

Every Smile Dentistry – Pretoria Decision Brief (Condensed)

Prepared for: Dr. Zungu

Prepared by: Symaxx Digital (Bukhosi Moyo)

Period Covered: GBP **Mar–Aug 2025**; GA4 **Aug 2024–Aug 2025**

Decision Lens: Keep & 90-day turnaround vs. orderly closure

1) Executive Summary

Pretoria shows **solid demand signals** (calls, directions, page views) but **weak measured conversion** because GA4 conversions are not configured for the location page. July was a **peak month** across GBP actions with a **dip in August**. The location's **restricted service mix** (no crowns/bridges/veneers/root canals) limits high-ticket upside, so success depends on **volume + conversion hygiene**.

Important context: In the **last ~2 weeks** we shipped multiple on-page improvements on Pretoria pages (content refreshes, interlinking, stronger CTAs) and commissioned **200+ citations/NAP listings** (in progress; **ETA Fri, Aug 15, 2025**). These updates are **not yet reflected** in historical analytics; expect early movement in **GBP discovery searches** and **GSC impressions** within **2–6 weeks** as citations index and pages re-crawl.

Recommendation: Run a **focused 90-day turnaround** with clear tracking and offer-led marketing. If we **miss targets by >20%** at Day 90, proceed with an **orderly consolidation/merge**.

2) Key Numbers (what matters)

Metric	Period	Value	Source / Notes
GBP – Calls	Mar–Aug 2025	306	Interest signal; requires call tracking to qualify.
GBP – Chats	Mar–Aug 2025	114	Via GBP messages.
GBP – Directions	Mar–Aug 2025	471	High intent to visit; July peak → Aug dip.
GBP – Website clicks	Mar–Aug 2025	513	Feeds site page traffic.
GA4 – /dentist-pretoria views	Aug 2024–Aug 2025	1,259	Location page volume.
GA4 – Active users (same page)	Aug 2024–Aug 2025	980	—
GA4 – Avg engagement (same page)	Aug 2024–Aug 2025	~57s	Healthy interest window.
GA4 – Events (same page)	Aug 2024–Aug 2025	4,402	No Key events configured in export → conversions not measured.
GA4 – All "Pretoria" pages	Aug 2024–Aug 2025	7,271 views	49 URLs; mean engagement ~47.6s .

Top content feeding Pretoria (by views)

1. /dentist-pretoria/ (1,259)
 2. Dentures price blog (1,134)
 3. Dental implants Pretoria (937)
 4. Teeth removal cost Pretoria (836)
 5. Invisalign Pretoria cost (606)
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3) 90-Day Turnaround (simple + practical)

- **Track properly (Week 0–1):** In GA4 mark **book_now**, **click_to_call**, **whatsapp_click**, **appointment_submit** as **Key events**. Assign a Pretoria call-tracking number; enable **GBP Bookings** with UTM.
 - **Make it easy to book/call:** Sticky WhatsApp/Call, 2-click booking on /dentist-pretoria and top Pretoria blogs; missed-call text-back.
 - **Offer-led demand:** “New Patient Special (exam + clean + x-rays)” across GBP posts, Meta lead ads (5 km), and Google call-only for emergency terms.
 - **Reputation flywheel:** Aim **+40 new reviews** in 90 days (≥ 4.8 ★), staff prompt + SMS link after visit. Add GBP Q&A and fresh photos weekly.
 - **Local SEO boost:** 3 Pretoria-intent blogs; add FAQs + LocalBusiness/Dentist + FAQ schema; internal link back to /dentist-pretoria.
 - **Weekly dashboard:** Leads, Booked, Show %, **New patients**, CPA. Adjust ads/creatives weekly.
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4) KPIs & Decision Gate (what we judge by)

KPI (Day 90)	Target
New reviews added	+40 (rating ≥ 4.8 ★)
/dentist-pretoria booking rate	$\geq 2.0\%$ of sessions
Lead → Booked	$\geq 35\%$
Show rate	$\geq 75\%$
New patients / month	≥ 35
CPA per new patient	$\leq R650$

Go/No-Go Gate: If **new patients < 28/mo** or **CPA > R650** by Day 90 **after fixes**, begin **closure/merge** plan.

5) Notes & Constraints

- **Service restriction:** Pretoria & Port Elizabeth do **not** offer crowns/bridges/veneers/root canals
→ rely on general dentistry volume & sharp offers.
- **Citations/NAP build: 200+ listings** purchased; **delivery by Fri, Aug 15, 2025**. Expect indexation over ~1–3 weeks; monitor GBP discovery searches & GSC impressions for lift.
- **Recent updates:** On-page refresh + internal linking on Pretoria pages completed ~2 weeks ago; analytics lag applies.
- **Data caveat:** GSC “Search appearance” returned no rows (N/A). Conversions untracked in GA4
→ fixed in Week 0–1 tasks.

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Video 4: Bestuur Jou Bates Met Vertroue

(Manage Your Assets With Confidence)

[0:00–0:04]



Scene: Busy professional checking finances on a phone during a lunch break.



VO: "Het jy bates wat bestuur moet word, maar min tyd?"

(Do you have assets that need managing, but little time?)

[0:05–0:10]



Scene: Smooth animation showing the Eklavya dashboard with clean charts and portfolio tracking.



VO: "Eklavya gee jou 'n volledige platform om jou geld slim en veilig te bestuur."

(Eklavya gives you a complete platform to manage your money smartly and securely.)

[0:11–0:18]



Scene: A deposit being made on the platform, then "Bonus: +50%" appears.



VO: "En wanneer jy begin, kry jy tot 50% bonus op jou eerste deposito."

(And when you start, you get up to 50% bonus on your first deposit.)

[0:19–0:26]



Scene: User smiling while viewing steady growth on the app.



VO: "Meer beheer. Meer groei. Meer vir jou."

(More control. More growth. More for you.)

[0:27–0:32]



Scene: Eklavya logo + "Sign Up Today" button.



VO: "Begin nou by eklavya-am.com"

(Start now at eklavya-am.com)



Video 5: Kry 'n Voorsprong op Jou Beleggings

(Get a Head Start on Your Investments)

[0:00–0:05]



Scene: Someone staring at multiple browser tabs of complex investment tools, looking frustrated.




VO: "Vind jy belegging ingewikkeld en deurmekaar?"

(Do you find investing complicated and confusing?)


[0:06–0:11]

 *Scene: Switch to Eklavya app – clean, simple, and easy-to-read dashboard.*

 *VO: "Eklavya maak dit eenvoudig, deursigtig, en maklik om te verstaan."*

(Eklavya makes it simple, transparent, and easy to understand.)

[0:12–0:18]


 *Scene: Visual of first deposit being made, with "+50% Bonus" popping up.*

 *VO: "En jy kry tot 50% bonus op jou eerste deposito."*

(And you get up to 50% bonus on your first deposit.)


[0:19–0:26]


 *Scene: Hand holding phone, showing portfolio growth and bonus amount.*

 *VO: "Begin maklik. Bou slim. Groei sterk."*

(Start easy. Build smart. Grow strong.)

[0:27–0:33]

 *Scene: Eklavya logo + CTA button "Join Now"*

 *VO: "Sluit aan by eklavya-am.com"*

(Join at eklavya-am.com)

Video 6: Die Slimste Eerste Stap

(The Smartest First Step)

[0:00–0:04]

 *Scene: Close-up of a hand hovering over "Invest Now" but hesitating.*

 *VO: "Gereed om te begin belê, maar onseker waar?"*

(Ready to start investing, but unsure where?)

[0:05–0:10]


 *Scene: Eklavya logo with key features flashing: "Secure", "Simple", "Transparent".*

 *VO: "Eklavya gee jou al die gereedskap om jou finansiële toekoms te bou."*

(Eklavya gives you all the tools to build your financial future.)

[0:11–0:17]


 *Scene: Quick animation showing "First Deposit → Bonus +50%"*

 *VO: "Begin nou en ontvang tot 50% bonus op jou eerste deposito."*

(Start now and receive up to 50% bonus on your first deposit.)

[0:18–0:25]


 *Scene: Smiling user closing laptop with a sense of achievement.*

 *VO: "Dis jou eerste stap – maak dit die slimste een."*

(It's your first step – make it the smartest one.)

[0:26–0:32]

 *Scene: Eklavya logo + web address + CTA button “Claim Your Bonus”*

 *VO: “Sluit aan vandag by eklavya-am.com”*

(Join today at eklavya-am.com)