

Competitive Audit Report

1. Competitive audit goal(s)

Goal: Find what other dental websites are offering for their Membership program, how to book an appointment, and what their websites look like

2. Who are your key competitors?

Direct competitors are: Palisades Dental, Elite Dental, Monarch Dental & Orthodontics, Stonehaven Dental, and Skyridge Valley Dental Care

3. What are the type and quality of competitors' products?

All competitors offer the same type of General Dentistry and Cosmetic as AMFD. Each office additionally offers specialty treatment such as Periodontics, Endodontics, Oral Surgery, Sedation, Pediatric and Orthodontic services.

Monarch Dental & Orthodontics and Elite Dental place themselves as affordable dentistry.

4. How do competitors position themselves in the market?

Palisades Dental: Making dentistry as comfortable as possible.

Elite Dental: High-quality comprehensive dental care at affordable prices.

Monarch Dental & Orthodontics: Deliver unparalleled dental care that is affordable and accessible.

Stonehaven Dental: In a comfortable environment, we focus on treating dental needs as well as educating patients on the importance of maintaining oral health habits.

Skyridge Valley Dental Care: Oral health directly affects your overall health and we are equipped with state-of-the-art equipment for your dental care.

5. How do competitors talk about themselves?

Palisades Dental: The region's most family-friendly dentistry practice.

Elite Dental: Our dentists and team are committed to meeting the dental needs of all patients, from kids to grandparents.

Monarch Dental & Orthodontics: When you're ready, we're ready!

Stonehaven Dental: Our friendly dentists can provide you with top-quality care when you need it.

Skyridge Valley Dental Care: We are passionate about what we do, and our top priority is making sure that you and your family feel confident about your smile.

6. Competitors' strengths

Palisades Dental:

- **Membership Program:** Clear and informative Membership program information. They offer a variety of membership deals for individuals and larger families.
- **Booking an Appointment:** Their call to action "Connect with us" button scrolls with the page offering the user an easy way to book an appointment at any point.
- **Website:** Their website does need work and we did not find it a good source of inspiration.

Elite Dental:

- **Membership Program:** NONE
- **Book an Appointment:** NONE
- **Website:** is the strong side of Elite Dental. With features such as a Google view of their office, nice movement on the website to catch attention, good visuals, upbeat color choice, and plug-ins such as Google reviews, and social media. Website gives a sense of professionalism and friendliness.

Monarch Dental & Orthodontics:

- **Membership Program:** Lowest membership fee and outstanding online signup for either one or two years. Clear description of what is included and when/how much members will have to pay extra.

- **Book an Appointment:** Seamless online booking either from a location perspective or by choice of doctor. Great user experience.
- **Website:** Has clear photos and catchy illustrations throughout the website. Blog is updated and informational. Features worth mentioning in connection with the goal of this research are: Elaborate FAQ section, Google reviews, Google maps for location, clear call to action on each page, comprehensive list of services rendered in alphabetical order. Accessibility button available

Stonehaven Dental:

- **Membership Program:** Super easy online sign up and competitive prices. Also an online patient portal for paying bills, managing appointments, and timeline of care.
- **Book an Appointment:** Online appointment booking available. Before showing the user available appointments and proceeding to booking, the website also shows you what dentists work there with a picture and short bio. Creating a sense of comfort and familiarity for users.
- **Website:** Even Though website is for a chain of dental offices it still looks welcoming and personable. New patients can easily navigate and find necessary information with just the right amount of text and visuals. Booking appointments and signing up for the Membership program open in a new tab keeping the user in place on the website.

Skyridge Valley Dental Care:

- **Membership Program:** NONE
- **Book an Appointment:** Online booking available with a good user flow, keeping users on the website instead of opening a new tab or losing the brand identity with a plug-in. Best part of the website.
- **Website:** Accessible with a few contrast errors. Clear call to action on landing page (that does scroll out of sight leaving no call to action). The Facebook plug-in shows more about the people and facility. Great "About your dentist" page. Footer specifically mentions those with disabilities are welcome and accommodations can be made.

7. Competitors' weaknesses

Palisades Dental:

- **Membership Program:** is one of the most expensive of all the dental offices.
- **Book an Appointment:** Booking an appointment through their website has six different calls to action = Connect with us, Get in touch, Get appointment, Reach out for more info, Contact us, and Request an appointment.
- **Website:** Their website lacks personality and character, with better quality visuals throughout the website. Lack of focus and attention to details.

Elite Dental:

- **Membership program:** is offered on every single page, however no other information is given on the website. Annoying and redundant.
- **Book an Appointment:** The option to book an appointment online is not available, only to request an appointment with name, phone number, email, and a short message.
- **Website:** Too much reading on pages such as "Treatments" and "What we do", valuable space taken by videos, a lot of accessibility issues, url is "American Fork Dental" which is confusing, wood and brick background is distracting and does not fit the overall feel of the website.

Monarch Dental & Orthodontics:

- **Membership Program:** NONE
- **Book an Appointment:** NONE
- **Website:** One of the easier dental websites to navigate. There is some room for improvement in the following: Too much reading without visual brakes, No visuals on their facilities, not much information on each doctor other than a simple quote, Contrast issues.

Stonehaven Dental:

- **Membership Program:** NONE
- **Book an Appointment:** No way to book directly from the dentist. Users must close the overlay and proceed from there.
- **Website:** The top of some pages look like ad banners leading the eyes downward and skipping that important information. No Google plug-in for reviews could lead to users being doubtful of legitimacy of reviews posted on the website. Doctor bio on mobile is too big for screen, cutting the portrait in half and causing confusion as to what happened and how to close the window. Contrast errors on important call to action buttons. The website could benefit from being less commercial and more personable.

Skyridge Valley Dental Care:

- **Membership Program:** None offered.
- **Book an Appointment:** When booking an appointment users might not see that there are more appointment options if the user scrolls. The "Next Step" button floats over the remaining appointments.
- **Website:** No call to action or not clear on other pages than the landing page. Services page is a lot of reading with no visual brakes. Header seems under utilized and footer is busy and unorganized. Users also have to manually add the address to another app to find their way to the office since the website does not offer a clickable link.

8. Gaps

- Too much reading and not enough visuals
- Reviews and testimonials need to be legitimate
- Membership programs not highlighted enough - do not let your insurance or lack of insurance dictate the health of your mouth
- Good patient education
- Familiarity with staff and facility

9. Opportunities

- Fun, informative, more visual patient education in the treatment/services sections
- Patient review focused landing page
- Online sign-up for Membership Program
- Easy online booking or appointment request
- Dental websites with character
- Introducing the doctor in a fun and personable way while also highlighting professionalism.
- Accessible website
- Fun, informative and lively blog section
- Gallery with before and after photos, photos of office, tech, staff. More visuals