avoid comparing your skills with those of other dentists, and make sure claims about cosmetic treatments are supported.

Keep it current

Check team pages whenever staff change, and update the last reviewed date when you do.

Related pages

- Marketing for dentists
- Website design

Common questions

Do dental websites need to show GDC numbers?

Yes. Guidance asks practices to show each dental professional's registration number.

Can a dental practice advertise teeth whitening?

Yes, when it is provided lawfully by registered dental professionals and the claims are accurate.

Checklist

- ☐ Each dental professional's registration number is shown
- ☐ Our complaints procedure is published
- ☐ The site shows when it was last updated
- ☐ The title specialist is used only for those on a specialist list
- ☐ We link to the General Dental Council

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