

XYZ Practice
William Rightthinker
P.O. Box 1220
Tiburon, CA 94920

William Rightthinker,

Here is your SEO Report Card for:

- tiburondentalcare.com

This analysis measures your website's Google search engine position for each of the clinical skills you listed in your survey. Your complete **Internet Marketing Report** is attached.

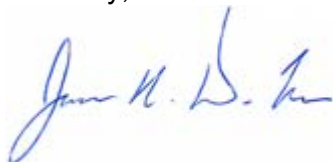
Reality Check: If your websites are not ranked on the first two pages of Google for your specific clinical skills, you are leaving serious money on the table.

Currently, we estimate you are leaving about **\$13,462** annually on the table.

I have prepared a marketing treatment plan for you, just as I would for one of my own Internet marketing campaigns. Like any treatment plan, you can accept none of it, some of it or all of it.

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 afternoons and Fridays.

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

Internet Marketing Report – XYZ Practice

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

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 clinical skill areas you listed in your initial survey. 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.

Clinical Skill / Market	Gross Production	Marginal Profit
Orthodontics for GPs	\$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 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 search listings.

For example: **A.** TMJ Dentist Lexington KY
B. Lexington KY TMJ 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...

Practice: XYZ Practice Lexington, KY

Current Practice Website(s):





- lexingtodontal.com

The Good News

TMJ

Keyword Phrase	Website	Rank	Analysis
TMJ Dentist Lexington KY	lexingtodontal.com	Top Half Page 1	
TMD Dentist Lexington KY	lexingtodontal.com	Top Half Page 1	
Lexington KY TMJ Dentist	lexingtodontal.com	Top Half Page 1	
Lexington KY TMD Dentist	lexingtodontal.com	Top Half Page 1	

Sedation Dentistry

Keyword Phrase	Website	Rank	Analysis
Sedation Dentistry Lexington KY	lexingtondental.com	Top Half Page 1	
Sedation Dentist Lexington KY	lexingtondental.com	Top Half Page 1	
Lexington KY Sedation Dentistry	lexingtondental.com	Bottom Half Page 1	
Lexington KY Sedation Dentist	lexingtondental.com	Bottom Half Page 1	

Dental Implants

Keyword Phrase	Website	Rank	Analysis
Dental Implants Lexington KY	lexingtondental.com	Top Half Page 1	
Tooth Implant Lexington KY	lexingtondental.com	Top Half Page 1	
Lexington KY Dental Implants	lexingtondental.com	Top Half Page 1	
Lexington KY Tooth Implant	lexingtondental.com	Top Half Page 1	
Implant Dentist Lexington KY	lexingtondental.com	Top Half Page 1	
Lexington KY Implant Dentist	lexingtondental.com	Top Half Page 1	



Sleep Apnea

Keyword Phrase	Website	Rank	Analysis
Sleep Apnea Lexington KY	lexingtondental.com	Top Half Page 2	
Lexington KY Sleep Apnea	lexingtondental.com	Top Half Page 2	
Stop Snoring Lexington KY	Not Listed	No Ranking	
Lexington KY Stop Snoring	Not Listed	No Ranking	





Root Canal

Keyword Phrase	Website	Rank	Analysis
Tooth Pain Lexington KY	lexingtondental.com	Top Half Page 2	
Lexington KY Tooth Pain	lexingtondental.com	Bottom Half Page 2	
Root Canal Lexington KY	Not Listed	No Ranking	
Lexington KY Root Canal	Not Listed	No Ranking	





Gum Disease

Keyword Phrase	Website	Rank	Analysis
Gum Disease Lexington KY	lexingtodental.com	Top Half Page 2	
Lexington KY Gum Disease	lexingtodental.com	Bottom Half Page 2	
Gingivitis Dentist Lexington KY	Not Listed	No Ranking	
Lexington KY Gingivitis Dentist	Not Listed	No Ranking	

Tooth Whitening

Keyword Phrase	Website	Rank	Analysis
Teeth Whitening Lexington KY	lexingtodental.com	Top Half Page 2	
Tooth Whitening Lexington KY	lexingtodental.com	Top Half Page 2	
Lexington KY Teeth Whitening	lexingtodental.com	Bottom Half Page 2	
Lexington KY Tooth Whitening	lexingtodental.com	Bottom Half Page 2	

Dentures

Keyword Phrase	Website	Rank	Analysis
False Teeth Lexington KY	lexingtodental.com	Bottom Half Page 2	
Lexington KY False Teeth	lexingtodental.com	Bottom Half Page 2	
Dentures Lexington KY	Not Listed	No Ranking	
Lexington KY Dentures	Not Listed	No Ranking	




Wisdom Teeth

Keyword Phrase	Website	Rank	Analysis
Wisdom Teeth Lexington KY	lexingtodental.com	Bottom Half Page 2	
Lexington KY Wisdom Teeth	lexingtodental.com	Bottom Half Page 2	
Wisdom Tooth Lexington KY	lexingtodental.com	Bottom Half Page 2	
Lexington KY Wisdom Tooth	Not Listed	No Ranking	

Here's Even Better News

The following are your opportunities to improve your new patient flow and profitability:

Orthodontics for GPs

Keyword Phrase	Website	Rank	Analysis
Lexington KY Orthodontics	Not Listed	No Ranking	
Braces Lexington KY	Not Listed	No Ranking	
Orthodontics Lexington KY	Not Listed	No Ranking	
Lexington KY Braces	Not Listed	No Ranking	

Each additional new **Orthodontics for GPs** patient is worth on average **\$3,060** to your bottom line.

Cosmetic Dentistry

Keyword Phrase	Website	Rank	Analysis
Cosmetic Dentist Lexington KY	Not Listed	No Ranking	
Cosmetic Dentistry Lexington KY	Not Listed	No Ranking	
Lexington KY Cosmetic Dentist	Not Listed	No Ranking	
Lexington KY Cosmetic Dentistry	Not Listed	No Ranking	

Each additional new **Cosmetic Dentistry** patient is worth on average **\$3,671** 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 **\$13,462** on the table annually... and possibly much more!

Clinical Skill / Market	Gross Production	Marginal Profit	Additional New Patients Annually	Additional Profit
Orthodontics for GPs	\$3,600	\$3,060	2	\$6,120
Cosmetic Dentistry	\$5,500	\$3,671	2	\$7,342
Total:			4	\$13,462

Now wouldn't it be nice if you could take home that additional **\$13,462**, or even more, with virtually zero risk to you?

Here's Our Strategy

Our strategy targets each of those clinical skills you 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.
- IDA's 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
- 1stDentures.com
- 1stGumDisease.com
- 1stRootCanal.com
- 1stSedationDentist.com
- 1stSleepApnea.com
- 1stTMJDentist.com
- 1stToothWhitening.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?

There is a monthly fee of \$98. There are:

- **No set-up fees**
- **No annual fees**
- **No annual contract**
- **No fees for updating your practice profile**

You are free to leave the program at any time.

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 **\$13,462** 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 absolutely must have an immediate answer to a burning 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