







Map:

Search funnel:

They rank very high on google, very good reviews and photos on google. Dislike for not opening in saturday.

Once you open their site, you get a very big yellow text "make an appointment". Great quality background photo.

The site also has great yellow black white coloring(making it luxurious).

Site also has questions and answers and explains how they make their treatments .

Moves:

- -Trustworthy because they got reviews
- -belief because they show you how they do and what they do in their treatments
- -desire, wanting to have the best smile and the healthiest teeths.