

M E D F L O W X · D E N T A L S E O S P E C I A L I S T

---

# The Foundation Program

*Dental SEO that pays for itself before you pay full price.*

A risk-reversed, results-tied patient acquisition program built exclusively for independent dental practices. Designed for practice owners who have been disappointed by marketing agencies and want to see results before committing to a full engagement.

---

Prepared by

**Naveen Kumar**

Dental Patient Acquisition Strategist

MedFlowX · medflowx.com

## The Promise

I don't take on any dental practice until I'm sure I can move the needle for them. That's not marketing language. It's the rule that built this program.

Most dental SEO engagements work the same way: a practice pays \$2,000+ per month for 6 to 12 months, hoping rankings improve, with no clear definition of success and no consequence for the agency if results don't arrive. By the time it's clear nothing is happening, the practice has lost \$20,000 and a year of momentum.

The Foundation Program is the opposite of that. It's built around one principle: I should not earn full pricing from a dental practice until that practice is actually getting new patients from my work. Until then, the program runs at a foundation rate that covers the work but does not yet treat me as a fully engaged partner. The day the practice starts producing real patients from Google, the program graduates and the full engagement begins.

*The day your practice hits 5 new Google-acquired patients in a calendar month, we graduate to the full program. Until then, we are still in the foundation phase — and I have not yet earned the right to charge you full price.*

That single rule changes everything about how this engagement feels. You stop being a customer hoping for results and start being a partner whose success the program is mechanically engineered to produce.

## How It Works

The Foundation Program is structured in three phases. Each phase has concrete deliverables and a clear definition of done.

### Phase 1 · Foundation Build · Days 1–30

We build the assets your practice needs to actually compete on Google. This phase is front-loaded with work — most of which is included at no separate cost — because nothing else functions without it.

- A complete patient-acquisition website — scoped to your market and your services. Typical scope ranges from 6 pages for single-specialty practices to 14+ pages for multi-service or implant-focused practices. Exact scope is set during the kickoff call based on your services and your top three local competitors
- Google Business Profile rebuilt and optimized — categories, services, photos, posts, Q&A, and the signals Google actually uses to rank local practices
- Call tracking installed so every new patient inquiry from Google is measured, attributed, and visible in your monthly report
- Initial keyword strategy and 90-day content roadmap delivered as a written document

### Phase 2 · Growth Engine · Days 31–90

With the foundation built, the system starts producing. This phase is where rankings begin to move and the first inbound patient calls appear.

- 3 service-specific pages built and published (the highest-intent services for your practice)
- 2 patient-education articles published each month, targeting the questions your patients are actually typing into Google
- Monthly reporting that shows rankings, traffic, call volume, and which patients came from which Google search
- Continuous on-page SEO refinement based on what Google is responding to

### Phase 3 · Graduation · Patient Trigger Hit

The day your practice records 5 or more new Google-acquired patients in a single calendar month — verified through call tracking and form submissions — the Foundation Program ends and the Full Program begins. You graduate.

At that point, we have proven the system works for your specific practice. The engagement moves to the full monthly rate, and the scope expands accordingly.

## What You Get

The Foundation Phase is intentionally front-loaded. Most of the value — including the entire website build — is delivered in the first 30 days, well before the program would ordinarily justify it economically. That is deliberate. The program is engineered to give you the assets before it earns full revenue from you.

Deliverable	Foundation Phase	After Graduation
Custom patient-acquisition website	Scoped to your market	Maintained + expanded
Google Business Profile optimization	Full rebuild + monthly	Ongoing monthly
Service-specific landing pages	3 pages (highest intent)	Up to 12 pages total
Patient-education articles	2 per month	4 per month
Call tracking + attribution	Included	Included + expanded
Monthly reporting + review call	Monthly	Monthly
Competitor monitoring	Quarterly	Monthly
Reputation management	Not included	<b>Included</b>
Paid ads management (Google Ads)	Not included	Available add-on

*Every deliverable above is included in the program fee. There are no setup fees, no website build fees, no GBP rebuild fees, and no surprise charges. The pricing on the next page is the total monthly investment.*

## The Investment

The Foundation Program is priced to make the decision easy. You are not committing to a year of unknown spending. You are committing to a month of a clearly-defined program with a clearly-defined graduation trigger.

Component	Investment
<b>Foundation Program — monthly</b> All Foundation Phase deliverables	<b>\$600 / month</b>
<b>Custom patient-acquisition website</b> Standard market value: \$4,000–\$12,000	<b>Included at no separate cost</b>
<b>Setup fees, onboarding fees, GBP fees</b>	<b>\$0</b>
<b>Full Program — monthly (post-graduation)</b> General / family / Medicaid practices	<b>\$1,800 – \$2,400 / month</b>
<b>Full Program — monthly (post-graduation)</b> Implant / Invisalign / cosmetic practices	<b>\$2,800 – \$3,800 / month</b>
<b>Contract term</b> Month-to-month after first 30 days	<b>No long-term lock-in</b>

*Total practice investment to start: \$600 for month one. The website, the GBP rebuild, and the foundation deliverables are all included. There is no setup fee.*

## The Graduation Trigger

This is the most important page of this document. The trigger is what makes the program work — and what protects both parties from the ambiguity that destroys most agency engagements.

### The trigger, defined precisely

The Foundation Program ends and the Full Program begins on the first day of any calendar month following a month in which your practice received 5 or more new Google-acquired patient inquiries that resulted in booked appointments.

### How a patient is counted

- The patient must be new to your practice (no prior visit on file)
- The inquiry must have originated through a Google channel — Google Search, Google Maps, or Google Business Profile
- The inquiry must have resulted in a confirmed booked appointment
- Attribution is verified through call tracking numbers and website form submissions — both visible to you in your monthly report

### Why this trigger and not another

Most agencies set arbitrary targets — "first-page rankings," "X visitors per month," "a specific keyword position." None of those metrics are revenue. A keyword that ranks #1 but produces zero patients is worth nothing to your practice. The 5-patient trigger ties the program directly to the only metric that actually matters: new patients walking through your door.

### What if we hit the trigger in month 1?

Then we graduate in month 1. The Full Program begins immediately. This has happened — practices with strong existing reputations and the right local conditions can produce the trigger inside the foundation build itself. Faster graduation means the program worked faster than expected.

### What if we never hit the trigger?

That outcome is addressed in the Risk Reversal section. The short version: after 6 months without graduation, the practice can exit cleanly, keep the website, and walk away with no further obligation.

## Why This Is Different

Most dental practice owners have already been disappointed by a marketing agency. That is the reality this program is built around. Here is exactly how it differs from what you have likely seen before.

Dimension	Typical SEO Agency	MedFlowX Foundation
Industry focus	Any industry	<b>Dental practices only</b>
Entry pricing	\$2,000–\$5,000 / month	<b>\$600 / month</b>
Setup fees	\$1,500–\$5,000	<b>\$0</b>
Website cost	\$3,000–\$8,000 extra	<b>Included</b>
Contract length	6–12 month lock-in	<b>Month-to-month</b>
Success definition	Vague (rankings, traffic)	<b>5 new patients / month</b>
Pricing tied to results	No	<b>Yes — graduation trigger</b>
Exit clause	Contract penalty	<b>Clean walk-away</b>

*If we do not perform, you do not pay full price. That is the entire business model — and it is the reason this program exists.*

## Risk Reversal

This program is built around the assumption that you have been burned before. Every element below exists to make sure that cannot happen here.

### Month-to-month after the first 30 days

The only commitment is to the first 30 days, during which the website and foundation deliverables are produced. After that, the engagement runs month-to-month. You can cancel at any time with 14 days notice.

### Keep the website if you cancel

If you cancel the program at any time, the website we built is yours. You keep the domain, the content, the design files, and the GBP work. No revocation, no reclaim of assets, no playing hostage with your digital property.

### Six-month exit clause

If after 6 months in the program the graduation trigger has not been hit, you have the option to exit cleanly with no further obligation. You keep the website and all assets produced. The agency relationship ends with no contract dispute, no fees, no friction.

### Full transparency on attribution

Call tracking is installed at the start of the engagement so every new patient inquiry is independently logged with its source. You see the same data I see. There is no scenario in which I claim patients came from Google that you cannot independently verify.

### One practice per service area

I do not take on competing practices in the same geographic area. The reason is structural — I cannot ethically build rankings for two practices competing for the same patient. The practical effect for you: the work I do is exclusively yours in your market.

## Frequently Asked Questions

### What exactly is included in the website?

A complete patient-acquisition website built to compete in your local market — not a fixed number of pages. The scope is determined during the kickoff call based on your services, your top three local competitors, and what we need to outrank them. Typical scope: 6 pages for single-specialty practices, 8–10 for general family practices, 12–14 for multi-service or implant-focused practices. Always includes a homepage, about, contact, blog template, and dedicated service pages for each of your highest-value treatments. Mobile-responsive, optimized for page speed and Google's local ranking factors. One round of revisions during the 30-day build window. Content is provided collaboratively — I supply the copy, you review and approve.

### How quickly does the website go live?

Inside of 30 days from program start. The typical timeline is: kickoff call within 3 days of signing, design draft within 14 days, your revisions within 21 days, live site by day 30.

### What happens if Google takes longer than expected to rank us?

That risk sits with me, not with you. You remain on the \$600/month Foundation rate for as long as it takes to hit the graduation trigger — or until you exit at the 6-month mark. There is no scenario in which you pay full program rates without the patient results that justify them.

### Why dental practices only? Why not other industries?

Dental SEO is a specific discipline. The keyword patterns, the patient psychology, the local search dynamics, the Google Business Profile categories, the review platforms that matter — all of it is dental-specific. Agencies that work across industries build generalist systems that miss the nuances. I work exclusively with dental practices because that specialization is the source of the results.

### Do you work with multiple practices in the same city?

Yes — but never two competing practices in the same geographic area. Houston has many dental practices, but I will not work with two practices both targeting the same ZIP code or service area. The structural reason: I cannot honestly build rankings for two practices competing for the same patient.

### Can we add Google Ads on top of the SEO work?

Yes, as a separate add-on, available after graduation to the Full Program. Paid ads management is not included in the Foundation Phase because the foundation work needs to be in place first for ads to convert efficiently.

**Who owns the work — the website, the content, the data?**

You do. From day one. The domain is registered in your name, the website is yours, the content is yours, the analytics data is yours, the call tracking data is yours. None of it is held by the agency.

**What if we have a current website we like?**

Then we will optimize the existing site rather than build a new one. The website build is included in the program but not required. If your current site is reasonably modern and has the bones to be optimized, we work with it. If it is fundamentally limiting your ability to rank, we will recommend a rebuild.

## The Next Step

If the Foundation Program makes sense for your practice, here is what happens next.

### **Step 1 · Kickoff call · Within 3 days**

A 45-minute call to align on your goals, your patient mix, your current marketing, and the specific services you want to lead with. You bring questions. I bring a draft 90-day plan tailored to your practice.

### **Step 2 · Foundation Phase begins · Day 4**

Website design begins. GBP audit and rebuild starts. Call tracking is installed. First content brief is drafted.

### **Step 3 · Website live + GBP optimized · Day 30**

Your new website goes live. Your Google Business Profile is rebuilt. The first patient-education articles are published. The first month's report is delivered. The growth engine starts running.

### **Step 4 · Graduation watch · Day 31 onward**

From this point, every new patient inquiry is tracked. As soon as your practice records 5 new Google-acquired patients in a single month, the program graduates. Until then, we remain on the \$600 Foundation rate.

---

## Ready to start?

Book a 20-minute Foundation call here:

[medflowx.com](https://medflowx.com)

## About MedFlowX

MedFlowX is a dental SEO practice run by Naveen Kumar. It exists to do one thing: help independent dental practices in the United States acquire more patients from Google.

The agency is built on three principles. First, dental SEO is a specialty, not a side service — every system, every template, every campaign is designed around the patterns specific to dental practices. Second, success is defined by patients, not rankings — keywords that produce no patients are not success. Third, an agency should earn full pricing only after delivering the result that justifies it — which is why the Foundation Program exists.

MedFlowX serves independent dental practices across the United States. The focus is intentionally narrow — dental only, no other industries — because the playbook for ranking a dental practice in its local market is specific enough to require dedicated expertise. Practices working with MedFlowX get the focused attention of a specialist rather than the divided attention of a generalist.

---

## Contact

**Naveen Kumar · Founder & Dental Patient Acquisition Strategist**

Web: [medflowx.com](https://medflowx.com)

Email: [naveen@medflowx.com](mailto:naveen@medflowx.com)

*This document represents the Foundation Program offer as of May 2026. Pricing and program terms are subject to revision for future engagements but will not change for any engagement already in progress.*