

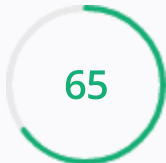
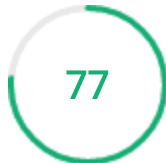
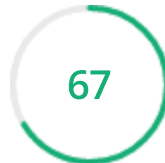
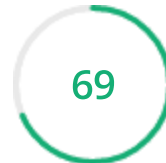


COMPETITION REPORT

A New Smile Dental Center

14050 SW 84th St Ste 103, Miami, FL 33183








June 6, 2024

	 <p>65</p> <p>A New Smile Dental Center</p> <p>FL 33183 (305) 383-9944 anewsmiledentalcent...</p>	 <p>77</p> <p>Great Expressions Dental Centers - Kendale Lakes</p> <p>FL 33186 (305) 385-4215 greatexpressions.com</p>	 <p>67</p> <p>Affordable Dentures & Implants</p> <p>FL 33014 (954) 737-1119 affordabledentures.c...</p>	 <p>69</p> <p>Assure A Smile - Holistic Dentist Miami</p> <p>FL 33173 (305) 274-0047 assureasmile.com</p>
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DIGITAL MARKETING

Advertising

Google Ads Campaign	✗	✓	✓	✓
Keywords	–	48	6.7K	9
Top Ads	–	2	6	1
Ads Traffic	–	–	14.7K - 22.1K	–
Ad Spend	–	\$139 - \$209	\$310.7K - \$466K	–
SE Traffic	522 - 784	17.6K - 26.4K	111.2K - 166.9K	830 - 1.2K
SE Traffic Price	\$11.8K - \$17.8K	\$122.8K - \$184.3K	\$389.2K - \$583.8K	\$8.3K - \$12.5K
Organic Keywords	–	40.7K	113.8K	2.7K





Display Ads	×	✓	✓	×
Facebook Ads	×	12	6	×
Yelp Ads	×	×	×	×
Google Reviews				
Negative	2%	13%	8%	11%
Neutral	1%	2%	—	—
Positive	2%	85%	92%	89%
Social Media Presence				
 Facebook Business Page	✓	✓	✓	✓
 X (Formerly Twitter) Business Account	×	✓	✓	✓
 YouTube Channel	✓	✓	✓	✓
 LinkedIn Company Page	✓	✓	✓	✓
 Pinterest Business Account	✓	✓	✓	✓
 Instagram Business Account	✓	✓	✓	✓
 TikTok Business Account	×	×	×	×

SMO Analysis

Facebook Likes	592	55,630	15,622	649
Facebook Check ins	874	329	–	89
Facebook Followers	599	55000	17000	692
Facebook Overall Review Rating	4.9	3.6	4.3	–
Facebook People Talking About This (PTAT)	–	–	–	–
X (Formerly Twitter) Followers	–	24,745	39	696
Post Count	–	9295	17	3469
X (Formerly Twitter) Following	–	1,331	46	351
X (Formerly Twitter) Likes	–	608	5	68
X (Formerly Twitter) Last Engagement	–	March 17, 2020	September 22, 2014	June 09, 2023
X (Formerly Twitter) Description	–	–	–	–
X (Formerly Twitter) Post Frequency	–	–	–	–
Youtube Videos Counts	9	134	229	2
Youtube Subscribers Counts	14	228	334	18
Youtube Views Counts	5,678	70,610	1,119,614	3,282
Latest Posted Date	–	–	–	December 18, 2020

Pinterest Followers	–	410	38	39
Pinterest Following	7	494	23	13
Pinterest Pins	17	20	971	147
Pinterest Boards	5	2	14	13
Pinterest Profile Image	✓	✓	✓	✓
Pinterest About Description	–	–	–	–
Pinterest Domain Verified	✗	✓	✗	✗
Pinterest Verified Merchant	✗	✗	✗	✗
Instagram Posts	278	116	153	605
Instagram Followers	1,042	140	5,656	656
Instagram Following	190	140	227	179
Instagram About (bio) Description	85 Char	155 Char	103 Char	115 Char
Instagram Last Post Date	–	–	–	–
TikTok Following	–	–	–	–
TikTok Follower	–	–	–	–
TikTok Likes	–	–	–	–
TikTok Description	–	–	–	–




Local Business Presence

 Google My Business	✓	✓	✓	✓
 YP.com	✓	✗	✗	✗
 Yelp	✓	✓	✗	✓
 Nextdoor	✓	✓	✗	✓

Name, Address, Phone - (NAP)

NAP Error Rate	50%	33%	75%	67%
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Multi-Screen Compatibility

 Mobile Friendly	✓	✓	✓	✓
 Responsive Design	✓	✓	✓	✓
 PageSpeed (Mobile)	14 ✗	32 ✗	35 ✗	12 ✗

SEO Analysis

Domain Redirection	✓	✓	✓	✓
Robots.txt	✓	✓	✓	✓
Sitemap.xml	✓	✓	✓	✓
Title Tag Compliance	✓	✓	✓	✓

Location In Title	✓	✗	✗	✓
Unique Title	✓	✓	✓	✓
Meta Description Compliance	✓	✓	✓	✓
Headings Included	✓	✓	✓	✗
Image Alt Text	✗	✓	✓	✗
Frames Excluded	✗	✓	✓	✓
Flash Excluded	✓	✓	✓	✓
Backlinks	61	114,691	26,053	5,650
Domain Authority	0	47	0	26
Rich Snippets	✗	✗	✗	✓
SEF URL	✓	✗	✓	✓
Sitemap.html	✓	✗	✓	✗
Text Content	✗	✗	✓	✓
Domain Age	17 Y, 10 M	25 Y, 6 M	25 Y, 4 M	23 Y, 5 M
Trust Flow	6	30	49	18
Keyword Analysis (SEO) - Google				
miami dentists	3	—	—	—

dental in Miami	3	-	-	-
dentist in miami fl	4	-	-	-
new smile dental	2	-	-	-
dentist miami	4	-	-	2

Note: The keyword rank may vary based on location.

Content Analysis

Local Phone Number	✓	✓	✗	✓
Address on Homepage	✓	✗	✗	✓
Map & Directions	✓	✓	✓	✓
Contact Us	✓	✓	✓	✓
Privacy Policy	✓	✓	✓	✗
About Page	✓	✗	✓	✗
Services Page	✓	✗	✓	✓
Insurances Accepted	✗	✓	✗	✗
Business Hours	✓	✓	✓	✓
FAQ	✗	✗	✓	✓
Newsletter	-	-	-	-

Infrastructure Robustness

PageSpeed (Desktop)	29 ❌	57 ⚠️	90 ✅	41 ❌
Caching Enabled	✅	❌	❌	✅
Image Size Optimization	❌	✅	❌	❌
Text Compression	❌	❌	❌	❌
Server Response Time	0.197002 s ✅	0.214 s ✅	0.044494 s ✅	0.226458 s ✅
No Page Redirects	✅	✅	✅	✅
Prioritize Visible Content	✅	❌	✅	✅
Wordpress	✅	✅	❌	✅
Google Analytics	✅	✅	✅	✅
Website Page Count	77	59	57	53

E-commerce

Created	-	-	-	-
Del/Return Policy	✅	❌	❌	❌

Inventory Tracking

Reservation	✅	✅	❌	❌
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Customer Feedback

Reviews	✓	✓	✓	✗
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Product Insight

Product Count	-	-	-	-
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Average Product Price	-	-	-	-
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Featured Products	✗	✗	✗	✗
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Promotions	✗	✓	✓	✗
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Coupons	✗	✗	✗	✗
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Interactive Widgets

Schedule	✓	✓	✓	✓
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Finance	✗	✓	✓	✗
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Wishlist	✗	✗	✗	✗
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Order Tracking	✗	✗	✗	✗
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Get A Quote	✗	✓	✓	✗
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Marketplace

FB Shop	✗	✗	✗	✗
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Amazon Seller	✗	✗	✗	✗
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Technology Breakdown

Monthly Tech Spend	\$1K - \$5K	\$5K - \$20K	\$1K - \$5K	\$0K - \$1K
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Monthly App Spend	-	-	-	-
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E-commerce Technology Breakdown

Installed Apps	-	-	-	-
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Plan	-	-	-	-
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Last Plan Change at	-	-	-	-
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Ecommerce Platform	-	-	-	-
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Last Platform	-	-	-	-
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Ecommerce Tools	-	-	-	-
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Payments	-	-	-	-
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Top Ads

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