

YOUR MARKETING TREATMENT PLAN

Note: Higher-tier packages include everything in lower-tier packages.

449/m - WEBSITE ESSENTIALS

Fully custom modern website. Managed, updated, and improved every month.

699/m - COMPLETE SEO

Local SEO. Increased visibility on Google. Stronger first impression. Optimized online reputation.

899/m - COMPLETE SEO + AI ADVANTAGE

More visibility. More trust. More ideal patients.
Protect your practice as AI changes how patients find you.

**MOST
POPULAR**

1,899/m - GROWTH DIGITAL MARKETING

Google Search Ads. Facebook Ads. Instagram Ads. TikTok Ads.
Highly targeted ads ran to attract new patients.

See details*

4,999/m - FULLY OUTSOURCED CMO

Dedicated, full-time marketing professional focused on your practice.
Quarterly 1 on 1 strategy sessions with CTL CEO & COO.

*Clear to Launch uses a transparent fee model. Ad spend is itemized separately from management fees. Budgets are recommended and updated to align with the individual practice's goals.

A PROVEN PARTNER

Guaranteed Success. Effortless For You.



No Contracts (Month to Month)

This guarantees we keep providing value to you every month.



\$1,500 Setup Fee: Waived

\$0 to get started.



18 Month Rate Lock

Easy budgeting. No surprises.



\$30K Production Guarantee (REFUND)

If we don't perform, you receive a full refund.

NEXT STEPS

We do the work, you get the results.



“One of the best investments I've ever made in my practice.”

Dr. Brad Lance



“A phenomenal company to work with.”

Dr. Kelly Jobe



KIDS SMILES
PEDIATRIC DENTISTRY



“Finally, a marketing agency that I can trust.”

Dr. Jason Edwards



	Website Essentials	Complete SEO	Complete SEO + AI Advantage	Growth Digital Marketing	Fully Outsourced CMO
Website Development					
Customized Website Design	✓	✓	✓	✓	✓
Mobile Responsive With Quick Action Buttons	✓	✓	✓	✓	✓
Free Redesign Every 24 Months	✓	✓	✓	✓	✓
Website Analytics - Google Analytics 4 (GA4)	✓	✓	✓	✓	✓
Conversion Tracking (Calls, Forms, Online Bookings)	✓	✓	✓	✓	✓
ADA-Friendly Accessibility	✓	✓	✓	✓	✓
Integrations: Online Booking, Payments, Forms, Chat, etc.	✓	✓	✓	✓	✓
WAF Firewall, Malware Removal & SSL Certificate	✓	✓	✓	✓	✓
Smile Gallery & Before-After Sliders		✓	✓	✓	✓
Secure Hosting, DNS Setup, Bandwidth	125GB	200GB	200GB	200GB	200GB
Backup Storage and Recovery	Monthly	Weekly	Daily	Daily	Daily
Website & Content Updates	\$129/hr	1hr Per Month	Unlimited	Unlimited	Unlimited
Platform Setup and Onboarding Fee	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
On-Site SEO					
Meta Description & Page Title Optimization	✓	✓	✓	✓	✓
Image Size & Alt-tag Optimization	✓	✓	✓	✓	✓
Heading & Copy Optimization	✓	✓	✓	✓	✓
Schema Markup	✓	✓	✓	✓	✓
Internal Linking	✓	✓	✓	✓	✓
Page Speed Testing	Yearly	Quarterly	Monthly	Weekly	Weekly
SEO & Online Reputation					
Google Review Acceleration System	Video Training	Video Training		1 on 1 Training	
Online Practice Listings Audit		Yearly			
NAP Repair & Duplicate Removal			Monthly	Monthly	Monthly
Google Business Profile Posts					
Blog Writing (In-House Copywriter)		Quarterly			
Social Media Audit & Optimization					
Keyword Rank Progress and Reporting			Quarterly	Quarterly	Quarterly
Bulk Manual Backlink, Citation & Directory Building		Yearly			
Mass Business Listing Distribution		~100	300+	300+	300+
AI Optimized Content & Markup			✓	✓	✓
Semantic AI Search Content & Structured Data			✓	✓	✓
AI/Voice Query Optimization			✓	✓	✓
Local AI Knowledge Graph Optimization			✓	✓	✓
Adaptive AI Trend Tracking & Updates			✓	✓	✓
Digital Marketing					
Paid Social Media Marketing (FB, IG, TikTok)					
Paid Search Engine Marketing (Google Ads)					
					See Details On Next Page
Fully Outsourced CMO					
Annual Photo / Video Shoot					✓
Full Time Practice Success Team Member					✓
Quarterly 1 on 1 Strategy Session with CEO & COO					Limit 25*
	Website Essentials \$449/M	Complete SEO \$699/M	Complete SEO + AI Advantage \$899/M	Growth Digital Marketing \$1,899/M	Fully Outsourced CMO \$4,999/M

All Packages Receive

- Single Location Practice Website (Up to 20 Service Pages)
- Custom Styled Website Aligned With Your Brand
- Multi-Location Websites Receive Special Pricing
- Custom Integrations & Features Receive Special Pricing



Digital Marketing Services

- Google Partner & Meta Business Partner
- \$500+ In Free Google Ad Credits For Your Practice
- Facebook, Instagram & TikTok Ads Included
- Up To 5 Campaigns Per Platform
- Ad Graphic Creation Included
- Multi-Location Practices Receive Special Pricing

