

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dentistry

Business Objective: Increase clients

Funnel: Google Search/Search Engine

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Men and women
- Potential customers currently searching the internet for a dentist
- Possibly someone who is in pain and in need of urgent care

2. Where are they now?

- Searching for a dentist on google
- Either searching for a new primary dentist or in pain currently and need urgent care
- They're very aware of the market as most are, dentistry is a very well known business.
- **Desire** - 5/10 because they're actively searching for a dentist on google
- **Trust** - 2/10 they don't know the business, this is something that must be increased drastically.

- **Belief** - 5/10 most people believe in dentistry or have been to a dentist in their lifetime.
- **Current State** - Actively in need of a dentist.
- Potentially in pain and in need of urgent care.
- Nervous about going to a new dentistry
- Stressed and nervous about going to the dentist and having someone new work on them.
- Wanting a dentist that has a friendly, patient, and understanding staff that will help ease their nerves about dentistry and make them feel comfortable throughout the experience.
- **Dream State** - Pain free
- Relaxing, pleasant experience when at the dentist, no nerves throughout the appointment
- Beautiful white smile
- A dentistry they can go to and feel comfortable and at home, a very homey/relaxing experience.

3. What do I want them to do?

- See our business in the google search
- Click our google business page
- Be interested in the quality pictures of the office and staff, see the top reviews from customers, and read the Q/A to answer some of their questions.
- Click through to the website
- Grab their attention with a hook headline, direct them to a page that answers all the questions the market commonly has, have another page that follows this one which will show them more pictures of the building/office, their story, and introduce them to the staff and learn about the staff/services/office vibe to make them feel more comfortable.
- Max out their trust and belief and have them call to book an appointment.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

OBJECTIONS

- **“Does dentistry actually work and if so, why would I choose this one over the others?”** (educate the person on how dentistry DOES work and has been proven to work ‘show some results/studies’ and educate them on your staff and work/mission, how friendly, patient, and understanding they are, show them some reviews on the work you’ve done in the past/reviews about your quality staff. Help them ease the nerves about scheduling with you.)
- **“I’m scared it’s going to hurt”** (explain to them that the staff will do everything they need to to make them feel comfortable and relaxed the entire time they’re in your building.)

HOW WILL I GET THEIR ATTENTION/CRANK THE TRUST AND BELIEF?

- What do they need to see to **NOT** click off of our google business page? Quality images/videos of the office, top reviews from customers to build trust, Q/A of a couple commonly asked questions
- They’re starting with **ZERO** knowledge about our dentist office and who we are, so they need to see what the office is like, who the staff are, and what the vibes like so they can feel comfortable and ease some nerves of the “unknown”
- Show them their dream state (could be someone sitting in the dentist chair laughing with the doctor which shows someone comfortable and relaxed, or someone with a perfect white smile)

- Use good pictures on their google business page, show the friendly staff, inside the building so they can get a feel for the vibe. (right now they only have a picture of the outside of the building)
- Once onto the website page, **this is where we crank the trust and belief**, as soon as they land on the site they need to be hooked with a simple, but persuasive headline. Direct them to a page which will answer some of the **commonly asked questions** about dentistry (similar to what zimmerman dentistry did on their site with the “new patients” tab), **add a testimonial dump of the best reviews**, add a “**meet the staff**” tab where they’re introduced to the staff, and add a very persuasive ‘**our mission**’ type of copy onto the page with **pictures of the office/building so they better understand WHO we are** and what we strive to achieve, that will crank the trust.
- They need to feel **COMFORTABLE** about booking this appointment, they need to have as many of their questions/fears/concerns answered **BEFORE** making this call to book.

DRAFT

Top players: atlantadentalspa.com

HEADLINE #1

Exceptional Smiles, Elevated Care

Kurtz & Kurtz is redefining the dental experience, reimagining the traditional visit with advanced technology, exceptional comfort, and personalized care that feels nothing like your usual trip to the dentist.

We’re dedicated to advanced technology, the highest quality care, and an experience centered on comfort and wellness.

Whether you’re here to perfect your smile or achieve total dental wellness, our team is committed to delivering outstanding results.

Experience the difference—schedule your first appointment today and discover a new way to smile.

HEADLINE #2

Exceptional Smiles, Elevated Care

Kurtz & Kurtz is redefining the dental experience, reimagining the traditional visit with advanced technology, exceptional comfort, and personalized care that feels nothing like your usual trip to the dentist.

Our commitment goes beyond exceptional care—we integrate the latest technology to ensure a seamless, comfortable experience focused on your unique needs. Every detail of your visit is designed to prioritize your wellness and satisfaction, making each appointment an elevated experience in dental care.

Whether you're here to perfect your smile or achieve dental wellness, your comfort is our top priority as we deliver exceptional results

Experience the difference—schedule your first appointment today and discover a new way to smile.

HEADLINE #3 - My Favorite

Exceptional Smiles, Elevated Care

Kurtz & Kurtz is redefining the dental experience, transforming the traditional visit with cutting-edge technology, outstanding comfort, and personalized care that feels nothing like your usual trip to the dentist.

Our commitment goes beyond quality care—we ensure a seamless experience focused on your unique needs, creating a warm and welcoming environment where you can feel at ease.

Every detail of your visit is designed to prioritize your wellness and satisfaction, making each appointment a truly elevated experience in dental care.

Whether you're here to perfect your smile or achieve dental wellness, your comfort is our top priority as we deliver exceptional results.

Experience the difference—schedule your first appointment today and discover a new way to smile.

WEBSITE DRAFT

Exceptional Smiles, Elevated Care

Kurtz & Kurtz is redefining the dental experience, transforming the traditional visit with cutting-edge technology, outstanding comfort, and personalized care that feels nothing like your usual trip to the dentist.

Our commitment goes beyond quality care, providing a seamless, welcoming experience focused on your comfort and unique needs.

Every visit is designed with your wellness in mind, delivering exceptional results for a truly elevated dental experience.

Experience the difference—schedule your first appointment today and discover a new way to smile.

Dental Cleanings

At Kurtz & Kurtz, we take pride in providing top-notch dental cleanings for you and your family.

We're not just passionate about what we do—we excel at it!

Our commitment to delivering the highest quality care ensures that every cleaning leaves you with a healthier, brighter smile!

Dentures

At Kurtz & Kurtz, we create custom dentures that look and feel just like natural teeth, including the gums!

Rediscover your radiant smile with our exceptional denture solutions!

WEBSITE DRAFT #1



Exceptional Smiles, Elevated Care

Kurtz & Kurtz is redefining the dental experience, transforming the traditional visit with cutting-edge technology, outstanding comfort, and personalized care that feels nothing like your usual trip to the dentist.

Our commitment goes beyond quality care, providing a seamless, welcoming experience focused on your comfort and unique needs.

Every visit is designed with your wellness in mind, delivering exceptional results for a truly elevated dental experience.



Experience the difference—
schedule your first appointment
today and discover a new way
to smile!

BOOK NOW



814-793-2713

What services do we offer?



- Dental Exams & Cleanings
- Crowns, Bridges, Fillings, & Extractions
- Partial & Complete Dentures
- Clear Aligners



Cleanings/Exams

At Kurtz & Kurtz, we take pride in providing top-notch dental cleanings for you and your family.

We're not just passionate about what we do—we excel at it!



Partial & Complete Dentures

At Kurtz & Kurtz, we create custom dentures that look and feel just like natural teeth, including the gums!

Rediscover your radiant smile with our exceptional denture solutions!



Crowns, Bridges, Fillings, & Extractions

We take pride in delivering exceptional dental fillings that restore both the health and appearance of your teeth!



Hear What Our Patients Have to Say!

Kailey Slye-Liddic



Doctor Chris is truly a blessing. I had a lot of anxiety due to a horrific experience during a dental procedure gone wrong when I was younger. He was EXTREMELY caring during my recent procedure. He checked on me every couple moments and asked if I was okay. This is sooooo beyond rare these days for a medical professional to have such compassion and care. He was gentle and kind and this alone helped me so much. I can't say enough about him and his team of amazing people.

Brittany Poorman



I had a great experience with Dr. Kurtz and his EFDA, Amanda. They did amazing work making my smile beautiful again. I had some old bonding that needed redone and it turned out better than I ever expected. I would high recommend them for any of your dental needs!

Rick Strappello



Our family of six have been going to this dental practice for four decades. We have found them to be professional, kind, and have been happy with our dental care. Our children are now adults and have lived in many other states--Texas, Virginia, and New York. For many years they scheduled dental appointments when they would be home to visit. We continue to recommend them to friends.

MEET THE STAFF

Dental Hygienists



Dental Assistants



Secretary Staff





WHY CHOOSE US?

At Kurtz & Kurtz, we understand how important it is to find a dentist you can truly trust.

Over the years, we've welcomed thousands of patients, listening to what matters most—whether it's state-of-the-art equipment, caring and experienced doctors, or a comfortable, welcoming office that feels like home.

We've thought of every detail to give you an exceptional experience.

Here's why Kurtz & Kurtz is the perfect choice for your dental care!

(Add bullet points here after meeting)



Martinsburg Location

300 S MARKET ST,
MARTINSBURG, PA 16662

Monday: 8am - 6pm
Tuesday: 7:30am - 5pm
Wednesday: 7:30am - 4:30pm
Thursday: 7:30am - 4:30pm



GET IN TOUCH!

Name

First

Last

Email

emailaddress.com

Phone

123-456-7890

Message

Tell us more about why you're reaching out