



PRACTICE PHOTO & VIDEO CHECKLIST

EVERYTHING WE NEED TO PERSONALISE YOUR
WEBSITE — CAPTURED ON AN IPHONE, IN ABOUT
AN HOUR.

DENTAL MARKETING STUDIO · ONBOARDING



THE BRIEF

WHAT WE ARE CAPTURING.

Your website only feels like your practice if the people, the rooms
and the technology in it are real.

20

MINUTES OF
TEAM PHOTOS

20

MINUTES
OF VIDEO

1

IPHONE, CLOTH,
TRIPOD



PART ONE

PHOTOGRAPHS



1

BEFORE THE DAY

- Tell the team in advance that photos are happening
- Practice uniform or scrubs, so the team looks consistent
- Tidy reception, hallways and the operatories in use
- Decide which areas are off limits
- Pick a window outside your busiest patient hours

2

CHOOSING THE PHOTO SPOT

- Never stand someone flat against a wall
- Choose distance behind the subject — a hallway works best
- Keep some light visible in the background
- Shoot one test frame before committing
- Then photograph everyone in the same place

Consistent backgrounds across every staff photo are what make a team page look professionally shot.

3

STAFF PHOTOS - PORTRAIT MODE

- Wipe the lens before you start
- Switch the camera to Portrait mode
- Subject well forward of the background
- Lean lightly, never square to the camera

- Tap the face to set focus
- Two frames at slightly different distances
- Keep the pace up to keep people relaxed
- Keep three per person: smiling, serious, natural

FOUR EXPRESSIONS EACH: BIG SMILE, SERIOUS, A DELIBERATELY GOOFY FACE, THEN NATURAL - THE FRAME STRAIGHT AFTER THE GOOFY ONE IS ALMOST ALWAYS THE BEST PHOTO OF THE DAY.

4

EDITING ON THE PHONE

Every photo gets the same two adjustments. Nothing else.

ADJUSTMENT ONE

Lower the f-stop until the background is softly blurred

ADJUSTMENT TWO

Run the auto-enhance (magic wand) tool

DO NOT WORRY IF THE SHIRT AND THE BACKGROUND ARE SIMILAR TONES — THE BLUR SEPARATES THEM. SEND THE ORIGINALS AS WELL AS THE EDITED VERSIONS.

PART TWO

VIDEO



5

B-ROLL OF THE PRACTICE

- Slo-mo for movement; Move the phone smoothly
- One continuous take per shot
- Hold the tripod as a grip for steadiness
- Cinematic mode when you want a blurred background

- Every action twice: Slo-mo, then normal speed
- Film motion and people, never empty rooms
- Technology in use, with a colleague standing in
- Watch for fluorescent flicker and your own reflection



STAGED SCENES WORTH CAPTURING

Use a colleague as the stand-in patient. Shoot each of these in both Slo-mo and normal speed.

01

**Walking in through
the front door**

02

**Front desk standing
up to welcome them**

03

**A handshake or
warm greeting**

04

**Being escorted
down the hallway**

05

**Seated and having
a scan taken**

CHECK BEFORE EVERY SINGLE TAKE

HIPAA AND PRIVACY

No records on screen

No patient charts, schedules or records visible on any screen, in any frame.

No real patients

Unless they have signed written consent — use a team member for every staged scene instead.

Check twice

Scan the whole background before you press record, and review the footage afterwards.

7

THE DOCTOR'S WELCOME VIDEO

- Same background as the staff photos, Cinematic mode
- 45–60 seconds, two or three takes
- Work from a script — we will send you one
- Speak to one patient, not to an audience

STRUCTURE

01. Who you are and where
02. What the practice specialises in
03. How you treat patients
04. What you promise them
05. A warm invitation to come in

8

SENDING IT TO US

- Send the originals as well as the edited versions
- No cropping, filters or retouching beyond the two adjustments
- Name each staff file with the person's name and role
- Flag any shot you would prefer we did not use
- Upload to the link your account team provides, not by email

HOW LONG THIS ACTUALLY TAKES

ONE VISIT, AND YOUR SITE STOPS LOOKING LIKE A TEMPLATE

20–25

MINUTES · STAFF
PHOTOS

20

MINUTES · VIDEO
B-ROLL

0

APPOINTMENTS
CANCELLED