

# Smile Gallery Tutorial

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GDW

# New Features

- New view styles for case pages
  - Two options to choose from for main view page (Modular and Card)
  - New styles for individual case page
  - Load more button for case heavy pages
  - Ability to display 4 photos on the view all page
  - Testimonials on case pages
  - CTA (call to action) on case pages

(continued next slide)

# New Features cont.

- Category Changes
  - Category Dropdown under Smile Gallery in Nav
  - New Category page that can be turned on via Site Setting
- Admin Changes
  - New Portrait style images available
  - New association with testimonials
  - New association with Staff
  - Re-arrangement of items in admin view

NOTE: The category dropdown and the admin view changes will be available in the old UI layouts as well.

# Main Case View All Page

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# Main Case View All Page

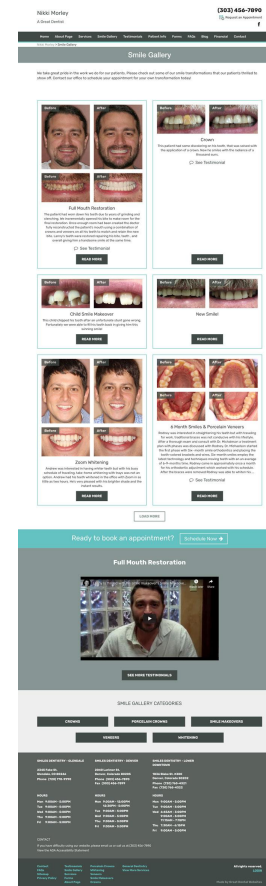
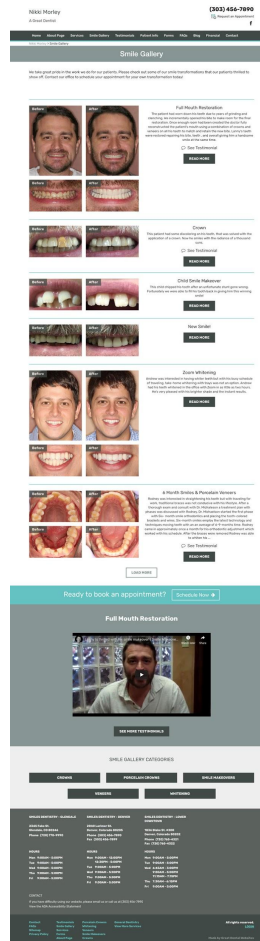
- We now have two new layouts for these: Modular and Card.
- You can Turn this on via the **Smile Gallery Multi Case Layout (Version 2)** Site Setting

## Smile Gallery Multi Case Layout (Version 2)

Module

✓ Card

? When there are multiple smile gallery cases on a page, do you want to show a modular (full width) or card layout?



# Main Case View All Page - Module View

- The module view is good if you have smile gallery cases with varying content.
- This layout is most similar to the old UI layout.



## Full Mouth Restoration

The patient had worn down his teeth due to years of grinding and clenching. We incrementally opened his bite to make room for the final restoration. Once enough room had been created the doctor fully reconstructed the patient's mouth using a combination of crowns and veneers on all his teeth to match and retain the new bite. Lanny's teeth were restored repairing his bite, teeth, and overall giving him a handsome smile at the same time.

[See Testimonial](#)

[READ MORE](#)

# Main Case View All Page - Card View

- This layout is good if you have similar amounts of content between your cases or have cases with no descriptions.



**Before** **After**



**Before** **After**

### Zoom Whitening

Andrew was interested in having whiter teeth but with his busy schedule of traveling, take-home whitening with trays was not an option. Andrew had his teeth whitened in the office with Zoom in as little as two hours. He's very pleased with his brighter shade and the instant results.

[READ MORE](#)



**Before** **After**



**Before** **After**

### 6 Month Smiles & Porcelain Veneers

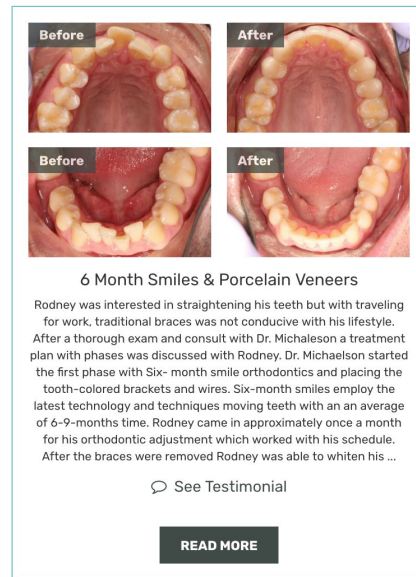
Rodney was interested in straightening his teeth but with traveling for work, traditional braces was not conducive with his lifestyle. After a thorough exam and consult with Dr. Michaelson a treatment plan with phases was discussed with Rodney. Dr. Michaelson started the first phase with Six- month smile orthodontics and placing the tooth-colored brackets and wires. Six-month smiles employ the latest technology and techniques moving teeth with an average of 6-9-months time. Rodney came in approximately once a month for his orthodontic adjustment which worked with his schedule. After the braces were removed Rodney was able to whiten his ...

[See Testimonial](#)

[READ MORE](#)

# Main Case View All Page - Photos

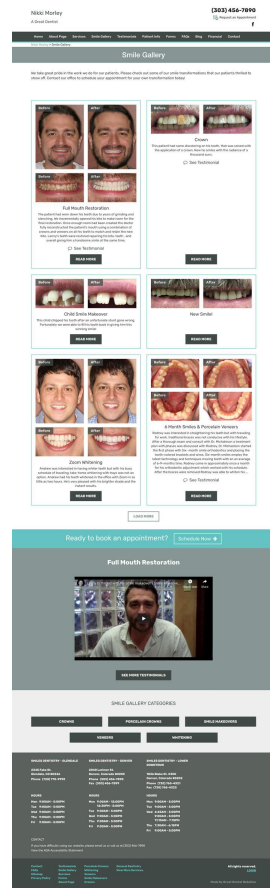
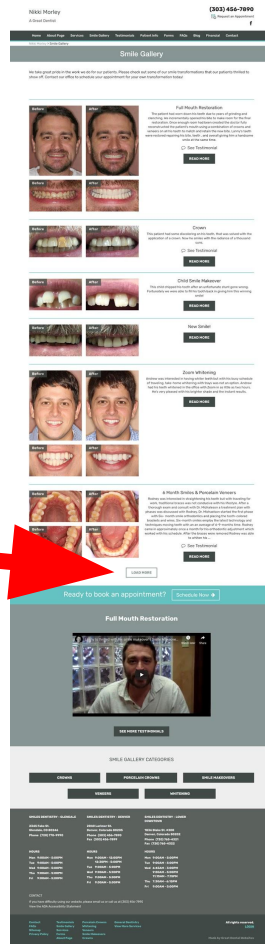
- We now have a portrait option for smile gallery cases. This allows you to show a total of 6 images per case.
- We only show 4 on the view all pages, but all 6 can be seen on the individual case pages.
- If portraits are uploaded, those will show first, followed by the required landscape before and afters.





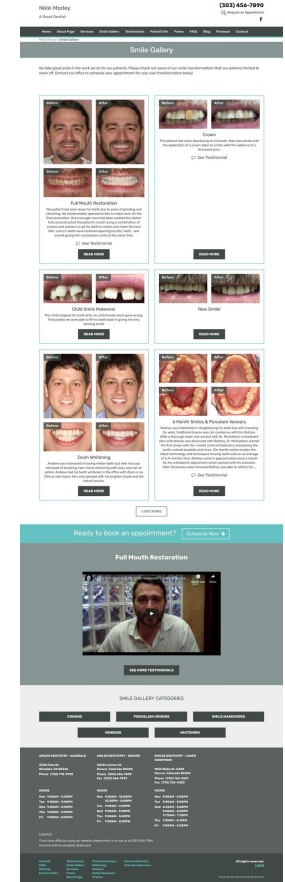
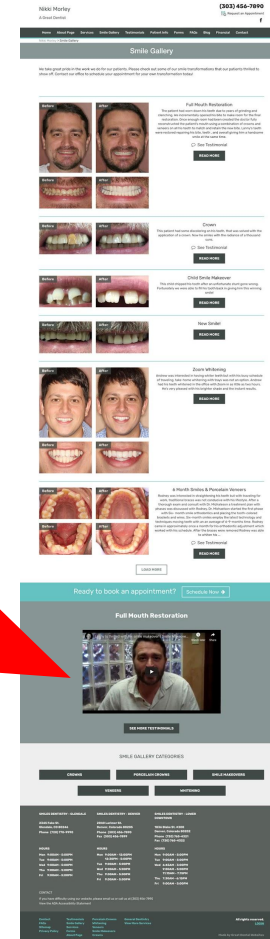
# Main Case View All Page

- Only six cases are shown at a time on the view all page. However, the user can load 6 more if they click the load more button below the images.
- If there are less than 6 cases on that page, the button will not show.



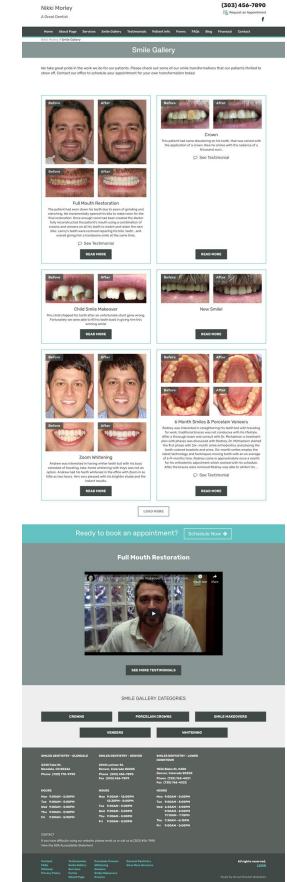
# Main Case View All Page

- Towards the bottom, you'll notice we pull in a testimonial. If you are on a category filtered view, the testimonial will be the top ranked testimonial for that category. Otherwise it will just be the top ranked testimonial.



# Main Case View All Page

- The CTA is integrated with our Online Booking Site Settings
- There is a module down below that lists all the categories associated with smile gallery cases.



# Main Case View All Page - Testimonial Association

- Individual cases can be associated with Testimonials. If a case is associated with a testimonial, you will see a link appear below the description.
- If you click that link, the testimonial will appear in a modal popup.

The screenshot displays a dental case page. At the top, there are two rows of 'Before' and 'After' photos showing a patient's smile transformation. Below the photos, a red arrow points from the 'After' photo to a testimonial link. The testimonial link is titled 'Full Mouth Restoration' and includes a description of the procedure. Below the description, there is a 'See Testimonial' link and a 'READ MORE' button. A second red arrow points from the 'See Testimonial' link to a modal popup titled 'This Patient's Experience'. The modal popup shows a video testimonial titled 'Full Mouth Restoration' with a play button overlay.

**Before** **After**

**Full Mouth Restoration**

The patient had worn down his teeth due to years of grinding and clenching. We incrementally opened his bite to make room for the final restoration. Once enough room had been created the doctor fully reconstructed the patient's mouth using a combination of crowns and veneers on all his teeth to match and retain the new bite. Lanny's teeth were restored repairing his bite, teeth, and overall giving him a handsome smile at the same time.

See Testimonial

READ MORE

**This Patient's Experience**

**Full Mouth Restoration**

Lanny is thrilled with his smile makeover

Watch later Share

**\*GDW ProTip:** Testimonials carry more weight for conversions. Allowing the user be able to see a testimonial without leaving a page ideally will drive more conversions.

# Individual Case Pages

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# Individual Case Pages

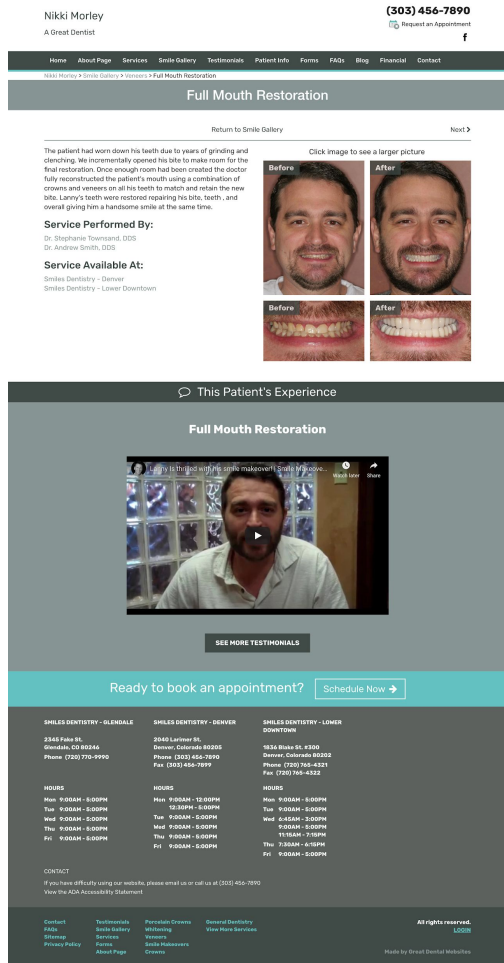
- The individual case views got a makeover. Good news though, there's not a new site setting you need to worry about! These will work with the site setting already in place.

? The type of slide show in the Smile Gallery pod

Smile Gallery Style

? Display individual smile gallery case pages as thumbnails (default - images pop up as bigger images), slideshow (images scroll through in a flexslider), or split screen (showing parts of both pictures).

Slideshow  
Thumbnails  
✓ Split Screen



# Individual Case Pages - Thumbnail (Default Setting)

- The thumbnail view is the default setting for new sites.
- If all six images are uploaded, they are shown stacked on the right with the portrait images on top followed by landscape.

Return to Smile Gallery Next >


Click image to see a larger picture

## The patient had worn down his teeth

due to years of grinding and clenching. We incrementally opened his bite to make room for the final restoration. Once enough room had been created the doctor fully reconstructed the patient's mouth using a combination of crowns and veneers on all his teeth to match and retain the new bite. Lanny's teeth were restored repairing his bite, teeth , and overall giving him a handsome smile at the same time.

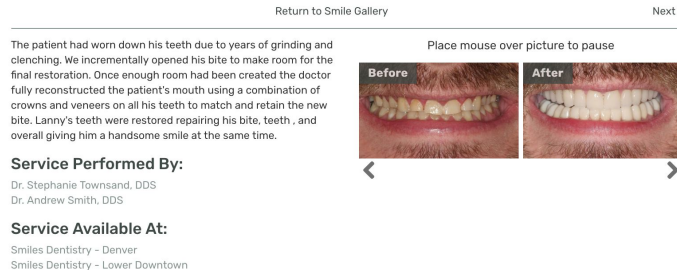
**Service Performed By:**  
Dr. Andrew Smith, DDS  
Dr. Stephanie Townsend, DDS

**Service Available At:**  
Nikki Morley  
Smiles Dentistry - Denver  
Smiles Dentistry - Lower Downtown



# Individual Case Pages - Slideshow

- The slideshow will scroll through the images automatically or the user can click through using arrows shown when hovering over the photos.
- Each set of before and afters are shown on a single slide.





# Individual Case Pages - Split Screen

- The split screen view in Version 2 can now show all three sets of images. (The old UI view only supported one.)
- If all three images are uploaded, they'll show like this.



[Return to Smile Gallery](#)[Next >](#)

### The patient had worn down his teeth

due to years of grinding and clenching. We incrementally opened his bite to make room for the final restoration. Once enough room had been created the doctor fully reconstructed the patient's mouth using a combination of crowns and veneers on all his teeth to match and retain the new bite. Lanny's teeth were restored repairing his bite, teeth , and overall giving him a handsome smile at the same time.

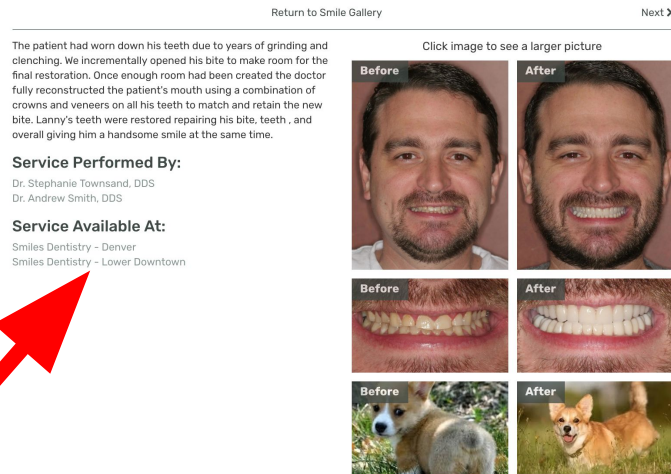
**Service Performed By:**  
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Drag the arrows back and forth to view complete Before and After views

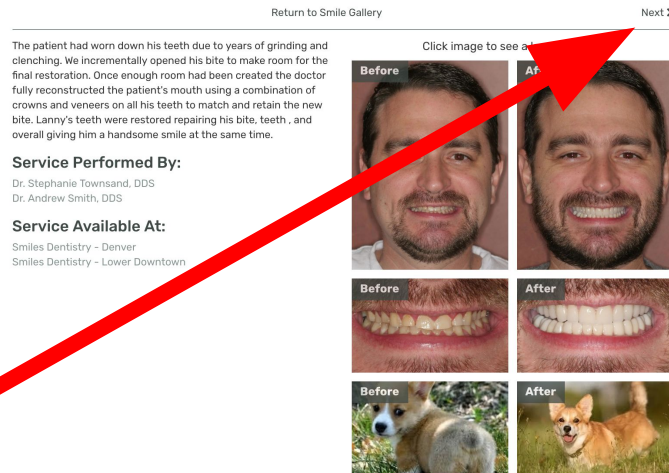
# Individual Case Pages - Associations

- Smile gallery cases can now be associated with staff and locations.
- Staff associations are done directly in the admin view.
- Location associations are automatically determined based on what location a service is associated with and that service then being associated with the smile gallery case.
- If there is no association, these areas will not show.



# Individual Case Pages - Previous and Next

- We also have some previous and next buttons that will allow you to navigate to the next case without going back to the main view all case page.
- If you are filtered by a category, this area will only navigate through category cases.
- If you are on the first or last case, the previous or next button will not show if there is nothing to navigate to.



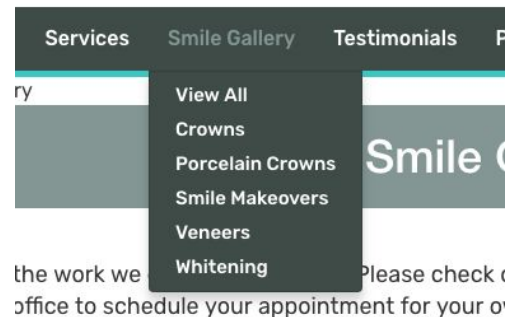


# Category Page & Changes

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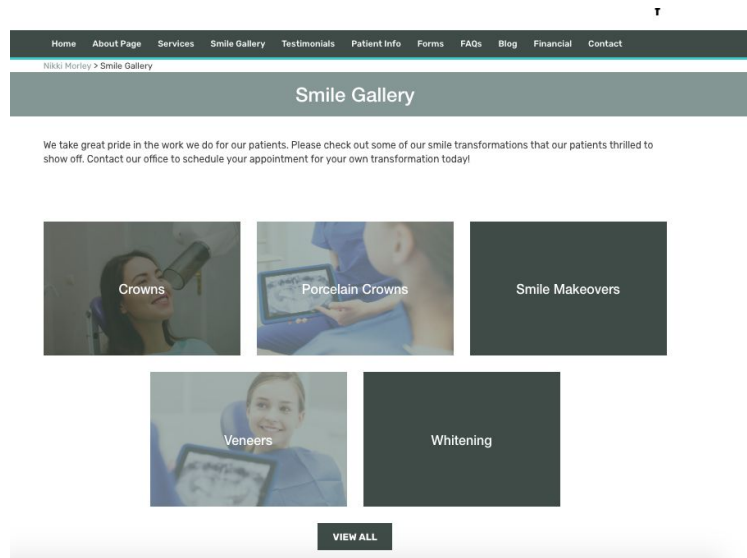
# Category Changes

- Navigation Services Dropdown (In old UI as well)
  - Any service that has been associated already will appear in the drop down.



# New Category Landing Page

- New Category page that can be turned on via Site Setting **Show Categories as Landing Pages (Version 2)**
  - This page is accessed by clicking Smile Gallery in the nav. bar
  - Service page bucket images pull into the Smile Gallery buckets so they are the same and cannot be different. To change the photo you must go to the service landing page and edit that page, from there under advanced options you would upload the new photo in the **Image display on the Main Service Page**



# Categories Landing Page Display Text/Page Content

When you are on a category landing page (a page showing all cases associated with a category), you have the option of customizing the text at the top of the page. This can have SEO benefits.

By default, this page will pull in the page content text for the smile gallery. If you edit this area like you normally would, it will edit all pages using this page content.

To make this content unique to the individual page, please contact GDW and someone from our team will help with those changes!



# Admin View

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# New Admin Layout (old UI & New)

- Can associate with a Service, a Doctor, and a Testimonial.
  - Can associate multiple services and doctors
  - Can only associate one testimonial
- Now have the option to upload Portrait photos.

**Nikki Morley**  
A Great Dentist

(303) 456-7890  
TIG: Portrait on Appointment

Home About Page Services Smile Gallery Testimonials Patient Info Forms ADA Blog Feedback Contact

Admin: Edit Smile Gallery Item -

Title & Description

Title:

Description:

Gallery Associations

Related Services

- General Dentistry
- Preventive Care
- Smile Makeovers
- Veneers
- Whitening

Related Staff

Related Testimonials

This photo will be cropped with a landscape 3:2 ratio. Example of this cropping ratio:

Choose: No file chosen

After Photos

This photo will be cropped with a landscape 3:2 ratio. Example of this cropping ratio:

Choose: No file chosen

**Add More Images**  
To add portrait style images, or additional landscape images, check this box:

2nd After Photos (Optional)

This photo will be cropped with a landscape 3:2 ratio. Example of this cropping ratio:

Choose: No file chosen

2nd After Photos (Optional)

This photo will be cropped with a landscape 3:2 ratio. Example of this cropping ratio:

Choose: No file chosen

Before - Portrait Layout (Optional)

This photo will be cropped with a portrait 3:4 ratio. Example of this cropping ratio:

Choose: No file chosen

After - Portrait Layout (Optional)

This photo will be cropped with a portrait 3:4 ratio. Example of this cropping ratio:

Choose: No file chosen

Please use images that are at least 1000 pixels wide for the best results. The maximum file size is 5MB. The maximum number of images is 10. The maximum number of images is 10.

Note: It may take several minutes to upload depending on your file size. Be patient, and please do not hit the submit button twice.

**SMILE GALLERY - JOLANDA**

SMILE GALLERY - JOLANDA	SMILE GALLERY - JOLANDA	SMILE GALLERY - JOLANDA
2024-10-10 Dentist: JOLANDA Phone: (303) 456-7890	2024-10-10 Dentist: JOLANDA Phone: (303) 456-7890 Fax: (303) 456-7890	2024-10-10 Dentist: JOLANDA Phone: (303) 456-7890 Fax: (303) 456-7890
2024-10-10 Dentist: JOLANDA Phone: (303) 456-7890 Fax: (303) 456-7890	2024-10-10 Dentist: JOLANDA Phone: (303) 456-7890 Fax: (303) 456-7890	2024-10-10 Dentist: JOLANDA Phone: (303) 456-7890 Fax: (303) 456-7890
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