

Dentist in Massapequa, South Shore Aesthetic Dentistry Builds a New Website

Written by Australian Business

NEW YORK, NY, September 22, 2013 /24-7PressRelease/ -- [South Shore Aesthetic Dentistry](#), a respected provider of dental services to clients in Nassau and Suffolk counties, is pleased to announce the launch of their new website at <http://www.drfranktarantino.com>

The new website incorporates online forms, description of services with glossary and social media links offers the dental practice with a broad reach to attract new clients regardless of where they search for dental care information. With the goal of establishing a web presence that would provide existing and prospective patients with all of the information in a user friendly format, the entire practice led by Dr. Frank Tarantino are pleased with the results.

"We have all seen websites for other healthcare providers that were built with the patients in mind but seemed to come up just short," said website designer, [Frederick Vincent](#). "We wanted our site to be different, to be welcoming and educational for visitors to the site so that they would get a comfortable feeling towards our office and alleviate any concerns or trepidation they might normally experience when first encountering a new dental practice."

One aspect the staff is especially pleased with is the 'Procedures' page that not only lists all of the procedures that can be performed on site but also has a glossary of terms to help de-mystify the process. "In any aspect of our life when we encounter processes that use terms that are not common, it can increase the stress level to have these terms used and not be certain what they mean," said Dr. Tarantino. "Dental services are no different and in many ways the stress can be more extreme as the processes involved are in regard to our mouths. By providing these definitions and then making sure that as part of our process we continue to answer questions and educate the patients we can eliminate a lot of unnecessary stress."

For the website, [Dr. Tarantino](#) contracted with Long Island-based web site design firm Frederick Vincent to develop and build the site. "Having seen the quality of work that the team at Frederick Vincent has done recently, they were confident that they would deliver a site we could be proud of and they were not disappointed."

[South Shore Aesthetic Dentistry](#) located at 4891 Merrick Road in Massapequa Park, NY is committed to providing a lifetime of premium oral healthcare to its patients. With a strong focus on exceptional service and the fostering of strong patient/doctor relationships, patients will be at ease knowing that their care will be administered with the use of state-of-the-art technology, and more importantly with a sense of compassion and kindness. The office can be reached via their

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website at <http://www.drfranktarantino.com> or by phone at 516.308.7121.

South Shore Aesthetic Dentistry 4891 Merrick Road Massapequa Park, NY 11758

Phone: (516) 308-7121 Fax: (516) 308-7122

Email Us Dr. Frank Tarantino: DrFrankTarantino@gmail.com Karen (Office Manager): Karen@drfranktarantino.com
<http://www.drfranktarantino.com>