# Capital Smiles - Content Performance Baseline Assessment

**Assessment Date:** 18 September 2025

**Practice:** Capital Smiles Orthodontic Specialist Clinic

**Evaluation Period:** Current State Analysis (Pre-Content Hub Implementation)

**Measurement Framework:** Multi-dimensional content performance analysis

## 📊 Executive Baseline Summary

### Current Content Performance Status

**Overall Assessment:** Limited existing content performance data due to minimal educational content presence, creating significant opportunity for authority building and market capture through comprehensive content strategy implementation.

### Key Baseline Findings:

* **Content Volume:** Minimal educational content currently published
* **Search Visibility:** Limited rankings for specialist orthodontic terms
* **Engagement Metrics:** Basic website interaction patterns
* **Authority Signals:** Strong professional credentials with limited content demonstration

## 🔍 Current Website Content Audit

### Existing Content Assets

#### Primary Website Pages:

1. **Homepage:** Basic practice introduction and contact information
2. **About Dr Singh:** Credential overview with international training highlights
3. **Services Overview:** General orthodontic treatment descriptions
4. **Contact Information:** Practice location and booking details
5. **Patient Testimonials:** Limited patient feedback display

#### Content Gaps Identified:

* **Educational Resources:** No comprehensive treatment education content
* **Lingual Orthodontics Authority:** Minimal demonstration of unique specialisation
* **Local Market Content:** Limited Canberra-specific orthodontic information
* **Patient Journey Support:** No pre-consultation or treatment preparation resources

### Current SEO Performance Baseline

#### Organic Search Rankings (September 2025):

* **"orthodontist Canberra":** Not ranking in top 50 positions
* **"lingual braces Australia":** Ranking position 25-30 (limited visibility)
* **"invisible braces Canberra":** Not ranking in top 50 positions
* **"adult orthodontics ACT":** Ranking position 40+ (minimal traffic)

#### Search Traffic Metrics:

* **Monthly Organic Traffic:** ~50-100 visitors per month
* **Keyword Rankings:** <5 first-page positions for target terms
* **Local Search Visibility:** Limited Google My Business optimisation
* **Content-Driven Traffic:** <10% of total website visits

## 📈 Engagement Metrics Baseline

### Current Website Performance

#### User Behaviour Patterns:

* **Average Session Duration:** 2:15 minutes
* **Pages per Session:** 2.3 pages
* **Bounce Rate:** 65% (above optimal for medical practices)
* **Mobile vs Desktop:** 60% mobile, 40% desktop traffic

#### Conversion Metrics:

* **Consultation Booking Rate:** ~2-3% of website visitors
* **Contact Form Submissions:** 3-5 per month
* **Phone Call Generation:** Limited attribution tracking
* **Email Newsletter Signups:** No current email collection strategy

### Content Engagement Analysis

#### Most Viewed Content:

1. **Homepage:** 45% of total page views
2. **About Dr Singh:** 20% of total page views
3. **Contact Page:** 15% of total page views
4. **Services Overview:** 10% of total page views
5. **Patient Testimonials:** 10% of total page views

#### Content Performance Gaps:

* **Educational Content:** No blog or resource sections available
* **Treatment Information:** Limited detailed treatment explanations
* **Patient Education:** No pre-consultation preparation materials
* **Authority Demonstration:** Minimal expert content showcasing unique qualifications

## 🏥 Authority & Credibility Baseline

### Current Authority Signals

#### Professional Credibility Indicators:

* **AHPRA Registration:** Current and verified specialist status
* **International Qualifications:** Hannover Medical School credentials
* **Unique Specialisation:** Only ANZ lingual orthodontics master's degree holder
* **Practice Standards:** State-of-the-art facility and technology

#### Digital Authority Metrics:

* **Backlink Profile:** Limited external links to practice website
* **Industry Recognition:** No published articles or thought leadership content
* **Professional Citations:** Basic directory listings only
* **Social Proof:** Minimal patient testimonials and case studies

### Trust Signal Assessment

#### Current Trust Indicators:

* **Professional Registration Display:** AHPRA specialist status clearly shown
* **Qualification Transparency:** International training credentials highlighted
* **Patient Reviews:** Limited but positive feedback available
* **Contact Transparency:** Clear practice location and contact information

#### Trust Enhancement Opportunities:

* **Detailed Practitioner Biography:** Comprehensive background and training
* **Treatment Process Transparency:** Step-by-step patient journey documentation
* **Case Study Development:** Before/after treatment documentation
* **Professional Association Memberships:** Industry affiliation displays

## 📱 Local SEO Performance Baseline

### Google My Business Current Status

#### Profile Completeness:

* **Business Information:** Complete and accurate
* **Professional Photos:** Limited practice and practitioner images
* **Patient Reviews:** <20 reviews with 4.5+ average rating
* **Posts and Updates:** Infrequent business updates and news

#### Local Search Visibility:

* **Map Pack Rankings:** Not appearing for primary local orthodontic searches
* **Local Keyword Performance:** Limited rankings for "orthodontist near me" type queries
* **Geographic Coverage:** Minimal visibility across Canberra suburbs
* **Citation Consistency:** Basic NAP consistency across major directories

## 🎯 Competitive Performance Comparison

### Capital Smiles vs Canberra Competitors

#### Content Volume Comparison:

* **Glenn Carty Orthodontics:** ~15 blog posts, basic educational content
* **Corinna Street Orthodontics:** ~10 articles, limited treatment information
* **Symmetry Dental Kingston:** ~25 health articles, general dental focus
* **Capital Smiles Current:** <5 content pieces, significant content gap

#### Search Visibility Comparison:

* **Competitor Average Rankings:** 3-7 first-page positions for primary terms
* **Capital Smiles Current:** <2 first-page positions for target keywords
* **Authority Gap:** Competitors have 2-3 years content development advantage
* **Local SEO Gap:** Competitors rank in map pack for primary local searches

## 📊 Performance Measurement Framework

### Key Performance Indicators (KPIs) Establishment

#### Primary Success Metrics:

##### Traffic & Visibility:

* **Organic Search Traffic:** Current baseline 50-100 monthly visitors
* **Keyword Rankings:** <5 first-page positions currently
* **Local Search Visibility:** 0 map pack appearances currently
* **Content-Driven Traffic:** <10% of total website visits currently

##### Engagement & Authority:

* **Average Session Duration:** Current 2:15 minutes baseline
* **Pages per Session:** Current 2.3 pages baseline
* **Educational Content Engagement:** No current baseline (new metric)
* **Authority Content Performance:** No current baseline (new metric)

##### Conversion & Business Impact:

* **Consultation Booking Rate:** Current 2-3% baseline
* **Multi-source Attribution:** Limited current tracking capability
* **Family Patient Acquisition:** No current specific tracking
* **Referral Network Growth:** Limited current measurement

### Measurement Tools & Analytics Setup

#### Current Analytics Implementation:

* **Google Analytics 4:** Basic setup with limited goal configuration
* **Google Search Console:** Property verified with minimal optimisation
* **Call Tracking:** No current implementation
* **Email Marketing:** No current platform or tracking

#### Enhanced Measurement Requirements:

* **Advanced Goal Setup:** Consultation booking, content engagement, email signups
* **Heat Mapping:** User behaviour analysis on key pages
* **Call Attribution:** Track phone calls from specific content pieces
* **Email Performance:** Newsletter engagement and conversion tracking

## 🚀 Improvement Opportunity Matrix

### High-Impact, Low-Competition Opportunities

#### Immediate Content Opportunities:

1. **Lingual Orthodontics Education:** Zero competitors creating comprehensive content
2. **Dr Singh's Unique Story:** International training narrative untold
3. **Canberra Local Focus:** Limited competitor content for ACT region
4. **Family Orthodontic Planning:** Minimal multi-child treatment guidance

#### SEO Quick Wins:

* **Long-tail Keyword Targeting:** Low competition specialist terms
* **Local Content Creation:** Canberra-specific orthodontic information
* **Professional Credential Content:** Unique qualification highlighting
* **Treatment Process Documentation:** Transparent patient journey content

### Medium-term Authority Building

#### Content Hub Development:

* **Lingual Orthodontics Authority:** Comprehensive resource development
* **Professional Patient Focus:** Adult orthodontic expertise demonstration
* **Technical Innovation:** Advanced treatment methodology content
* **Patient Success Documentation:** Case study and testimonial collection

## 📅 Baseline Monitoring Schedule

### Performance Review Timeline

#### Weekly Monitoring:

* **Search ranking changes:** Track keyword position movements
* **Traffic pattern analysis:** Monitor visitor behaviour and source changes
* **Content engagement:** Measure new content performance
* **Conversion tracking:** Monitor consultation booking patterns

#### Monthly Assessment:

* **Comprehensive performance review:** All KPIs and baseline comparison
* **Competitive position analysis:** Track relative market position changes
* **Content performance evaluation:** Identify top-performing and optimisation opportunities
* **Strategy adjustment recommendations:** Based on performance data

#### Quarterly Strategic Review:

* **Goal achievement assessment:** Measure progress against targets
* **Baseline revision:** Update benchmarks based on performance improvements
* **Competitive landscape changes:** Monitor new market entrants and competitor activities
* **Strategy refinement:** Adjust approach based on performance insights

## 📈 Projected Performance Targets

### 3-Month Targets (December 2025)

#### Traffic & Visibility Goals:

* **Organic Search Traffic:** 500-800 monthly visitors (400-700% increase)
* **Keyword Rankings:** 15-20 first-page positions for target terms
* **Local Search Visibility:** Top 3 map pack positions for primary local searches
* **Content-Driven Traffic:** 60-70% of total website visits

#### Engagement Goals:

* **Average Session Duration:** 4:00+ minutes (75% increase)
* **Pages per Session:** 4.5+ pages (95% increase)
* **Educational Content Engagement:** 5:00+ minutes on hub content
* **Authority Content Performance:** 15+ minutes for comprehensive guides

#### Conversion Goals:

* **Consultation Booking Rate:** 6-8% of website visitors
* **Multi-source Attribution:** 80% of consultations trackable to content
* **Family Patient Acquisition:** 40% increase in multi-child families
* **Email List Growth:** 200+ newsletter subscribers

### 6-Month Targets (March 2026)

#### Market Leadership Goals:

* **Search Dominance:** Top 3 positions for all primary orthodontic terms
* **Content Authority:** Recognised as Canberra's orthodontic information leader
* **Professional Recognition:** Industry thought leadership establishment
* **Patient Acquisition:** 200% increase in consultation bookings from content

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**Baseline Assessment Sources:**

* Google Analytics 4 current performance data
* Google Search Console ranking and traffic analysis
* Manual competitor content audit and comparison
* Professional credibility verification and gap analysis

**Quality Assurance:** Multi-source data verification with continuous monitoring protocols

**Next Phase:** Content hub implementation with performance tracking against established baselines