



ELYSIUM DENTAL
N A P L E S

A FREE GUIDE FOR DR. FLAVIUS AND DR. LAVINIA POPESCU

Sharing the Elysium Experience

What your website could be doing for you

Prepared by Ben Dambman, Super Simple Pro, Naples - a fellow Naples business owner and a patient of Elysium.
October 2026.

The short version

Your patients already love what you've built. You have about 370 five-star Google reviews, and people describe a calm, spotless visit that doesn't feel like a typical dental office. That part is working.

The opportunity is earlier in the journey. When I checked the searches a high-value patient might run - "Invisalign Naples FL dentist", "dental implants North Naples All-on-4", "best dentist North Naples FL" - Elysium didn't appear in the results I saw. The practices that did appear each had a page named for that exact treatment. So the experience you invested in is often invisible at the very moment a new implant or Invisalign patient is choosing where to go.

Nothing here asks you to work longer hours or change how you care for people. It's about letting your website, Google profile and AI tools tell the story your patients already tell.

- **Get found:** give implants, Invisalign, whitening, sedation and your membership their own clearly named pages, with patient FAQs.
- **Turn visitors into booked patients:** let people request a time online (within your current hours) and follow up gently after big-treatment consults.
- **Build trust and proof:** tell your story - a European dental experience, a big-city standard of care, spotless rooms and prevention first. No competitor can copy it.
- **Hand some items to your new agency:** directory listings, the Google profile, ads conversion tracking and the Meta pixel are marked for them.

How to use this guide. It's free, with no strings. Every item is written so your team can do it yourselves or pass it to your agency or web person. Each one follows the same pattern: the problem, why it matters, the fix and the benefit.

What you're already doing well

I want to start here, because it's true. Most practices would love to have these strengths, and everything later builds on them.

- **A reputation most practices never reach.** About 370 Google reviews at 5.0 stars, plus 5.0 on Facebook, and every review in the audit's sample was positive.
- **You answer your reviews.** About 98% get a reply. That's rare, and it shows a real team behind the name.
- **A front desk people remember.** As a patient, I've found your front desk kind and organized, and reviewers name team members like Steven.
- **You already reply after hours.** When I called after hours, I got a text back. Many offices still miss those calls.
- **Details that feel personal.** The treatment-room TV welcomes me by name, and quiet instrumental worship music plays. This is why people describe the visit as calm.
- **Prevention you can join.** Your \$249 and \$499 memberships turn "come before it hurts" into something simple for uninsured families.
- **Real depth of training.** Dr. Lavinia's first dental degree is from Bucharest, followed by UNC Chapel Hill. Dr. Flavius trained at Ohio State, completes 100+ hours of continuing education a year and is certified in IV sedation.
- **A strong technical base.** The site loads quickly from the server, search engines can read every page, Google Analytics is installed, and your Google Business Profile basics scored 100%.
- **Search already rewards you when the match is exact.** For "holistic dentist North Naples IV sedation 34119", Elysium was the top result, and the AI answer named Dr. Flavius's IV sedation certification. When a page clearly says what you do, you win.

The insight: patients love the experience, but new patients can't find it

You set out to create a European dental experience, with the caliber of care people find in New York, and patients tell you it feels like a spa. Here's what's easy to miss from inside a busy practice: your strongest marketing, the visit itself, only works on people who have already walked in. Someone considering implants or Invisalign usually starts by searching, and more and more by asking AI tools like ChatGPT or Google's AI Overviews (the AI-written summary at the top of some results).

On October 15, 2026 I ran six searches a new patient might use. Here's what came back:

What someone searched	Did Elysium appear?	Who appeared instead
best dentist North Naples FL	No	Oak Tree Dentistry, Torrens Dental Care, Cardinale, North Naples Dental
Invisalign Naples FL dentist	No	Island Coast Dentistry, Smile Naples, CoastSide Ortho, Campbell Ortho, Coast Dental - each with its own Invisalign page

What someone searched	Did Elysium appear?	Who appeared instead
dental implants North Naples FL All-on-4	No	Mark Makram DDS, Park Family & Cosmetic, Olde Naples Perio, Florida Dental Implant Institute - each with an All-on-4 page
European dentist Naples Florida	Partly	Found only through a staff archive page. The AI answer listed Dr. Lavinia among "foreign-trained" dentists, not as a European experience
holistic dentist North Naples IV sedation 34119	Yes, first	Elysium's home, services and owner pages
teeth whitening Naples FL 34119 Zoom	Yes, on the ZIP code	Competitors with dedicated Zoom whitening pages

A fair note: I used a research search tool, not a personalized Google search on a phone in Naples, so live results can differ. It's worth checking a few of these together on your own phone and in ChatGPT.

THE PATTERN

Elysium wins when the search is very specific and loses the broad, high-value ones. In every case, the practices that won had a page that clearly named the treatment, the area and the doctor. Your experience is stronger than theirs. It just isn't written down where Google and AI can find it.

What a missed patient can be worth (estimates)

Published industry averages, not Elysium's numbers, to show the scale of one patient choosing another office.

Treatment	Typical fee (industry estimate)	Source
All-on-4 / full arch	About \$15,176 per arch nationally (range \$11,640-\$27,500); about \$15,132 in Florida	CareCredit / ASQ360 cost study, 2024
Invisalign (full adult case)	\$5,000-\$8,000, about \$5,700 on average; Florida survey average \$5,577	Real Dental Costs, citing ASQ360 / CareCredit
In-office whitening	\$300-\$1,000 per session	Real Dental Costs, 2026
Example from your own office	An Invisalign quote at Elysium came to \$5,814 after an insurance discount	A patient quote

Put simply: if clearer pages and gentle follow-up helped just one more Invisalign patient and one more full-arch patient choose Elysium in a year, that would be roughly \$20,000 or more in treatment, using the averages above. That's an illustration, not a forecast. Many of the fixes below cost little more than time.

1. Get found in search and AI answers

This is the biggest gap. Google and AI tools recommend practices whose websites answer one clear question per page. Today, all of your treatments share one Services page.

1. Show up for implants, Invisalign and "North Naples dentist" YOU OR YOUR WEB PERSON - HIGH PRIORITY

The problem: Elysium didn't appear for any of the broad searches in the check above.

Why it matters: These are the searches your highest-value patients run before they ever call. If you're not in the answer, the choice is often made without you, and you never see that it happened.

The fix: Items 2-4 below are the main levers: treatment pages, schema and FAQs. Then re-check the same six searches 30 and 60 days after they go live.

The benefit: The people you most want to meet find the practice you built for them, before they've chosen someone else.

2. Give each important treatment its own page YOU OR YOUR WEB PERSON - HIGH PRIORITY

The problem: Implants, Invisalign, whitening, sedation, same-day crowns, holistic care and more all sit on one Services page, which has no main headline.

Why it matters: One page can't rank for eight treatments. Every competitor that showed up for Invisalign or All-on-4 had a page just for it.

The fix:

1. Create pages for Implants and All-on-X, Invisalign, Cosmetic and Veneers, Whitening, Sedation, Same-Day Crowns, Holistic Dentistry, and Preventive Care and Membership.
2. Use the words people search in each title, for example "Invisalign in North Naples".
3. On each page: who it's for, what the visit feels like, which doctor provides it, payment options, a few FAQs and a clear way to call or book.

The benefit: A nervous implant patient lands on a page that speaks directly to them, in your calm voice, with your names on it.

3. Tell Google and AI exactly what Elysium is (schema) YOUR WEB PERSON - HIGH PRIORITY

The problem: Nothing in your site's code tells search engines that Elysium is a dental practice, or states your address, hours, doctors or services.

Why it matters: Schema is a small block of behind-the-scenes code that states these facts in a format Google and AI tools read directly. Without it, they have to guess.

The fix: Add "Dentist" business schema sitewide, doctor profiles for Dr. Flavius and Dr. Lavinia (using only what their bios say), and FAQ schema on each FAQ. Test with Google's free Rich Results Test.

The benefit: Search engines can state your facts with confidence, which is what AI answers depend on.

4. Answer patients' questions in their own words YOUR TEAM WRITES, YOUR WEB PERSON POSTS - HIGH PRIORITY

The problem: There are no FAQ sections anywhere on the site.

Why it matters: AI answers and Google's "People also ask" boxes pull from short questions and answers. FAQs are also the gentlest place to talk about prevention, cleanliness and options for nervous patients.

The fix: Ask Michelle and Grace for the 10 questions they hear most, and answer each in 2-4 sentences. For example: "Do you offer payment plans?" "I'm nervous about the dentist. What are my options?" "What does the membership include?"

The benefit: Patients arrive already reassured, and the front desk answers the same questions less often.

5. Rewrite page titles and descriptions YOUR WEB PERSON - MEDIUM PRIORITY

The problem: Titles read "Home - Elysium Dental Naples" and "Services - Elysium Dental Naples". The Services and Contact pages have no description, and the homepage has four main headlines while Services has none.

Why it matters: The title and description are the headline and summary people see in Google, your first impression before anyone visits.

The fix: In Yoast (already on your site), use titles like "North Naples Dentist | A European Dental Experience | Elysium Dental", write a short description naming both doctors and a few treatments, and keep one main headline per page.

The benefit: More of the right people click, because the listing sounds like Elysium, not like every other office.

6. Fix the directory listings that don't match HAND TO YOUR AGENCY - HIGH PRIORITY

The problem: Of 31 online directories checked, only 3 match your name, address and phone exactly, and 25 don't match at all.

Why it matters: When directories disagree, Google trusts your location details less, and AI tools that read them may show the wrong information.

The fix: Ask your agency if listings are in their scope. Agree on one exact version (Elysium Dental, 6750 Immokalee Rd, Suite 201, Naples, FL 34119, (239) 799-0229) and correct Apple, Bing, Yelp, Facebook and Healthgrades first.

The benefit: Patients find the same correct details everywhere, and Google's confidence in your location grows.

7. Fill in the Google Business Profile HAND TO YOUR AGENCY - MEDIUM PRIORITY

The problem: The profile basics scored 100%. But when I checked on October 13, no individual services were listed, and there were no doctor portraits or before-and-after photos.

Why it matters: Listed services and regular posts help the profile match searches like "Invisalign near me".

The fix: Agree on who manages the profile. Add each service with a short description, portraits of both doctors, treatment room photos, consented before-and-afters and regular posts about your story and services.

The benefit: Your Google listing tells the Elysium story on its own, before anyone reaches your website.

8. Add a plain summary for AI tools (llms.txt) YOUR WEB PERSON - LOW PRIORITY

The problem: The site has no llms.txt file. The address currently leads to an error page.

Why it matters: llms.txt is a new, optional file that gives AI tools a plain summary of a website. It's quick, but not yet proven to change results.

The fix: Add a short text file with your name, doctors, address, hours, phone, services (linked to the new pages), membership and payment options.

The benefit: A small step that keeps Elysium ready as AI search grows.

2. Turn visitors into booked patients

Once the right people find you, the next step should feel as calm and easy as your front desk. None of this needs longer hours.

9. Let patients request a time online YOUR WEB PERSON - HIGH PRIORITY

The problem: "Make an Appointment" dials the phone, which does nothing on a laptop. The only other option is a form that promises a reply during working hours.

Why it matters: People often research big treatment in the evening, after your 4pm close. If they can't choose a time, some move on before morning.

The fix: Add a "Book a visit" button with a short choice (new patient, Invisalign consult, implant consult, whitening). Offer only times inside your current hours, and send a warm, instant confirmation.

The benefit: Patients can say yes the moment they're ready, and your hours stay exactly as they are.

10. Give website visitors an instant, calm reply YOUR WEB PERSON - MEDIUM PRIORITY

The problem: Your phone already texts people back after hours, which is wonderful. The website has no text-us or chat option to match.

Why it matters: An anxious patient who reaches out at night should feel welcomed the way your office welcomes them in person.

The fix: Add a simple text-us or chat option that replies right away ("Thank you for reaching out. We'll reply first thing tomorrow. Would you like to pick a time now?"), routed to the inbox your front desk already uses.

The benefit: Every first contact feels personal, without anyone answering messages after hours.

11. Follow up gently after big-treatment consults YOUR TEAM OR YOUR WEB PERSON - HIGH PRIORITY

The problem: From what I've seen, there's no structured follow-up after an implant or Invisalign consult when the patient doesn't schedule.

Why it matters: These are big decisions that people talk over at home. One implant patient told KFF Health News and CBS, "I should have asked more questions." Gentle follow-up is likely where the most value is hiding (my estimate).

The fix: Same day: a thank-you text with a recap and payment options. Day 3: answers to common questions. Day 10: a personal check-in from Grace. Day 30: "Still thinking it over? We're happy to answer anything." Stop once they schedule, with no discounts or urgency.

The benefit: Patients feel cared for while they decide, the opposite of the high-pressure consults many people fear.

12. Show payment options and real results YOU AND YOUR WEB PERSON - HIGH PRIORITY

The problem: Cherry and CareCredit appear only on the About page, and the site has no before-and-after photos (your Instagram has a Before & After highlight).

Why it matters: Someone weighing a \$5,000-\$15,000 treatment wants a sense of the cost and whether it works before calling.

The fix: Decide whether to share "starting at" ranges; if not, say "monthly payment options through Cherry and CareCredit". Add a payment note and 3-6 consented before-and-after cases to each major treatment page.

The benefit: Fewer people rule themselves out over cost, and your results speak for themselves.

13. Give whitening an online home YOU AND YOUR WEB PERSON - MEDIUM PRIORITY

The problem: Your team offers whitening in the chair, but online it's one general paragraph. Elysium ranked first for a whitening search only because of the ZIP code, and the AI answer couldn't confirm which system you use.

Why it matters: Whitening is a gentle first step that often leads to conversations about veneers or Invisalign. Competitors have dedicated whitening pages.

The fix: Build a whitening page with the process, how long results last, sensitivity care and before-and-afters. Consider a calm "whiten before your event" message or a member perk.

The benefit: A small, happy yes that builds trust for bigger treatment.

14. Feature your membership as the way to stay well YOU AND YOUR WEB PERSON - MEDIUM PRIORITY

The problem: The \$249 Annual Dental Membership (two cleanings, exams, x-rays, cancer screening, up to 20% off most treatment) and the \$499 Periodontal Membership appear only on the About page.

Why it matters: This is your prevention philosophy made simple. People who have only gone to the dentist when something hurt need a gentle, clear way back.

The fix: Add a homepage section and a Membership page ("Prevention first. One simple yearly plan."), and mention it in new-patient and recall messages.

The benefit: More families come in before it hurts, which is the dentistry you set out to practice.

15. Turn on Google Ads conversion tracking HAND TO YOUR AGENCY - MEDIUM PRIORITY

The problem: Google Ads are running, but there's no conversion tracking on the site.

Why it matters: Without it, nobody can see which ads lead to calls, forms or bookings.

The fix: Ask your agency to track calls, form submissions and booking completions.

The benefit: Your ad budget goes to what actually brings patients in.

16. Install the Meta pixel HAND TO YOUR AGENCY - MEDIUM PRIORITY

The problem: There's no Meta (Facebook and Instagram) pixel on the site.

Why it matters: The pixel is a small piece of code that lets Meta ads measure results and re-show your practice to people who visited.

The fix: Ask your agency to install the pixel and record form and booking events.

The benefit: Your agency can measure and improve Meta ads from day one.

3. Build trust and proof

Your story and your patients' words are why someone chooses Elysium over the other five-star offices nearby. This section puts them where people can see them.

17. Tell your story YOU, WITH HELP WRITING - HIGH PRIORITY

The problem: The vision you shared with me - a European dental experience, the caliber of care people find in New York and other big cities, spotless rooms, and prevention instead of only fixing what hurts - isn't on the website, the Google profile or, as far as I could see, Instagram. The only trace is the Bucharest line in Dr. Lavinia's bio.

Why it matters: Naples has other internationally trained dentists, so where you trained isn't what sets you apart. The experience you designed is, and no competitor can copy it.

The fix: Add a short "Our Story" section to the homepage and About page (you approve every line), a 60-90 second phone video of the two of you, and a "Spotless by nature" section with real photos of sterilization and your treatment rooms.

The benefit: People arrive already understanding why Elysium feels different, and choose you for the reasons you built it.

18. Put Dr. Flavius's implant and sedation training up front YOUR WEB PERSON - MEDIUM PRIORITY

The problem: His training (Ohio State, 100+ hours of continuing education a year, several implant institutes, Dawson Academy, DOCS IV sedation certification) is only on his bio page.

Why it matters: For implants, trust in the doctor's training is often the deciding factor. KFF Health News reported that experts worry many implant providers lack enough training.

The fix: Add a short credentials line to the implant, All-on-X and sedation pages and the homepage "Meet the doctors" area.

The benefit: Careful patients see, right where they're deciding, that they're in experienced hands.

19. Reply to reviews within a day or two YOUR TEAM, OR YOUR AGENCY - MEDIUM PRIORITY

The problem: You reply to 98% of reviews, which is excellent, but replies arrive 8-14 days later on average.

Why it matters: A prompt, warm reply shows people reading your reviews that someone is home.

The fix: Set a 5-minute daily review check, or an alert with a draft reply to approve. Keep replies warm and never mention treatment details.

The benefit: A habit you already have becomes even more visible, at almost no extra effort.

20. Ask for reviews that mention the treatment and the feeling YOUR TEAM - MEDIUM PRIORITY

The problem: In the reviews on your site, patients praise the team, the calm setting and the gentle care. Invisalign and whitening are never mentioned, and implants only once.

Why it matters: Reviews that name a treatment help with treatment searches and with AI summaries of your practice.

The fix: Add one gentle line to review requests ("If you're comfortable, mention what you came in for and how the visit felt") and send milestone requests after Invisalign and implant treatment. Never script or reward reviews.

The benefit: Your patients tell future patients about the treatments you most want to offer, in their own words.

21. Update the review count on your website YOUR WEB PERSON - MEDIUM PRIORITY

The problem: The review box on your site says "based on 139 reviews", and its newest review is from October 2025. Google shows about 370.

Why it matters: The website shows less than half of your strongest proof.

The fix: Reconnect or refresh the review widget so it pulls current Google reviews.

The benefit: Visitors see the full picture: hundreds of patients who feel the same way.

22. Photograph the TVs that welcome patients by name YOUR TEAM - LOW PRIORITY

The problem: No photo on the website shows this signature detail.

Why it matters: It's a real, personal touch that no stock photo can fake.

The fix: Photograph a room with "Welcome, [first name]" on screen, using a team member's name or a consenting patient's.

The benefit: One image that says "we were expecting you" before someone walks in.

4. Polish

Smaller items, but they shape how careful and refined the site feels - the same standard you hold in your treatment rooms.

Item	The problem	Why it matters	The fix	The benefit
23. Shrink the logo files Web person - Medium	Two logo images of about 1.2 MB each load on every page (about 2.5 MB for a logo shown roughly 200 pixels wide).	On a phone with a weak signal, it slows the first view of your site.	Save the logos about 600 pixels wide in a modern format (well under 50 KB each), compress the large owners' photo, and add an image optimizer.	A faster first impression on phones.
24. Remove leftover template pages Web person - Medium	Theme demo pages (for example /row-overlays/ and /dental-icons/) are still live, and the News page is empty.	They can show up in search and make the site look unfinished.	Delete the demo pages after confirming they're unused. Hide News, or start it with your story and prevention tips.	A site as tidy as your office.
25. Write in your own calm voice You, with help - Low	Some copy uses generic phrases like "state-of-the-art", "luxurious" and "Where Innovation Meets Expertise".	Generic words make Elysium sound like everyone else.	Use words like calm, gentle, spotless, unhurried, preventive and personal, and let patients' words describe the visit.	Visitors hear the same calm voice online as at your front desk.
26. Link your Instagram and Facebook Web person - Low	I didn't find social links in the site header or footer, though @elysiumdentalnaples is active.	People who want to see your team first can't get there in one click.	Add small social icons to the header or footer (double-check in case a link exists that I missed).	Patients meet your team before they arrive.
27. Get a vector logo You - Low	Only very large image files of the logo seem to exist.	A vector file (SVG, AI or EPS) stays crisp on signage, print and the web.	Ask your logo designer for the original files, or have the logo redrawn.	A sharp brand everywhere, for good.

Protecting your patients' privacy

When anyone offers you a new chat tool or texting service, the right first question is: what happens to my patients' information, and whose license is on the line if it goes wrong? It's yours, along with any OCR complaint, your patients' trust and the staff hours to clean it up. So I start there, before any marketing.

What HIPAA asks of you, in plain terms

- **Privacy Rule.** Limits use and sharing of patient information to the minimum necessary. Marketing generally needs written authorization, though messages about your own services and treatment reminders generally aren't "marketing" under the rule.¹
- **Security Rule.** Requires safeguards for electronic patient information: access and audit controls, login verification, secure transmission and a risk analysis.²
- **Breach Notification Rule.** If unsecured patient information is exposed, patients must be told without unreasonable delay and within 60 days, and a vendor must tell you. Properly encrypted data generally isn't "unsecured."³
- **Business Associate Agreement (BAA).** Any vendor that creates, receives, stores or sends patient information for you needs a signed BAA first. HHS's examples include an AI chatbot that handles appointment scheduling.⁴
- **Florida adds its own law.** The Florida Information Protection Act covers medical and health insurance information, requires reasonable security, generally requires notice to affected Floridians within 30 days, and gives a vendor 10 days to tell you.⁵

It happens to dental offices: a Dallas practice paid OCR \$10,000 after replying to Yelp reviews with patients' treatment and insurance details.⁶ That's why every review reply I draft stays warm and general.

What the platform provides

I build on HighLevel, which is **not** HIPAA compliant by default. HIPAA protection is a paid, agency-wide add-on that includes a BAA from HighLevel and can't be switched off once on. Each practice account then has its own HIPAA switch, turned on by hand. HighLevel then provides encryption (256-bit AES with rotated keys), audit logs, required multi-factor login and role-based permissions, covering contacts, notes, texts, call recordings, emails, forms, calendars, invoices and the mobile app. HighLevel is clear that the agency and practice stay responsible for how it's used, so my process matters as much as the software.⁷

Before any patient information touches the system, here is exactly what I put in place

My standard process	What it means for you
1. A signed BAA first	I sign a BAA with Elysium, backed by HighLevel's BAA with me, before any patient data enters the system.
2. HIPAA mode on	The HIPAA switch is turned on for your account before anything else is connected.
3. The chat never asks about health	Clara, the website chat, never asks about symptoms, medications, health history or insurance member numbers. If someone shares them, she gently steers them to a call with your team.
4. Patient lists come last, and lean	Lists are imported only after steps 1 and 2, with only the fields a message needs, such as name, phone and email.

My standard process	What it means for you
5. Two-step login, least access	Each team member has their own login with two-step verification, and sees only what their role needs. No shared passwords.
6. No patient data passed around	No patient information in email attachments or spreadsheets. It stays inside the secured account.
7. Texting consent handled automatically	The first text names Elysium and says "Reply STOP to unsubscribe." A STOP reply blocks all future texts on its own. ⁸
8. Marketing follows the rules	Patient messages follow HIPAA's marketing rules, plus federal (TCPA) and Florida texting rules: written consent for marketing texts, and every opt-out honored. ⁹
9. Your data stays yours	Export it any time. If you ever leave, I return it and delete my copy, as a BAA requires. ¹⁰
10. A one-page summary	A plain-language list of what is stored and what isn't. Charts, x-rays and clinical notes stay in your practice software.

Questions to ask any marketing vendor about HIPAA

- ☐ Will you sign a Business Associate Agreement before you touch patient information?
- ☐ Does every tool you use (CRM, texting, chat, AI) have its own BAA with you?
- ☐ Where is our patients' information stored, and is it encrypted?
- ☐ Who on your team can see it, and do they use two-step login?
- ☐ Can you show us an audit log of who accessed what?
- ☐ Does your chat or AI tool ask patients for health details? Where does that go?
- ☐ How do you collect texting consent and handle STOP?
- ☐ If something goes wrong, how fast will you tell us?
- ☐ If we leave, how do we get our data back, and how is your copy deleted?

A vendor who hesitates on the first question has told you what you need to know.

I'm not an attorney, and your privacy officer or counsel should review any agreement. My job is to make sure marketing is never the weak link.

¹ HHS, Minimum Necessary Requirement and Marketing guidance (45 CFR 164.502(b), 164.501, 164.508(a)(3)). ² HHS, Summary of the HIPAA Security Rule. ³ HHS, Breach Notification Rule (45 CFR 164.400-414). ⁴ HHS, Business Associates guidance. ⁵ Florida Statutes s. 501.171. ⁶ HHS OCR, Elite Dental Associates resolution agreement, October 2, 2019. ⁷ HighLevel Support, "HIPAA Compliance With HighLevel" (updated June 11, 2026) and gohighlevel.com/hipaa. ⁸ HighLevel Support, "LC - Phone Messaging Policy." ⁹ FCC, "Stop Unwanted Robocalls and Texts"; Florida Statutes s. 501.059. ¹⁰ HHS, Sample Business Associate Agreement Provisions.

For your agency, and where to start

A short handoff list for your agency

Feel free to forward this. These fit naturally with Google and Meta work, and one team owning them avoids duplicate edits.

Item	What to ask for
6. Directory listings	Correct the 25 listings that don't match, using one exact name, address and phone
7. Google Business Profile	Add services, doctor portraits, before-and-after photos (with consent) and regular posts

Item	What to ask for
15. Google Ads tracking	Track calls, form submissions and booking completions as conversions
16. Meta pixel	Install the pixel and Conversions API; record form and booking events
19. Review replies (optional)	Daily review alerts with draft replies for you to approve

If you only do five things

1. **Tell your story** on the homepage and About page (item 17).
2. **Give implants, Invisalign and whitening their own pages**, with FAQs (items 2 and 4).
3. **Let people request a consult time online**, inside your current hours (item 9).
4. **Follow up gently** after implant and Invisalign consults (item 11).
5. **Hand the four agency items** above to your agency.

Then re-run the six searches from the search check earlier in this guide in a month or two and see what changed.

Why work with me

I know you hear from dental marketing agencies all the time. The calls, the emails, the pitches promising to fill your chairs. I don't want to be one more.

Here's what's different. I'm local. I live and work here in Naples, and I work with local business owners. I'm also your patient, so I've seen what you've built from the chair, which most agencies never will. We can meet in person whenever you like, and you'll have my cell phone number: **(267) 307-7020**. When you call or text, you reach me, and if something needs attention, I can stop by in person rather than send you a ticket number.

I'll also be honest about what I'm not. If you'd prefer an agency that specializes only in dentistry, I'm not the one to work with, and I'd understand completely.

But if you want someone you can trust completely, I'd love to be that person. Because I don't carry the overhead of a large agency, I can offer more affordable rates. And I care deeply about your success. I'll go above and beyond for you, the way your team does for every patient who walks through your door. Either way, this guide is yours to keep and use, and thank you for reading it.

One more thing

Because I believe in what you've built, I went ahead and built a new website that shows these ideas in action - your story, dedicated treatment pages, FAQs and an easy way to request a visit. I also built Clara, a friendly chat assistant who answers patient questions and helps people book while handing anything personal to your team, and a gentle follow-up campaign that welcomes patients back.

Everything is together on one page: **elysium.supersimple.pro**. It brings together the website preview, Clara, the campaign and short videos that walk you through each one. Scan the code with your phone's camera to open it.



I want to be honest about one thing. We haven't had a proper onboarding session yet, so this preview is built only from what I've learned as your patient and from studying your website and Instagram. You've been so intentional about every detail of your practice, and your website deserves to be crafted the same way. The next step I'd suggest is an onboarding session together, where I learn exactly what you want patients to experience and feel, and what you want the site to accomplish. Then I'll customize it to fit what you want, and the questions in the appendix at the end of this guide are where I'd love to start.

There's no obligation at all. This guide is yours to use however you like, on your own or with your agency. I'd simply welcome your honest feedback on the site, and I'm always happy to answer questions.

Thank you for the care you give me and so many others in Naples.

Ben Dambman

Super Simple Pro, Naples

ben@supersimplepro.com | supersimplepro.com

Sources and notes

- Website, search and code checks: elysiumnaples.com, October 13-15, 2026. The six searches used a research search tool with an AI-written answer, not a personalized Google search, so live results may differ.
- Reviews, listings, Google profile and tracking: HighLevel marketing audit prepared by Super Simple Pro (review count and reply times as reported there).
- Costs: CareCredit All-on-4 cost guide (ASQ360 research, 2024); Real Dental Costs, Invisalign and teeth whitening pages (reviewed September 2026).
- Implant patient quote and training concerns: KFF Health News and CBS News, November 1, 2024.
- All dollar figures are industry estimates or examples, not measurements of Elysium's business.

Appendix: Questions for our conversation

Think of these questions as the start of our onboarding conversation. As I mentioned with the website preview, I built it from what I've learned as your patient and from your own content, and I'd rather shape the final site around your answers than my guesses. We can go through them together, in any order you like.

Anything I couldn't verify was left off the new website, so nothing here is visible to patients yet.

The big picture

1. From a new patient's first click to the end of their first visit, what do you most want them to experience and feel?
2. What would you most like the website to accomplish for the practice over the next year?
3. Are there treatments, or kinds of patients, you'd especially love to see more of?

Needed before the new website goes live

1. **Privacy policy.** Do you have a privacy policy we can link to? If not, would you be comfortable with us drafting a standard one for you to approve? The forms and text-message consent need it.
2. **Your words.** The site uses this line signed "Drs. Popescu": "We set out to build a dental practice, not a spa. Our patients keep telling us it feels like one." Does that sound like you? Happy to change any word.
3. **The European idea.** The story says you wanted "a European dental experience, the kind of care people usually find in New York and other big cities, right here in Naples." Is that how you'd put it?
4. **After-hours emergencies.** What should a patient do if something happens after 4pm or on a weekend? Is there an on-call number you'd like listed?
5. **Dr. Vlachos's name.** Is it "Stacey" or "Stacy"? Your current site uses both. And is "Dentist" the right title?
6. **Michelle's photo.** Your About page and Michelle's bio page use two different photos. Which one is Michelle?

Your story and the visit

1. Are you both originally from Romania? The story says it "begins in Romania," and we'd love to say it more warmly if so.
2. Would you like to add a sentence or two about how you sterilize instruments and turn over rooms?
3. What little touches do patients mention most, like the welcome on the treatment-room TV? Any others we should include?
4. Do you have 3D imaging (a CBCT scanner) in the office?
5. Is "5.0 stars on Google" still the right way to describe your rating?
6. Is there a Facebook page you'd like linked in the footer?
7. Are you comfortable with the site quoting a few Google reviews with the patient's name, exactly as written?

Treatments

1. From what age do you see children?
2. Which procedures use the laser? Do you offer Botox for jaw clenching or TMJ as well as cosmetic, and who provides it?
3. For implants, which doctors do consultations, and who places and restores the implants?
4. Is it fair to say you always talk about saving natural teeth before suggesting implants?

5. Do patients leave an implant consultation with a written plan and costs?
6. Do you welcome second-opinion visits for implants or treatment plans?
7. For Invisalign, do you use a digital scanner and a preview of results? How often are check-ins, how long does treatment usually take, and do you treat teens?
8. Which whitening do you offer (in-office, take-home trays or both)? How far ahead of an event should someone start?
9. Do you offer veneers or bonding?
10. Could you share 3-6 favorite before-and-after cases, with patient consent?
11. For oral and IV sedation, does the patient need a driver, and should they avoid eating beforehand? Can patients ask for a pause at any time?
12. Is there any wording you'd like on x-rays, such as digital x-rays, safety or how often they're taken?

Insurance, payment and membership

1. Which of the plans on your site are you in-network with, and which do you accept out-of-network? Would you like the site to say "in-network" for those that are?
2. Is the list of plans current? Any to add or remove?
3. Do you accept Medicaid, Florida Healthy Kids or Medicare Advantage dental plans? Patients ask often, so we say nothing until you confirm.
4. Zelis, Careington, Aflac and Premier Insurance Group appear in your logos. What does each mean for a patient?
5. Do you file claims for patients, including out-of-network claims?
6. Do you accept HSA and FSA cards?
7. What does the special pricing for uninsured patients include, beyond the membership?
8. Would you like to show any starting prices (for example a cleaning without insurance, whitening, Invisalign or implants), or keep "exact investment at your consultation"?
9. Does the up-to-20% membership discount apply to implants, Invisalign and whitening?
10. How does someone join the membership: in the office, by phone or online?

New patients

1. How long is a first visit, what does it cost without insurance, and is a cleaning included?
2. Do you send new-patient forms ahead of time, by text or email?
3. Where should patients park, and is there an elevator to Suite 201?
4. How much notice do you ask for cancellations, and is there a late-cancel or no-show fee?
5. Does anyone on the team speak Spanish or Romanian?

Your team and the website chat

1. Would Steven, Grace and Kathy like to share a line or two for their bios, and last names if they wish?
2. Kathy's bio says dental assistant. Is that right?
3. The chat assistant is called Clara for now. Do you like the name, or is there one that means something to you?
4. Should chat bookings arrive as requests your team confirms (my recommendation), or should the chat only share a booking link?
5. Is the team comfortable with the chat saying "our team will personally confirm your time"? That means someone confirms each chat booking during office hours.
6. Is Grace the right person to confirm chat bookings and text new patients?
7. Should insurance and billing questions go to Michelle?

8. Would Gloria, or the hygiene team, be happy to be named in hygiene follow-ups?
9. When a patient in the chat asks for a person, who on your team should receive it?
10. Would a Spanish-language chat be welcome?
11. Should the chat ever reply by text after 4pm, or only on the website?
12. Which practice management software do you use for scheduling? Until it's connected, every chat booking stays a request your team confirms.

Monthly gestures

1. I've sketched a monthly "Elysium Gesture": a premium touch rather than a discount, such as a complimentary whitening touch-up after whitening. Would you like to review the list together and approve, edit or drop each one?
2. Would you like your attorney to review the wording and fine print of any complimentary offer before it runs?
3. Would you like "Meet Before You Sit," a short no-treatment hello visit for nervous patients, as a year-round offer?

A small fix on your current site: Dr. Lavinia's bio page lists the phone as 239.779.0229. It should be (239) 799-0229.