

POWAY, CA, October 01, 2013 /**24-7PressRelease**/ -- [William Thomas, DDS, MS](#) , is pleased to announce the launch of a new, patient-focused website:

www.powaybraces.com

, developed by People & Practice, a company that offers customized marketing programs for doctors. For existing patients, the website will serve as a hub for information about exciting contests and events and frequently asked questions. For new patients, the website will be a virtual window into Poway Braces, helping to communicate the doctor and staff's core values and providing valuable information about treatment options.

"Patients and parents are going online not only to find orthodontists in their area, but also gain a better understanding of who they are as people, what their office environment is like, and how they're different from the others," says Dr. Thomas. "One of the goals of this new website is to build credibility and trust online, ahead of the first visit to our office, making it easier for patients and parents to decide which practice is the right choice."

The website includes a links page to all of the [Poway Braces](#) social media platforms, including Facebook, Twitter, Pinterest and LinkedIn. The website also features a dynamic blog that will host insights and perspectives from Dr. Thomas.

"Coupled with our robust social media presence, the new website will provide existing and new patients many opportunities to learn about Poway Braces, while also having some fun."

About Dr. William Thomas and Poway Braces: Dr. Thomas has been an Orthodontic Specialist in the field of dentistry for over 25 years. He earned both his dental and orthodontic degrees from Georgetown Dental School in Washington, DC. Upon graduation from dental school he was selected by the prestigious national dental honor society OKU, received awards for outstanding graduating senior in prosthodontic (dentures) and pediatric treatment, and graduated in the top five percent of his class.

For more information about Poway Braces please contact the practice directly at (858) 748-6200 or connect with us online:

Website: www.powaybraces.com Blog: www.powaybraces.com/our-blog Facebook: www.facebook.com/powaybraces

LinkedIn: www.linkedin.com/in/powaybraces

Written by Australian Business

Twitter:

www.twitter.com/powaybraces

Pinterest:

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Poway Orthodontics serving Poway, Ca. and the following surrounding towns, Santee, Lakeside, Ramona, Escondido, Bostonia, El Cajon, La Mesa, Solana Beach, San Marcos, Spring Valley, Lemon Grove, Encinitas, Rancho San Diego, La Presa, and Alpine, Ca.