

Opalescence Quantitative Audit								
CONTENT ID	TITLE/TOPIC	URL	FORMAT	SOURCE	TECH_HOME	METADATA	TRAFFIC/USAGE STATS	LAST_UPDATE
Home.1	Home/Every Smile Brightened	https://www.opalescence.com/	Text, photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.2	Opalescence Teeth Whitening, photo slider	https://www.opalescence.com/	Text, photo slider	Ultradent	CMS	Opalescence Tee		N/A
Home.3	Learn how whitening works	https://www.opalescence.com/	Photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.4	Find Teeth whitening near you	https://www.opalescence.com/	Photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.5	Buy Toothpaste Today	https://www.opalescence.com/	Photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.6	Explore Your Whitening Possibilities	https://www.opalescence.com/	Text, Photo, link,	Ultradent	CMS	Opalescence Tee		N/A
Home.7	You Already Know Opalescence Teeth Whitening	https://www.opalescence.com/	Photo, text	Ultradent	CMS	Opalescence Tee		N/A
Home.8	Social Media	https://www.opalescence.com/	Photo slider(comments), link, text	Instagram, Facet	CMS	Opalescence Tee		N/A
Home.9	The only whitening toothpaste you need	https://www.opalescence.com/	Photo, link, text	Ultradent	CMS	Opalescence Tee		N/A
Home.10	Opalescence Whitening Newsletter	https://www.opalescence.com/	Text, email entry, link	Ultradent	CMS	Opalescence Tee		N/A
Home.11	Frequently Asked Questions	https://www.opalescence.com/	Photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.12	Repeated: Find Teeth whitening near you	https://www.opalescence.com/	Photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.13	Repeated: Buy Toothpaste Today	https://www.opalescence.com/	Photo, link	Ultradent	CMS	Opalescence Tee		N/A
Home.14	Site Map	https://www.opalescence.com/	Text, Links, Sign-up links	Ultradent	CMS	Opalescence Tee		N/A
EXPLORE TEETH WHITENING								
Explore.1	Find the Best Teeth Whitening For You	https://www.opalescence.com/products/compare	Text, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.2	Compare Chart	https://www.opalescence.com/products/compare	Text, Links, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.3	Specialty Whitening	https://www.opalescence.com/products/compare	Text, Links, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.4	Site Map	https://www.opalescence.com/products/compare	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.1	Ready. Set. Go!	https://www.opalescence.com/products/opalescence-go	Text, Links, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.2	Photo Slider	https://www.opalescence.com/products/opalescence-go	Text, Photo Slider	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.3	Opalescence Go Teeth Whitening Features	https://www.opalescence.com/products/opalescence-go	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.4	How to Use Opalescence Go	https://www.opalescence.com/products/opalescence-go	Text, Photo, Video	Youtube, Ultrade	CMS	Opalescence, Opal		N/A
Explore.Ready.To.5	Step-By-Step Guide	https://www.opalescence.com/products/opalescence-go	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.6	Start Whitening Today	https://www.opalescence.com/products/opalescence-go	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.7	Other Whitening Options	https://www.opalescence.com/products/opalescence-go	Text, Links, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Ready.To.8	Site Map	https://www.opalescence.com/products/opalescence-go	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.1	Customize Your Whitening	https://www.opalescence.com/products/opalescence-pf	Text, Links, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.2	Photo Slider	https://www.opalescence.com/products/opalescence-pf	Text, Photo Slider	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.3	Opalescence PF Whitening Features	https://www.opalescence.com/products/opalescence-pf	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.4	How to Use Opalescence PF Whitening	https://www.opalescence.com/products/opalescence-pf	Text, Photo, Video	Youtube, Ultrade	CMS	Opalescence, Opal		N/A
Explore.Custom.5	Opalescence PF Whitening Step-By-Step Guide	https://www.opalescence.com/products/opalescence-pf	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.6	Start Whitening Today	https://www.opalescence.com/products/opalescence-pf	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.7	Other Whitening Options	https://www.opalescence.com/products/opalescence-pf	Text, Links, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Custom.8	Site Map	https://www.opalescence.com/products/opalescence-pf	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.1	Professionally Applied for Fast Results	https://www.opalescence.com/products/opalescence-boost	Text, Links, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.2	Photo Slider	https://www.opalescence.com/products/opalescence-boost	Text, Photo Slider	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.3	Opalescence Boost Whitening Features	https://www.opalescence.com/products/opalescence-boost	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.4	What to Expect with Opalescence Boost Whitening	https://www.opalescence.com/products/opalescence-boost	Text, Photo, Video	Youtube, Ultrade	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.5	Opalescence Boost Whitening Step-By-Step Guide	https://www.opalescence.com/products/opalescence-boost	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.6	Start Whitening Today	https://www.opalescence.com/products/opalescence-boost	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.7	Other Whitening Options	https://www.opalescence.com/products/opalescence-boost	Text, Links, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Prof.Applied.8	Site Map	https://www.opalescence.com/products/opalescence-boost	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.1	The Only Whitening Toothpaste You Need	https://www.opalescence.com/products/opalescence-toothpaste	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.2	Start your whitening journey with Opalescence Whitening Toothpaste	https://www.opalescence.com/products/opalescence-toothpaste	Text, Shopping Cart Link, Photos, Quant	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.3	Brighten Your Smile by 2 Shades in 4 Weeks	https://www.opalescence.com/products/opalescence-toothpaste	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.4	Safe to Use Every Day	https://www.opalescence.com/products/opalescence-toothpaste	Text, Data Chart	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.5	Award-winning Formula	https://www.opalescence.com/products/opalescence-toothpaste	Text, Photo	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.6	Directions, Ingredients, and Notes	https://www.opalescence.com/products/opalescence-toothpaste	Text	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.7	Buy Whitening Toothpaste	https://www.opalescence.com/products/opalescence-toothpaste	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.8	Quickly Compare Whitening	https://www.opalescence.com/products/opalescence-toothpaste	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Whitening.T.9	Site Map	https://www.opalescence.com/products/opalescence-toothpaste	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.1	Specialty Whitening	https://www.opalescence.com/products/specialty-whitening	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.2	Teeth Whitening After a Root Canal	https://www.opalescence.com/products/specialty-whitening	Text, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.3	Endo Photo Slider	https://www.opalescence.com/products/specialty-whitening	Text, Photo Slider, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.4	How to Get Rid of White Spots on Your Teeth	https://www.opalescence.com/products/specialty-whitening	Text, Photos	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.5	White Spot Photo Slider	https://www.opalescence.com/products/specialty-whitening	Text, Photo Slider, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.6	Start Whitening Today	https://www.opalescence.com/products/specialty-whitening	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.7	Quickly Compare Whitening	https://www.opalescence.com/products/specialty-whitening	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal		N/A
Explore.Specialty.Wh.8	Site Map	https://www.opalescence.com/products/specialty-whitening	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal		N/A

Explore.Sensitivity.R.1	Do You Have Sensitive Teeth?	https://www.opalescence.com/products/opalescence-ultraez	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
Explore.Sensitivity.R.2	Find the Tooth Sensitivity Treatment That's Right for You	https://www.opalescence.com/products/opalescence-ultraez	Text, Photo	Ultradent	CMS	Opalescence, Opal	N/A
Explore.Sensitivity.R.3	UltraEZ™	https://www.opalescence.com/products/opalescence-ultraez	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
Explore.Sensitivity.R.4	Opalescence Whitening Tootpaste - Sensitivity Relief	https://www.opalescence.com/products/opalescence-ultraez	Text, Shopping Cart Link, Photos, Quant	Ultradent	CMS	Opalescence, Opal	N/A
Explore.Sensitivity.R.5	Find a Dentist	https://www.opalescence.com/products/opalescence-ultraez	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
Explore.Sensitivity.R.6	Quickly Compare Whitening	https://www.opalescence.com/products/opalescence-ultraez	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
Explore.Sensitivity.R.7	Site Map	https://www.opalescence.com/products/opalescence-ultraez	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal	N/A
How It Works							
How.It.Works.HowTeethWW.1	How Teeth Whitening Works	https://www.opalescence.com/education	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
	Learn More Link-->	https://www.opalescence.com/education	Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.HowTeethWW.2	Invented by Dentists, Trusted by Millions	https://www.opalescence.com/products/howitworks	Text, Photo	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.HowTeethWW.3	Teeth Whitening You Can Trust	https://www.opalescence.com/products/howitworks	Text, Photo	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.HowTeethWW.4	Explore Teeth Whitening	https://www.opalescence.com/products/howitworks	Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.HowTeethWW.5	Start Whitening Today	https://www.opalescence.com/products/howitworks	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.HowTeethWW.6	Site Map	https://www.opalescence.com/products/howitworks	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.1	Frequently Asked Questions	https://www.opalescence.com/education		Ultradent	CMS	Opalescence, Opal	N/A
	Learn More Link-->	https://www.opalescence.com/education	Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.2	Frequently Asked Questions Page	https://www.opalescence.com/education/faq	Text, Search Query	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.3	How does teeth whitening work?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.4	Why should I whiten my teeth?	https://www.opalescence.com/education/faq	Text	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.5	Is teeth whitening for everyone?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.6	What options are available to whiten my teeth?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.7	Will teeth whitening cause tooth sensitivity?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.8	Why doesn't Opalescence whitening require a teeth whitening I	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.9	Does teeth whitening with charcoal work?	https://www.opalescence.com/education/faq	Text	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.10	Can I whiten my teeth after a root canal?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.11	Can I whiten a crown or a filling?	https://www.opalescence.com/education/faq	Text	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.12	How fast can I whiten my teeth?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.13	How can I whiten my teeth overnight?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.14	How much does teeth whitening cost?	https://www.opalescence.com/education/faq	Text	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.15	How long do teeth whitening results last?	https://www.opalescence.com/education/faq	Text	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.16	How do I get Opalescence teeth whitening?	https://www.opalescence.com/education/faq	Text, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.17	Reference Section	https://www.opalescence.com/education/faq	Text	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.18	Start Whitening Today	https://www.opalescence.com/education/faq	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
How.It.Works.Frequently.19	Site Map	https://www.opalescence.com/education/faq	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal	N/A
Find A Dentist							
Find.A.Dentist.1	Find Opalescence Teeth Whitening Near You!	https://www.opalescence.com/find-a-dentist	Text, Search Query	Ultradent	CMS	Opalescence, Opal	N/A
Find.A.Dentist.2	Enter Your Zip Code Above	https://www.opalescence.com/find-a-dentist	Text, Photo	Ultradent	CMS	Opalescence, Opal	N/A
Find.A.Dentist.3	When you purchase Opalescence whitening from a dentist	https://www.opalescence.com/find-a-dentist	Text, Photo	Ultradent	CMS	Opalescence, Opal	N/A
Find.A.Dentist.4	Talk to your dentist about Opalescence	https://www.opalescence.com/find-a-dentist	Text, Photo	Ultradent	CMS	Opalescence, Opal	N/A
Find.A.Dentist.5	Start Whitening Today	https://www.opalescence.com/find-a-dentist	Text, Photo, Link	Ultradent	CMS	Opalescence, Opal	N/A
Find.A.Dentist.6	Site Map	https://www.opalescence.com/find-a-dentist	Text, Links, Sign-up links	Ultradent	CMS	Opalescence, Opal	N/A
Buy Toothpaste							
Buy Toothpaste.1.RE:Explore.Whitening.T.2		Redirection to --> Explore.Whitening.T.2					
Shopping Cart							
Shopping.Cart.1	Order Tracker	https://www.opalescence.com/cart	Text, Photo, Page Tracker				
Shopping.Cart.2	Cart	https://www.opalescence.com/cart	Text, Shopping Cart Link, Photos, Quantity Dial, Promo Code Link				