

Mini Digital Analysis

Sunny Smiles Pediatric Dentistry
Dr. Marai Vales DMD



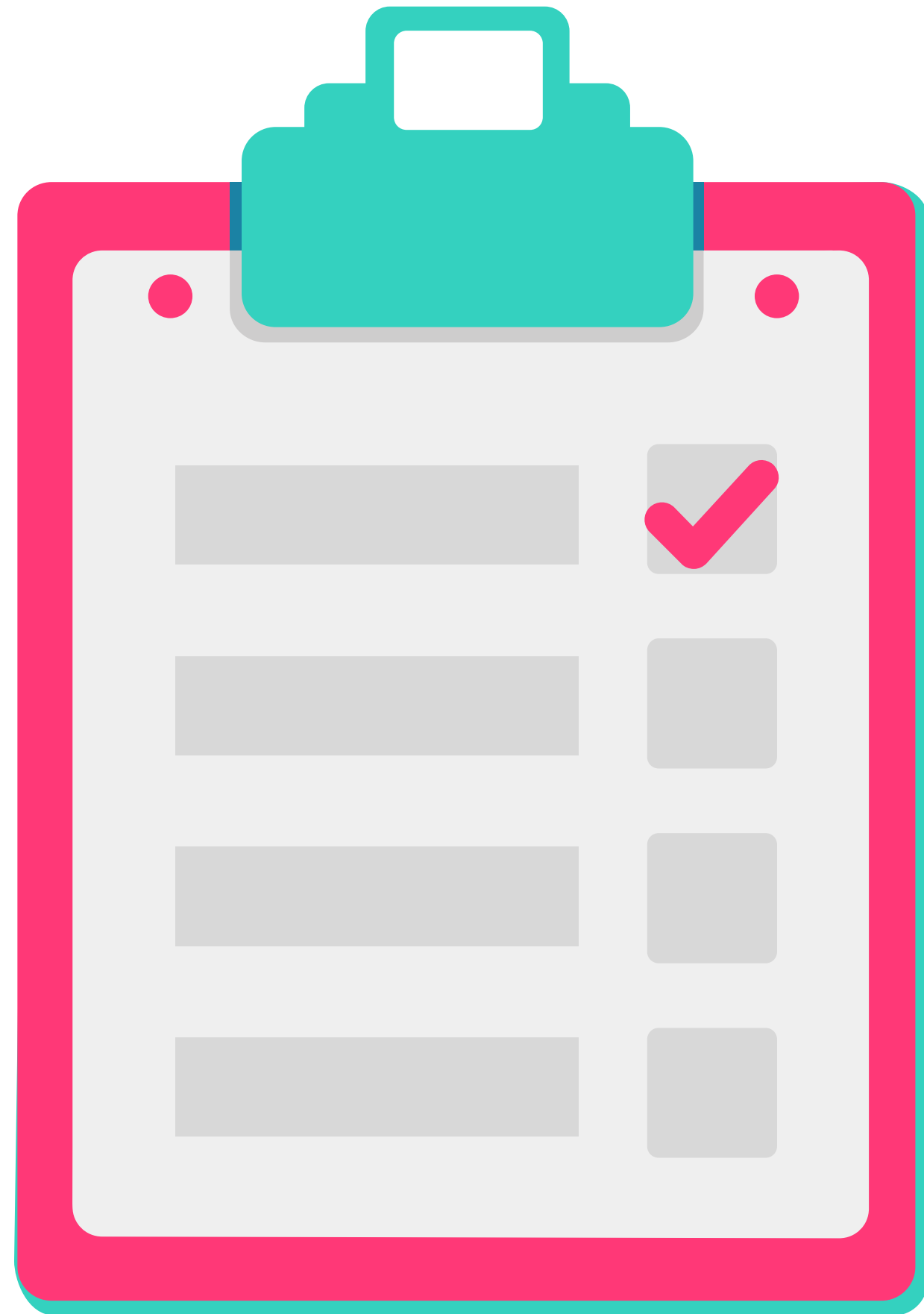
Strategy created by: Vicariously Me Marketing

Date: 4/10/2019

Strategy Reference: Lead Gen Seo Plan

*Vicariously*ME MARKETING

Table of Contents



- 5 Competitor Analysis Report
- 9 Search Engine Optimization
- 12 Final Strategy Recommendations
- 42 Next Steps

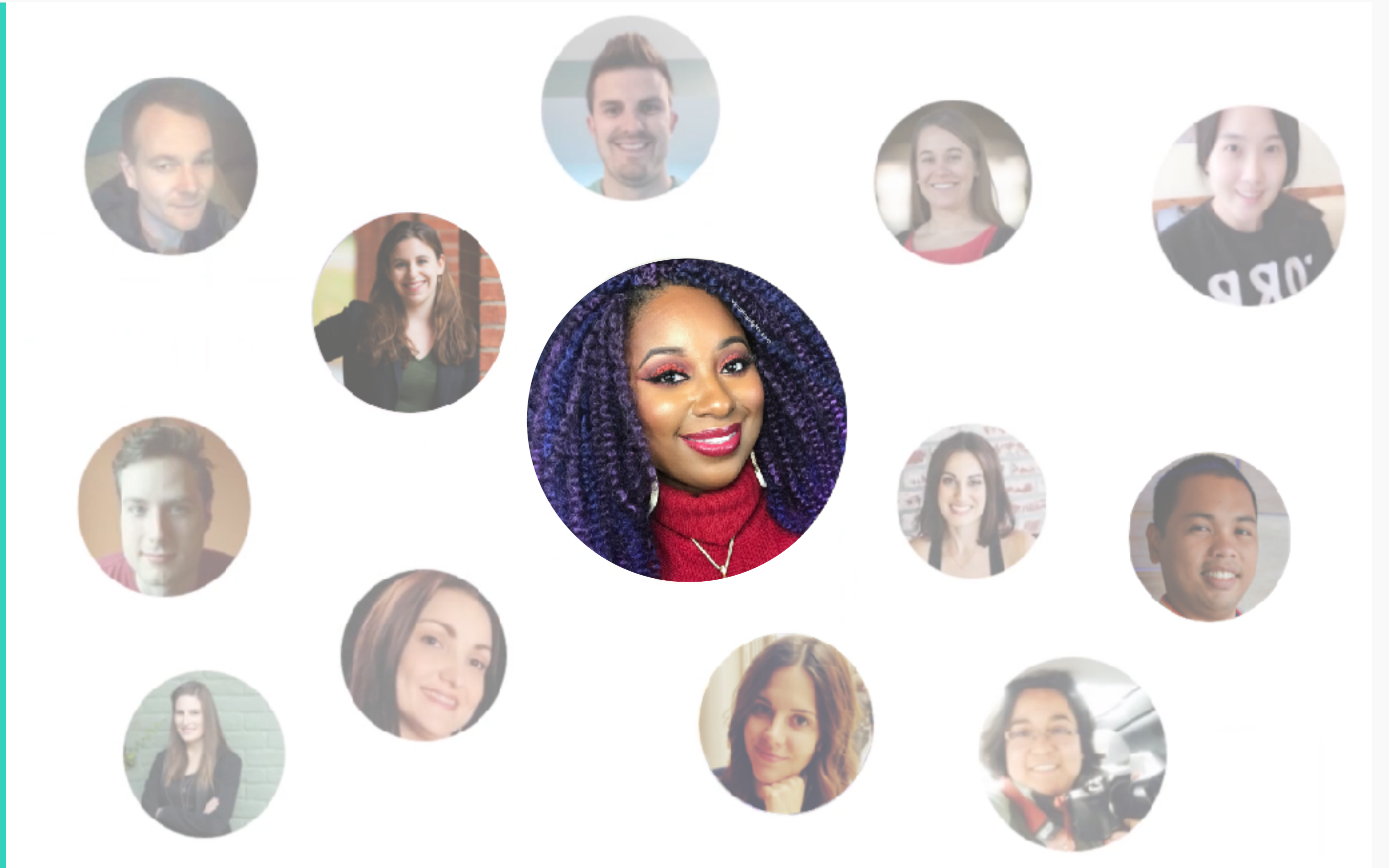
Who We Are

Our personalized marketing approach helps organizations like yours.

Vicariously Me Marketing specializes in providing digital marketing services that help dentistry practices meet their goals, including increasing qualified leads, acquiring new patients, increasing brand awareness, improving marketing and sales efficiencies, and gaining higher ROI from your initiatives.

If you want to be a winner, you'll need the right tools, the right talent, and the right consulting to keep pace.

And when you partner with Vicariously Me Marketing, you get it all!



Meet **Shaqualah**,
Founder and CEO of Vicariously Me Marketing



- ✓ Creator of 2 Online Education Courses, **2018**
- ✓ Named a Top 50 Blogger by Feedspot, **2018**
- ✓ Creator of Money Monday Financial Educational Show, **2018**
- ✓ Founder of Vicariously Me Marketing, **2016**



Competitor Analysis Report

Sunny Smiles Pediatric Dentistry
Dr. Marai Vales DMD

Sunny Smiles Pediatric Dentistry

Domain Overview

Monthly Domain Overview - [www.sunnysmilespediatricdentist...](#)

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS	EST MONTHLY SEO CLICKS
7	4.44
EST MONTHLY SEO CLICK VALUE: \$0.00	

Inbound Clicks from Google - Organic vs. Paid

● ORGANIC ● PAID

Month	Organic Clicks	Paid Clicks
May	0	0
Jun	0	0
Jul	0	0
Aug	0	0
Sep	0	0
Oct	0	0
Nov	0	0
Dec	0	0
Jan	0	0
Feb	0	0
Mar	0	0
Apr	0	0

Paid Search (PPC)

Why no results?

PAID KEYWORDS	EST MONTHLY PPC CLICKS
0	0
EST MONTHLY ADWORDS BUDGET: \$0.00	

2
Keywords their top competitors also rank for

1 YEAR 1 MO
Ranking history - back to their first result in Google

0
AdWords their top competitors also buy

We haven't seen this domain advertise on any keywords in the last 13 years.

ACTIVE USERS RIGHT NOW

0

See live traffic in their Analytics Account

Top 50 highest converting pages/products

Competitor: Elizabeth Staves DDS Pediatric Dentistry

Domain Overview

Monthly Domain Overview - stavespediatricdentistry.com Sm EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS	EST MONTHLY SEO CLICKS
106	81.1
EST MONTHLY SEO CLICK VALUE: \$160	

Inbound Clicks from Google - Organic vs. Paid

● ORGANIC ● PAID

100% Organic Clicks

Paid Search (PPC)

Why no results?

PAID KEYWORDS	EST MONTHLY PPC CLICKS
0	0
EST MONTHLY ADWORDS BUDGET: \$0.00	

56
Keywords their top competitors also rank for

7 YEARS 0 MOS
Ranking history - back to their first result in Google

0
AdWords their top competitors also buy

We haven't seen this domain advertise on any keywords in the last 13 years.

ACTIVE USERS RIGHT NOW

10

See live traffic in their Analytics Account

Top 50 highest converting pages/products

Competitor Analysis Report

Final Analysis

Organic Traffic:

Your main competitors are currently receiving more organic traffic than you.

Paid Traffic:

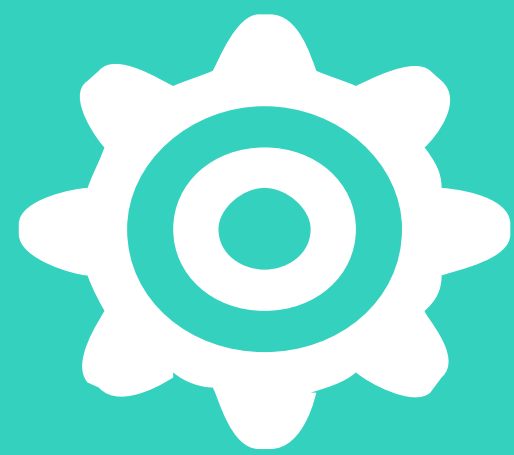
Your main competitors are not utilizing paid advertising effectively, which is a clear advantage for you.

Social Media:

Your main competitors' social media presence is decent, but not extraordinary. They also are not leveraging paid social media advertising, which is a clear advantage for you.

Reputation:

Your main competitors have good reputations online with positive reviews. However, your positive reviews and reputation are also very strong. Having this strong and positive reputation gives you an advantage and a solid foundation to grow your practice with new leads.



Search Engine Optimization

Sunny Smiles Pediatric Dentistry
Dr. Marai Vales DMD

Pediatric Dentistry Pediatric Dentist St. Pete

<http://www.sunnysmilespediatricdentist.com/>

You currently have SEO presence for a 5 Pediatric Dentist keywords in St. Petersburg, with the highest at #4 ranking for “Pediatric Dentist St. Petersburg.” However, there is not enough search volume for this keyword term to generate a lot of traffic with a #4 listing.

Sunny Smiles - Marai Vales, DMD

Website

Directions

Save

4.6 ★★★★★ 15 Google reviews

Pediatric dentist in St. Petersburg, Florida

Address: 8525 Dr M.L.K. Jr St N, St Petersburg, FL 33702

Hours: Open · Closes 5PM ▼

Phone: (727) 914-6611








Appointments: sunnysmilespediatricdentist.com


<http://www.sunnysmilespediatricdentist.com/>

When a Google user types in “pediatric dentist” in the St. Pete area, your website does show up 4th in organic listings. However, Google Ads and the Google Local “pack” show up before your website. By the time a viewer sees your listing, they were already exposed to 7 or 8 different listings. This makes it hard to stand out, as your organic listing is competing against ads and the Google Local listings.

Please see image to the right, which shows the ads and Google local listings that appear for “pediatric dentist.”

Rating - Hours -

Pediatric Dentistry Of Brandon - Ad 4.8 ★★★★★ (388) · Pediatric dentist Brandon, FL · (813) 534-4607 Open · Closes 5PM	 WEBSITE  DIRECTIONS
Elizabeth Staves DDS 4.2 ★★★★★ (49) · Pediatric dentist St Petersburg, FL · (727) 526-5900 Closes soon · 4PM	 WEBSITE  DIRECTIONS
Levitt and Prasatthong DDS PA 5.0 ★★★★★ (81) · Pediatric dentist St Petersburg, FL · (727) 345-3151 Open · Closes 5PM	 WEBSITE  DIRECTIONS
Dr. Thomas Silver 5.0 ★★★★★ (10) · Pediatric dentist St Petersburg, FL · (727) 577-4911 Closes soon · 4PM	 DIRECTIONS

 [More places](#)

THE BEST 10 Pediatric Dentists in Saint Petersburg, FL - Last ...

<https://www.yelp.com> > ... > Health & Medical > Dentists > Pediatric Dentists ▾

Elizabeth Staves, DDS. 5 reviews. Pediatric Dentists. Levitt & Prasatthong, DDS PA. 4 reviews. Worman Sandra A DDS. 5 reviews. Shiny Happy Smiles. 6 reviews. Bay Dental Associates. 8 reviews. Great Expressions Dental Centers. 7 reviews. Brian Vestal, DDS - Vestal Dental. 2 reviews. Kids Smiles Pediatric Dentistry. ...

Elizabeth J. Staves, DDS, PA Pediatric Dentistry - Dental Office St ...

<https://www.stavespediatricdentistry.com/> ▾

At Staves Pediatric Dentistry, we provide a wide range of dental services for your ... We are conveniently located in St. Petersburg, FL and welcome patients from ...
[Contact Us](#) · [Meet Our Team](#) · [Pediatric Dentistry](#) · [Welcome](#)

Dr Myles Levitt and Dr Dan Prasatthong - Dentistry for Children and ...

www.toothfun.com/ ▾

Dr. Myles Levitt & Dr. Dan Prasatthong Pediatric Dentistry for Children and Teenagers Our Dental Office Information Contact Us 7701 38th Ave N, St. Petersburg, ...

Pediatric Dentist in St. Petersburg, FL.

www.sunnysmilespediatricdentist.com/ ▾

At Sunny Smiles Pediatric Dentistry, we specialize in pediatric dentistry. The office of Dr. Marai Vales serves St. Petersburg, FL including the surrounding cities of ...
[About Us](#) · [Office Info](#) · [Dental Info](#) · [Contact Us](#)

SEO Strategy & Recommendations

<http://www.sunnysmilespediatricdentist.com/>

Due to the amount of time and resources it takes to achieve a top ranking in Google for “dentist in” keywords, we do not recommend focusing on your SEO efforts at this time. Also, because you have a solid, first page organic listing in Google already, we can help you boost your rankings when the time is right. At this time, we recommend focusing on paid advertising efforts, which will acquire new leads and patients very quickly.

We recommend creating a targeted landing page with a promotional offer on Google & Facebook/Instagram to increase your pediatric dentist leads and get patients in the door at your practice.

Next Steps for Sunny Smile Pediatric Dentistry

Dr. Vales ,

We are confident that our PD lead generation system will achieve your goals of 10+ new leads per month, allowing you to acquire new PD patients month after month.

Having an effective lead generation system will allow you to grow your practice revenue with new PD patients, in addition to providing you peace-of-mind that you now have a predictable way to generate new leads and new patients.

In addition to generating new leads, optimized sales enablement processes will help you maximize every marketing dollar invested and add immediate revenue to your bottom line.

Vicariously Me is your strategic marketing partner every step of the way.

Ready to get started?

To move forward with this plan, please contact me at qualah@VmeMarketing.com

We look forward to working with you.

Get Vicariously Me Marketing®.
Get Ahead.



Thanks for Considering Us As Your Strategic Marketing Partner

Contact Us



1-813-420-2198



VmeMarketing.com



Qualah@vmemarketing.com



Vicariously Me Marketing is based in Florida