

Landing page for a dentist

Push-ups - <https://rumble.com/v4t0wjh-push-ups.html>

Who are they:

- Men and Women: All genders
- Approximate Age Range: 18-65 (This could be adjusted depending on your specific dental service)
- Occupation: All occupations, though professionals with busy schedules may be more likely to express frustrations with appointment scheduling.
- Income Level: Middle-class and above (Dental care can be expensive, even with insurance)
- Geographical Location: Can be national or focus on a specific region depending on your reach.

Where are they now? (Roadblocks)

- What are they afraid of? Painful procedures, needles, dentists themselves.
- What are they angry about? High costs, difficulty finding appointments, long wait times, unexpected bills. They might be angry at dentists, insurance companies, or themselves for neglecting their dental health.
- Top Daily Frustrations: Scheduling appointments, remembering to floss and brush, dealing with bad breath, toothaches, or other dental issues.
- Embarrassment: Having bad breath, yellow teeth, missing teeth, or needing dentures.
- Emotional Impact: Feeling anxious, self-conscious, ashamed, or frustrated. They might worry about what others think of their smile or dental hygiene.
- Friend Conversation: "I just can't seem to get a dentist appointment! And even with insurance, it's so expensive. I'm so worried about the cost and the pain of going to the dentist, but I know I need to take care of my teeth."

Where do they want to go? (Desirable Dream State)

- Magic Wand: Having healthy, white teeth, fresh breath, and a confident smile.
- Impressing Others: Feeling attractive and confident in social situations.
- Dream State Feelings: Confident, healthy, and happy.
- Secret Desire: A smile they can be proud of without any pain or hassle.
- Friend Conversation: "Imagine having a healthy, beautiful smile without any pain or crazy costs. I'd feel so much more confident!"
- Gentle and patient and explains the problems the patient is facing very calmly.
- A dentist that addresses all their concerns and doesn't ignore them.
- Professional doctors.
- Attention to the details
- Painless procedures
- Being cared for and having comfortable procedures
- Know what to expect

- Have a very good experience: laughing, having a good time, being very calm.
- Gleaming teeth

Values and Beliefs

- Current Beliefs: Dental care is important for overall health and appearance.
- Blame: They might blame themselves for neglecting their teeth, dentists for being expensive, or insurance companies for not covering enough.
- Past Attempts: They may have tried brushing more, flossing regularly, or visiting different dentists but haven't achieved desired results or found a solution that fits their needs.
- Solution Evaluation: They value affordability, convenience, pain-free procedures, and clear communication about costs. They might trust recommendations from friends, family, or dentists they respect.
- Respected Figures: They might respect dentists with good reputations, dental brands known for quality, or influencers promoting good oral health practices.
- Valued Traits: They value good health, confidence, and a sense of well-being. They might despise feeling anxious, embarrassed, or unhealthy.

What steps do they need to take to get there?

First, they need to have a tooth problem, anything could work even a small toothache. When this happens they would search for dentists in their area. We need to show up on the first page to attract these customers. Do this by using keywords they would search for placed well on the website and optimizing it well for a phone. Once they click on our website, we need to show them an option to book their first appointment, and once they click it and enter all their details, they will show up at our clinic where the dentists can upsell them on more services and create a lifetime customer and help them achieve their dream smile.

Market awareness and sophistication:

They are at level 3 of the market awareness table because the only time people search for dentists is when they know they have a problem they need fixing with their teeth.

In this era, everyone knows what dentists are which makes them solution-aware. They are not product-aware because my client's clinic is not famous enough to be known yet.

I think the market in general is in between level 4 or level 5 because I see a lot of ads selling a new mechanism but a lot of ads sell a new experience which is part of level 5.

Personal analysis:

I didn't optimize the page with the keywords in my previous drafts, so I went through the local business marketing guide and did keyword research using Semrush and ChatGPT. I tried to avoid keyword stuffing but I am not sure if I did the right thing by including some of the services on the homepage. Does it flow smoothly?

I was also told that there were some design issues with the page but I can't change it because it's paid and I'll do it once I start getting money in.

Is there anything else that I might have to change on the website?

Extra information:

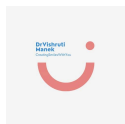
I am trying to optimize SEO for this website too so here's some extra information that might help you judge how well I have optimized the website too.

Homepage title - [Khar West Dentist](#)

Meta description - Get a perfect smile with our comfortable treatments. From preventive to emergency care, cosmetic to orthodontics. Book now!

This along with keywords like 'dentist in Khar West', 'Khar West dental clinic'

Landing page - <https://creatingsmileswithyou.wpcomstaging.com/>



Creating smiles with you

+91 94229 22991

[About Us](#)

[Contact us](#)

[Our services](#)

Dentist in Khar West

Get a healthier smile and look more confident with pain-free treatments from our experienced dentist.

Why our dentist?

- Dr. Vishruti, our experienced dentist, is dedicated to providing exceptional dental care in Khar West.

- Over 9 years of experience in dental treatments.
- Successfully treated over 4000 patients globally.
- Specializes in 14 different types of cosmetic issues.
- Recognized as one of the best dentists in Khar West.
- [Learn more about her expertise here.](#)





Our Services

Creating confident smiles with a wide range of dental treatments.

- Cosmetic Dentistry
- Orthodontics
- Pediatric Dentistry
- Preventive Care
- Restorative Dentistry
- Emergency Dentistry
- [Book Your consultation now](#)

Testimonials

Dr. Vishruti is amazing! She really listens and takes the time to make sure you're comfortable throughout the entire process. Highly recommend!

– Sagar Dalvi

I had a great experience with Laser Deep Cleaning at Dental Excellence. Dr. Vishruti's attention to detail made all the difference. Definitely coming back!

-Aditi Thakkar

Dr. Vishruti and her team are top-notch. They've been taking care of my family's dental needs for 3 years, and we couldn't be happier!

-Carolann Pais

Take the first step towards your dream smile with our dental clinic

[Contact us now](#)



Hours

Monday—Friday

9am — 6pm

Saturday—Sunday

10am — 1pm

Social

[Instagram](#)

Creating smiles with you

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Screenshots:

