

Business Name: Precious Smiles Dentistry

Business Type: Active Attention (because it's a dental business ofc)

Funnel Type: Search Funnel

Search Engine —> Find Best Search Result —> Read Content/Sales Page/Website
—>Action (Book, Call, Buy, etc.)

Step 1: Search Engine

- The search I used was “best dental offices in Odessa” (Side note: Odessa, TX)

Step 2: Find Best Search Result

- Already I see an issue, my soon-to-be client is NOT anywhere near the top of the search results.
- What can I do to step in and make them a top result? I was told SEO (search engine optimization) can do that. That's a service I can provide to my client.
- I know they do indeed garner traffic because they have 324 reviews on Google and a 4.7 star rating. This could be improved. Ideally, we'd like that star rating to be higher in order to crank up the Trust meter.
- Their images on their Google business profile are just like the other businesses profiles. That is a problem. There's an opportunity to stand out and be a sore thumb. And grab more attention.
- They respond to almost all of their reviews in a professional manner. This displays good relationships with their patients, which I do believe slightly increases the Trust meter (someone correct me if I'm wrong, you should have commenting access on here if you see anything flawed. And do explain why it's flawed. I'm trying to become a better and smarter thinker.)

Step 3: Read Content/Website

- Their website aesthetic and ease of navigation is VERY good, but the content (copy) could be improved. There are some areas in there where they increase desire to buy, but not so much, not to mention, in this business, price is variable.

So BECAUSE prices are variable and depending on insurance, the businesses main action to persuade the reader to do is to call for more information. The parameters I can control as a copywriter are the Belief and Trust parameters. (I do know for a fact their price ranges aren't outrageous)

- They have a section on their page where new patients can sign up for a payment plan thing, which could increase their Trust. They can pay on a basis that suits them best.
- They need to update their business hours on their website, it's misleading.
- In their "Our Practice" tab, one thing they're not doing that will likely increase the Trust meter is mentioning that both doctors have Phds in Dentistry.
- In the Request an Appointment tab, nothing prompts up when pressing the "Returning Patient" button for the questionnaire. This definitely needs a fix.
- Their services are very well stated too. No issues there.

Step 4: Action

- As stated before, they do get quite a bit of calls everyday regularly (they're my parents and I used to always go to their clinic) (If they were a complete stranger, I'd need to look at their reviews or just straight up ask them), but the copy on their website can be improved to where more people are calling and more people can come in. That's where I'll come in and help. As well as their Google profile and the SEO for their page.