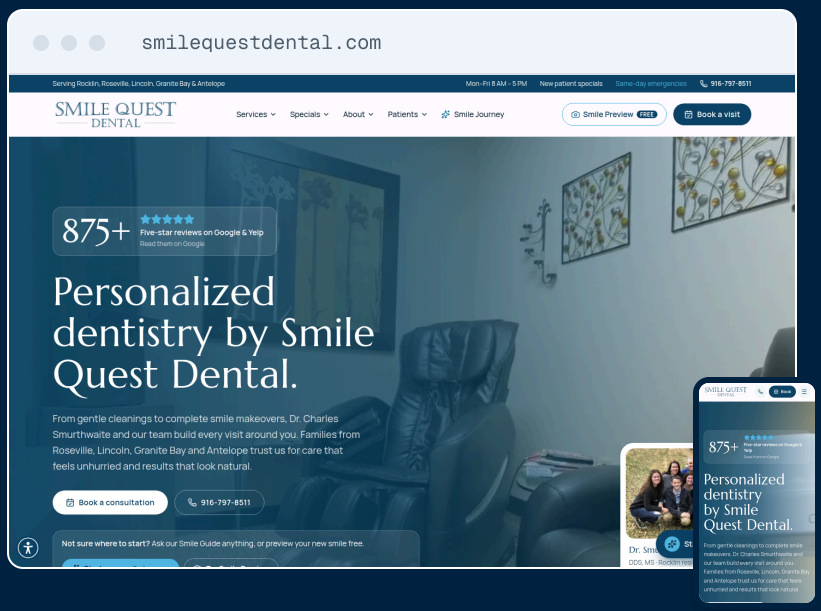
DENTAL MARKETING MEDIA KIT · SHARED BY DR. CHARLES SMURTHWAITE, DDS, MS

The team behind Smile Quest Dental's new website.

Shared with the dentists, orthodontists and specialists Dr. Smurthwaite trusts. We do three things exceptionally well for dental practices: **SEO and AI search (GEO), lead generation, and beautiful websites built to convert.**



OUR STRENGTHS

Found. Chosen. Booked.

SEO + AI search (GEO)

Found on Google and recommended by AI

- Map-pack rankings for “dentist near me”, implants and Invisalign in every city you serve
- GEO: content, schema and citations that get AI assistants to recommend your practice
- Procedure and city pages built for Google and AI answers, like Smile Quest’s 25+ and 6
- Review programs that feed both Google rankings and AI recommendations

#1
ranked dentist in its market
CANYON CREST DENTAL

Lead generation

Fill the schedule with the cases you want

- Implant, Invisalign, emergency and new-patient campaigns
- Dedicated landing pages built for one procedure and one action
- Call tracking and recordings, reviewed by our call analyst
- Email and SMS recall that books patients you already have

15 → 300+
new patients a month
CANYON CREST DENTAL

Websites made to convert

Beautiful, functional and built to book

- Reviews, a booking button and tap-to-call on the very first screen
- Video office tours and real before and after sliders, no stock photos
- Smile Preview and Smile Guide AI tools that turn browsers into bookings
- Online forms, financing and membership plans, all without a phone call

875+
5-star reviews on the first screen
SMILE QUEST DENTAL

FEATURED WORK

Smile Quest: all three at work

- 875+ five-star Google and Yelp reviews shown on the very first screen
- Drag-to-compare before and after gallery of real Smile Quest patients, no stock photos
- Smile Guide AI assistant and a free Smile Preview tool that turn browsers into bookings
- A video tour of the office as the hero, so patients feel at home before they call
- Profiles for all 5 doctors and the full 19-person team
- 25+ procedure pages and city pages for Rocklin, Roseville, Lincoln, Granite Bay, Antelope and Loomis

DENTAL RESULTS

Practices like yours, growing

RIVERSIDE, CA · FAMILY & COSMETIC

Canyon Crest Dental

15 → 300+

new patients a month

$900K+ monthly revenue · 15x return · #1 ranked dentist in its market

4 LOCATIONS · IMPLANTS

Healthy Smiles California

100s

implant cases every month

Implant landing pages, paid search and video · thousands of 5-star reviews

NV, OR, WA, UT & CA · DSO

Multi-state dental group

~50

practices we market

The full outsourced marketing department for a multi-specialty, multi-brand group

> **"When we started with RPM we were seeing about 15 new patients a month. Today it's over 300, and the practice is doing more than $900K a month."**
>
> Dr. Craig Merrihew · Canyon Crest Dental

WHAT MAKES US DIFFERENT

Why doctors stay with RPM

Dental is our deepest bench

We work with 150+ dental offices, from single-doctor practices to a ~50-practice DSO. We know case acceptance, recall, insurance mix and what a new patient is worth.

Ahead of the curve on AI

We were optimizing for ChatGPT, Gemini and AI Overviews before most agencies knew what GEO was, and we build AI tools like Smile Guide into practice sites.

Measured in patients, one team

We report booked cases, not clicks, keep pixels off patient pages, and do it all in-house. Founder Ryan Pereyra still answers the phone. 20 years in.

BY SPECIALTY

Built around how you get patients

General & family dentists

- New-patient specials and map-pack rankings
- Recall and reactivation by email and SMS
- Review generation after every visit
- Emergency and same-day search campaigns

Orthodontists

- Invisalign and braces campaigns for parents and adults
- Free-consult funnels with online booking
- Social video that reaches teens and parents
- Referral tracking from general dentists

Specialists

- Implant, full-arch and oral surgery landing pages
- High-intent campaigns tracked to accepted cases
- Periodontics, endodontics and pediatric visibility
- Referral-doctor relationships and education content

Also in-house: Social media · Video & commercials · Email & SMS · TV, radio & streaming · Apps & patient tools

FOR DOCTORS REFERRED BY DR. SMURTHWAITE

Get a free SEO + AI search audit and homepage mockup

Mention Smile Quest when you reach out. We'll review your Google rankings, where your new patients come from and how well your website converts, then show you what your new homepage could look like. No cost, no obligation.

(877) 929-8331 ★ 5.0 on Google

Scan for the full kit