

Dentist Top Player Analysis

Objective: Get more consistent clients for cleanings.

● Who am I talking to?

- Meridian Residents
- People who just moved here and are looking for a quality dentist that covers their insurance.

● Where are they now?

- Active - Searching Google for “Dentist Meridian, Dentist Meridian X insurance, Dentist near me, Dentists that cover X insurance, etc.”
- Awareness: 3
- Sophistication: 5
- States
 - Current state:
 - Had a bad experience with a previous dentist.
 - Bad customer service and friendliness
 - “My daughter went in to see if her wisdom teeth were coming in (which they are), and all the dentist could talk about was a tiny canker sore that he kept referring to as “herpes.” My daughter was humiliated, mortified, and devastated. She left in tears. TERRIBLE experience and extreme lack of patient confidentiality since there were other patients nearby that could hear him repeatedly say it.”
 - “Spoke with someone named Kristen Short about becoming a new patient. Shared that I didn’t want to have x-rays done “just because” on a regular basis because it made me uncomfortable, and her words were “As a patient, I am not worth the risk, good luck elsewhere”. Not only is that attitude not necessary, but her opinion on the matter was not need either. Not the office I want to be giving my business to anyway, glad those true colors showed early.”
 - Bad money/insurance coverage
 - “wow what can i say horrible billing practices. I would not recommend this place unless you want to receive bills from 2 years ago. Brandy their former biller was awful did not bill my insurance on time or

correctely which then made it so i could not use my FSA account. These doctors are greedy and could care less about you.”

- “They contacted my insurance company to determine what my out of pocket cost would be and I paid in full on the day of treatment. They contacted me this week for the first time since the day of the procedure..... that was 3.5 years years ago.....telling me that I owed an additional few hundred dollars. My insurance paid their part; I paid mine, and now they are threatening to send us to collections if we don't pay. Sketchy business principles and mediocre care.”
- “They use to be on top of there insurance billing. I no longer trust them. They told me on one of my appointments that it was covered and I had asked them several times before going and sitting down. They are not knowledgeable at the front desk. I also had to pay today for my appoint called my insurance company and they cover all of it. So now I have to go submit it to my insurance to get it reimbursed. As for the back room them being knowledgeable about teeth they are good. I gave it a 1 star because I hate when companies take advantage of people. Will not return after years and years of being with them.”
- “I was told that I would need my wisdom teeth out and that I had a few (very small) cavities that needed to be taken care of. I said okay, and then I went back to schedule the removal. I was quoted an EGREGIOUS amount of money for the wisdom teeth extraction and fillings. I called back a few days later to ask why even just the fillings were so expensive and then was told that they didn't actually have a contract with my insurance, so not in network at all. What's interesting, though, is that I asked if they took my insurance when I made my original cleaning appointment, to which the receptionist said, “yeah, we do!””
- Bad fitment
 - “The work I had done at basic dental was mediocre. The crown did not fit as well and the procedure took much longer than at other clinics I have been to.”
- Slow

- “The work I had done at basic dental was mediocre. The crown did not fit as well and the procedure took much longer than at other clinics I have been to.”
- Miscommunication
 - “I am a patient who spent \$12,500 out of pocket for dental reconstruction. Recently I was denied the simple request to have a small filling and cleaning done within the same appointment. I was told by Dr Smith previously that the tooth needed simply filled and wasn’t a cavity just had an abnormal surface crevice. I explained that to the receptionist and she said he did not note the issue on my chart about the tooth. So he would have to examine it again at my cleaning then reschedule a different day to have it filled. She said she would review it with Dr Smith and get back to me. 5 days later I called and he still hadn’t reviewed anything. I asked to talk to the office manager, denied because they weren’t at work that day. I even asked if I could reschedule a month later to have the cleaning and filling done in the same appointment. I was told no guarantees on that. So overall 3 total appointments required to do a cleaning and a simple filling as the Dr stated. He probably doesn’t even remember since he didn’t chart his patients tooth the first time how “easy” the filling would be to do. Not everyone can afford to take off hours and hours of work for something that. Very regretful for initially spending \$12,500 at Millinium Dental for previous dental reconstruction to be treated so poorly, present day.”
 - “Keep making you comeback and go pay you to death instead of taking care of everything in one or two visits.”
 - “Good dentists, but poor business management. They don’t seem to have any issues changing mid year what insurance plans they accept. It would be nice to get more advance notice when things like that will take effect and maybe consider doing it before open enrollment closes. In our case, we were given different answers that ended up causing us a lot of headache. We could and would have changed our plans to stay, but it seems like someone either wasn’t telling the truth, or there was

a serious miscommunication. Either way, sad to go, but we've taken our business elsewhere.”

- Looking for a quality dentist as they are moving into a new area.
- Dream state:
 - Quality Experience
 - Everything is very transparent. They know what they're getting at all times.
 - Quality care providers
 - Friendly receptionists and dentists
 - Gentle cleaners that listen to the patient's discomfort
 - Easy scheduling and payment
 - Very clear costs and coverages based on their insurance.
 - They are covered
 - Prices/coupons mentioned before the treatment are the same as after
 - Things are grouped together. No triple appointments to get one filling done
 - Things get done in a timely manner
 - No waiting in the lounge for hours
 - No waiting to schedule appointments
 - No changing appointments
 - Levels
 - Cost: Medium high - This is either an urgent pain that they want to take care of or a basic need that they need to find when moving.
 - Credibility: Medium - They know dentistry works and cleanings work. They just don't know that x dentist is a quality dentist who actually gets the job done well.
 - Trust: Low - x dentist is a brand new dentist to them, they may have had plenty of bad experiences before. They don't know if x dentist will hurt their mouth.

● What do I want them to do?

- Find x dentist from a Google search
- Click on x dentist website
- Gain trust and credibility through the site
- Schedule an appointment for their first cleaning

● What do they need to see/feel/experience to do those things?

- Find x dentist from a Google search and choose their site
 - Search “Dentist near me, Dentist meridian, Top dentist meridian, Dentist x insurance”
 - Have solid SEO for these search terms to show up on top
 - Review results
 - Maps
 - Sponsored
 - Pay to show up on top. Having 5 stars is ideal for some form of trust
 - Organic
 - 4.8 stars and above
 - Around 400 reviews and above
 - Quality photos of the facility, hygienists, and dentist himself
 - Hours listed
 - Has website
 - Has phone
 - List of services
 - Has a quality about page
 - Sites
 - Sponsored
 - Seems to be online doctors and franchises. A solid local friendly business could stand out well here.
 - Organic
 - Top Sights have all three words in multiple places and surly follow lost of info from the small business document SEO section- #1. On map, Millennium: 4.8 Star (559 Ratings), Top search result:
<https://www.millenniumfamilydentistry.com/>
 - Gain desire, trust, and credibility through the site
 - CTA
 - Immediate CTA takes care of any recurring customers or any new customers who are already sold and just want to book an appointment.
 - Call us
 - Book Appointment

- New patient
- Cover
 - Photo
 - The doctor's happy smiling family
 - How can you tell it's the doctor's family without research?
 - The photo is grainy
 - In a field like they just finished playing a sport together
 - The energy they give off.
 - Everyone's smiling, goofing around, and happy
 - Headline
 - MILLENNIUM FAMILY DENTAL
Great Smiles to Last a Lifetime
 - Header: They make “dreamstate” happen and it gives you “X benefit”
 - Very simple and to the point.
 - CTA
 - Request Appointment
 - Google ratings
 - Increases trust and credibility
- Welcome Section
 - Paragraph: handling objections/questions
 - “We are currently accepting new patients”
 - “Wide variety of appointment times, including emergency dental visits”
 - In-text links
 - New Patients
 - Emergency dental visits
 - Scrolling reviews
 - Increases trust and credibility
 - 2 CTA's
 - “Read patient reviews” below the paragraph
 - “More reviews” under the scrolling reviews
- New Patient Online Offers
 - “Schedule an appointment and ask us about our offers for patients who find us online”
 - Increases desire. Getting a special offer just by being on the website
 - 2 main offers
 - Free whitening for life
 - Complimentary second opinion
 - CTA

- Request an appointment
 - Easy access to this CTA right after it was mentioned that scheduling gives you the benefit. This allows for an easy, smooth customer experience.
- Committed to excellence
 - General & Family Dentistry
 - Validation you're in the right place
 - Restorative Dentistry
 - Validation and desire
 - Cosmetic Dentistry
 - Validation and desire
 - CTA
 - View All Services
- Meet Our Dentists
 - Paragraph
 - Mentions doctors names
 - Talks about years of experience and knowledge to increase trust
 - Photo
 - All three dentists in one photo
 - All smiling with good-looking teeth
 - All very happy and friendly-looking
 - CTA
 - Learn More
- Featured dental services, DISCOVER YOUR BEST SMILE
 - This is a quick Q&A that has a CTA under each tab. This all helps in validation and understanding while also increasing the desire, credibility, and trust by handling objections, questions, or general confusion.
 - The questions/statements
 - I need a checkup and cleaning
 - I think I have a Cavity
 - I'm in pain and need help
 - I want to improve my smile
 - I'm fearful of the dentist and need sedation for treatment
 - I'm missing a tooth
 - I want to find out if my kid needs braces
 - I hate my CPAP and need a different solution
- A patient's Testimonial video
 - This massively increases trust and credibility
 - This testimonial seems like a very niche and specific job. Having mouth repair for snoring must

be popular in this town and people must be solution aware of this procedure for this testimonial to make sense

- OUR PRACTICE PHILOSOPHY
 - “THE GOLD STANDARD FOR DENTAL CARE
PATIENT EDUCATION AND DECAY PREVENTION
THE MOUTH-BODY CONNECTION
CONTINUING EDUCATION AND PROPER TRAINING
A FUN, POSITIVE DENTAL EXPERIENCE”
 - This is a very weird ending. Odd quote, no CTA at the end. It seems like it's building trust and credibility with “Gold standard for dental care” and “A fun positive dental experience.”
 - ADA Logo
 - Improves trust and credibility
- #2. On map, New Leaf: 5.0 Star (850 Ratings), 26th search result: <https://www.newleafdentalidaho.com/>
- Gain desire, trust, and credibility through the site
 - Top Note
 - “Available on weekends at (xxx) xxx-xxxx for patients of record with a true dental emergency. If you need to make changes to an appointment or schedule a new appointment, please visit [SCHEDULE ONLINE PAGE](#).”
 - This takes care of already sold customers that need quick info. If there's an emergency its there right up top. Also, solving a common inquiry of appointment changes or new customers makes it easy for people that are already sold.
 - Bottom Corner Follower
 - Don't have insurance?
Don't Worry!
[JOIN OUR MEMBERSHIP PLANS](#)
Today and enjoy incredible exclusive savings
 - This takes care of immediate objections. This is a very common question and is solved immediately or at any point throughout the site.
 - Cover
 - Photo
 - Random nature photos.
 - This is very pretty but doesn't do anything to show I'm in the right place or give me the happy smiling feel of having nice teeth. The happy feel of a family

photo of smiling people with straight white teeth is welcoming and clear for the customer.

- Headline
 - WE CHOOSE TO CHARGE LESS, SO YOU CAN SMILE MORE!
 - “Benefit” so you can “Dreamstate”
- CTA
 - Schedule Online
- 3 block info dump
 - Exceptional Care
 - “We love our patients and strive to provide the highest level of care and range of services.”
 - This is very abstract and seems like filler
 - This should describe more of how they have the “Highest level of care” to actually increase credibility and trust rather than just saying we have high care and a lot of services
 - Low Fee’s
 - “No insurance? Self-employed? No problem! We’ve got you covered with our VIP Membership Plan.”
 - States common problems and the solution to those problems.
 - Transparent Pricing
 - “We always give everybody costs up-front, so there are no surprises!”
 - Increasing trust by mentioning a common problem with other dentists and that they don’t do the same.
 - Welcome to New Leaf Dental, ... Very large block of copy that is very daunting and likely not to be read.
 - Attacking the cost angle
 - Talking again about fee transparency. But then transitioning into “we are the best and use the best stuff that lasts forever”
 - We do X services for Y range of people, Y being everyone.
 - CTA: Learn more about us
 - This section seems like its meant to increase desire and trust but it just repeats previously mentioned info and does it in a long waffling way.
 - IS INVISALIGN TREATMENT RIGHT FOR YOU?
 - “Fill The Evaluation Wizard And Get To Know If Invisalign Is Right For You”

- CTA: Click to fill the wizard
 - This is very confusing if you don't read the sentence beforehand.
 - Using Wizard overall is weird instead of just form or test.
- This is a very random subject to have just before talking about the services below which already include Invisalign.
- This handles what I'd hope to be a fairly common question if its placed this bold and sporadic in the page.
- Services we offer
 - "We offer a wide range of procedures to help you get the perfect smile. Learn more about our specialty dental services and which could be right for you."
 - Broad info about what you're seeing. Likely won't be read or help overall
 - Services
 - Dental Implants
 - Invisalign
 - Cosmetic Dentistry
 - Wisdom Teeth
 - Pictures
 - 4 Different smiling faces.
 - None of these photos are specific and could be used for either category. Having specific photos that align with the descriptions would make it an easier experience.
 - Overall goal is to show you're in the right place and can get the problem you have solved here
- Testimonials
 - Massive photo of smiling girl to grab attention
 - Objective beauty
 - Large photo
 - Contrast
 - Color pops
 - Smile recognition
 - Auto and manual scroll through multiple reviews
 - The scroll button moves to stay centered with each review. This can cause a jarring user experience as you can't just keep your mouse in one place and click. You have to

think and move your mouse randomly when scrolling.

- CTA
 - Read more stories
- Overall the testimonials are there to increase trust and credibility for the reader.
- Meet the doctors
 - Gives names and a brief description of where they grew up and their schooling
 - Photos
 - Professional photos
 - White background
 - Genuine happy faces
 - Straight white teeth
 - This builds trust as it shows their education and you can see their faces very clearly
- Meet our dedicated team
 - Photos
 - All very happy
 - Straight teeth
 - Nature or simple backgrounds
 - This also builds trust. You can see the people you will meet and your hygienists before even arriving.
- Office tour
 - This shows 4 photos of the place
 - The outside building for when you arrive
 - The front desk so you know what check-in is like
 - The waiting area is where you shouldn't spend most of your time
 - The place you're sitting or lab? This one is not super clear and can cause confusion.
 - The link brings you to a basic page that shows the same 4 photos in a worse way. This link should be removed or the page improved with text or more photos
- Location on Google Maps
- ADA, ISDA, and ADHA logos
 - This improves trust and credibility as these are recognizable companies that bring these qualities
- CTA
 - Schedule online
 - Call us
 - Our location

- FAQ

- #3. On map Grant Dental: 4.9 Star (925 Ratings), 3rd search result: <https://scottwgrantdmd.com/>

- Gain desire, trust, and credibility through the site

- Top Note

- Online Scheduling
 - Make a Payment
 - Careers
 - City - Phone #
 - Other City - Phone #
 - This is for the people who just want to get straight to the point and are already sold.

- Cover

- Large wide-screen video to grab attention
 - Movement
 - Pattern interrupt
 - Colors
 - Mating opportunities
 - Right into testimonials
 - Happy people that have been patients for a long period of time.
 - Talks a lot about comfort and how they came in loving the place and family experience. "My kids are super comfortable here"
 - Goes to the doctor talking
 - They strive for happy patients that can feel seen, heard, and taken care of. That can feel happy and respected "We try to earn the right to see our patents"
 - More testimonials about a large procedure that was super easy and comforting
 - Go sit in our massage chair
 - We're gonna solve your large procedure right now. No problem. Just relax here for an hour and you're set.
 - "Another great experience"
 - Takes care of objections
 - We're here for you
 - We want to welcome you warmly
 - We want to treat you like family
 - We know it is scary

- We can give you sedition, easy financial options, flexible scheduling, whatever can make the experience easier for you.
 - Welcomes you, we'd love to see you here
 - Happy peaceful music
- Welcome to
 - Logo (Arno would be very mad)
 - Welcome to NAME in PLACE.
 - You're in the right place
 - Welcome to NAME, As a top provider of SERVICE, we offer a LARGE QTY OF STUFFS for EVERYONE. From X to Y we are the best at SERVICE
 - This is meant to increase trust but is so ambiguous that it doesn't do much of anything
 - NAME home to THE BEST AT THING. From X to Y we are THE BEST AT THING and are THE BEST AT THING so you can rest assured you're in great hands.
 - Lots of word salad to sound professional and build trust and credibility. Again very ambiguous. How are you the best at everything? Why are you actually better than your competitors?
- Our services
 - Scrolling photos that relate to topics in their headers
 - Dental implants
 - Emergencies
 - Veneers
 - Invisalign
 - Bridges
 - Same Day Crowns
 - The photo matching the text makes it very clear what is being talked about. This whole thing shows that you are in the right place for what you're looking for. Each tab has a CTA of learning more
- Testimonials
 - Super slow manual scrollable reviews. All 5 stars from Google but there are only 5 shown.
 - This builds trust
- Credibility badges
 - Top-rated family dental office in PLACE
 - This builds solid credibility and trust as they're clearly good if they won 5 different awards for dentistry
 - ISDA and ADA Badges for more credibility and trust
- CTA
 - Video

- Calming happy music
- Keep attention
 - Smooth drone-like camera views
 - Movement
 - Color
- 2 Confiveint locations
 - Things are made easy if you are in one place or another. This increases desire and it lowers the effort required if you're closer to one place or another. This is also validation that you're in the right place
- Convienent financing options
 - Increases desire as there's less effort required
 - Though this is quite ambiguous
- State-of-the-art equipment
 - Builds trust, they have very high quality, new equipment with solid visuals of its fanciness
- Digital xrays and precision dental implants
 - Showing off new equipment and showing they solve common problems
- Same-day crowns and 3d printing
 - Increases desire as it takes less time than normal to get things done. New tech
- Patient comfort is our priority (Massage Chair)
 - Increased desire, it's comfortable and relaxing to go there. The higher reward for going here.
- Your new dental home
 - CTA as if your decision was already made
- Text
 - Our goal is for you to leave your appointment with a memorable and enjoyable experience
 - Decrease stress and increase desire
 - which is why our welcoming and compassionate staff will do everything they can to make you feel right at home.
 - Dealing with common objections of bad staff as seen in the reviews.
 - A happy homey feeling increases desire and comfort.
- Links
 - LOCATION 1

- Phone number
- Address
- LOCATION 2
- Phone number
- Address

- #4. On map Treasure Vally: 4.9 Stars (207 Ratings), 11th search result:

<https://treasurevalleyfamilydentistry.com/>

- Gain desire, trust, and credibility through the site
 - Top Info
 - Get Directions
 - Phone number
 - Search
 - Cover
 - Photo 1 (Main cover photo)
 - Two smiling people.
 - Straight, white teeth
 - Mating opportunities
 - Purposeful blur in the form of dots. Makes it look more AI-like rather than natural.
 - Paragraph 1
 - “Family & Cosmetic Dentistry
 - “Health Comfort and Beauty through Dentistry. Learn more about our Dentist Dr.Yeakley”
 - This is trying to increase trust by saying they care about health, comfort, and beauty.
 - This is very ambiguous and doesn't really point to why or how with any reasoning. It's just listing off desires and then talking about themselves. This also doesn't say anything about family so there's a disconnect with the title.
 - Photo 2
 - Their office
 - Looks dated
 - Give a solid representation of where you will be and what the place looks like when you enter. However, the seating area doesn't seem to be shown
 - Paragraph 2
 - “Serving City 1, City 2, City 3, & Beyond”

- “We only hire the most qualified & professional staff for our patients. see our dedicated team!”
 - The goal is to increase trust by stating that their staff is high quality and professional. This can better be shown with testimonials on this subject to give evidence and solid trust.
 - Again text doesn’t really match the title. One talks about location the other is about the staff
 - Photo 3
 - Close-up of mirror and tweezers
 - Grabs attention as its large
 - Shows “quality instruments”
 - Paragraph 3
 - “Quality Dentistry”
 - “People with very busy schedules can
 - get the dental care they need, easily and quickly.”
 - This again doesn’t match the title. One talks about quality and the other talks about speed which don’t tend to go hand in hand unless you’re a real G
 - The white text on the bright background is very hard to read
 - Increases desire as it decreases work needed.
 - CTA for all photos
 - Get Directions
 - Book Appointment
- What we do
 - General Dentistry
 - Photo
 - A mom and child smiling while holding toothbrushes
 - This relates to the topic but the photo looks very posed and purposeful. It needs a more natural happy feeling to it
 - Paragraph
 - For all your dental needs visit NAME.
 - This does nothing at this point in the copy. We know who you are. The goal might be SEO or 3rd person talking syndrome

- We offer X, Y, & Z from the comfort of our office in your location.
 - This makes sure you know you're in the right place and tries to add trust with the comfort statement but this is ambiguous and doesn't help much otherwise
- We focus on preventative care to protect you
 - It's hard to sell headache prevention to someone who doesn't have a headache. however, It's easy to sell headache removal to someone who has a headache.
 - This is nice being something where they talk about the customer's needs. This can increase trust, it's just a hard topic to sell.
- Cosmetic Dentistry
 - Photo
 - A lady smiling
 - She looks pretty to match the cosmetic part... mating opportunity
 - Is the main focus
 - Looks happy
 - Looks like a natural photo
 - Paragraph
 - THIS COPY IS THE SAME AS PERIODNTAL DENTISTRY?!?
 - NAME can improve DESIRE by doing X, Y, & Z (in this case A, B, C, D, E, F, G...)
 - This improves desire as it shows you what you're looking for and what is done to do that. This is simple yet effective.
 - Our dentists offer a wide range of treatments to give you a smile you'll be proud to show off!
 - This is an intuitive result of the statement from earlier, "improve the appearance of your teeth and smile with XYZ" vs "treatments to give you a smile you'll be proud to show off!" Improving the appearance of teeth

and smile naturally makes you proud to show off your smile. It's just stated in words here to try and match what the reader is thinking and increase desire.

- Teeth Whitening

- Photo

- A very close-up image of a lady smiling
 - Looks too close and stands out in a bad way
 - Shows white teeth

- Paragraph

- "One of our most popular cosmetic dentistry services, is our professional teeth whitening service"
 - This builds credibility and trust as it makes people think they do this a lot and are good at it.
 - "When you come in for your next appointment simply ask us about our custom-made teeth whitening trays and teeth whitening formula."
 - This assumes you're already coming in and plants a seed in the reader's head.
 - At NAME we know how important DESIRE is.
 - This is meant to relate to the customer and increase desire. I don't know that this works too much as it's quite a common cliché. It does plant the desire in the reader's mind which can have a powerful effect.

- Crowns & Bridges

- Photo

- Shows an old couple smiling.
 - This may be closer to their target market and could be useful for that, but anybody can have crowns and bridges
 - The photo should match the title better instead of just being more smiling people

- Paragraph

- Explains the difference between a crown and a bridge

- This builds credibility and shows they know what they're talking about. This can be very helpful if a lot of people ask this question.
 - They both work and can help with other minor things
 - This just closes information gaps the reader might have about a minor thing they may have.
- Periodontal Cleanings
 - This was a very weird way to say “Periodic Cleanings” or “Semi-Annual Cleanings”
 - Photo
 - Teeth being cleaned with a pick in the perspective of the doctor.
 - This makes sense and matches the topic
 - Very clear white teeth
 - Paragraph
 - THIS COPY IS THE SAME AS COSMETIC DENTISTRY?!?
 - NAME can improve DESIRE by doing X, Y, & Z (in this case A, B, C, D, E, F, G...)
 - This improves desire as it shows you what you’re looking for and what is done to do that. This is simple yet effective.
 - Our dentists offer a wide range of treatments to give you a smile you’ll be proud to show off!
 - This is an intuitive result of the statement from earlier, “improve the appearance of your teeth and smile with XYZ” vs “treatments to give you a smile you’ll be proud to show off!” Improving the appearance of teeth and smile naturally makes you proud to show off your smile. It’s just stated in words here to try and match what the reader is thinking and increase desire.
- Nitris Oxide
 - Photo

- View of the patient getting gas masked. Probably not the ideal thing to have people picturing.
 - This does match the topic but in a slightly unsettling way.
 - This should look less serious and intimidating. People want to feel comfortable. Dentists are some people's fears. Don't exaggerate them.
- Paragraph
 - X thing can make you more comfortable during Y action
 - This explains what Nitrous Oxide does and that it helps you be comfortable.
 - This is general knowledge and doesn't do much. Dealing with rejections after this is actually more effective.
 - It is not intended to put you to sleep. You will be able to hear and respond to any requests or directions the dentist may have.
 - Closing info gaps of questions that I assume get asked a lot
- Pay bill
 - Header: Contact NAME
 - For exceptional care in NAME and beyond, call the number below to reach out to NAME
 - Very ambiguous statement at the start
 - Uses their name 2 times in a sentence (Arno would be very upset)
 - CTA all the number is a higher effort more fearful CTA for people. Texting or filling out a form online is generally easier and smoother.
 - We'd be happy to help you set up an appointment for you, your child, or your entire family
 - We will take care of your whole family. This can build trust but is just an expectation for dentist offices at this point.
 - You can also request an appointment online, or use the form at the bottom of the page with general comments or questions.
 - This should be the main method for the CTA. The link being request an appointment online makes it

stand out which is effective at getting them to notice this method as the primary one.

- However, the request an appointment online link here and the button to schedule an appointment now in the next section go to 2 very different pages. This can be confusing and inconsistent for customers if they go back and forth.

- NAME as the title
 - Header: We offer free nitrous oxide to our patients!
 - NAME can:
 - replace crowns or dentures
 - restore sore gums to good health
 - whiten yellow or stained teeth
 - fix a chipped tooth
 - and much more
 - The two above are basically the services again just shown in a bullet list form. The bullet list isn't even capitalized which looks less professional
 - The point would be to show you're in the right place for what you need.
 - People with very busy schedules can get the dental care they need, easily and quickly.
 - Dealing with objections, this just has no backup for the claim.
 - We serve LOCATION 1 and LOCATION 2 communities
 - You're in the right place
 - Testimonial: I can truthfully say that Rhett M. Yeakley, DMD makes my dental care easy. His office is beautiful, his staff is warm and friendly, and the equipment is state-of-the-art. In my 58 years, he is the best dentist I have seen. I will never change dentists.
 - Builds trust and credibility
 - We provide complimentary second opinions
 - Deals with I assume a popular question and or objection
 - CTA
 - Schedule appointment now
 - As mentioned earlier this goes to a different page than the [request an appointment online](#) link from above. This can be confusing for the customer.
- Testimonials
 - Scrolling testimonials
 - Builds trust and credibility

- Over 100 (5 Star) Reviews and counting, Google logo
 - The Google logo gives a solid relationship with the reader building trust.
- Rateabiz, 4.9 stars (231 Reviews)
 - The Rateabiz logo could give a solid relationship but doesn't do much for someone who doesn't know about what it is. Its goal is also to build a relationship with a powerful review platform to build trust.