The Dental AI Authority Engine

We help dental practices generate consistent, high-value patient bookings by **dominating local AI and Google search results** for high-intent dental services.

Stop competing on insurance volume. Start attracting the patients who drive real revenue — implants, cosmetic cases, and elective procedures — through a search authority system built specifically for dental practices.

Schedule Your Strategy Call

Most Dental Practices Are Invisible Where It Matters Most

Patients searching for high-ticket procedures like implants, Invisalign, and cosmetic dentistry are making decisions based on who shows up first — in Google, in AI-powered search, and on local maps. If your practice isn't ranking for these high-intent terms, you're losing five- and six-figure cases every single month to competitors who are.

The practices winning today aren't just running ads. They're building **durable search authority** that compounds over time, reduces acquisition costs, and creates a competitive moat that's nearly impossible to replicate.

What We Deliver

The Dental AI Authority Engine is designed to move the needle on the metrics that actually matter to your bottom line — not vanity impressions, but booked consultations and accepted treatment plans.

Rank for High-Ticket Procedures

Dominate search results for implants, cosmetic dentistry, and specialty services that drive real revenue.

Attract Cash-Pay Patients

Shift your patient mix toward elective and cash-pay cases that improve margins and reduce insurance dependency.

Increase Booked Consultations

Generate more qualified inquiries without increasing your ad spend through organic search dominance.

Build Lasting Authority

Establish long-term local authority that competitors can't easily outrank or replicate.

Reduce Reliance on Insurance-Driven Volume

Most dental practices are trapped in a cycle of high-volume, low-margin insurance work. The Dental AI Authority Engine fundamentally shifts this dynamic by positioning your practice as the go-to provider for the procedures patients are willing to pay a premium for.

When you rank first for "dental implants in [your city]" or "cosmetic dentistry near me," you're attracting patients who have already decided they want treatment — they're simply choosing **who** to trust with it. That's a fundamentally different patient than one coming in for a routine cleaning.

The Authority Advantage

Unlike paid ads that stop the moment you stop paying, organic search authority **compounds over time**. Every month you invest builds on the last, creating an asset that continues generating patient inquiries long into the future.

Our Proven Process

A systematic, four-phase approach to establishing your practice as the undisputed local authority for high-value dental services.

How the Dental AI Authority Engine Works

Each phase builds on the previous one, creating a compounding system where every month of investment makes your practice harder to outrank and easier for patients to find.

Map High-Value Procedure Demand

Before we build anything, we need to understand exactly what patients in your market are searching for and where the highest-revenue opportunities exist. This research phase lays the foundation for everything that follows.

Local Market & Revenue Audit

We analyze your specific dental market to identify the procedure categories driving the most search volume and the highest case values — implants, Invisalign, cosmetic, emergency, and specialty services.

High-Value Keyword Mapping

We map every high-intent keyword variation patients use when searching for procedures like full-arch implants, teeth whitening, emergency extractions, and orthodontic consultations in your service area.

Competitor Gap Analysis

We identify exactly where your competitors are ranking, where they're vulnerable, and where the fastest opportunities exist for you to leapfrog them in search results.

Authority Structure Planning

We design a procedure-level content architecture that tells Google — and AI search engines — that your practice is the definitive local authority for each target service category.

Build Procedure-Level Authority

This is where the engine comes to life. We deploy a comprehensive search authority infrastructure across your website, Google Business Profile, and local ecosystem that positions your practice as the trusted expert for every high-value procedure.

1 **"Dentist in [City]" Pillar Page**

A comprehensive, AI-optimized hub page that establishes your practice's overall authority and serves as the anchor for your entire content ecosystem.

2 **Procedure-Specific Cluster Pages**

Dedicated, deeply optimized pages for implants, orthodontics, cosmetic, pediatric, oral surgery, and every specialty you want to be known for — each targeting the exact terms patients search.

3 **Google Business Profile Optimization**

Full optimization of your GBP for procedure categories, service areas, review signals, and local intent — ensuring you appear in the map pack where patients look first.

4 **Local Schema & Technical Deployment**

Advanced local schema markup and mobile-first performance improvements that signal relevance and authority to both Google and AI-powered search platforms.

Content Cluster Architecture

This cluster model ensures that every page reinforces the authority of every other page — creating a self-reinforcing system that grows stronger with each piece of content added.

Increase Consultation Bookings

Ranking is only half the battle. The other half is turning that visibility into booked consultations and accepted treatment plans. We optimize every touchpoint for conversion.

Consultation-Focused Page Structure

Every page is architected around a single goal: getting the patient to book a consultation. Clear calls-to-action, friction-free scheduling, and compelling next-step prompts guide patients toward booking.

Trust-Building Messaging

Credential positioning, years of experience, certifications, and professional affiliations are strategically highlighted to overcome patient hesitation and build immediate confidence.

Before-and-After Case Integration

Visual proof of outcomes is the most powerful conversion tool in dentistry. We integrate case galleries that show real results and help patients visualize their own transformation.

Conversion-Focused Layout Optimization

Page layouts are continuously tested and refined to maximize inquiry rates — from button placement and form design to mobile tap targets and page speed performance.

Expand and Compound

Once the foundation is driving results, we expand your dominance into additional specialties and surrounding service areas — building a long-term market moat that compounds month after month.

Scale Your Authority

01

Reputation Growth Automation

Systematic review generation that builds social proof and improves local rankings simultaneously.

02

High-Ticket Landing Pages

Dedicated implant and specialty landing pages designed for maximum conversion on your highest-value services.

03

Multi-Location Rollout

Replicate the authority engine across additional practice locations with localized optimization for each market.

04

Authority Blog Expansion

Ongoing specialty content that captures long-tail searches and reinforces your expertise across every procedure category.

☐ The Compounding Effect

Every new page, every new review, every new ranking reinforces everything else. By month six, you're not just competing — you're the practice competitors are trying to catch up to.

Expected Results

What measurable outcomes look like within 90–150 days of launching the Dental AI Authority Engine.

Performance Benchmarks: 90-150 Days

15-40

New Patient Inquiries

Additional qualified patient inquiries per month from organic search

20-60

Keywords Ranked

High-intent procedure keywords ranking on page one of search results

↑

Consultation Conversions

Improved consultation-to-treatment acceptance rates through optimized messaging

↑

High-Margin Visibility

Increased visibility for the services that actually drive practice profitability

These aren't projections pulled from thin air — they're based on actual performance data from dental practices using this exact system across competitive local markets.

The Revenue Math: Implant Case Study

Let's walk through a conservative revenue model for a single high-value procedure category — dental implants — to illustrate the financial impact of the Authority Engine.

20 New Consultations

Monthly implant inquiries generated through organic search authority

40% Acceptance Rate

Treatment acceptance rate based on industry benchmarks for qualified organic leads
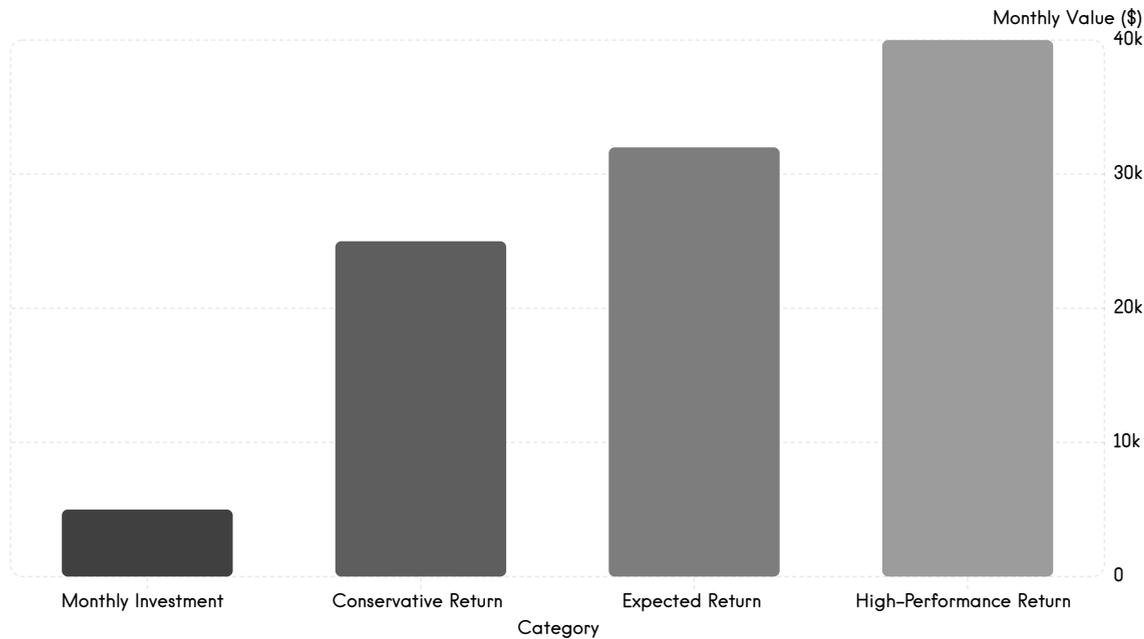
8 New Cases

Accepted implant cases per month at an average case value of $4,000

$32,000 in new monthly revenue from a single procedure category — against an approximate investment of $5,000/month.

Conservative ROI: 5-8x Return

Monthly Value ($)

40k

30k

20k

10k

0

Monthly Investment   Conservative Return   Expected Return   High-Performance Return

Category

The Numbers Don't Lie

At a **~$5,000/month investment**, the Dental AI Authority Engine delivers a conservative **5-8x return on investment** — and that's from implant revenue alone.

Factor in additional procedure categories like cosmetic dentistry, Invisalign, and emergency services, and the total revenue impact multiplies significantly.

Most importantly, this return **grows over time** as your authority compounds and your per-patient acquisition cost continues to decrease.

Investment Tiers

Flexible engagement levels designed to match your practice size, goals, and growth trajectory.

Choose the Right Tier for Your Practice

Starter

$3,000/month

Ideal for single-location practices ready to establish search authority for their core procedure categories. Includes foundational audit, keyword mapping, pillar page development, and GBP optimization.

Growth

$4,500-$6,000/month

For practices ready to aggressively capture market share across multiple procedure categories. Adds expanded content clusters, conversion optimization, reputation automation, and dedicated implant landing pages.

Multi-Location Scale

$7,000-$10,000/month

For multi-location practices and DSOs seeking dominance across multiple markets. Full-scale authority deployment, multi-location rollout strategy, authority blog expansion, and ongoing specialty positioning.
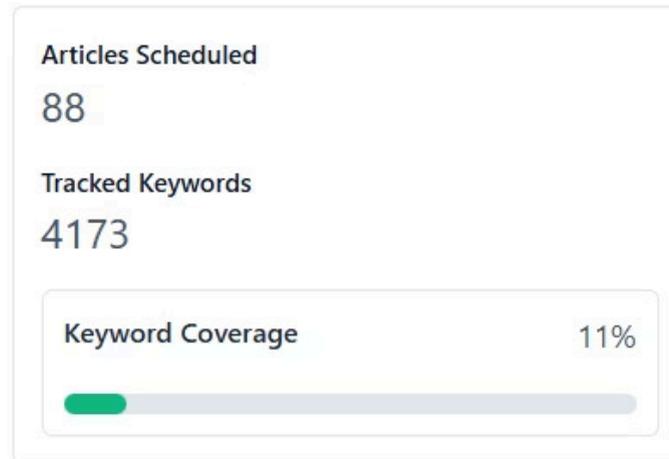
What's Included at Every Tier

Capability	Starter	Growth	Scale
Local market & revenue audit	✓	✓	✓
High-value keyword mapping	✓	✓	✓
Competitor gap analysis	✓	✓	✓
Pillar page development	✓	✓	✓
Google Business Profile optimization	✓	✓	✓
Procedure cluster pages	Core	Expanded	Full
Conversion optimization	—	✓	✓
Reputation automation	—	✓	✓
Implant landing pages	—	✓	✓
Multi-location rollout	—	—	✓
Authority blog expansion	—	—	✓

Why This Works

The structural advantages that make the Dental AI Authority Engine different from traditional dental marketing.
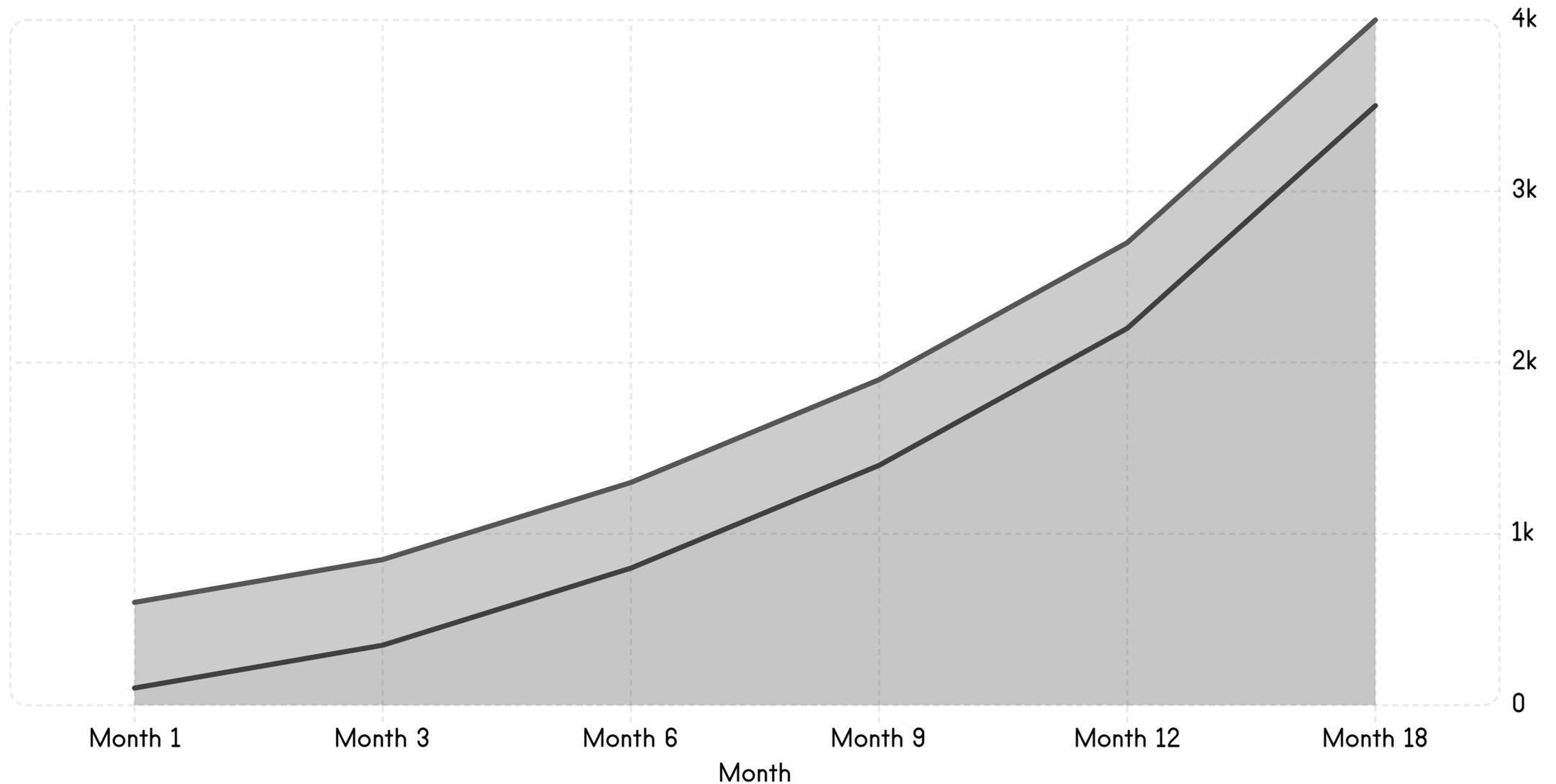
Search Authority vs. Traditional Marketing

Articles Ranking ⓘ +3%

119 144 Articles Published

144

0

May 04 — Feb 10

Keywords ranking ⓘ +10%

46 42 last month

47

0

May 04 — Feb 10

Content Impressions ⓘ +43%

554,589 388,153 last month

555k

0

May 04 — Feb 10

Content Clicks ⓘ +57%

2,959 1,890 last month

3k

0

May 04 — Feb 10

Articles Scheduled

88

Tracked Keywords

4173

Keyword Coverage 11%

Traditional marketing rents attention. The Authority Engine owns it — creating a durable asset that appreciates in value the longer it runs.

The Compounding Authority Advantage

— Paid Ads Traffic   — Authority Engine Traffic

Paid ads deliver a flat ceiling — the moment you stop paying, traffic drops to zero. The Authority Engine starts slower but **compounds exponentially**, delivering more qualified traffic each month at a decreasing cost per acquisition. By month 9, organic authority outperforms paid on both volume and quality.

Our Guarantee

We put our money where our mouth is.

The 90-Day Performance Guarantee

If measurable ranking growth is not achieved within 90 days, we continue optimization at no additional cost until growth is demonstrated.

We don't believe in locking practices into contracts that deliver no results. Our guarantee is simple: if we don't move the needle within 90 days, we keep working — on our dime — until we do. This guarantee reflects our confidence in the system and our commitment to your success.

No Hidden Conditions

Measurable means measurable — keyword rankings, organic traffic growth, and patient inquiry volume.

No Additional Fees

Extended optimization is completely on us. You pay nothing extra while we deliver on our commitment.

Full Transparency

Monthly reporting shows exactly where you stand so there's never a question about performance.

Let's Build Your Authority Engine

The practices that dominate local dental search in 2025 and beyond will be the ones that invested in procedure-level authority now. Every month you wait is a month your competitors have to build a lead that becomes exponentially harder to close.

Step 1: Schedule Your Strategy Call

We'll walk through your market, your goals, and the specific opportunities available in your service area.

Step 2: Receive Your Custom Authority Plan

A detailed roadmap showing exactly which procedures, keywords, and content strategies will drive the highest ROI for your practice.

Step 3: Launch and Start Ranking

We deploy your Authority Engine and begin building the search dominance that will drive patient growth for years to come.

Ready to Dominate Your Local Market?

Stop renting attention. Start owning the search results that drive your highest-value patients to your door.

Clayton Johnson SEO

claytonjohnson.com

Dental search authority built to compound.

Schedule Your Strategy Call →

5-8x
Conservative ROI

90
Day Guarantee