Clinical Review: Before and After

Sample 05 · Dental practice blog · Accuracy, careful health claims and SEO structure

About this sample. *The "before" draft is invented for this demonstration and is written to resemble errors commonly found in dental practice blogs. "Example Pediatric Dental Clinic" is fictional; no real client or document is shown. Every correction is explained and linked to a source listed at the end.*

1. Before: the draft as submitted

DRAFT: contains 6 problems

Everything You Need to Know About Baby Teeth

Baby teeth fall out anyway, so cavities in them aren't a big deal **[1]**. Wait until your child turns 3 for the first dental visit **[2]**. Skip fluoride toothpaste until age 3, because fluoride is poisonous if swallowed **[3]**. A bottle of milk or juice at bedtime helps toddlers sleep and is perfectly fine for teeth **[4]**. Dental sealants prevent 100% of cavities in back teeth **[5]**. Call Example Pediatric Dental Clinic, the best children's dentist in the city **[6]**!

2. Review log: what was wrong and why

#	Draft says	Problem	Correction and source
1	Baby teeth fall out anyway, so cavities "aren't a big deal".	**High.** Unsafe and wrong. Untreated decay in baby teeth causes pain, infection and early tooth loss, and affects eating, sleep and speech.	State that baby teeth need care. Untreated early childhood caries has consequences beyond the tooth (R1, R6).
2	Wait until age 3 for the first dental visit.	**High.** Contradicts current guidance and delays prevention.	First visit within 6 months of the first tooth and no later than the first birthday (R1, R2).
3	Skip fluoride toothpaste until 3; fluoride is "poisonous".	**High.** Outdated advice plus an alarmist claim. Dose matters: too little loses protection, too much risks mild fluorosis.	Start fluoride toothpaste at the first tooth, in the correct amount, with supervised brushing (R3, R4, R5).
4	Milk or juice at bedtime is "perfectly fine".	**High.** Sugary liquids in bed are a classic cause of early childhood caries.	Brush, then offer only water in bed; avoid bedtime feeds with sugary drinks after teeth appear (R6).
5	Sealants prevent 100% of cavities.	**Medium.** Absolute claim that the evidence does not support.	Sealants reduce decay on chewing surfaces of back teeth but do not eliminate it; they need monitoring (R7, R8).
6	"The best children's dentist in the city."	**Medium.** Unverifiable superlative; a risk for advertising rules.	Replace with factual, checkable statements (credentials, services, hours). See advertising section of ADA Code of Ethics (R9).

Structure and SEO issues: one generic heading, no subheadings, no meta description, no FAQ, no question-style phrases that parents search for. These are fixed in the revised version.

3. After: revised, review-ready version

Suggested meta description (about 150 characters): When should kids first see a dentist, and how much toothpaste should they use? A pediatric dentist explains baby teeth, fluoride and sealants.

REVISED: accurate, plain-language and structured for search

H1: Baby Teeth Care: When to Start, Which Toothpaste to Use and Why It Matters

Why baby teeth matter

Baby teeth do fall out, but they stay in the mouth for years, up to about age 12 for the last molars. They help your child chew, speak and keep space for adult teeth. Decay in baby teeth can cause pain and infection and is easier to prevent than to treat.

When should my child first see a dentist?

Book the first visit when the first tooth appears, and no later than your child's first birthday. Early visits focus on prevention and on answering your questions about feeding, brushing and teething.

Which toothpaste, and how much?

Start brushing with fluoride toothpaste as soon as the first tooth appears, twice a day. Under age 3, use a smear about the size of a grain of rice; from 3 to 6, a pea-sized amount. Brush the teeth for your child, encourage spitting and avoid rinsing. Using the right amount protects teeth and keeps the risk of mild white marks on adult teeth (dental fluorosis) low.

Bottles, milk and juice at bedtime

After the evening brushing, offer only water in bed. Milk and juice contain sugars that stay on teeth overnight, when there is less saliva to wash them away.

What are dental sealants?

Sealants are thin protective coatings placed on the chewing surfaces of back teeth. They reduce the risk of decay in the deep grooves, but they do not replace brushing, and your dentist will check them at routine visits.

FAQ

Is fluoride safe for my toddler? Yes, in the recommended amount. The key is a smear of toothpaste and supervised brushing.

Should I worry about a cavity in a baby tooth? Yes. Ask your dentist early, because treating a small cavity is simpler than treating an infection.

Do you accept new patients? [Practice to add: location, hours and booking details.]

4. Reviewer notes

• Fluoride toothpaste strength and recommended amounts follow AAPD and ADA guidance; practices outside the United States should check national recommendations and local water fluoridation before publishing.
• The final line of the FAQ is left for the practice, since it depends on facts only the client can supply.
• Guidelines are updated periodically. Confirm the current edition before publication.

References

R1. American Academy of Pediatric Dentistry. Policy on the Dental Home. *The Reference Manual of Pediatric Dentistry.* Chicago: AAPD; current edition.

R2. American Academy of Pediatric Dentistry. Perinatal and Infant Oral Health Care. *The Reference Manual of Pediatric Dentistry.* Chicago: AAPD; current edition.

R3. American Academy of Pediatric Dentistry. Fluoride Therapy. *The Reference Manual of Pediatric Dentistry.* Chicago: AAPD; current edition.

R4. Wright JT, Hanson N, Ristic H, et al. Fluoride toothpaste efficacy and safety in children younger than 6 years: a systematic review. *J Am Dent Assoc.* 2014;145(2):182-189.

R5. Walsh T, Worthington HV, Glenny AM, et al. Fluoride toothpastes of different concentrations for preventing dental caries. *Cochrane Database Syst Rev.* 2019;3:CD007868.

R6. American Academy of Pediatric Dentistry. Policy on Early Childhood Caries (ECC): Classifications, Consequences, and Preventive Strategies. *The Reference Manual of Pediatric Dentistry.* Chicago: AAPD; current edition.

R7. Wright JT, Crall JJ, Fontana M, et al. Evidence-based clinical practice guideline for the use of pit-and-fissure sealants. *J Am Dent Assoc.* 2016;147(8):672-682.

R8. Ahovuo-Saloranta A, Forss H, Walsh T, et al. Sealants for preventing dental decay in the permanent teeth. *Cochrane Database Syst Rev.* 2017;7:CD001830.

R9. American Dental Association. Principles of Ethics and Code of Professional Conduct (advertising section). Current version.