

endodonticsdds.com

Prepared for Dr. Scott M. Hirose, DDS. You are taking over Endodontics DDS and its 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 or a referring dentist. Then we built a working concept of what it could become under your name.

Overall

D+

Strong offices,
scant site

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The short version

Endodontics DDS has a lot to build on: two established offices in Mountain View and Saratoga, a treatment room with a Zeiss surgical microscope, referral forms dentists already use, and a clear financial policy. You bring Penn endodontic training, honors from UCLA and Berkeley, and four generations of Bay Area roots.

The website does not show any of that yet. It is ten thin pages that all share one title, no phone number on it can be tapped to call, and it still introduces the previous doctors. Both Google listings are unclaimed, and the Saratoga one is named after Dr. Nguyen. The concept below fixes all of that, and it is only a starting point.

What the current site gets right

Real photos of the office

A calm reception room and a treatment room with a surgical microscope. We kept both, sharpened with an upscaler and otherwise unchanged.

Both offices on every page

Address, phone and fax for Mountain View and Saratoga sit in the footer of every page.

A clear financial policy

Fees discussed at the first visit, claims filed as a courtesy, and refunds within 30 days. We carried it over in full.

Tools dentists already use

A referral form for each office and a secure referral portal. The concept links to the same ones, so nothing changes for your referrers.

Scorecard

Measured on October 1, 2026: every page of the site, Lighthouse runs on three key pages, both Google listings, and what each page shows first.

C

On a phone

The layout adapts to a phone, but none of the phone numbers can be tapped to call, the wordmark runs to both edges of the screen, and there is no way to request a visit online.

Concept: A tap-to-call number for each office on every page, a bar at the bottom of the screen with Mountain View, Saratoga and Request, and an online request form.

D

Search basics

Every page has the same title, "ENDODONTICS DDS", and the same search description, which has a typo ("wth"). Three pages share the heading "About Us" and three share "Contact Us", so Google cannot tell them apart.

Concept: A unique title, description and heading on every page, a sitemap, and a guide for AI assistants (llms.txt).

D

Local search and Google

No structured data tells search engines what the practice is, where its two offices are, or when they are open. Both Google listings are unclaimed. Saratoga's is named "Nguyen Rosette DDS"; Mountain View's has 4 reviews and no hours. Neither has owner photos.

Concept: Structured data for the practice and each office, a page for each town ("Endodontist in Saratoga, CA"), and a checklist for claiming and renaming both listings.

C

First impression

The first screen shows a real, calm reception photo, which is a strength. Below it are two sentences and the previous doctors' names. Nothing says what an endodontist does or how to get help today.

Concept: A headline that names the service and both towns, your training in the first lines, a call button for each office, and a path for referring dentists.

D

Content

One page covers all of endodontics. There is nothing on retreatment, microsurgery, cracked teeth, injured teeth, emergencies, or what to expect at a visit.

Concept: Five treatment pages with cited outcomes, an emergency page that leads with when to call 911, a tooth pain guide, a visit guide, and every useful line from the old site, including the follow-up schedule and the latex-free dam.

C

Getting in touch

Phone, fax and address for both offices are on every page, which is good. The email shown is a Gmail address, and there is no online request.

Concept: A short request form (name, phone, office, days and times, and nothing about health), plus a page for each office with hours, directions and its referral form.

D

Accessibility

Lighthouse scores accessibility at 67 to 78: low-contrast text, images without descriptions, and links with no readable name.

Concept: Built to WCAG 2.2 AA, with descriptions on every image, visible keyboard focus and readable contrast.

B

Speed

Pages are light, but on a phone the main content takes 3.3 to 3.7 seconds to appear. Mobile performance scores 83 to 87.

Concept: Static pages, compressed images and self-hosted fonts. See the measurements below.

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.

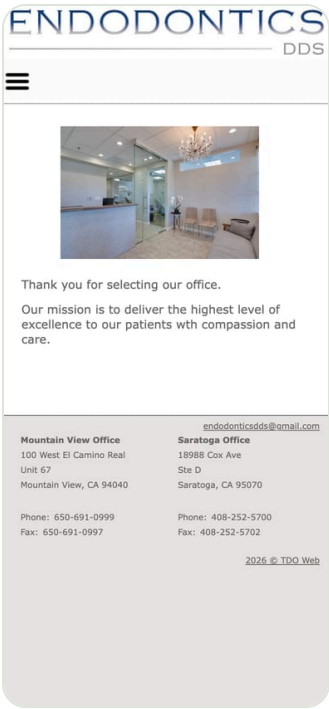
Page	Performance	Accessibility	Best practices	SEO
Homepage	87 → 99	67 → 100	96 → 100	92 → 69*
Root canal page	83 → 100	67 → 100	93 → 100	92 → 69*
Contact / office info	86 → 100	78 → 100	96 → 100	100 → 66*

* 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.

What visitors see today



The homepage: a reception photo, two sentences, and the previous doctors' names.



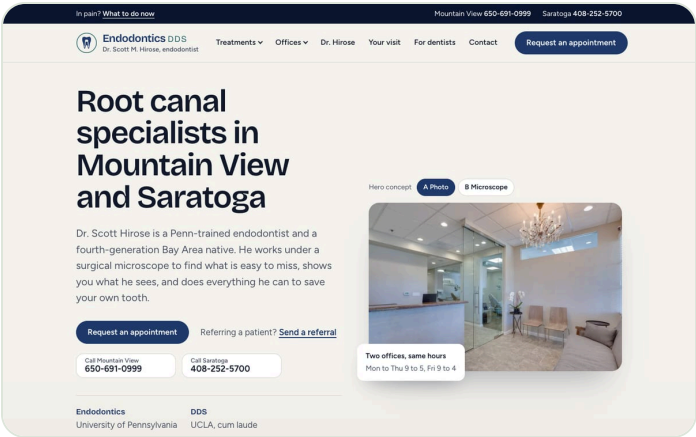
On a phone



Office info, on a phone

A concept built for you

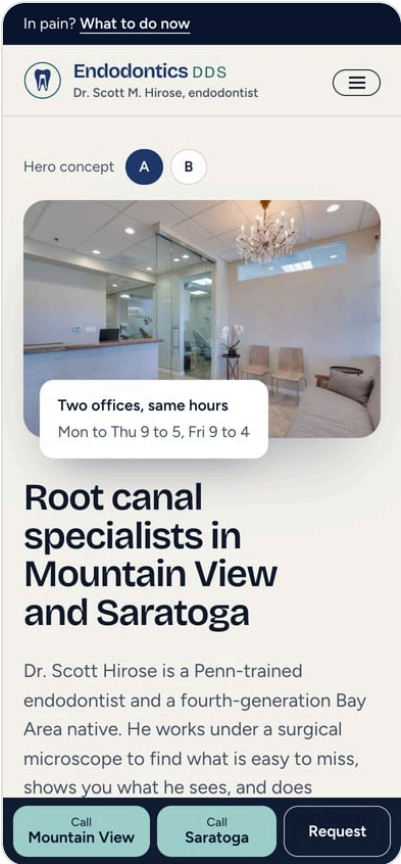
We kept the name patients and dentists already know, and the navy of its wordmark, and built a calm, modern site around your training and the two offices.



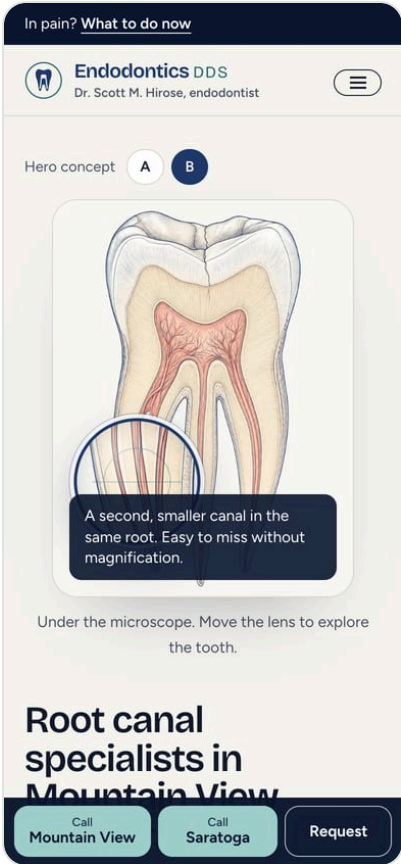
Concept A: the service and both towns in the headline, your training, and a button for each office.



Concept B: a hand-drawn molar under a microscope lens. Move it to find the crack and the hidden second canal.



Concept A, on a phone



Concept B, on a phone

- **Your story, accurately.** Berkeley, UCLA, Penn, and four generations in the Bay Area, taken from your published biography, with nothing invented.
- **Two offices, one practice.** A page for each town, a call button for each office, and the same hours shown everywhere.
- **The microscope, explained.** What magnification finds, with the research behind it, including Penn's own studies.
- **A smooth handover.** A short note that records, phone numbers, referral forms and both offices stay the same. All 10 old addresses forward to their new pages.
- **Honest about reviews.** The Google reviews were written about the previous doctors, so the site links to the listings rather than presenting them as yours.
- **Yours to run.** Every practice fact lives in one file, and the site carries instructions so you, your team or an AI assistant can update it safely.

What should transfer in the purchase

A website is more than its pages. These are the accounts behind endodonticsdds.com, and what we found in each.



The domain

Registered at GoDaddy since June 2015, and paid through June 18, 2027. GoDaddy also runs its DNS.

Ask for: the registrar account, or a transfer of the domain into yours, at closing.



Email

The domain is set up for Google Workspace mail, and the site lists endodonticsdds@gmail.com. There is no DMARC record, which helps stop others from sending email that pretends to be you.

Ask for: the Workspace admin and the Gmail account. We would add DMARC once they are yours.



The TDO account

TDO builds and hosts the current site and runs the patient and referring-doctor portals.

Ask for: the TDO account. The concept links to the same portals, so patients and dentists see no change.



Google listings

Both are unclaimed. Saratoga is listed as "Nguyen Rosette DDS" with 23 reviews; Mountain View as "Endodontics DDS" with 4.

Next: claim both, rename Saratoga, and add hours, photos and the website. The reviews stay with the listing.

Getting found for what patients search

We collected what people around both offices type into Google, in their own words, and mapped each search to the page or article that answers it.

What patients search	Where the concept answers it
endodontist mountain view ca, endodontist saratoga ca, root canal specialist cupertino	A page for each office, and the homepage
microscope root canal, dental microscope for endodontics	Microscope and imaging, and the article "What a microscope changes in a root canal"
apicoectomy recovery, apicoectomy vs root canal, root canal failed what next	Apicoectomy and microsurgery, Retreatment, and "When a root canal fails"
cracked tooth root canal, cracked tooth symptoms	Cracked teeth
root canal cost california, root canal cost with insurance	Insurance and fees
does a root canal hurt, after root canal pain	"Does a root canal hurt?" and Your visit

One thing to know: searches for "Saratoga" are crowded by Saratoga Springs, New York, so the concept always says "Saratoga, CA".

[Home](#) / [Patient articles](#) / [What a Microscope Changes in a Root Canal](#)

What a Microscope Changes in a Root Canal

Upper molars often hide an extra canal that is easy to miss without magnification. What the research shows about microscopes, missed canals and healing.

Endodontics DDS · October 1, 2026

Draft for Dr. Hirose's review. Researched and written by the site's assistant from the sources listed below. It appears here for review and is not published on the live site until he approves it.

A root canal is precise work in a very small space. A canal can be narrower than a pencil lead, and some teeth have more canals than the textbook drawing shows. Magnification helps the endodontist see what is there.

The canal that hides

Eight articles are drafted, each built on published research and marked for your review.

Your site drafts, you approve

1. The site's assistant finds a question local patients are asking.
2. It drafts an answer from published research and cites every source.
3. You read the draft on the preview site and approve it or ask for changes.
4. Only then does it publish, with "Reviewed by Dr. Hirose".

Ready for your CBCTs

In your note you mentioned that neither office has a CBCT yet, and that you are looking at the PreXion Excelsior Endo. The concept is ready for that day: one setting adds 3D imaging to the technology page and the homepage.

Dental TI supplies and installs imaging and IT for dental practices. We would be glad to compare small-field units for both offices with you, and plan the installs around your opening.

Next step

Pick a time that suits you to talk with David and Luke. We will walk through the concept, hear what matters to you for the new practice, and go over your imaging plans.

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

Dental TI · Prepared by Luke Scott and David Hanning for Dr. Scott M. Hirose, DDS

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