

Smith Dental Care
 John Smith
 123 Main Street,
 Apple Valley, MN 55124

Greetings Dr. Smith,

I've prepared a comprehensive SEO Report Card of your current website.

This analysis measures your website's **Google** search engine position for each of the **top 11 clinical skills** most often offered in a dental practice.

Here is your SEO Report Card for:

- **SmithDentalCare.com**

Reality - if your website is not ranked on the first two pages of Google for your specific clinical skills, you are leaving serious money on the table.

While your practice may not provide all of the clinical skills illustrated on the chart, it is a **valuable first step** in understanding the latest strategies for increasing your new patient flow.

Currently, based on these 11 clinical skills, we estimate you would leave about **\$19,748** annually on the table.

Your complete Internet Marketing Report is attached below including the estimated **value of each new patient** by clinical skill.

I have prepared a marketing treatment plan for you, just as I would for one of my own Internet marketing campaigns.

The plan stands on its own and does not replace or affect your current web marketing. It is **specifically designed not to compete with your website(s)** already ranking on the top two pages of Google's search results.

Sincerely,














Jim Du Molin
 President

P.S. **No salesperson will call** – we don't have a sales team. You can enroll directly online at Enroll.LeadFirePro.com.

P.P.S. Alternatively, you can go to Schedule.LeadFirePro.com to schedule an appointment directly with me. I'm usually available on Wednesday afternoon and all day Friday.

Or, **if you have an immediate question**, call 712-523-3335 and talk to one of our really great client support team members.

| Internet Marketing Report - Google Clinical Skills Rankings | |
|---|---|
| Your SEO Report Card | |
| Clinical Skill/Market | Your Positioning |
| Braces / Invisalign |  |
| Cosmetic Dentistry |  |
| Dentures |  |
| Gum Disease |  |
| Dental Implants |  |
| Root Canal |  |
| Sedation Dentistry |  |
| Sleep Apnea |  |
| TMJ |  |
| Tooth Whitening |  |
| Wisdom Teeth |  |

Internet Marketing Report – John Smith Dental Care

Today, the primary marketing vector for acquiring new patients is through Internet search. About 80% of this search activity is done through Google.

The reality is that if your specific clinical skills are not ranking on the **first two pages of Google's search results**, potential patients will never see your practice listing, and your new patient flow will suffer.

What Are Your Clinical Skills Worth?

The following are the top 11 clinical skill areas most often offered in a dental practice. We included the average net profit (after the cost of dental materials) that can increase your bottom line for each additional new patient you add. Of course, these numbers will vary based on your location and fees. **Select the ones that apply to your practice.**

| Clinical Skill / Market | Gross Production | Marginal Profit |
|-------------------------|------------------|-----------------|
| Braces / Invisalign | \$3,600 | \$3,060 |
| Cosmetic Dentistry | \$5,500 | \$3,671 |
| Dentures | \$3,500 | \$2,464 |
| Gum Disease | \$1,600 | \$1,209 |
| Dental Implants | \$6,000 | \$3,977 |
| Root Canal | \$950 | \$827 |
| Sedation Dentistry | \$3,000 | \$1,949 |
| Sleep Apnea | \$2,500 | \$1,800 |
| TMJ | \$5,000 | \$4,150 |
| Tooth Whitening | \$600 | \$474 |
| Wisdom Teeth | \$1,200 | \$806 |

Your Google Clinical Skills Rankings

Our goal is not to replace or compete with your current website(s), but to add to your new patient flow in those areas where you are not competitive.

This report identifies where your current internet marketing is both working and not working.

Our analysis uses the top two to three search phrases for each of your clinical skills in combination with your dental practice's city and state. These phrases generally represent 40-60% of all consumer searches in Google for a specific clinical skill and are a good indicator of your overall Internet marketing success.

We test each phrase using two different combinations (**A & B**) to see if any of your website pages **rank on the first two pages of Google**, which is anywhere in the top 20 organic results.

For example: **A.** Cosmetic Dentist Apple Valley MN
B. Apple Valley MN Cosmetic Dentist

Google rankings vary from day to day. Our report lists your websites' positions as being on the top or bottom half of either page 1 or page 2 of Google.



A **thumbs up** indicates your website is ranking on the first two pages of Google for the clinical skill. Your Internet marketing is working well, especially if you're ranking on the first page.



An **exclamation point** indicates this keyword phrase is not one of the contributors to your website's overall positive "thumbs up" ranking for the clinical skill. It is an area **for potential improvement**.



A **thumbs down** indicates that your website is not ranking at all for a clinical skill on the first two pages of Google. We consider these clinical skills **potential profit centers** for you. So let's get started...

Current Practice Website(s): SmithDentalCare.com


The Good News

Braces / Invisalign

| Keyword Phrase | Website | Rank | Analysis |
|------------------------------|---------------------|--------------------|----------|
| Apple Valley MN Braces | SmithDentalCare.com | Top Half Page 2 | |
| Braces Apple Valley MN | SmithDentalCare.com | Bottom Half Page 2 | |
| Orthodontics Apple Valley MN | Not Listed | No Ranking | |
| Apple Valley MN Orthodontics | Not Listed | No Ranking | |
| Invisalign Apple Valley MN | SmithDentalCare.com | Top Half Page 1 | |
| Apple Valley MN Invisalign | SmithDentalCare.com | Top Half Page 1 | |

Each additional new **Braces / Invisalign** patient is worth on average **\$3,060** to your bottom line.

Cosmetic Dentistry

| Keyword Phrase | Website | Rank | Analysis |
|------------------------------------|---------------------|-----------------|---|
| Cosmetic Dentistry Apple Valley MN | SmithDentalCare.com | Top Half Page 1 |  |
| Cosmetic Dentist Apple Valley MN | SmithDentalCare.com | Top Half Page 1 |  |
| Apple Valley MN Cosmetic Dentist | SmithDentalCare.com | Top Half Page 1 |  |
| Apple Valley MN Cosmetic Dentistry | SmithDentalCare.com | Top Half Page 1 |  |

Each additional new **Gum Disease** patient is worth on average **\$3,671** to your bottom line.

Dentures

| Keyword Phrase | Website | Rank | Analysis |
|-----------------------------|------------|------------|---|
| False Teeth Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN False Teeth | Not Listed | No Ranking |  |
| Dentures Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Dentures | Not Listed | No Ranking |  |

Each additional new **Dentures** patient is worth on average **\$2,464** to your bottom line.

Gum Disease

| Keyword Phrase | Website | Rank | Analysis |
|------------------------------------|---------------------|--------------------|---|
| Gum Disease Apple Valley MN | SmithDentalCare.com | Bottom Half Page 1 |  |
| Apple Valley MN Gum Disease | SmithDentalCare.com | Bottom Half Page 1 |  |
| Gingivitis Dentist Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Gingivitis Dentist | Not Listed | No Ranking |  |

Each additional new **Gum Disease** patient is worth on average **\$1,209** to your bottom line.

Dental Implants

| Keyword Phrase | Website | Rank | Analysis |
|---------------------------------|------------|------------|---|
| Apple Valley MN Dental Implants | Not Listed | No Ranking |  |
| Tooth Implant Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Tooth Implant | Not Listed | No Ranking |  |
| Implant Dentist Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Implant Dentist | Not Listed | No Ranking |  |
| Dental Implants Apple Valley MN | Not Listed | No Ranking |  |

Each additional new **Dental Implants** patient is worth on average **\$3,977** to your bottom line.

Root Canal

| Keyword Phrase | Website | Rank | Analysis |
|----------------------------|------------|------------|---|
| Root Canal Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Root Canal | Not Listed | No Ranking |  |
| Tooth Pain Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Tooth Pain | Not Listed | No Ranking |  |

Each additional new **Root Canal** patient is worth on average **\$827** to your bottom line.

Sedation Dentistry

| Keyword Phrase | Website | Rank | Analysis |
|------------------------------------|---------------------|-----------------|---|
| Sedation Dentistry Apple Valley MN | SmithDentalCare.com | Top Half Page 1 |  |
| Sedation Dentist Apple Valley MN | SmithDentalCare.com | Top Half Page 1 |  |
| Apple Valley MN Sedation Dentistry | SmithDentalCare.com | Top Half Page 1 |  |
| Apple Valley MN Sedation Dentist | SmithDentalCare.com | Top Half Page 1 |  |

Each additional new **Sedation Dentistry** patient is worth on average **\$1,949** to your bottom line.

Sleep Apnea

| Keyword Phrase | Website | Rank | Analysis |
|---------------------------------|------------|------------|---|
| Apple Valley MN Sleep Apnea | Not Listed | No Ranking |  |
| Sleep Apnea MN Dental Hygienist | Not Listed | No Ranking |  |
| Stop Snoring Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Stop Snoring | Not Listed | No Ranking |  |

Each additional new **Sleep Apnea** patient is worth on average **\$1,800** to your bottom line.

TMJ

| Keyword Phrase | Website | Rank | Analysis |
|---------------------|---------------------|--------------------|---|
| Apple Valley MN TMJ | SmithDentalCare.com | Bottom Half Page 2 |  |
| TMJ Apple Valley MN | SmithDentalCare.com | Bottom Half Page 2 |  |
| Apple Valley MN TMD | SmithDentalCare.com | Bottom Half Page 2 |  |
| TMD Apple Valley MN | Not Listed | No Ranking |  |

Each additional new **TMJ** patient is worth on average **\$4,150** to your bottom line.

Tooth Whitening

| Keyword Phrase | Website | Rank | Analysis |
|---------------------------------|---------------------|--------------------|---|
| Teeth Whitening Apple Valley MN | SmithDentalCare.com | Bottom Half Page 1 |  |
| Tooth Whitening Apple Valley MN | SmithDentalCare.com | Top Half Page 2 |  |
| Apple Valley MN Teeth Whitening | SmithDentalCare.com | Top Half Page 2 |  |
| Apple Valley MN Tooth Whitening | SmithDentalCare.com | Top Half Page 2 |  |


Each additional new **Tooth Whitening** patient is worth on average **\$474** to your bottom line.

Wisdom Teeth

| Keyword Phrase | Website | Rank | Analysis |
|------------------------------|------------|------------|---|
| Apple Valley MN Wisdom Teeth | Not Listed | No Ranking |  |
| Wisdom Teeth Apple Valley MN | Not Listed | No Ranking |  |
| Apple Valley MN Wisdom Tooth | Not Listed | No Ranking |  |
| Wisdom Tooth Apple Valley MN | Not Listed | No Ranking |  |

Each additional new **Wisdom Teeth** patient is worth on average **\$806** to your bottom line.

Here's What's On the Table

Currently, with just two additional new patients per year (an admittedly low estimate) in each of your non-performing skill areas () , you are leaving **\$19,748** on the table annually... and possibly much more!

| Clinical Skill / Market | Gross Production | Marginal Profit | Additional New Patients Annually | Additional Profit |
|-------------------------|------------------|-----------------|----------------------------------|-------------------|
| Dentures | \$3,500 | \$2,464 | 2 | \$4,928 |
| Dental Implants | \$6,000 | \$3,977 | 2 | \$7,954 |
| Root Canal | \$950 | \$827 | 2 | \$1,654 |
| Sleep Apnea | \$2,500 | \$1,800 | 2 | \$3,600 |
| Wisdom Teeth | \$1,200 | \$806 | 2 | \$1,612 |
| Total: | | | 10 | \$19,748 |

Now wouldn't it be nice if you could take home that additional **\$19,748**, or even more, with virtually zero risk to you?

Here's Our Strategy

Our strategy targets each of those clinical skills that apply to you and are not currently ranking for on Google. This strategy doesn't replace or compete with your current website. The goal is to add to your new patient flow.

- Your site's layout and content is **optimized** to maximize appointment calls and emails directly to your front desk. All of your new patient leads, calls and emails, are tracked and available for your review 24/7 on your own private LeadFire Control Panel.
- Using LeadFire's Dynamic SEO strategy, your targeted clinical skills sites are always monitored and updated with the **latest technology** to stay current with Google's ever-changing standards.
- We provide you and your team with **in-depth training** to help you convert new leads to patients in your dental chair.
- With LeadFire's **patented technology** your website is built with its own look and feel, personalized with your practice profile and targeted at your non-ranking clinical skills without affecting your current website.
- Traditionally, Google's ranking algorithm has based about 50% of your website rank from links coming into your website. The more inbound links you have from other sites in your dental market, the more Google sees you as an **"Authority"**, resulting in a higher market visibility and page rank.

LeadFire jump-starts your Google Authority by inter-linking your websites with our long established national and local dental directories as follows:

- 1stBraces.com
- 1stCosmeticDentist.com
- 1stDentalImplants.com
- 1stDentalFinancing.com
- 1stDentalHygiene.com
- 1stDentalInsurance.com
- 1stDentist.com
- 1stDentures.com
- 1stGumDisease.com
- 1stGumDisease.com
- 1stPediatricDentist.com
- 1stRootCanal.com
- 1stSedationDentist.com
- 1stSleepApnea.com
- 1stToothWhitening.com
- 1stTMJDentist.com
- 1stWisdomTeeth.com

The **"Proof"** of our strategy is the over 2,000 high ranking dental websites we've created and maintained over the last 18 years. No other dental marketing company in North America has this level of sophistication with dental websites, directory listings and linking.

Here's The Deal

Based upon our analysis of your clinical skills, competitive market, and completed practice profile, we start by building out a supplemental Internet marketing campaign with one or more websites. Each site will:

- Be targeted at a specific clinical skill that's currently not ranking in Google.
- Have its own separate domain name maximized for SEO.
- Be customized with your practice profile – doctor's photo, credentials, services, etc.
- Include its own trackable new patient appointment telephone number connected directly to your front desk scheduling coordinator.

⇒ This plan stands on its own and does not replace or affect your current web marketing. It is specifically designed not to compete with the clinical skills for which your website(s) are already ranking well in Google's search results.

What Does It Cost?

Simple Pricing: Pay-Per-Month or Pay-Per-Lead – whichever works best for you.

Will all leads turn into patients? Your leads will convert at the same rate as any new patient call or email that currently comes into your practice. You will also have the advantage of new patient leads that are specifically searching for your clinical skills.

Studies show that the average dental practice will convert 60% to 80% of the incoming new patient inquiries to scheduled bookings in the practice.

What's On The Table

Currently, we estimate you are leaving about **\$19,748** annually on the table in lost new patients. The monthly fee is \$98. **You have a 30 day zero-risk guarantee.** If you are not happy with our final marketing campaign, we will return your money.

I think you and I can agree that, as a dentist and business owner, this is about as affordable a dental marketing plan as you can find.

Assuming that this is the quality of marketing you need to attract additional new patients to your practice... and we have made the monthly fee affordable... **do you see any good reason not to get started today?**

Get Started Now

No salesperson will call – we don't have a sales team. As a dentist you know it's important to make business decisions based on solid economic facts. Our job is to give you those facts and no sales person is required.

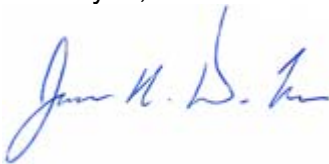
You can enroll directly online at Enroll.LeadFirePro.com.

If you still have questions, just visit us at Features.LeadFirePro.com for detailed answers that will walk you through the complete program.

Alternatively, you can schedule an appointment directly with me at Schedule.LeadFirePro.com. I'm usually available on Wednesday afternoons and Fridays.

If you have an immediate question, call **712-523-3335** and talk to one of our really great client support team members. They're available 9 to 5 Monday through Friday Central Time. Remember, these folks are experienced and knowledgeable technical support people – not salespeople.

Thank you,

A handwritten signature in blue ink that reads "Jim Du Molin". The signature is written in a cursive style with a large initial "J" and "D".

Jim Du Molin
President
LeadFire

P.S. \$98 a month vs. \$19,748 a year... click here to get started Enroll.LeadFirePro.com.