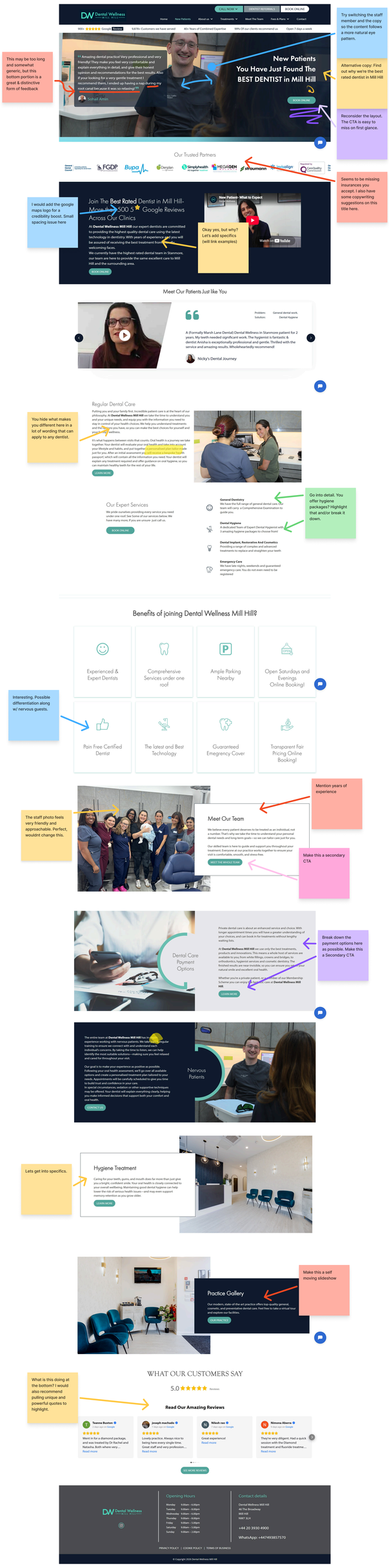

This may be too long and somewhat generic, but this bottom portion is a great & distinctive form of feedback

Try switching the staff member and the copy so the content follows a more natural eye pattern.

Alternative copy: Find out why we're the best rated dentist in Mill Hill

Reconsider the layout. The CTA is easy to miss on first glance.

Seems to be missing insurances you accept. I also have some copywriting suggestions on this title here.

I would add the google maps logo for a credibility boost. Small spacing issue here

Okay yes, but why? Lets add specifics (will link examples)

You hide what makes you different here in a lot of wording that can apply to any dentist.

Go into detail. You offer hygiene packages? Highlight that and/or break it down.

Interesting. Possible differentiation along w/ nervous guests.

Mention years of experience

The staff photo feels very friendly and approachable. Perfect, wouldnt change this.

Make this a secondary CTA

Break down the payment options here as possible. Make this a Secondary CTA

Lets get into specifics.

Make this a self moving slideshow

What is this doing at the bottom? I would also recommend pulling unique and powerful quotes to highlight.