

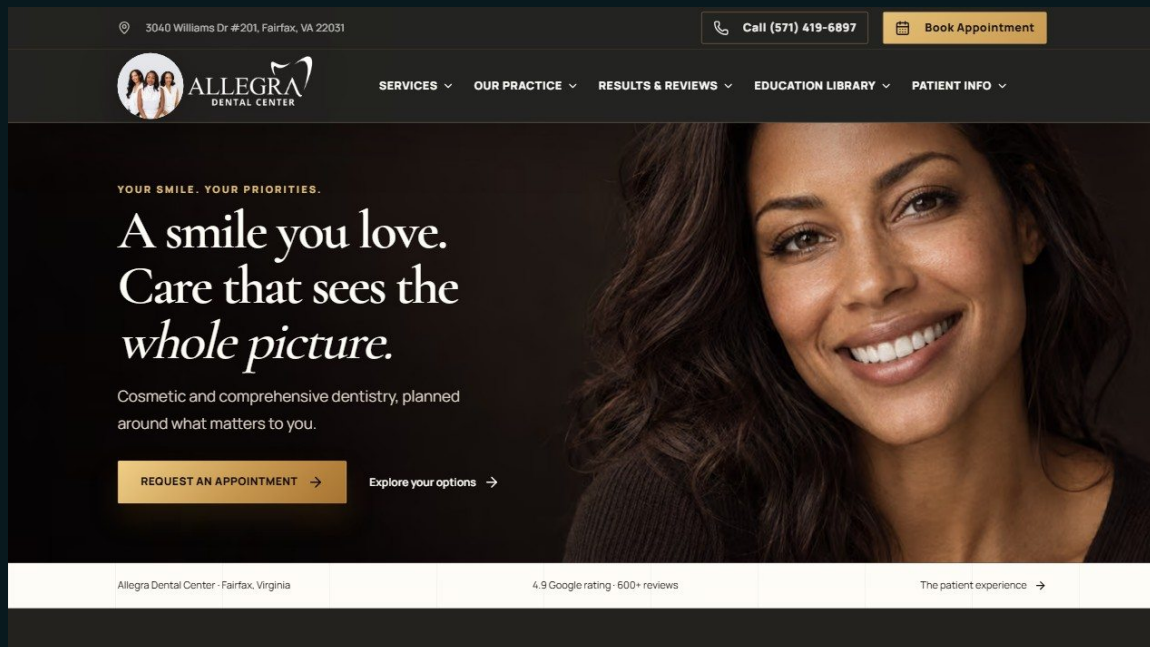


Smarter Practice

FOR INDEPENDENT DENTAL PRACTICES

Custom from the start. *Care beyond launch.*

A distinctive custom website, SEO and original content. I use AI to analyze the searches where your site appears, then turn useful findings into content and website improvements. You work directly with me.



Selected work / Allegra Dental Center, Fairfax, Virginia

A website shaped around your practice

Custom design, implementation, hosting and ongoing website care.

Original content with a purpose

Two substantive content packages each month, chosen from search questions and your practice's knowledge.

\$1,500/month

No separate website build fee. No upfront website payment. Billing starts at approved launch.

See full service, scope and terms

Search and Google presence

Search queries, clicks and pages guide technical SEO and useful improvements; Google presence and review monitoring remain connected.

Connected continuing work

Weekly analysis, finished improvements and a comprehensive report connecting performance, work and next priorities.

The same expertise. *A clearer presentation.*

Allegra's doctors already had useful answers on film. I used ChatGPT and Codex to refine the setting, framing and graphics, while keeping their original voices and delivery.

ORIGINAL RECORDING



REFINED PRESENTATION



[Watch the matching 20-second comparisons](#)

The search informs the next improvement.

Codex and ChatGPT Work connect practice knowledge, creative exploration and search analysis with content and code. If you use Google Ads, search terms, campaign performance and landing pages guide spending decisions. Your report shows what I found, what changed and what comes next. Earlier commitments carry forward; I check the work and stay responsible.

Notice and choose

Find a useful opportunity in the practice's goals, evidence or finished work.

Improve and verify

Explore alternatives, complete the work and check the actual experience.

Return and learn

Carry commitments forward. Review changes at their measurement checkpoints.

Planned follow-up / November 9: Review which excerpts people choose, how often they finish and where they go next. Combine those observations with practice feedback to choose the next refinement.

Start with three useful opportunities.

I'll review your public online presence and identify three improvements I would prioritize. The initial review is at no charge.

[Start at smarterpractice.ai](#)

[See a sample weekly report](#)

Google Ads management is included if elected; ad spend is separate. Standard website inquiry routing and follow-up are included once set up.

One brand, one website, up to two locations. Scope is agreed before build. Original or clinical video production, extra locations and work inside practice-management, telephone or financial systems are separately scoped.