

## Let's Smile Dental SEO and AI search plan / Appendix to the proposal

### PREPARED FOR

#### Let's Smile Dental

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How to read this: public data, checked October 19, 2026. Map rankings come from live Google Maps searches. Other positions come from a search tool, so they are close to Google rank, not exact.

## Goal and competitors at a glance

**The goal:** more new patients every month at every office. And #1 on Google, in maps and regular results, in each office's area for each service it offers. Ahead of the practices below.

| OFFICE                                                               | LET'S SMILE ON GOOGLE MAPS TODAY                                                             | TOP UNPAID RIVALS TO PASS, RATING (REVIEWS)                                                                                                                  |
|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fredericksburg</b><br>4.8 stars, 1,633 reviews                    | general dentist #2; orthodontist #5; invisalign #6; pediatric #3; implants #14; emergency #2 | Fredericksburg Orthodontics 4.9 (740), Rappahannock Orthodontics 5.0 (489), Beecroft Orthodontics 4.9 (641), Pediatric Dentistry of Fredericksburg 4.9 (536) |
| <b>Alexandria</b><br>4.7 stars, 674 reviews                          | general dentist #3; orthodontist #8; invisalign #12; pediatric #5; emergency #6              | Alexandria Braces 4.9 (247), Perfect Smiles Orthodontics 4.9 (508), Alexandria Children's Dentistry 4.8 (647), Reflection Dental 4.7 (906)                   |
| <b>Purcellville</b><br>4.9 stars, 363 reviews                        | general dentist #1; orthodontist #4; implants #1; pediatric #2                               | Northern Virginia Orthodontics by Dr. Tari 4.9 (535), Excelsior Orthodontics 5.0 (115), Purcellville Pediatric Dentistry 4.9 (283)                           |
| <b>Fairfax Ortho &amp; Pediatric</b><br>No Google profile of its own | orthodontist #3; pediatric #7                                                                | Elite Airway And Breathe Orthodontics 5.0 (1,493), NoVA Orthodontics 4.9 (93), Pediatric Dental Care in Fairfax 4.6 (347)                                    |
| <b>Fairfax Cosmetic</b><br>4.8 stars, 103 reviews                    | cosmetic #2; implants #4; emergency (both fairfax offices) #9                                | Fairfax Dental Implant Center 5.0 (1), DentCare Now 4.7 (730), Fairfax Family Dental Care 4.3 (725)                                                          |
| <b>Springfield</b><br>4.8 stars, 285 reviews                         | general dentist #5; orthodontist #7; pediatric #3; emergency #15                             | Hudson Orthodontics 4.9 (2,172), One Smile Orthodontics 4.9 (156), Dulac Dental of Springfield 4.9 (813), Dental One Associates 4.7 (772)                    |
| <b>Herndon</b><br>4.4 stars, 232 reviews                             | general dentist not in top 20; orthodontist not in top 20; pediatric #4; emergency #11       | Solarte Orthodontics 5.0 (375), Tru Orthodontics 5.0 (252), Herndon Family Dental 5.0 (355), Herndon Pediatric Dentistry 5.0 (33)                            |
| <b>Reston</b><br>4.9 stars, 166 reviews                              | general dentist not in top 22; orthodontist #3; invisalign #2; pediatric #7                  | Northern Virginia Orthodontics Reston 4.9 (844), Reston Orthodontics 4.9 (225), Reston Dental Care 4.7 (419), Pediatric Dentistry of Reston 4.9 (310)        |

**SEO work included:** 1) all 269 pages moved to the new site, with changed addresses forwarding on their own; 2) 45 to 55 new pages for each service and nearby town, with clear answers on cost; 3) new pages and SEO work every week for 1 year: Google profiles, reviews, AI SEO and a simple monthly report.

**What it shows.** Let's Smile is #1 in only two searches, both in Purcellville. It is not in the top 20 for dentist in Reston or Herndon, or orthodontist in Herndon. Braces and Invisalign are weakest: #8 and #12 in Alexandria, #7 in Springfield, #5 and #6 in Fredericksburg, even with 1,633 reviews. Orthodontist offices win these searches. Hudson has 2,172 reviews, Elite Airway 1,493 and Tisseront 1,447.

Source: live Google Maps searches by office ZIP, October 19, 2026, 4:03 PM to 4:08 PM ET. Spots count ads. Results vary by run.

## Goal and how we beat them

**Goal 1: more new patients every month.** Each month we count calls, online bookings and forms for every office. We compare them to where you start before launch. Three things drive the growth:

1. **A better booking system.** Easy online booking for each office on every page. Fewer steps. Built for phones first. More visitors become booked patients.
2. **SEO to rank #1 per area and service.** One strong page per office and per service, Google profiles fixed (including Orthodontist categories), steady reviews, and local links, aimed at the practices named in this plan.
3. **AI SEO.** In an early check on October 19, 2026, run through a web search tool that returns an AI style summary of search results, Let's Smile was named in 0 of 4 answers. Named instead: Northern Virginia Orthodontics, TBraces and Kravitz Orthodontics for braces and Invisalign; Fredericksburg Orthodontics, Kakar Dental Group and Pediatric Dentistry of Fredericksburg for kids and braces in Fredericksburg; Trü Orthodontics and Hudson Orthodontics for braces cost. We did not test ChatGPT, Gemini, Perplexity or Google AI Overviews directly. At kickoff we run the same questions in those tools, save dated answers and recheck monthly. Answer-first pages, matching schema and consistent listings are how we get Let's Smile named.

**Goal 2: #1 in each area for each service.** The target is the top spot in the Google map pack and in organic results, per office, per service that office provides. We check map rankings around each office monthly and report the change. No one can honestly guarantee a Google position, but these are the specific moves to pass each leader:

| OFFICE                    | HOW WE PASS THE LEADERS                                                                                                                                                                                                                                                                                                          |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Fredericksburg            | #2 for dentist and emergency and #3 pediatric, but #5 orthodontist, #6 Invisalign and #14 implants, despite 1,633 reviews, the most of any listing in its area. The gap is ortho signals, not reviews: add Orthodontist as a profile category, build Fredericksburg braces, Invisalign and implants pages, and earn local links. |
| Alexandria                | #3 for dentist (first unpaid result), #5 pediatric, #6 emergency, and weakest on ortho: #8 orthodontist and #12 Invisalign, behind Alexandria Braces and Perfect Smiles Orthodontics next door. Add the Orthodontist category, build the Invisalign and braces pages these rivals have, and match phones.                        |
| Purcellville              | #1 for dentist and implants and #2 pediatric. #4 orthodontist, behind three orthodontist specialists. Combine the duplicate Purcellville pages into one strong page per service, add the Orthodontist category and one strong ortho page, and add Leesburg area pages.                                                           |
| Fairfax Ortho & Pediatric | No Google profile of its own: ortho and kids searches land on the general Fairfax profile (#3 orthodontist, #7 pediatric). Create this office's own profile with Orthodontist and Pediatric Dentist categories, build Fairfax braces, Invisalign and kids pages, and grow reviews against Elite Airway's 1,493.                  |
| Fairfax Cosmetic          | #2 cosmetic (first unpaid result) and #4 implants; the Fairfax offices are #9 for emergency. Only 103 reviews, against 382 at Fairfax Corner Dental. Build veneers, implants and emergency pages with this office's own cases and doctors, and grow reviews.                                                                     |
| Springfield               | #3 pediatric, #5 dentist, #7 orthodontist, #15 emergency. Hudson Orthodontics has 2,172 reviews. Answer Hudson's published braces from \$2,998 price with the ortho value pages, add the Orthodontist category, build a Springfield emergency page, and grow reviews past 285.                                                   |
| Herndon                   | Not in the top 20 for dentist or orthodontist, #4 pediatric, #11 emergency, and the lowest rating of your offices (4.4). Fix the hours conflict, reply to every review, run the review flow hardest here, and build Herndon dentist, orthodontist and emergency pages.                                                           |
| Reston                    | #2 Invisalign and #3 orthodontist, but #7 pediatric and not in the top 22 for dentist. 166 reviews, against 844 at Northern Virginia Orthodontics Reston and 1,447 at Tisseront. Grow review volume, and add Reston general dentist and kids pages.                                                                              |

## The two ways this plan grows new patients

1. **Map visibility for every office.** When a parent nearby searches "orthodontist near me" or "pediatric dentist Herndon", Google shows three offices on a map before any website. We work to get each of your 8 offices into that map pack for its own town.
2. **Content that answers what patients actually search.** Patients search for cost, braces vs Invisalign, retainers, and whether an orthodontist is worth it. Today your site does not answer most of these questions, so Google and AI assistants send those patients to other practices. We will write clear answer pages for them.

Everything below is part of the flat \$12,000 project. It includes 1 year of SEO and AI SEO, starting from launch, and a money-back guarantee if there are no new patients within 180 days of launch.

## 1. What we found

### Site and platform

- WordPress 7.1 with Elementor, the Astra theme and 18 plugins, including feeds for Instagram, Facebook, Twitter, TikTok and YouTube, plus a live chat and popups. No SEO plugin is installed.
- **269 URLs** in the sitemap: 220 pages, 28 blog posts, 10 category archives, 8 map stubs, 2 author archives and 1 template page. Every URL returned status 200 in our crawl.
- **Your sitemap and robots.txt are broken.** A block of Elementor style code is printed at the top of both files. This makes the sitemap invalid XML, and Lighthouse flags robots.txt as "not valid" on every page we tested. Google may be ignoring your sitemap right now.

### Speed (Google PageSpeed Insights, phone test, October 19, 2026, Lighthouse 13.5)

| PAGE                      | PERFORMANCE | SEO | MAIN CONTENT SHOWS (LCP) | REPORT                           |
|---------------------------|-------------|-----|--------------------------|----------------------------------|
| Home                      | 35          | 92  | 6.6 s                    | <a href="#">PageSpeed report</a> |
| Reston orthodontics       | 55          | 92  | 6.9 s                    | <a href="#">PageSpeed report</a> |
| Fairfax Ortho & Pediatric | 53          | 85  | 7.7 s                    | <a href="#">PageSpeed report</a> |
| Invisalign                | 60          | 92  | 5.1 s                    | <a href="#">PageSpeed report</a> |

- Home page detail: first content shows at 5.4 s, Speed Index 20.4 s, blocking time 610 ms, layout shift 0.169, and the page is about 15 MB.
- Real visitors (Google field data, whole site): the Core Web Vitals assessment is Failed. Main content shows at 3 s, and the server takes 2.3 s to start sending a page (TTFB).
- From our earlier lab run: the home page loads 293 scripts and 68 images (1.9 MB of images). It has 136 image tags, and 36 of them have no alt text. The Instagram feed alone adds 2.7 MB.
- **Our own site, wtmstudio.agency, scores 99 on the same Google test. We build yours the same way.** [WTM PageSpeed report](#). Real-visitor check passes after about 28 days of Google data.
- Scores move a little between runs. Every run we have seen puts the site well below the 90+ we build to.

### Titles, headings and social sharing

- **No Open Graph tags on any of the 269 pages.** Links shared by text, Facebook or LinkedIn show no image or proper title.

- 49 pages have no meta description. 115 titles are longer than about 65 characters and get shortened in Google.
- 84 pages share 19 duplicate titles. For example, 8 pages are titled just "FAQs" and 8 just "Reviews", followed by the brand name, with no office name.
- 24 pages have no H1 heading, 48 have three H1s, and the home page H1 says "Welcome to LET'S SMILE DENTAL" twice.
- 12 pages have no canonical tag.

### Duplicate content across offices

- The FAQ, Reviews, New Patients and Financing pages are word for word the same at every office (95 to 100% text overlap). That is more than 40 pages Google sees as copies.
- Office orthodontics pages overlap by up to 99%. The main Orthodontics page and the Reston Orthodontics page are 99% the same.
- Purcellville has two versions of several pages, for example /purcellville/dental-implants/ and /dental-implants-purcellville-va/. These compete with each other.
- There are leftover copies such as /springfield/about-us-2/, /fredericksburg/faqs-2/, /fredericksburg/reviews-2/ and /fairfax-cosmetic/botox-3/.
- Three doctor bio pages (Dr. Ali Baghalian, "Dr. Grill" and Dr. Paul Park) share over 90% of their text.

### Schema (structured data)

- Every page carries the same block listing all 8 offices as "Dentist". No office is marked as an Orthodontist, even the Reston orthodontics office.
- The parent organization is named just "Let's" in the code, because the name was shortened.
- There is no FAQ, Breadcrumb, doctor (Person) or review schema anywhere.
- The site menu schema includes junk entries such as "Test" and "Main Home", and a typo, "Federicksburg".

### Name, address and phone (NAP)

This is the biggest local SEO problem we found. Each office shows one phone number on the page, a different one in the schema code, and often a third one in the "contact" field.

| OFFICE                    | ADDRESS ON SITE                       | PHONE SHOWN ON HOME PAGE | PHONE IN SCHEMA CODE                       |
|---------------------------|---------------------------------------|--------------------------|--------------------------------------------|
| Alexandria                | 6204 Little River Turnpike, 22312     | 703.854.9763             | (703) 635-3933, plus (703) 658-3000        |
| Fairfax Cosmetic          | 4210 Fairfax Corner Ave W #240, 22030 | 571.556.3426             | (703) 952-5586, plus 910-5906 and 968-4300 |
| Fairfax Ortho & Pediatric | 4210 Fairfax Corner Ave W #245, 22030 | 703.719.5828             | (703) 952-5586                             |
| Fredericksburg            | 10 Chatham Heights Rd, 22405          | 540.785.4494             | (540) 783-7326                             |
| Herndon                   | 13015 Worldgate Dr, 20170             | 703.643.4051             | (703) 343-9879                             |
| Purcellville              | 201 N Maple Ave #202, 20132           | 540.338.9400             | (540) 554-6442                             |
| Reston                    | 1984 Isaac Newton Sq W #200, 20190    | 703.719.5828             | (703) 440-7686                             |
| Springfield               | 6564 Loisdale Ct #110, 22150          | 703.972.1814             | (703) 936-6624                             |

- Fairfax Cosmetic and Fairfax Ortho & Pediatric share the same schema phone number.
- The Herndon pediatric page lists Friday and Saturday hours as 8 AM to 2 PM, then says Saturday is closed.
- The site says "8 Locations", but a blog post is titled "Nine Locations". A **closed Centreville office** (14701 Lee Hwy) is still listed on BBB, Nextdoor and dental directories. Yelp marks it as closed.
- Directories do not agree either. For example, CitySquares lists Alexandria at (703) 658-3000, while the home page shows 703.854.9763.
- Some of these may be call tracking numbers. That is fine for ads, but Google needs one main number per office that matches everywhere.

### Where Let's Smile shows today

These are link order checks from a web search tool. They are **not true Google rank**, and they do not show the map pack. "Not in top 5" means no letssmile.com link appeared among the results shown.

| OFFICE                    | SEARCH                              | LET'S SMILE POSITION (LINK ORDER) |
|---------------------------|-------------------------------------|-----------------------------------|
| Fairfax Ortho & Pediatric | orthodontist Fairfax VA             | Not in top 5                      |
| Fairfax Ortho & Pediatric | pediatric dentist Fairfax VA        | Not in top 5                      |
| Fairfax Cosmetic          | cosmetic dentist Fairfax VA veneers | Not in top 5                      |
| Reston                    | orthodontist Reston VA              | Not in top 5                      |
| Reston                    | braces Reston VA                    | Not in top 5                      |
| Alexandria                | Invisalign Alexandria VA            | Not in top 5                      |
| Alexandria                | pediatric dentist Alexandria VA     | Not in top 5                      |
| Alexandria                | orthodontist Alexandria VA Landmark | Not in top 5                      |
| Herndon                   | pediatric dentist Herndon VA        | 4th                               |
| Herndon                   | orthodontist Herndon VA             | Not in top 5                      |
| Springfield               | pediatric dentist Springfield VA    | 3rd and 4th                       |
| Springfield               | orthodontist Springfield VA braces  | 5th                               |
| Fredericksburg            | orthodontist Fredericksburg VA      | Not in top 5                      |
| Fredericksburg            | pediatric dentist Fredericksburg VA | Not in top 4                      |
| Purcellville              | dentist Purcellville VA             | Not in top 5                      |
| Purcellville              | dental implants Purcellville VA     | 2nd and 3rd                       |

**AI answers.** We asked four questions through a web search tool that returns an AI style summary of search results. We did not test ChatGPT, Gemini, Perplexity or Google AI Overviews directly; we will run those direct tests at kickoff. Let's Smile was not named in any of the four answers.

- "Best orthodontist in Northern Virginia for braces and Invisalign" named Northern Virginia Orthodontics, TBraces and Kravitz Orthodontics.

- "Best dentist in Fredericksburg for kids and braces" named Fredericksburg Orthodontics, Kakar Dental Group and Pediatric Dentistry of Fredericksburg.
- "How much do braces cost in Northern Virginia" cited Trü Orthodontics, Hudson Orthodontics and two price guide sites.
- "Why do braces cost more at an orthodontist" cited the AAO and other practices' blog posts.

This is despite strong facts on your own site: Dr. Ali Ghatri is a board-certified orthodontist, has practiced in the DC area since 1995 and is an Invisalign Diamond Plus provider. The site also offers free orthodontic consultations, CareCredit and the 7&Up Club. These facts are buried on bio pages instead of being placed where Google and AI tools look for them.

Reviews (public sources)

- Yelp, checked directly: Fairfax shows 49 reviews and Alexandria shows 26.
- Google star ratings, checked directly on Google Maps on October 19, 2026:

| OFFICE                     | GOOGLE PROFILE NAME                       | RATING | REVIEWS                       |
|----------------------------|-------------------------------------------|--------|-------------------------------|
| Fredericksburg             | Let's Smile Dental - Fredericksburg       | 4.8    | 1,633                         |
| Alexandria                 | Let's Smile Dental - Alexandria           | 4.7    | 674                           |
| Purcellville               | Let's Smile Dental - Purcellville         | 4.9    | 363                           |
| Fairfax (Ste 245)          | Let's Smile Dental - Fairfax              | 4.6    | 356                           |
| Springfield                | Let's Smile Dental - Springfield          | 4.8    | 285                           |
| Herndon                    | Let's Smile Dental - Herndon              | 4.4    | 232                           |
| Reston                     | Let's Smile Dental - Reston               | 4.9    | 166                           |
| Fairfax Cosmetic (Ste 240) | Let's Smile Cosmetic Dentistry of Fairfax | 4.8    | 103                           |
| Centreville (closed)       | Let's Smile Dental - Centreville          | 4.5    | 12, marked Permanently closed |

- Each Google profile shows the same phone number as the site's schema code, not the number shown on the site's pages. So the site pages are the mismatch to fix. Fairfax Dental and Fairfax Cosmetic share one phone on Google. No separate Google profile was found for Fairfax Ortho & Pediatric.

2. Competitor gap snapshot

We use these labels: **Verified** means seen on a public page today. **Inference** means our reading of the evidence. We could not see Google Business Profile categories or map pack order from public tools, so those are listed as "to check with GBP access".

| OFFICE AREA | WHO SHOWS ABOVE LET'S SMILE (LINK ORDER)                                                                          | WHY, FROM PUBLIC EVIDENCE                                                                                                                                                                                                                                                                                                                 |
|-------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Fairfax     | Tong Orthodontics, Trü Orthodontics, NoVA Orthodontics, Virginia Orthodontic Partners, Fairfax Family Dental Care | <b>Verified:</b> Tong publishes "as low as \$3,000". Fairfax Family Dental publishes "\$2,450 to \$7,450" with a full cost page. Trü has a dedicated LightForce page and a "cost of braces in Fairfax" article that AI answers cite. <b>Inference:</b> price clarity and answer pages win the click before patients ever compare quality. |

| OFFICE AREA    | WHO SHOWS ABOVE LET'S SMILE<br>(LINK ORDER)                                                                                                                            | WHY, FROM PUBLIC EVIDENCE                                                                                                                                                                                                                                                                                                        |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reston         | Reston Orthodontics, Stang Family Orthodontics, Tisseront Orthodontics, Northern Virginia Orthodontics                                                                 | <b>Verified:</b> Tisseront has 1,447 Google reviews (Google Maps, October 19), Stang claims 977 on its own site, and Stang advertises "as little as \$149/mo". <b>Inference:</b> review volume is the main map pack gap in Reston. Your Reston Google count is far lower (166 reviews on Google Maps, checked October 19, 2026). |
| Alexandria     | Alexandria Dental Health, Bell Dental Group, Dr. Braces, Perfect Smiles Orthodontics (at 6303 Little River Tpke, next to your office), Alexandria Children's Dentistry | <b>Verified:</b> each one has a dedicated "Invisalign Alexandria" or "Orthodontics Alexandria" page. Let's Smile Alexandria has no Invisalign page. <b>Inference:</b> you are missing the page Google needs to match the search.                                                                                                 |
| Herndon        | Trü Orthodontics, Greater Reston Herndon Orthodontics, TBraces, Solarte; for kids, HERO Pediatric Dentistry and Tiny Tooth                                             | <b>Verified:</b> Let's Smile shows 4th for pediatric. HERO and Tiny Tooth are on Elden St, the town center. <b>Inference:</b> proximity to the town center plus specialist only branding.                                                                                                                                        |
| Springfield    | Hudson Orthodontics, One Smile Orthodontics, Pediatric Dental Care                                                                                                     | <b>Verified:</b> Hudson publishes "braces from \$2,998, aligners from \$3,998" and calls itself "up to 60% less than other practices". <b>Inference:</b> Hudson sets the low price anchor that makes your fee look high. A value page is the direct answer.                                                                      |
| Fredericksburg | Fredericksburg Orthodontics, One Orthodontics, Beecroft Orthodontics, Pediatric Dentistry of Fredericksburg, Baby2Teens                                                | <b>Verified:</b> these sites have separate kids and braces pages that AI answers quote. <b>Inference:</b> your largest review base (1,633 Google reviews, checked October 19, 2026) is not turning into rankings because the Fredericksburg pages are generic copies.                                                            |
| Purcellville   | Purcellville Dental, Purcellville Dental Care, Catoctin Corner, Loudoun Valley Dental                                                                                  | <b>Verified:</b> you already show 2nd and 3rd for implants. <b>Inference:</b> the duplicate Purcellville URLs split your strength. Combining each pair into one strong page should help.                                                                                                                                         |

**Speed is not why they win.** Hudson Orthodontics scored 29 for mobile performance in our test, lower than your pages. The gap is price clarity, review volume, a dedicated page for each search, and clean local listings. Those are the things this plan fixes. Speed still matters for turning visits into calls.

### 3. SEO workstreams (all included)

#### Workstream A: Location SEO, one strong page per office

Each of the 8 office hub pages is rebuilt as the single best page for that office. Each one gets:

- Name, address and one main phone number that match the Google Business Profile exactly, plus hours, a map, parking and transit notes, and the doctors who work there.
- The services that office actually offers, each linking to that office's service page.
- That office's real reviews, an FAQ written for that office, and photos of that office.
- Its own schema: **Orthodontist** for orthodontic offices, **Dentist** for general and cosmetic offices, and both where the office does both. Each gets its own address, geo coordinates, hours, Google Place ID and doctor links.
- A unique title, for example: "Orthodontist and Pediatric Dentist in Springfield, VA | Let's Smile Dental".

## Workstream B: Programmatic SEO, service by office and service by nearby town

We build pages from a template, but each one needs local content behind it. **No page goes live unless it has facts unique to that office or town.** That means the doctor who provides the service, real reviews that mention it, office hours for it, local insurance notes, drive times, and FAQs about it. Google treats thin, swapped-city pages as spam, and they would hurt you.

- **Service by office:** we rewrite the 55 existing office service pages so each one is unique. We add missing pages where the office offers the service, for example Invisalign and braces for Alexandria, Springfield, Fredericksburg, Herndon and Fairfax Ortho & Pediatric.
- **Service by nearby town:** these pages target patients in towns without an office, each tied to the closest office. Google suggests real searches for Leesburg, Ashburn, Centreville, Chantilly, Burke and Stafford. We build them only where we can write real local content.

## Workstream C: Local SEO

- **Google Business Profile for each office:** primary and secondary categories, services, hours, photos, products, Q&A, and a link to that office's hub page.
- **NAP consistency:** one main number per office on the site, in schema, on GBP and on every directory. Tracking numbers can still be used in ads.
- **Citations:** clean up Yelp, BBB, Healthgrades, Zocdoc, Apple Maps, Bing Places, Nextdoor, CitySquares, insurance directories (Delta Dental and others you accept), and orthodontic directories (the AAO "Find an Orthodontist" listing, and Invisalign's provider locator for Diamond Plus status).
- **Create a Google Business Profile for Fairfax Ortho & Pediatric,** which has no profile of its own today, so it can rank for orthodontist and pediatric searches in Fairfax.
- **Close out Centreville** everywhere it still shows as open, so its reviews and phone number stop confusing Google.
- **Local schema** on every office page, matching GBP.

## Workstream D: Review generation

Reviews are the biggest map pack gap in Reston and Herndon, and they help every office.

- **Ask flow:** after each completed visit, the patient gets a text or email with that office's Google review link. A second, gentle reminder goes out a few days later if they have not reviewed.
- **One review link per office:** each office's own GBP short link goes on cards at the front desk, on a QR code at checkout, and in the follow up message. Reviews must go to the right office, not a single shared profile.
- **Reply process:** every review gets a reply within 2 business days. Replies never confirm someone is a patient and never mention treatment details, to stay HIPAA safe. We provide a short reply guide.
- **Steady pace:** we aim for a steady weekly flow at every office, not bursts, which look unnatural to Google.
- **Compliance:** no gifts, discounts or incentives for reviews, and no "gating" (asking only happy patients). Every patient gets the same ask. This follows Google's review rules and the FTC rule on fake and incentivized reviews.

## 4. Technical and content fixes we will make

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### Technical

1. **Fix the sitemap and robots.txt** so they are valid and only list live, indexable pages. Then resubmit them in Search Console.
2. **Speed:** a lean custom build with no stacked page builder plugins and no social feed embeds on key pages. That means modern image formats with set sizes, lazy loading below the fold, one font setup, deferred third party scripts, and edge

caching to shorten the 2.3 second server wait that real visitors see. Target: 90+ mobile performance on the home, office and service pages.

3. **Images:** compress them, size them for each screen, and write alt text that describes the image.
4. **Scripts:** bring the 293 script requests on the home page down to what the page actually needs. Chat, maps and tracking load only when used.
5. **Schema for each office:** Orthodontist or Dentist with each office's own address, plus Organization (with the correct full name), Person for each doctor, BreadcrumbList, and FAQPage only where the FAQ is visible on the page.
6. **Open Graph and social tags** on every page, with an office photo.
7. **Titles, meta descriptions and H1s:** one unique set per page, including the office town.
8. **Canonicals** on every page. Duplicates are combined into the stronger page, with 301 forwarding.
9. **Internal linking:** home to offices, offices to their services, services to related answer pages, and doctor bios to the offices they work at. Breadcrumbs on every page.
10. **Accessibility basics:** contrast, link names and touch target sizes. These are flagged today, and the site has scores of 81 to 91.

## Content

1. Rewrite the duplicated office pages (FAQ, Reviews, New Patients) so each office has its own.
2. Move the strong facts to where patients see them: board-certified orthodontist founder, practicing since 1995, Invisalign Diamond Plus, free orthodontic consultation, CareCredit, and the 7&Up Club with remote monitoring.
3. Fix the doctor bios that share most of their text, and fix name typos.
4. Update or combine dated posts, for example "Holiday Wishes and a Look Ahead to 2025".

## AI search

1. **Answer first pages:** the first two sentences of each page answer the question directly, then the details follow.
2. **FAQ schema that matches the visible text** word for word.
3. **One consistent identity everywhere:** the same practice name, doctor names, office names, addresses and phones on the site, GBP and directories. This is how AI tools decide who you are.
4. **Citations AI tools read:** directory and association listings (AAO, Invisalign locator, insurance finders, Healthgrades, Yelp), plus local press or community mentions where available.
5. **Monthly AI answer tests** on a fixed question set, so we can see when Let's Smile starts being named.

## 5. Pages we will add

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Demand evidence comes from Google autocomplete suggestions collected today. A suggestion shows that people really type the phrase, but it is not a search volume. Where there is no suggestion, we say "no volume data". **[Confirm]** marks facts we need from Let's Smile before publishing.

## Location and service by office pages

| PAGE                                                                       | TARGET QUERY                                                                     | DEMAND EVIDENCE                                                                                                                                                           | WHY IT MATTERS                                                                                     |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>8 rebuilt office hubs (existing URLs)</b>                               | "dentist Springfield VA", "orthodontist Reston VA", and the same for each office | Google suggests "dentist springfield va", "orthodontist reston va", "dentist herndon va", "dentist fredericksburg va", "dentist purcellville va", "dentist alexandria va" | The main page for each map listing. It has the biggest effect on map pack visibility.              |
| <b>Invisalign in Alexandria, VA</b>                                        | invisalign alexandria va                                                         | Google suggests "invisalign alexandria va", "invisalign cost near alexandria va"                                                                                          | Competitors next door have this page and you do not. [Confirm Invisalign is offered at Alexandria] |
| <b>Invisalign in Fairfax, VA</b>                                           | invisalign fairfax va                                                            | Google suggests "invisalign fairfax va", "invisalign cost near fairfax va"                                                                                                | No Fairfax Invisalign page exists today.                                                           |
| <b>Invisalign in Springfield, Fredericksburg, Herndon</b>                  | invisalign [town]                                                                | Google suggests "invisalign reston va"; no volume data for the other towns                                                                                                | Completes the ortho set where offered. [Confirm per office]                                        |
| <b>Braces in Alexandria, Fairfax, Springfield, Fredericksburg, Herndon</b> | braces [town] va, orthodontist [town] va                                         | Google suggests "braces springfield va", "braces fairfax", "orthodontist fredericksburg va", "orthodontist herndon va", "orthodontist alexandria va"                      | Only Reston has a braces page today.                                                               |
| <b>Early orthodontics (Phase 1) by ortho office</b>                        | phase 1 orthodontics, early orthodontic treatment                                | Google suggests "phase 1 orthodontics cost", "phase 1 orthodontics near me", "early orthodontic treatment near me"                                                        | Ties to your 7&Up Club and the AAO age 7 advice already on your site.                              |
| <b>Pediatric dentist pages, rebuilt per office</b>                         | pediatric dentist [town] va, kids dentist [town]                                 | Google suggests "pediatric dentist herndon va", "kids dentist herndon va", "pediatric dentist alexandria va", "pediatric dentist springfield va"                          | You already show 3rd to 4th in Herndon and Springfield. Unique pages can push higher.              |
| <b>Emergency dentist by office</b>                                         | emergency dentist [town] va                                                      | Google suggests "emergency dentist reston va", "emergency dentist herndon va", "emergency dentist springfield va", "emergency dentist fairfax va"                         | High intent searches. [Confirm same day and after hours policy per office]                         |
| <b>Cosmetic dentist Fairfax, rebuilt</b>                                   | cosmetic dentist fairfax va                                                      | Google suggests "cosmetic dentist fairfax va"                                                                                                                             | Fairfax Cosmetic does not show in the top 5 today.                                                 |

## Nearby town pages (programmatic, only with real local content)

| PAGE                                                            | TARGET QUERY             | DEMAND EVIDENCE                                                   | WHY IT MATTERS                                                          |
|-----------------------------------------------------------------|--------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------|
| <b>Orthodontist for Leesburg families (Purcellville office)</b> | orthodontist leesburg va | Google suggests "orthodontist leesburg va", "dentist leesburg va" | A large town with no office of its own. [Confirm ortho at Purcellville] |
| <b>Orthodontist near Ashburn (Herndon or Reston office)</b>     | orthodontist ashburn va  | Google suggests "orthodontist ashburn va"                         | A growing family area.                                                  |

| PAGE                                                                                     | TARGET QUERY                                           | DEMAND EVIDENCE                                                             | WHY IT MATTERS                                                                        |
|------------------------------------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Orthodontist and kids dentist near Centreville and Chantilly (Fairfax Ortho & Pediatric) | orthodontist centreville va, orthodontist chantilly va | Google suggests both                                                        | Wins back former Centreville patients and replaces the closed listing in a clean way. |
| Orthodontist near Burke (Springfield office)                                             | orthodontist burke va                                  | Google suggests "orthodontist burke va", "pediatric dentist burke va"       | Next to Springfield.                                                                  |
| Orthodontist near Stafford (Fredericksburg office)                                       | orthodontist stafford va                               | Google suggests "orthodontist stafford va", "pediatric dentist stafford va" | Next to Fredericksburg.                                                               |
| Kids dentist near Sterling (Herndon office)                                              | pediatric dentist sterling va                          | No volume data                                                              | Next to Herndon. Build it only if the office can supply local facts.                  |

### Comparison and answer pages

| PAGE                                            | TARGET QUESTION                    | DEMAND EVIDENCE                                                                                                                                | WHY IT MATTERS                                                                                                |
|-------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Braces vs Invisalign: which is right for you    | braces vs invisalign               | Google suggests "braces vs invisalign", "...cost", "...pros and cons", "...for adults", "...for kids", "...which is faster", "...for overbite" | One of the most searched ortho questions. You can answer it with both options in house.                       |
| Braces vs clear aligners (including mail order) | braces vs clear aligners           | Google suggests "braces vs clear aligners", "...cost", "metal braces vs clear aligners"                                                        | Draws patients comparing cheaper aligner options.                                                             |
| Orthodontist vs dentist for braces              | orthodontist vs dentist for braces | Google suggests "orthodontist vs dentist for braces", "...for invisalign", "...difference"                                                     | Explains why a specialist costs more. The AAO covers this topic, and you have a board-certified orthodontist. |
| LightForce 3D printed braces                    | lightforce braces                  | Google suggests "lightforce braces", "lightforce orthodontics"                                                                                 | You offer it (pages exist at Alexandria and Reston), and Tru competes on it.                                  |
| Invisalign for teens                            | invisalign for teens               | Google suggests "invisalign for teens", "...cost", "invisalign vs braces for teens"                                                            | Parents are the decision makers here.                                                                         |
| How long do braces take                         | how long do braces take            | Google suggests "how long do braces take", "...stay on", "...for adults"                                                                       | An answer page AI tools quote often.                                                                          |
| Are braces worth it as an adult                 | are braces worth it as an adult    | Google suggests "are braces worth it as an adult", "...at 30", "...at 40", "...at 50"                                                          | Adult patients are a large, often self-pay, group.                                                            |
| When should my child first see an orthodontist  | first orthodontic visit age        | No volume data (your site cites the AAO age 7 advice)                                                                                          | Feeds the 7&Up Club and Phase 1 pages.                                                                        |
| What is an Invisalign Diamond Plus provider     | invisalign diamond plus            | No volume data                                                                                                                                 | A real trust signal that only a few practices can claim.                                                      |

## Cost, value and financing pages (answers the price objection)

Your orthodontic fee, about \$6,000 to \$6,500, looks high next to ads like "braces from \$2,998" (Hudson) and "as low as \$3,000" (Tong). These pages explain the difference honestly, so patients compare the full treatment and not just the headline price.

| PAGE                                         | TARGET QUESTION                              | DEMAND EVIDENCE                                                                                                                                                  | WHY IT MATTERS                                                                                                                                                   |
|----------------------------------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| How much do braces cost in Northern Virginia | how much do braces cost in virginia          | Google suggests "how much do braces cost in virginia", "braces cost va", "braces cost with insurance", "braces cost without insurance", "braces cost for adults" | Today AI answers cite competitors for this. We show a real range and what moves the price. [Confirm whether to publish your range]                               |
| What is included in your treatment fee       | does orthodontic treatment include retainers | Google suggests "does orthodontic treatment include retainers", "do retainers come with braces", "do you have to pay for retainers after braces"                 | The key value page. It lists visits, records, emergency visits, retainers and follow up. [Confirm exactly what your fee includes]                                |
| Why braces prices differ between offices     | why are braces so expensive                  | Google suggests "why are braces so expensive", "why are braces so expensive in the us"                                                                           | Explains specialist training, technology (LightForce, iTero type scanning if used <b>[Confirm]</b> ) and case complexity.                                        |
| Cheap braces: what to ask before you sign    | cheap braces near me                         | Google suggests "cheap braces near me", "cheap braces for adults near me", "cheap braces for kids near me"                                                       | Meets bargain shoppers with a fair checklist: what the low price leaves out, extra fees, retainers, and who does the treatment. No attacks on named competitors. |
| Invisalign cost                              | invisalign cost                              | Google suggests "invisalign cost", "...with insurance", "...without insurance", "invisalign cost vs braces", "invisalign payment plans"                          | A high intent cost search.                                                                                                                                       |
| Braces payment plans and monthly cost        | braces payment plan                          | Google suggests "braces payment plan", "...near me", "...no credit check", "how much are braces a month"                                                         | Turns a big total into a monthly number. Your site confirms CareCredit with 0% if paid within the term. [Confirm in house plans and down payment]                |
| Retainers and follow up after treatment      | retainer cost after braces                   | Google suggests "retainer cost after braces", "retainer cost replacement", "retainer cost after invisalign"                                                      | Shows long term value. Your 7&Up Club mentions discounts on replacement retainers. [Confirm terms]                                                               |
| Insurance and orthodontics                   | braces cost with insurance                   | Google suggests "how much are braces with insurance"                                                                                                             | Answers coverage questions per insurer. [Confirm accepted plans, and Medicaid or Smiles for Children if any]                                                     |
| Free orthodontic consultation                | orthodontist free consultation               | Google suggests "orthodontist free consultation", "...near me", "...invisalign"                                                                                  | Your site already offers a free consultation, so this is the main call to action for all cost pages.                                                             |
| Phase 1 orthodontics cost                    | phase 1 orthodontics cost                    | Google suggests "phase 1 orthodontics cost", "phase 1 orthodontic treatment cost"                                                                                | Parents research this early. [Confirm pricing approach]                                                                                                          |

**Total new pages: about 45 to 55 in 2026**, depending on which services each office confirms. That includes about 20 to 25 service by office pages, 5 to 6 nearby town pages, 9 comparison and answer pages, and 10 cost and value pages. The 8 office hubs are rebuilt on their existing URLs.

## 6. Page counts and migration plan

The full list of all 269 URLs is in Appendix B at the end of this document (also delivered as page-inventory.csv).

### What exists today: 269 URLs

| TYPE                                                                                                  | COUNT |
|-------------------------------------------------------------------------------------------------------|-------|
| Office service pages                                                                                  | 55    |
| Office admin pages (about, contact, FAQ, reviews, financing, forms, new patients, team, tour, offers) | 79    |
| Office hub pages                                                                                      | 8     |
| Group level service pages                                                                             | 20    |
| Purcellville service landing pages                                                                    | 10    |
| Doctor bios                                                                                           | 19    |
| Blog posts and blog index                                                                             | 22    |
| Brand, corporate, legal and ads landing pages                                                         | 14    |
| Duplicate or leftover variants (-2, -3 and twins)                                                     | 16    |
| Home page                                                                                             | 1     |
| Purcellville URLs that already redirect                                                               | 3     |
| Category archives, author archives, map stubs, template and thank you pages                           | 22    |

### What happens to them

| ACTION                                        | COUNT | WHAT IT MEANS                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Keep the same address                         | 194   | Same URL on the new site, with the content rebuilt and improved. Every page that may already rank keeps its address.                                                                                                                                                                                                          |
| Combine into a stronger page, with forwarding | 58    | Near-copies are combined into the strongest page and the old address forwards automatically (a 301 redirect), so ranking signals carry over. For example: 8 identical forms pages become 1, 8 financing pages become 1 strong page, 8 map stubs point to their office hub, and the -2 and -3 copies point to their originals. |
| Forward or keep out of search                 | 17    | 10 category archives and the thank you page stay live and are kept out of search results. 2 author archives forward to the blog, 3 Purcellville addresses keep forwarding to their newer pages, and 1 unused template address is kept out of search. Nothing breaks.                                                          |

Before we lock in which pages to combine, we will check Search Console clicks for every pair. If the "duplicate" is the one that gets the traffic, it becomes the winner instead.

### Revenue and rankings protection: we protect your revenue and rankings through the move

Every page on your current site comes with you, and nothing you've earned is lost; the goal is only growth. All 269 current pages are mapped to the new site: 194 keep the same address, 58 near-copies are combined into stronger pages with automatic

forwarding, and 17 archive and utility pages are forwarded or kept out of search, so nothing breaks. Page titles, the content that ranks, schema and Google profile links carry over. We check Search Console before and after launch and monitor rankings and traffic for 1 year after launch. If any ranking slips because of the move during that year, we fix it at no cost.

## Migration steps

1. **Full backup** of the current site (files, database and media) and a crawl snapshot of every URL, title, meta description, H1 and schema. These are kept so we can roll back.
2. **Baseline:** export 16 months of Search Console data (queries and pages), GA4 landing pages, and GBP insights for each office. We also save a list of every URL with external backlinks.
3. **URL inventory:** keep the same URL wherever possible. That covers 194 of 269.
4. **1 to 1 301 redirect map** for every changed URL, to the closest matching page, never just to the home page. We test it before launch.
5. **Keep what ranks:** pages with clicks keep their main topic, title wording and schema. They only get better.
6. **Pre launch checks** on a staging copy: crawl for broken links and redirect chains, test every redirect, validate schema, run Lighthouse, check mobile layout, test forms and calls, and confirm the staging site is blocked from Google.
7. **Launch:** switch DNS, open the new site to Google, and make sure the live robots.txt allows crawling.
8. **Post launch checks** the same day: crawl the live site, spot check redirects, confirm the sitemap is valid, and confirm tracking and call numbers work.
9. **Search Console:** submit the new sitemap and request indexing for the office hubs and key pages.
10. **1 year of monitoring:** daily checks of coverage, 404 and crawl errors for the first week, then weekly for the first year after launch, including rankings and traffic for each office. We compare clicks and impressions per page against the baseline and fix any dip right away.

## 7. Roadmap: ready to launch in 3 to 4 weeks

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Dates are aligned once the kickoff is set. The work below is part of the project. It includes 1 year of SEO and AI SEO, starting from launch, and a money-back guarantee if there are no new patients within 180 days of launch. Week numbers count from the day you say go. We work in the background as your commitment with Rise comes to an end. The new site is ready to launch in 3 to 4 weeks, on the day you choose.

### Week 1: design, page map and quick wins on the current site (as soon as we have access)

1. Fix the style code that breaks the sitemap and robots.txt, then resubmit the sitemap.
2. Fix the Organization schema name ("Let's" to "Let's Smile Dental").
3. Set each office's site pages to the main phone number its Google profile already uses (the schema number), so site, schema and Google match.
4. Fix the Herndon hours text.
5. Keep only live pages in the sitemap, with the 3 forwarding Purcellville URLs pointing to their newer pages.
6. Swap the heavy Instagram feed on the home page for a light version, which saves 2.7 MB.
7. Get manager access to all Google Business Profiles and Search Console, set up a GA4 baseline, and start a Google profile for Fairfax Ortho & Pediatric.
8. Mark Centreville as closed on BBB, Nextdoor and the dental directories.
9. Set up the review ask flow and a review link for each office.

## Weeks 1 to 2: office facts, content and page map

- Collect each office's facts: services, doctors, hours, insurance and what the fee includes.
- Lock the URL inventory and redirect map.
- Write the content for the office hubs, the cost and value pages, and braces vs Invisalign.
- Do the GBP category, service and photo work for each office.

## Weeks 2 to 4: build all 8 office pages and new pages, review, forwarding and launch

- Build the new site on staging with all technical fixes and schema.
- Write the service by office pages.
- Run the pre launch checklist, then launch with the 301 map.
- Submit the sitemap and start the 1 year rankings monitoring.

## First 3 months after launch

- Publish the nearby town pages and the remaining answer pages.
- Clean up citations across the main directories.
- Run the first monthly AI answer test and the first map pack check for each office.
- Run review pace and reply checks.
- Write the first monthly report.

## 8. What success looks like

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We do not promise rankings. Nobody can honestly guarantee a Google position. We track these numbers from a baseline taken in week 1 and report them monthly:

1. **Map pack visibility for each office:** a map grid check around each office for its main searches (for example "orthodontist", "pediatric dentist" and "Invisalign"), at baseline and then monthly.
2. **Search Console for each office section:** impressions, clicks and average position for each office's pages and for the cost and answer pages.
3. **GBP actions for each office:** calls, direction requests and website clicks.
4. **Booked consultations by office and source:** from forms and tracked calls, so new patients can be traced back to search.
5. **AI answers:** how many of a fixed question set name Let's Smile, checked monthly.
6. **Reviews:** new Google reviews per office per month, average rating, and replies made within 2 business days.
7. **Site health:** mobile performance 90+ on key pages, Core Web Vitals passing, zero sitemap errors, and all 8 offices with matching NAP.
8. **Migration safety:** clicks and impressions for the migrated pages at or above baseline within 30 days of launch.

## About WTM Studio

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- You own your site, code, content and domain.
- Free hosting. No contract. No monthly fees.

## Competitors by office and service

**Main source.** 32 live Google Maps searches run by Sienna on October 19, 2026, 4:03 PM to 4:08 PM ET, in a browser that was not signed in. Each search named the office ZIP code ("orthodontist near Reston VA 20190"). Positions count paid Sponsored slots, so #3 behind two ads is the first unpaid result. Ratings and review counts are exactly as Google Maps showed them, top 5 results per search.

**Earlier WTM check.** Rows marked "Earlier WTM check" fill services the main check did not cover. They come from a separate, earlier Google Maps check the same day ("veneers Fairfax VA", desktop, signed out), which did not count Sponsored slots and showed star ratings but not review counts. Where both checks covered the same search, we use the main check; positions moved between the two runs, which is normal because results vary by run, wording, ad slots, device and location. Neither is a paid rank tracker.

**Fredericksburg** Google profile: Let's Smile Fredericksburg, 4.8 stars, 1,633 reviews

| SERVICE         | SEARCH                                                         | LET'S SMILE  | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                                                    |
|-----------------|----------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General dentist | dentist near Fredericksburg VA 22405                           | #2           | Lifetime Dental Care Stafford 5.0 (1) <b>SPONSORED</b>                                                                                                                                                                                         |
| Orthodontist    | orthodontist near Fredericksburg VA 22405                      | #5           | Fredericksburg Orthodontics 4.9 (740), Ultra Smiles Fredericksburg Orthodontist 5.0 (43), Rappahannock Orthodontics 5.0 (489), Beecroft Orthodontics 4.9 (641)                                                                                 |
| Invisalign      | Invisalign near Fredericksburg VA 22405                        | #6           | Top 5: Fredericksburg Orthodontics 4.9 (740), Ultra Smiles Fredericksburg Orthodontist 5.0 (43), Rappahannock Orthodontics 5.0 (489), Beecroft Orthodontics 4.9 (641), Fredericksburg Smile Center 4.7 (380)                                   |
| Pediatric       | pediatric dentist near Fredericksburg VA 22405                 | #3           | Lifetime Dental Care Stafford 5.0 (1) <b>SPONSORED</b> , Pediatric Dentistry of Fredericksburg 4.9 (536)                                                                                                                                       |
| Implants        | dental implants near Fredericksburg VA 22405                   | #14          | Top 5: Lifetime Dental Care Stafford 5.0 (1) <b>SPONSORED</b> , Synergy Periodontics and Implants 5.0 (542), Affordable Dentures & Implants 4.6 (454), Fredericksburg Dentist & Implant Center 4.9 (87), Fredericksburg Smile Center 4.7 (380) |
| Emergency       | emergency dentist near Fredericksburg VA 22405                 | #2           | Fredericksburg Family Dentistry 4.9 (389)                                                                                                                                                                                                      |
| Cosmetic        | cosmetic dentist Fredericksburg VA<br><b>Earlier WTM check</b> | Not in top 7 | Top 3: Serene Smiles of Fredericksburg 4.9, Blue Bird Dentistry of Fredericksburg 4.9, Heritage Dental 4.8                                                                                                                                     |

**Alexandria** Google profile: Let's Smile Alexandria, 4.7 stars, 674 reviews

| SERVICE         | SEARCH                           | LET'S SMILE | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                            |
|-----------------|----------------------------------|-------------|--------------------------------------------------------------------------------------------------------|
| General dentist | dentist near Alexandria VA 22312 | #3          | Cameron Station Dental Care 4.8 (414) <b>SPONSORED</b> , Modern Haus Dental 5.0 (171) <b>SPONSORED</b> |

| SERVICE      | SEARCH                                                          | LET'S SMILE  | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                                                  |
|--------------|-----------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Orthodontist | orthodontist near Alexandria VA 22312                           | #8           | Top 5: iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Cameron Station Dental Care 4.8 (414) <b>SPONSORED</b> , Alexandria Braces 4.9 (247), Perfect Smiles Orthodontics 4.9 (508), American Braces & Smile Center Orthodontics 4.9 (26) |
| Invisalign   | Invisalign near Alexandria VA 22312                             | #12          | Top 5: Cameron Station Dental Care 4.8 (414) <b>SPONSORED</b> , iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Perfect Smiles Orthodontics 4.9 (508), Alexandria Braces 4.9 (247), American Braces & Smile Center Orthodontics 4.9 (26) |
| Pediatric    | pediatric dentist near Alexandria VA 22312                      | #5           | Cameron Station Dental Care 4.8 (414) <b>SPONSORED</b> , Alexandria Children's Dentistry 4.8 (647), Little Dental Studio 4.9 (131), SuperKids Pediatric Dentistry 4.7 (649)                                                                  |
| Emergency    | emergency dentist near Alexandria VA 22312                      | #6           | Top 5: Cameron Station Dental Care 4.8 (414) <b>SPONSORED</b> , iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Todays Dental @ Alexandria 4.2 (112), Duke Dental Care 4.4 (83), Alexandria Dentistry 4.9 (180)                          |
| Implants     | dental implants Alexandria VA 22312<br><b>Earlier WTM check</b> | Not in top 7 | Top 3: Nuvia Dental Implant Center 5.0, Innova Prosthodontics & Dental Implant Center 4.8, Addismile Dental Care 4.8                                                                                                                         |
| Cosmetic     | cosmetic dentist Alexandria VA<br><b>Earlier WTM check</b>      | Not in top 7 | Top 3: Old Town Smiles 4.9, Alexandria Dental Spa 4.9, Alexandria Dental Health & Smile Studio 4.7                                                                                                                                           |

#### Purcellville Google profile: Let's Smile Purcellville, 4.9 stars, 363 reviews

| SERVICE         | SEARCH                                                        | LET'S SMILE | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                       |
|-----------------|---------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------|
| General dentist | dentist near Purcellville VA 20132                            | #1          | None. Defend the top spot.                                                                                                        |
| Orthodontist    | orthodontist near Purcellville VA 20132                       | #4          | Northern Virginia Orthodontics by Dr. Tari 4.9 (535), Excelsior Orthodontics 5.0 (115), Morgan Orthodontics Purcellville 4.8 (32) |
| Implants        | dental implants near Purcellville VA 20132                    | #1          | None. Defend the top spot.                                                                                                        |
| Pediatric       | pediatric dentist near Purcellville VA 20132                  | #2          | Purcellville Pediatric Dentistry 4.9 (283)                                                                                        |
| Invisalign      | invisalign Purcellville VA<br><b>Earlier WTM check</b>        | #4          | Northern Virginia Orthodontics by Dr. Tari 4.9, Excelsior Orthodontics 5.0, Dental Smiles at Purcellville Gateway 4.9             |
| Emergency       | emergency dentist Purcellville VA<br><b>Earlier WTM check</b> | #4          | Dental Smiles at Purcellville Gateway 4.9, Purcellville Dental 4.9, Purcellville Dental Care 5.0                                  |
| Cosmetic        | cosmetic dentist Purcellville VA<br><b>Earlier WTM check</b>  | #4          | Dental Smiles at Purcellville Gateway 4.9, Purcellville Dental Care 5.0, Purcellville Dental 4.9                                  |

**Fairfax Ortho & Pediatric** No Google profile of its own. Ortho and kids searches land on the general Let's Smile Fairfax profile, 4.6 stars, 356 reviews

| SERVICE      | SEARCH                                            | LET'S SMILE | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                                           |
|--------------|---------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Orthodontist | orthodontist near Fairfax VA 22030                | #3          | Elite Airway And Breathe Orthodontics 5.0 (1,493), NoVA Orthodontics, Garret Djeu DMD 4.9 (93)                                                                                                                                        |
| Pediatric    | pediatric dentist near Fairfax VA 22030           | #7          | Top 5: Kidz Dental 4.5 (385) <b>SPONSORED</b> , Lifetime Dental Care 4.8 (482) <b>SPONSORED</b> , Pediatric Dental Care in Fairfax 4.6 (347), Fair Oaks Smiles Pediatric Dentistry 5.0 (51), Little Chik Pediatric Dentistry 5.0 (69) |
| Invisalign   | invisalign Fairfax VA<br><b>Earlier WTM check</b> | #3          | Elite Airway And Breathe Orthodontics -Fairfax 5.0, Trü Orthodontics Fairfax 4.9                                                                                                                                                      |

**Fairfax Cosmetic** Google profile: Let's Smile Cosmetic Dentistry of Fairfax, 4.8 stars, 103 reviews

| SERVICE                          | SEARCH                                         | LET'S SMILE   | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                    |
|----------------------------------|------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cosmetic                         | cosmetic dentist near Fairfax VA 22030         | #2            | Lifetime Dental Care 4.8 (482) <b>SPONSORED</b>                                                                                                                                |
| Implants                         | dental implants near Fairfax VA 22030          | #4            | iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Lifetime Dental Care 4.8 (482) <b>SPONSORED</b> , Fairfax Dental Implant Center 5.0 (1)                                    |
| Emergency (both Fairfax offices) | emergency dentist near Fairfax VA 22030        | #9            | Top 5: DentCare Now 4.7 (730), Emergency Dental Services 2.5 (41), Fairfax Family Dental Care 4.3 (725), Fair City Mall Dental Care 4.8 (150), Fairfax Dental Center 4.9 (201) |
| Veneers                          | veneers Fairfax VA<br><b>Earlier WTM check</b> | Not in top 10 | Top 3: Fairfax Dental Esthetics 4.8, Rye Smiles for Life 4.9, All Pro Dental Care 4.9                                                                                          |
| General dentist                  | dentist Fairfax VA<br><b>Earlier WTM check</b> | Not in top 7  | Top 3: Fairfax Family Dental Care 4.3, Fairfax Dentistry 4.9, Fairfax Corner Dental 4.9                                                                                        |

**Springfield** Google profile: Let's Smile Springfield, 4.8 stars, 285 reviews

| SERVICE         | SEARCH                                      | LET'S SMILE | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                                |
|-----------------|---------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General dentist | dentist near Springfield VA 22150           | #5          | Lifetime Dental Care 4.8 (482) <b>SPONSORED</b> , Aspen Dental Woodbridge 4.7 (152) <b>SPONSORED</b> , Dulac Dental of Springfield 4.9 (813), Springfield Dental Care 4.8 (106)                                            |
| Orthodontist    | orthodontist near Springfield VA 22150      | #7          | Top 5: iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Lifetime Dental Care 4.8 (482) <b>SPONSORED</b> , One Smile Orthodontics 4.9 (156), Hudson Orthodontics 4.9 (2,172), General Dentistry & Orthodontics 4.7 (293) |
| Pediatric       | pediatric dentist near Springfield VA 22150 | #3          | Lifetime Dental Care 4.8 (482) <b>SPONSORED</b> , Pediatric Dental Care in Springfield 4.6 (128)                                                                                                                           |

| SERVICE    | SEARCH                                                      | LET'S SMILE   | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                                                              |
|------------|-------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Emergency  | emergency dentist near Springfield VA 22150                 | #15           | Top 5: iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Aspen Dental Woodbridge 4.7 (152) <b>SPONSORED</b> , Dental One Associates of Springfield 4.7 (772), Smiles in Springfield 4.9 (1,034), Springfield Dental Solutions, David S. Yoon 5.0 (282) |
| Invisalign | invisalign Springfield VA<br><b>Earlier WTM check</b>       | #5            | Hudson Orthodontics 4.9, Trü Orthodontics Springfield 5.0, One Smile Orthodontics 4.9, David Hughes Orthodontics 4.9                                                                                                                                     |
| Implants   | dental implants Springfield VA<br><b>Earlier WTM check</b>  | Not in top 10 | Top 3: Springfield Dental Implant & Oral Surgery 4.6, Springfield Dentist, Dulac Dental of Springfield 4.9, Springfield Dental Solutions: David S. Yoon 5.0                                                                                              |
| Cosmetic   | cosmetic dentist Springfield VA<br><b>Earlier WTM check</b> | Not in top 7  | Top 3: Smiles in Springfield 4.9, Springfield Dentist, Dulac Dental of Springfield 4.9, Springfield Dentistry, Drs. Alcantara & Dr. Luu 5.0                                                                                                              |

#### Herndon Google profile: Let's Smile Herndon, 4.4 stars, 232 reviews

| SERVICE         | SEARCH                                                  | LET'S SMILE   | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                |
|-----------------|---------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General dentist | dentist near Herndon VA 20170                           | Not in top 20 | Top 5: GoSmiles Dentistry 5.0 (1,768) <b>SPONSORED</b> , Aspen Dental Manassas 4.7 (201) <b>SPONSORED</b> , Herndon Family Dental 5.0 (355), Herndon Smiles 5.0 (708), Herndon Dental Arts 4.7 (556)       |
| Orthodontist    | orthodontist near Herndon VA 20170                      | Not in top 20 | Top 5: iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Solarte Orthodontics Herndon 5.0 (375), Trü Orthodontics 5.0 (252), Greater Reston Herndon Orthodontics 4.8 (24), TBraces Orthodontics 4.7 (69) |
| Pediatric       | pediatric dentist near Herndon VA 20170                 | #4            | Herndon Pediatric Dentistry 5.0 (33), Tiny Tooth Pediatric Dentistry 4.9 (532), Hero Pediatric Dentistry 4.9 (340)                                                                                         |
| Emergency       | emergency dentist near Herndon VA 20170                 | #11           | Top 5: Herndon Dental Arts 4.7 (556), GoSmiles Dentistry 5.0 (1,768), Tooth Doc Family Dentistry 4.7 (232), Herndon Smiles 5.0 (708), New Horizons Dental Center 4.8 (690)                                 |
| Invisalign      | invisalign Herndon VA<br><b>Earlier WTM check</b>       | Not in top 10 | Top 3: Solarte Orthodontics, Herndon 5.0, Trü Orthodontics 5.0, TBraces Orthodontics 4.7                                                                                                                   |
| Implants        | dental implants Herndon VA<br><b>Earlier WTM check</b>  | Not in top 7  | Top 3: Legacy Dental Implants 5.0, Herndon Dental Arts 4.7, NOVA Dental Practice 4.8                                                                                                                       |
| Cosmetic        | cosmetic dentist Herndon VA<br><b>Earlier WTM check</b> | Not in top 7  | Top 3: Herndon Family & Cosmetic Dentistry 4.9, Herndon Smiles 5.0, Herndon Dental Arts 4.7                                                                                                                |

**Reston** Google profile: Let's Smile Reston, 4.9 stars, 166 reviews

| SERVICE         | SEARCH                                                  | LET'S SMILE   | RANKING ABOVE LET'S SMILE, RATING (REVIEWS)                                                                                                                                                                                             |
|-----------------|---------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| General dentist | dentist near Reston VA 20190                            | Not in top 22 | Top 5: GoSmiles Dentistry 5.0 (1,768) <b>SPONSORED</b> , Reston Heights Dental 4.9 (595) <b>SPONSORED</b> , Reston Dental Care 4.7 (419), Fusion Dental Reston 4.7 (1,045), Sunset Hills Dental Co. of Reston 5.0 (30)                  |
| Orthodontist    | orthodontist near Reston VA 20190                       | #3            | iCare Family Dentistry 4.9 (183) <b>SPONSORED</b> , Northern Virginia Orthodontics Reston 4.9 (844)                                                                                                                                     |
| Invisalign      | Invisalign near Reston VA 20190                         | #2            | Northern Virginia Orthodontics Reston 4.9 (844)                                                                                                                                                                                         |
| Pediatric       | pediatric dentist near Reston VA 20190                  | #7            | Top 5: Pediatric Dentistry of Reston 4.9 (310), Tiny Tooth Pediatric Dentistry 4.9 (532), Smile Wonders Pediatric Laser Dentistry 4.9 (272), Precision Orthodontics & Pediatric Dentistry 5.0 (286), Hero Pediatric Dentistry 4.9 (340) |
| Implants        | dental implants Reston VA<br><b>Earlier WTM check</b>   | Not in top 7  | Top 3: Sunset Hills Dental Co. of Reston 5.0, Legacy Dental Implants 5.0, Northern Virginia Oral, Maxillofacial & Implant Surgery 4.9                                                                                                   |
| Emergency       | emergency dentist Reston VA<br><b>Earlier WTM check</b> | Not in top 7  | Top 3: Titan Dental Care 4.8, Herndon Dental Arts 4.7, Reston Heights Dental 4.9                                                                                                                                                        |
| Cosmetic        | cosmetic dentist Reston VA<br><b>Earlier WTM check</b>  | Not in top 7  | Top 3: Reston Family & Cosmetic Dentistry 4.8, Reston Heights Dental 4.9, Reston Family Smiles 4.8                                                                                                                                      |

Organic (non-map) link order from our earlier web search check is in section 1, "Where Let's Smile shows today". Services listed are those with pages for that office on letssmile.com today.

## Appendix B: Page inventory, 269 URLs

Every page in the letssmile.com sitemap on Oct 19, 2026, and where it goes on the new site. Paths are on <https://letssmile.com>. Totals: 194 keep the same address, 58 combined into a stronger page with forwarding, 17 forwarded or kept out of search.

| CURRENT PATH                                 | TYPE                                       | OFFICE     | ACTION             | TARGET                                  |
|----------------------------------------------|--------------------------------------------|------------|--------------------|-----------------------------------------|
| /category/alexandria/                        | blog category archive                      | Alexandria | Keep out of search | Stays live, kept out of search          |
| /map-view/lets-smile-dental-alexandria/      | map-view stub                              | Alexandria | Combine, forward   | /alexandria/                            |
| /alexandria/faqs/                            | office FAQ (duplicate text today)          | Alexandria | Keep address       | /alexandria/faqs/                       |
| /alexandria/about-us/                        | office about                               | Alexandria | Combine, forward   | /alexandria/                            |
| /alexandria/contact-us/                      | office contact                             | Alexandria | Keep address       | /alexandria/contact-us/                 |
| /alexandria/financing-and-insurance/         | office financing (duplicate text today)    | Alexandria | Combine, forward   | /financing-insurance/                   |
| /alexandria/new-patients-forms/              | office forms (duplicate)                   | Alexandria | Combine, forward   | /new-patients-forms/                    |
| /alexandria/                                 | office location hub                        | Alexandria | Keep address       | /alexandria/                            |
| /alexandria/new-patients/                    | office new patients (duplicate text today) | Alexandria | Keep address       | /alexandria/new-patients/               |
| /alexandria/reviews/                         | office reviews (duplicate text today)      | Alexandria | Keep address       | /alexandria/reviews/                    |
| /alexandria/emergency-dentistry/             | office service page                        | Alexandria | Keep address       | /alexandria/emergency-dentistry/        |
| /alexandria/general-dentistry/               | office service page                        | Alexandria | Keep address       | /alexandria/general-dentistry/          |
| /alexandria/lightforce-3d-orthodontics/      | office service page                        | Alexandria | Keep address       | /alexandria/lightforce-3d-orthodontics/ |
| /alexandria/orthodontics/                    | office service page                        | Alexandria | Keep address       | /alexandria/orthodontics/               |
| /alexandria/pediatric-dentistry/             | office service page                        | Alexandria | Keep address       | /alexandria/pediatric-dentistry/        |
| /alexandria/sedation-dentist/                | office service page                        | Alexandria | Keep address       | /alexandria/sedation-dentist/           |
| /alexandria/comprehensive-dental-treatments/ | office services index                      | Alexandria | Combine, forward   | /alexandria/                            |
| /alexandria/meet-the-team/                   | office team                                | Alexandria | Keep address       | /alexandria/meet-the-team/              |
| /alexandria/office-tour/                     | office tour                                | Alexandria | Keep address       | /alexandria/office-tour/                |
| /cosmetic-dentist-purcellville-va/           | Purcellville service landing page          | All        | Keep address       | /cosmetic-dentist-purcellville-va/      |
| /dental-bridges-purcellville-va/             | Purcellville service landing page          | All        | Keep address       | /dental-bridges-purcellville-va/        |
| /dental-crowns-purcellville-va/              | Purcellville service landing page          | All        | Keep address       | /dental-crowns-purcellville-va/         |
| /dental-veneers-purcellville-va/             | Purcellville service landing page          | All        | Keep address       | /dental-veneers-purcellville-va/        |

| CURRENT PATH                                                                                 | TYPE                              | OFFICE | ACTION             | TARGET                                                                                       |
|----------------------------------------------------------------------------------------------|-----------------------------------|--------|--------------------|----------------------------------------------------------------------------------------------|
| /emergency-dentist-purcellville-va/                                                          | Purcellville service landing page | All    | Keep address       | /emergency-dentist-purcellville-va/                                                          |
| /full-mouth-dental-implants-purcellville-va/                                                 | Purcellville service landing page | All    | Keep address       | /full-mouth-dental-implants-purcellville-va/                                                 |
| /general-dentist-purcellville-va/                                                            | Purcellville service landing page | All    | Keep address       | /general-dentist-purcellville-va/                                                            |
| /pediatric-dentist-purcellville-va/                                                          | Purcellville service landing page | All    | Keep address       | /pediatric-dentist-purcellville-va/                                                          |
| /teeth-extraction-purcellville-va/                                                           | Purcellville service landing page | All    | Keep address       | /teeth-extraction-purcellville-va/                                                           |
| /wisdom-teeth-extractions-purcellville-va/                                                   | Purcellville service landing page | All    | Keep address       | /wisdom-teeth-extractions-purcellville-va/                                                   |
| /author/lets-smile-dental-admin/                                                             | author archive                    | All    | Keep out of search | /blog/                                                                                       |
| /author/safa/                                                                                | author archive                    | All    | Keep out of search | /blog/                                                                                       |
| /category/blog/                                                                              | blog category archive             | All    | Keep out of search | Stays live, kept out of search                                                               |
| /category/corporate/                                                                         | blog category archive             | All    | Keep out of search | Stays live, kept out of search                                                               |
| /blog/                                                                                       | blog index                        | All    | Keep address       | /blog/                                                                                       |
| /achieve-your-dream-smile-today/                                                             | blog post                         | All    | Keep address       | /achieve-your-dream-smile-today/                                                             |
| /aging-gracefully-comprehensive-dental-care-to-support-health-and-confidence-in-later-years/ | blog post                         | All    | Keep address       | /aging-gracefully-comprehensive-dental-care-to-support-health-and-confidence-in-later-years/ |
| /breathing-and-dental-health/                                                                | blog post                         | All    | Keep address       | /breathing-and-dental-health/                                                                |
| /confident-smiles-confident-lives-the-power-of-orthodontics-at-any-age/                      | blog post                         | All    | Keep address       | /confident-smiles-confident-lives-the-power-of-orthodontics-at-any-age/                      |
| /crooked-teeth-hidden-risks/                                                                 | blog post                         | All    | Keep address       | /crooked-teeth-hidden-risks/                                                                 |
| /dentistry-and-active-adults/                                                                | blog post                         | All    | Keep address       | /dentistry-and-active-adults/                                                                |
| /how-to-overcome-dental-anxiety/                                                             | blog post                         | All    | Keep address       | /how-to-overcome-dental-anxiety/                                                             |
| /lets-smile-dental-nine-locations-countless-smiles/                                          | blog post                         | All    | Keep address       | /lets-smile-dental-nine-locations-countless-smiles/                                          |
| /maintenance-and-protection-of-dental-implants-and-natural-teeth/                            | blog post                         | All    | Keep address       | /maintenance-and-protection-of-dental-implants-and-natural-teeth/                            |
| /pain-and-dentistry/                                                                         | blog post                         | All    | Keep address       | /pain-and-dentistry/                                                                         |
| /pediatric-diabetes-and-oral-health/                                                         | blog post                         | All    | Keep address       | /pediatric-diabetes-and-oral-health/                                                         |
| /the-advantages-of-comprehensive-dental-care-under-one-roof/                                 | blog post                         | All    | Keep address       | /the-advantages-of-comprehensive-dental-care-under-one-roof/                                 |
| /the-impact-of-airway-and-breathing-on-growth-development-and-quality-of-life/               | blog post                         | All    | Keep address       | /the-impact-of-airway-and-breathing-on-growth-development-and-quality-of-life/               |
| /the-importance-of-phase-i-orthodontic-treatment-for-children-aged-8-10/                     | blog post                         | All    | Keep address       | /the-importance-of-phase-i-orthodontic-treatment-for-children-aged-8-10/                     |
| /the-role-of-the-dentist-orthodontist-and-oral-surgeon-in-dental-implants/                   | blog post                         | All    | Keep address       | /the-role-of-the-dentist-orthodontist-and-oral-surgeon-in-dental-implants/                   |

| CURRENT PATH                                                                  | TYPE                 | OFFICE | ACTION       | TARGET                                                                        |
|-------------------------------------------------------------------------------|----------------------|--------|--------------|-------------------------------------------------------------------------------|
| /the-steps-involved-in-getting-and-restoring-a-dental-implant/                | blog post            | All    | Keep address | /the-steps-involved-in-getting-and-restoring-a-dental-implant/                |
| /the-surprising-connection-between-oral-health-gut-health-and-brain-function/ | blog post            | All    | Keep address | /the-surprising-connection-between-oral-health-gut-health-and-brain-function/ |
| /the-unsung-heroes-of-dental-care-why-skilled-clinical-assistants-matter/     | blog post            | All    | Keep address | /the-unsung-heroes-of-dental-care-why-skilled-clinical-assistants-matter/     |
| /tongue-tie-swallowing-patterns-and-upper-jaw-development/                    | blog post            | All    | Keep address | /tongue-tie-swallowing-patterns-and-upper-jaw-development/                    |
| /what-a-patient-needs-to-do-when-looking-to-restore-a-missing-tooth/          | blog post            | All    | Keep address | /what-a-patient-needs-to-do-when-looking-to-restore-a-missing-tooth/          |
| /your-best-smile-without-the-wait/                                            | blog post            | All    | Keep address | /your-best-smile-without-the-wait/                                            |
| /7up-club/                                                                    | brand/corporate page | All    | Keep address | /7up-club/                                                                    |
| /about-us/                                                                    | brand/corporate page | All    | Keep address | /about-us/                                                                    |
| /contact-us/                                                                  | brand/corporate page | All    | Keep address | /contact-us/                                                                  |
| /corporate/                                                                   | brand/corporate page | All    | Keep address | /corporate/                                                                   |
| /financing-insurance/                                                         | brand/corporate page | All    | Keep address | /financing-insurance/                                                         |
| /flat-flossy/                                                                 | brand/corporate page | All    | Keep address | /flat-flossy/                                                                 |
| /meet-the-team/                                                               | brand/corporate page | All    | Keep address | /meet-the-team/                                                               |
| /new-patients/                                                                | brand/corporate page | All    | Keep address | /new-patients/                                                                |
| /our-locations/                                                               | brand/corporate page | All    | Keep address | /our-locations/                                                               |
| /smile-refresh/                                                               | brand/corporate page | All    | Keep address | /smile-refresh/                                                               |
| /dr-abeer-zlethni/                                                            | doctor bio           | All    | Keep address | /dr-abeer-zlethni/                                                            |
| /dr-ali-baghalian-2/                                                          | doctor bio           | All    | Keep address | /dr-ali-baghalian-2/                                                          |
| /dr-ali-ghatri/                                                               | doctor bio           | All    | Keep address | /dr-ali-ghatri/                                                               |
| /dr-amitis-sarbaz/                                                            | doctor bio           | All    | Keep address | /dr-amitis-sarbaz/                                                            |
| /dr-ashlee-kato/                                                              | doctor bio           | All    | Keep address | /dr-ashlee-kato/                                                              |
| /dr-christina-coleman/                                                        | doctor bio           | All    | Keep address | /dr-christina-coleman/                                                        |
| /dr-cindy-choi/                                                               | doctor bio           | All    | Keep address | /dr-cindy-choi/                                                               |
| /dr-grill/                                                                    | doctor bio           | All    | Keep address | /dr-grill/                                                                    |
| /dr-hamad-alharbi/                                                            | doctor bio           | All    | Keep address | /dr-hamad-alharbi/                                                            |
| /dr-injamamul-niloy/                                                          | doctor bio           | All    | Keep address | /dr-injamamul-niloy/                                                          |

| CURRENT PATH                                                             | TYPE                   | OFFICE | ACTION           | TARGET                                    |
|--------------------------------------------------------------------------|------------------------|--------|------------------|-------------------------------------------|
| /dr-jacqueline-liu/                                                      | doctor bio             | All    | Keep address     | /dr-jacqueline-liu/                       |
| /dr-joseph-alwan/                                                        | doctor bio             | All    | Keep address     | /dr-joseph-alwan/                         |
| /dr-kevin-do/                                                            | doctor bio             | All    | Keep address     | /dr-kevin-do/                             |
| /dr-manhal-eliliwi/                                                      | doctor bio             | All    | Keep address     | /dr-manhal-eliliwi/                       |
| /dr-oscar-dominguez/                                                     | doctor bio             | All    | Keep address     | /dr-oscar-dominguez/                      |
| /dr-paul-park/                                                           | doctor bio             | All    | Keep address     | /dr-paul-park/                            |
| /dr-tina-abolghasemi/                                                    | doctor bio             | All    | Keep address     | /dr-tina-abolghasemi/                     |
| /dr-tracy-lee/                                                           | doctor bio             | All    | Keep address     | /dr-tracy-lee/                            |
| /dr-zeina-estephan/                                                      | doctor bio             | All    | Keep address     | /dr-zeina-estephan/                       |
| /all-on-4-dental-implants-purcellville-va/                               | duplicate/variant page | All    | Combine, forward | /purcellville/all-on-4-all-on-6-implants/ |
| /all-services/                                                           | duplicate/variant page | All    | Combine, forward | /comprehensive-dental-treatments/         |
| /comprehensive-dental-care-key-takeaways-from-the-past-year/             | duplicate/variant page | All    | Combine, forward | /blog/                                    |
| /dental-implants-purcellville-va/                                        | duplicate/variant page | All    | Combine, forward | /purcellville/dental-implants/            |
| /holiday-wishes-and-a-look-ahead-to-2025/                                | duplicate/variant page | All    | Combine, forward | /blog/                                    |
| /lets-smile-dentals-7up-club/                                            | duplicate/variant page | All    | Combine, forward | /7up-club/                                |
| /womens-dental-health-protecting-your-smile-through-every-stage-of-life/ | duplicate/variant page | All    | Combine, forward | /womens-dental-health/                    |
| /womens-health/                                                          | duplicate/variant page | All    | Combine, forward | /womens-dental-health/                    |
| /all-on-4-all-on-6-implants/                                             | group service page     | All    | Keep address     | /all-on-4-all-on-6-implants/              |
| /comprehensive-dental-treatments/                                        | group service page     | All    | Keep address     | /comprehensive-dental-treatments/         |
| /cosmetic-dentistry/                                                     | group service page     | All    | Keep address     | /cosmetic-dentistry/                      |
| /dental-implants/                                                        | group service page     | All    | Keep address     | /dental-implants/                         |
| /emergency-dentist/                                                      | group service page     | All    | Keep address     | /emergency-dentist/                       |
| /general-dentistry/                                                      | group service page     | All    | Keep address     | /general-dentistry/                       |
| /invisalign/                                                             | group service page     | All    | Keep address     | /invisalign/                              |
| /lightforce-3d-orthodontics/                                             | group service page     | All    | Keep address     | /lightforce-3d-orthodontics/              |
| /non-extraction-orthodontic-treatment/                                   | group service page     | All    | Keep address     | /non-extraction-orthodontic-treatment/    |

| CURRENT PATH                                            | TYPE                                    | OFFICE           | ACTION             | TARGET                                               |
|---------------------------------------------------------|-----------------------------------------|------------------|--------------------|------------------------------------------------------|
| /oral-surgery/                                          | group service page                      | All              | Keep address       | /oral-surgery/                                       |
| /orthodontic-emergencies/                               | group service page                      | All              | Keep address       | /orthodontic-emergencies/                            |
| /orthodontics/                                          | group service page                      | All              | Keep address       | /orthodontics/                                       |
| /pediatric-dentistry/                                   | group service page                      | All              | Keep address       | /pediatric-dentistry/                                |
| /preventive-dentistry/                                  | group service page                      | All              | Keep address       | /preventive-dentistry/                               |
| /restorative-dentistry/                                 | group service page                      | All              | Keep address       | /restorative-dentistry/                              |
| /sedation-dentist/                                      | group service page                      | All              | Keep address       | /sedation-dentist/                                   |
| /tmj-therapy/                                           | group service page                      | All              | Keep address       | /tmj-therapy/                                        |
| /traditional-braces/                                    | group service page                      | All              | Keep address       | /traditional-braces/                                 |
| /wisdom-tooth-extraction/                               | group service page                      | All              | Keep address       | /wisdom-tooth-extraction/                            |
| /womens-dental-health/                                  | group service page                      | All              | Keep address       | /womens-dental-health/                               |
| /                                                       | home                                    | All              | Keep address       | /                                                    |
| /accessibility-statement/                               | legal/utility                           | All              | Keep address       | /accessibility-statement/                            |
| /privacy-policy/                                        | legal/utility                           | All              | Keep address       | /privacy-policy/                                     |
| /dental-implants-lp/                                    | paid ads landing page                   | All              | Keep address       | /dental-implants-lp/ (keep noindex for ads; confirm) |
| /new-patients-forms/                                    | patient forms hub                       | All              | Keep address       | /new-patients-forms/                                 |
| /?elementskit_template=main                             | utility/template                        | All              | Keep out of search | Kept out of search                                   |
| /thank-you/                                             | utility/template                        | All              | Keep out of search | Stays live, kept out of search                       |
| /category/fairfax-cosmetic-dentistry/                   | blog category archive                   | Fairfax Cosmetic | Keep out of search | Stays live, kept out of search                       |
| /fairfax-cosmetic/botox-3/                              | duplicate/variant page                  | Fairfax Cosmetic | Combine, forward   | /fairfax-cosmetic/botox/                             |
| /map-view/lets-smile-dental-fairfax-cosmetic-dentistry/ | map-view stub                           | Fairfax Cosmetic | Combine, forward   | /fairfax-cosmetic/                                   |
| /fairfax-cosmetic/faqs/                                 | office FAQ (duplicate text today)       | Fairfax Cosmetic | Keep address       | /fairfax-cosmetic/faqs/                              |
| /fairfax-cosmetic/about-us/                             | office about                            | Fairfax Cosmetic | Combine, forward   | /fairfax-cosmetic/                                   |
| /fairfax-cosmetic/contact-us/                           | office contact                          | Fairfax Cosmetic | Keep address       | /fairfax-cosmetic/contact-us/                        |
| /fairfax-cosmetic/financing-insurance/                  | office financing (duplicate text today) | Fairfax Cosmetic | Combine, forward   | /financing-insurance/                                |
| /fairfax-cosmetic/new-patients-forms/                   | office forms (duplicate)                | Fairfax Cosmetic | Combine, forward   | /new-patients-forms/                                 |

| CURRENT PATH                                            | TYPE                                       | OFFICE                    | ACTION             | TARGET                                                  |
|---------------------------------------------------------|--------------------------------------------|---------------------------|--------------------|---------------------------------------------------------|
| /fairfax-cosmetic/                                      | office location hub                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/                                      |
| /fairfax-cosmetic/in-house-dental-plan/                 | office membership plan                     | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/in-house-dental-plan/                 |
| /fairfax-cosmetic/new-patients/                         | office new patients (duplicate text today) | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/new-patients/                         |
| /fairfax-cosmetic/reviews/                              | office reviews (duplicate text today)      | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/reviews/                              |
| /fairfax-cosmetic/all-on-4-all-on-6-implants/           | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/all-on-4-all-on-6-implants/           |
| /fairfax-cosmetic/botox/                                | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/botox/                                |
| /fairfax-cosmetic/cosmetic-dentistry-facial-aesthetics/ | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/cosmetic-dentistry-facial-aesthetics/ |
| /fairfax-cosmetic/cosmetic-dentistry/                   | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/cosmetic-dentistry/                   |
| /fairfax-cosmetic/dental-implants/                      | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/dental-implants/                      |
| /fairfax-cosmetic/dermal-fillers/                       | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/dermal-fillers/                       |
| /fairfax-cosmetic/emergency-dentistry/                  | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/emergency-dentistry/                  |
| /fairfax-cosmetic/general-dentistry/                    | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/general-dentistry/                    |
| /fairfax-cosmetic/preventive-dentistry/                 | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/preventive-dentistry/                 |
| /fairfax-cosmetic/restorative-dentistry/                | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/restorative-dentistry/                |
| /fairfax-cosmetic/tmj-therapy/                          | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/tmj-therapy/                          |
| /fairfax-cosmetic/wisdom-tooth-extraction/              | office service page                        | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/wisdom-tooth-extraction/              |
| /fairfax-cosmetic/comprehensive-dental-treatments/      | office services index                      | Fairfax Cosmetic          | Combine, forward   | /fairfax-cosmetic/                                      |
| /fairfax-cosmetic/meet-the-team/                        | office team                                | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/meet-the-team/                        |
| /fairfax-cosmetic/office-tour/                          | office tour                                | Fairfax Cosmetic          | Keep address       | /fairfax-cosmetic/office-tour/                          |
| /category/fairfax-ortho-pedo/                           | blog category archive                      | Fairfax Ortho & Pediatric | Keep out of search | Stays live, kept out of search                          |
| /map-view/lets-smile-dental-fairfax-ortho-pediatric/    | map-view stub                              | Fairfax Ortho & Pediatric | Combine, forward   | /fairfax-ortho-pedo/                                    |
| /fairfax-ortho-pedo/faqs/                               | office FAQ (duplicate text today)          | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/faqs/                               |
| /fairfax-ortho-pedo/contact-us/                         | office contact                             | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/contact-us/                         |
| /fairfax-ortho-pedo/financing-insurance/                | office financing (duplicate text today)    | Fairfax Ortho & Pediatric | Combine, forward   | /financing-insurance/                                   |
| /fairfax-ortho-pedo/new-patients-forms/                 | office forms (duplicate)                   | Fairfax Ortho & Pediatric | Combine, forward   | /new-patients-forms/                                    |
| /fairfax-ortho-pedo/                                    | office location hub                        | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/                                    |

| CURRENT PATH                                         | TYPE                                          | OFFICE                    | ACTION             | TARGET                                       |
|------------------------------------------------------|-----------------------------------------------|---------------------------|--------------------|----------------------------------------------|
| /fairfax-ortho-pedo/new-patients/                    | office new patients<br>(duplicate text today) | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/new-patients/            |
| /fairfax-ortho-pedo/reviews/                         | office reviews<br>(duplicate text today)      | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/reviews/                 |
| /fairfax-ortho-pedo/oral-surgery/                    | office service page                           | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/oral-surgery/            |
| /fairfax-ortho-pedo/orthodontics/                    | office service page                           | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/orthodontics/            |
| /fairfax-ortho-pedo/pediatric-dentistry/             | office service page                           | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/pediatric-dentistry/     |
| /fairfax-ortho-pedo/wisdom-tooth-extraction/         | office service page                           | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/wisdom-tooth-extraction/ |
| /fairfax-ortho-pedo/comprehensive-dental-treatments/ | office services index                         | Fairfax Ortho & Pediatric | Combine, forward   | /fairfax-ortho-pedo/                         |
| /fairfax-ortho-pedo/meet-the-team/                   | office team                                   | Fairfax Ortho & Pediatric | Keep address       | /fairfax-ortho-pedo/meet-the-team/           |
| /category/fredericksburg/                            | blog category archive                         | Fredericksburg            | Keep out of search | Stays live, kept out of search               |
| /fredericksburg/faqs-2/                              | duplicate/variant page                        | Fredericksburg            | Combine, forward   | /fredericksburg/faqs/                        |
| /fredericksburg/reviews-2/                           | duplicate/variant page                        | Fredericksburg            | Combine, forward   | /fredericksburg/reviews/                     |
| /map-view/lets-smile-dental-fredericksburg/          | map-view stub                                 | Fredericksburg            | Combine, forward   | /fredericksburg/                             |
| /fredericksburg/faqs/                                | office FAQ (duplicate text today)             | Fredericksburg            | Keep address       | /fredericksburg/faqs/                        |
| /fredericksburg/smile-refresh/                       | office Smile Refresh<br>(duplicate text)      | Fredericksburg            | Combine, forward   | /smile-refresh/                              |
| /fredericksburg/about-us/                            | office about                                  | Fredericksburg            | Combine, forward   | /fredericksburg/                             |
| /fredericksburg/contact-us/                          | office contact                                | Fredericksburg            | Keep address       | /fredericksburg/contact-us/                  |
| /fredericksburg/financing-insurance/                 | office financing<br>(duplicate text today)    | Fredericksburg            | Combine, forward   | /financing-insurance/                        |
| /fredericksburg/new-patients-forms/                  | office forms<br>(duplicate)                   | Fredericksburg            | Combine, forward   | /new-patients-forms/                         |
| /fredericksburg/                                     | office location hub                           | Fredericksburg            | Keep address       | /fredericksburg/                             |
| /fredericksburg/new-patients/                        | office new patients<br>(duplicate text today) | Fredericksburg            | Keep address       | /fredericksburg/new-patients/                |
| /fredericksburg/new-patient-specials/                | office offers                                 | Fredericksburg            | Keep address       | /fredericksburg/new-patient-specials/        |
| /fredericksburg/reviews/                             | office reviews<br>(duplicate text today)      | Fredericksburg            | Keep address       | /fredericksburg/reviews/                     |
| /fredericksburg/dental-implants/                     | office service page                           | Fredericksburg            | Keep address       | /fredericksburg/dental-implants/             |
| /fredericksburg/oral-surgery/                        | office service page                           | Fredericksburg            | Keep address       | /fredericksburg/oral-surgery/                |
| /fredericksburg/orthodontics/                        | office service page                           | Fredericksburg            | Keep address       | /fredericksburg/orthodontics/                |
| /fredericksburg/pediatric-dentistry/                 | office service page                           | Fredericksburg            | Keep address       | /fredericksburg/pediatric-dentistry/         |

| CURRENT PATH                                     | TYPE                                       | OFFICE         | ACTION             | TARGET                            |
|--------------------------------------------------|--------------------------------------------|----------------|--------------------|-----------------------------------|
| /fredericksburg/sedation-dentist/                | office service page                        | Fredericksburg | Keep address       | /fredericksburg/sedation-dentist/ |
| /fredericksburg/comprehensive-dental-treatments/ | office services index                      | Fredericksburg | Combine, forward   | /fredericksburg/                  |
| /fredericksburg/meet-the-team/                   | office team                                | Fredericksburg | Keep address       | /fredericksburg/meet-the-team/    |
| /fredericksburg/video-faqs/                      | office video FAQ                           | Fredericksburg | Combine, forward   | /fredericksburg/faqs/             |
| /category/herndon/                               | blog category archive                      | Herndon        | Keep out of search | Stays live, kept out of search    |
| /map-view/lets-smile-dental-herndon/             | map-view stub                              | Herndon        | Combine, forward   | /herndon/                         |
| /herndon/faqs/                                   | office FAQ (duplicate text today)          | Herndon        | Keep address       | /herndon/faqs/                    |
| /herndon/smile-refresh/                          | office Smile Refresh (duplicate text)      | Herndon        | Combine, forward   | /smile-refresh/                   |
| /herndon/about-us/                               | office about                               | Herndon        | Combine, forward   | /herndon/                         |
| /herndon/contact-us/                             | office contact                             | Herndon        | Keep address       | /herndon/contact-us/              |
| /herndon/financing-insurance/                    | office financing (duplicate text today)    | Herndon        | Combine, forward   | /financing-insurance/             |
| /herndon/new-patients-forms/                     | office forms (duplicate)                   | Herndon        | Combine, forward   | /new-patients-forms/              |
| /herndon/                                        | office location hub                        | Herndon        | Keep address       | /herndon/                         |
| /herndon/new-patients/                           | office new patients (duplicate text today) | Herndon        | Keep address       | /herndon/new-patients/            |
| /herndon/new-patient-specials/                   | office offers                              | Herndon        | Keep address       | /herndon/new-patient-specials/    |
| /herndon/reviews/                                | office reviews (duplicate text today)      | Herndon        | Keep address       | /herndon/reviews/                 |
| /herndon/dental-implants/                        | office service page                        | Herndon        | Keep address       | /herndon/dental-implants/         |
| /herndon/emergency-dentistry/                    | office service page                        | Herndon        | Keep address       | /herndon/emergency-dentistry/     |
| /herndon/general-dentistry/                      | office service page                        | Herndon        | Keep address       | /herndon/general-dentistry/       |
| /herndon/oral-surgery/                           | office service page                        | Herndon        | Keep address       | /herndon/oral-surgery/            |
| /herndon/orthodontics/                           | office service page                        | Herndon        | Keep address       | /herndon/orthodontics/            |
| /herndon/pediatric-dentistry/                    | office service page                        | Herndon        | Keep address       | /herndon/pediatric-dentistry/     |
| /herndon/sedation-dentist/                       | office service page                        | Herndon        | Keep address       | /herndon/sedation-dentist/        |
| /herndon/wisdom-tooth-extraction/                | office service page                        | Herndon        | Keep address       | /herndon/wisdom-tooth-extraction/ |
| /herndon/comprehensive-dental-treatments/        | office services index                      | Herndon        | Combine, forward   | /herndon/                         |
| /herndon/meet-the-team/                          | office team                                | Herndon        | Keep address       | /herndon/meet-the-team/           |

| CURRENT PATH                                   | TYPE                                       | OFFICE       | ACTION             | TARGET                                    |
|------------------------------------------------|--------------------------------------------|--------------|--------------------|-------------------------------------------|
| /category/purcellville/                        | blog category archive                      | Purcellville | Keep out of search | Stays live, kept out of search            |
| /map-view/lets-smile-dental-purcellville/      | map-view stub                              | Purcellville | Combine, forward   | /purcellville/                            |
| /purcellville/faqs/                            | office FAQ (duplicate text today)          | Purcellville | Keep address       | /purcellville/faqs/                       |
| /purcellville/about-us/                        | office about                               | Purcellville | Combine, forward   | /purcellville/                            |
| /purcellville/contact-us/                      | office contact                             | Purcellville | Keep address       | /purcellville/contact-us/                 |
| /purcellville/financing-insurance/             | office financing (duplicate text today)    | Purcellville | Combine, forward   | /financing-insurance/                     |
| /purcellville/new-patients-forms/              | office forms (duplicate)                   | Purcellville | Combine, forward   | /new-patients-forms/                      |
| /purcellville/                                 | office location hub                        | Purcellville | Keep address       | /purcellville/                            |
| /purcellville/new-patients/                    | office new patients (duplicate text today) | Purcellville | Keep address       | /purcellville/new-patients/               |
| /purcellville/reviews/                         | office reviews (duplicate text today)      | Purcellville | Keep address       | /purcellville/reviews/                    |
| /purcellville/emergency-dentistry/             | office service (already redirects)         | Purcellville | Keep out of search | /emergency-dentist-purcellville-va/       |
| /purcellville/general-dentistry/               | office service (already redirects)         | Purcellville | Keep out of search | /general-dentist-purcellville-va/         |
| /purcellville/pediatric-dentistry/             | office service (already redirects)         | Purcellville | Keep out of search | /pediatric-dentist-purcellville-va/       |
| /purcellville/all-on-4-all-on-6-implants/      | office service page                        | Purcellville | Keep address       | /purcellville/all-on-4-all-on-6-implants/ |
| /purcellville/dental-implants/                 | office service page                        | Purcellville | Keep address       | /purcellville/dental-implants/            |
| /purcellville/invisalign/                      | office service page                        | Purcellville | Keep address       | /purcellville/invisalign/                 |
| /purcellville/oral-surgery/                    | office service page                        | Purcellville | Keep address       | /purcellville/oral-surgery/               |
| /purcellville/sedation-dentist/                | office service page                        | Purcellville | Keep address       | /purcellville/sedation-dentist/           |
| /purcellville/comprehensive-dental-treatments/ | office services index                      | Purcellville | Combine, forward   | /purcellville/                            |
| /purcellville/meet-the-team/                   | office team                                | Purcellville | Keep address       | /purcellville/meet-the-team/              |
| /category/reston/                              | blog category archive                      | Reston       | Keep out of search | Stays live, kept out of search            |
| /map-view/lets-smile-dental-reston/            | map-view stub                              | Reston       | Combine, forward   | /reston/                                  |
| /reston/faqs/                                  | office FAQ (duplicate text today)          | Reston       | Keep address       | /reston/faqs/                             |
| /reston/smile-refresh/                         | office Smile Refresh (duplicate text)      | Reston       | Combine, forward   | /smile-refresh/                           |
| /reston/about-us/                              | office about                               | Reston       | Combine, forward   | /reston/                                  |
| /reston/contact-us/                            | office contact                             | Reston       | Keep address       | /reston/contact-us/                       |

| CURRENT PATH                             | TYPE                                          | OFFICE      | ACTION                | TARGET                              |
|------------------------------------------|-----------------------------------------------|-------------|-----------------------|-------------------------------------|
| /reston/financing-insurance/             | office financing<br>(duplicate text today)    | Reston      | Combine,<br>forward   | /financing-insurance/               |
| /reston/new-patients-forms/              | office forms<br>(duplicate)                   | Reston      | Combine,<br>forward   | /new-patients-forms/                |
| /reston/                                 | office location hub                           | Reston      | Keep<br>address       | /reston/                            |
| /reston/new-patients/                    | office new patients<br>(duplicate text today) | Reston      | Keep<br>address       | /reston/new-patients/               |
| /reston/reviews/                         | office reviews<br>(duplicate text today)      | Reston      | Keep<br>address       | /reston/reviews/                    |
| /reston/emergency-dentistry/             | office service page                           | Reston      | Keep<br>address       | /reston/emergency-dentistry/        |
| /reston/general-dentistry/               | office service page                           | Reston      | Keep<br>address       | /reston/general-dentistry/          |
| /reston/invisalign/                      | office service page                           | Reston      | Keep<br>address       | /reston/invisalign/                 |
| /reston/lightforce-3d-orthodontics/      | office service page                           | Reston      | Keep<br>address       | /reston/lightforce-3d-orthodontics/ |
| /reston/orthodontic-emergencies/         | office service page                           | Reston      | Keep<br>address       | /reston/orthodontic-emergencies/    |
| /reston/orthodontics/                    | office service page                           | Reston      | Keep<br>address       | /reston/orthodontics/               |
| /reston/pediatric-dentistry/             | office service page                           | Reston      | Keep<br>address       | /reston/pediatric-dentistry/        |
| /reston/traditional-braces/              | office service page                           | Reston      | Keep<br>address       | /reston/traditional-braces/         |
| /reston/comprehensive-dental-treatments/ | office services index                         | Reston      | Combine,<br>forward   | /reston/                            |
| /reston/meet-the-team/                   | office team                                   | Reston      | Keep<br>address       | /reston/meet-the-team/              |
| /category/springfield/                   | blog category archive                         | Springfield | Keep out of<br>search | Stays live, kept out of search      |
| /springfield/about-us-2/                 | duplicate/variant page                        | Springfield | Combine,<br>forward   | /springfield/                       |
| /springfield/about-us/                   | duplicate/variant page                        | Springfield | Combine,<br>forward   | /springfield/                       |
| /springfield/dental-implants-2/          | duplicate/variant page                        | Springfield | Combine,<br>forward   | /springfield/dental-implants/       |
| /springfield/new-patients-2/             | duplicate/variant page                        | Springfield | Combine,<br>forward   | /springfield/new-patients/          |
| /springfield/wisdom-tooth-extraction-2/  | duplicate/variant page                        | Springfield | Combine,<br>forward   | /springfield/oral-surgery/          |
| /map-view/lets-smile-dental-springfield/ | map-view stub                                 | Springfield | Combine,<br>forward   | /springfield/                       |
| /springfield/faqs/                       | office FAQ (duplicate<br>text today)          | Springfield | Keep<br>address       | /springfield/faqs/                  |
| /springfield/contact-us/                 | office contact                                | Springfield | Keep<br>address       | /springfield/contact-us/            |
| /springfield/financing-insurance/        | office financing<br>(duplicate text today)    | Springfield | Combine,<br>forward   | /financing-insurance/               |
| /springfield/new-patients-forms/         | office forms<br>(duplicate)                   | Springfield | Combine,<br>forward   | /new-patients-forms/                |

| CURRENT PATH                                  | TYPE                                     | OFFICE      | ACTION           | TARGET                             |
|-----------------------------------------------|------------------------------------------|-------------|------------------|------------------------------------|
| /springfield/                                 | office location hub                      | Springfield | Keep address     | /springfield/                      |
| /springfield/new-patient-specials/            | office offers                            | Springfield | Keep address     | /springfield/new-patient-specials/ |
| /springfield/reviews/                         | office reviews<br>(duplicate text today) | Springfield | Keep address     | /springfield/reviews/              |
| /springfield/dental-implants/                 | office service page                      | Springfield | Keep address     | /springfield/dental-implants/      |
| /springfield/emergency-dentistry/             | office service page                      | Springfield | Keep address     | /springfield/emergency-dentistry/  |
| /springfield/oral-surgery/                    | office service page                      | Springfield | Keep address     | /springfield/oral-surgery/         |
| /springfield/orthodontics/                    | office service page                      | Springfield | Keep address     | /springfield/orthodontics/         |
| /springfield/pediatric-dentistry/             | office service page                      | Springfield | Keep address     | /springfield/pediatric-dentistry/  |
| /springfield/sedation-dentist/                | office service page                      | Springfield | Keep address     | /springfield/sedation-dentist/     |
| /springfield/tmj-therapy/                     | office service page                      | Springfield | Keep address     | /springfield/tmj-therapy/          |
| /springfield/comprehensive-dental-treatments/ | office services index                    | Springfield | Combine, forward | /springfield/                      |
| /springfield/meet-the-team/                   | office team                              | Springfield | Keep address     | /springfield/meet-the-team/        |