1FLOWWW

A new website for **Cosmetic Dental Arts**

Three ways to rebuild cosmeticdentalarts.com in Dr. Olson's voice, give the March videos a home, and move your email off Pro Sites. You pick the scope that fits the year you have planned.

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Presented by 1flowww · Referred by Adam

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Prepared exclusively for Cosmetic Dental Arts, based on our conversation on October 28, 2026.

Where you **stand today**

A

You took over a healthy, old-school practice a year ago and have already rebuilt the digital side of it. The website is the one piece that has not caught up with the practice behind it.

#2	5.0	8 to 10	6
in the map results for “cosmetic dentist Southlake”	stars on Google, from 4 reviews to about 50 in one year	new patients a month, about half of them cosmetic	service pages and no articles on the current site

What you **told us**

- A fee-for-service practice with two sides: concierge general dentistry for Southlake families, and cosmetic cases for patients who travel farther and often keep their own dentist.
- New patients find you through Google, ChatGPT and the website form. New patient calls are rare, and you answer form leads yourself, including on weekends.
- A good year is 15 new patients a month and $160,000 to $170,000 in monthly production. Dr. Olson is booked two weeks out, so growth has to stay measured.
- The site should show the work, with case studies and the March videos from Adam, rather than long advice articles. You also want email on Google Workspace and a clean break from Pro Sites.

What we **saw**

01 **A Pro Sites template with six service pages.** Someone searching for veneers or a smile makeover in Southlake finds little on your site for Google or ChatGPT to show.

02 **Your map spot carries the practice.** The practices directly above and below you hold roughly 280 and 2,000 reviews.

03 **The contact form does not require a phone number.** Some leads arrive with no way to call back.

04 **Real photos and a boutique message already set you apart.** The new site keeps both.

What the new site **needs to do**

B

You described a practice that does not need a hard push. The site has to attract the right patient, show the work, and convert the people who are already looking for you.

- ✓ **Attract the right patient**
  Every page speaks to the fee-for-service patient who values a one-doctor, concierge experience. Price shoppers and in-network searchers read it and move on.
- ✓ **Show the work**
  Case studies with before and after photos, Dr. Olson on camera, the drone flyover of Southlake Town Square and patient testimonials from the March shoot, each with a proper place on the site.
- ✓ **Get found on Google and in AI answers**
  Each service page opens with a clear answer block, carries practice and doctor schema, and names Southlake and the surrounding towns, so Google and ChatGPT have something to cite.
- ✓ **Turn visitors into booked consults**
  A phone number required on every form, instant lead notification to you, fast mobile pages, and one clear next step on every page.

The math, in **your numbers**

You average 8 to 10 new patients a month and want 15. About half of today's new patients come for cosmetic work, and you put a cosmetic case at $10,000 to $12,000. Two additional cosmetic cases cover the largest option on the next page in full, and every option is a one-time cost.

5 to 7

additional new patients a month is the whole goal

Measured growth with one doctor and one hygienist, and room to flex a second hygienist from one day a week to two.

Three options **at a glance**

C

All three are custom sites built by the same team. The price buys depth: how much of the site we design by hand, how many rounds of your feedback we build in, and how long we stay after launch.

What is included	Essential $7,750	Signature $9,500	Complete $11,500
HOW CUSTOM THE DESIGN IS			
Pages designed individually	Homepage, plus one template for all inner pages	Home, service, About and case study pages	Every key page, with no shared template
Design rounds with your feedback	1	2	3
Brand	Your current logo and colors	Type and color system	Full brand guide and logo cleanup
HOW MUCH THE SITE SAYS			
Pages built	Up to 12	Up to 20	Up to 30, including comparison pages
Copy from the interview with Dr. Olson	1 revision round	2 revision rounds	Through the build, plus a pass a month after launch
Case studies	Smile gallery	5 case studies	10, a template for new ones, and a gallery by treatment
March footage	On the homepage	Home, About and key service pages	Cut into web clips by us, placed across the site
HOW LONG WE STAY WITH YOU			
Build time	8 weeks	10 weeks	12 weeks
Handover	Recorded walkthrough	Live training session	Live training and a written guide
Support after launch	30 days	60 days	90 days, with monthly content updates

Google Workspace migration, phone-required forms and the SEO and AI answer structure are in all three. Prices are one-time; pages 5 and 6 describe each option and page 8 covers payment.

Essential and **Signature**

D

The two options below share the same foundation. Signature adds hand-designed inner pages, a second round of feedback at each stage, and the case studies that let the site do the selling.

Essential, $7,750

The rebuild you asked for, done properly, with the budget spent on the homepage and the copy.

- A custom homepage design, and one inner template that carries every other page: About, concierge general dentistry, veneers, smile makeover, crowns, whitening, implants, new patients, contact and a smile gallery. Up to 12 pages.
- One design round with your feedback, then we build.
- Copy written from a recorded interview with Dr. Olson, with one revision round on the full draft.
- The March film placed on the homepage, with a testimonial section ready for the footage.
- Google Workspace set up on your domain, mailboxes migrated and the POP server retired. Forms with the phone number required, and SEO and AI answer structure on every page.
- A recorded walkthrough of the site at handover, and 30 days of support after launch.

Signature, $9,500

More of the site designed by hand, and more room for your feedback along the way. The option we would pick for a practice that wins on quality rather than volume.

- Four pages designed individually: the homepage, the service page, the About page and a case study page. Up to 20 pages, with every service you offer on its own page.
- Two design rounds and two copy revision rounds, so the site reads and looks the way you want at launch.
- Five written case studies, each built from one patient's story, photos and treatment plan, in the format Google and ChatGPT cite most readily.
- The March footage placed on the home, About and key service pages, with a page by page shot list for Adam written in advance.
- A type and color system that carries across the site and your Google profile, and full Google Business Profile optimization.
- A live training session at handover, and 60 days of support after launch.

Complete, **$11,500**

Complete is for a practice that wants the most custom version of the site and the most time with us, during the build and after launch.

Complete, **$11,500**

Everything in Signature, with every key page designed on its own, three rounds of feedback, and a team that stays for three months after launch.

- Every page that sells designed individually, with no shared template. Up to 30 pages, including the comparison pages patients search, such as veneers versus bonding.
- Three design rounds, copy revisions through the build, and a second copy pass a month after launch.
- Ten written case studies plus a template, and a before and after gallery organized by treatment, so a veneer patient sees veneer results first.
- The March footage cut by us into web clips and placed across the home, service and case study pages.
- A full brand guide and logo cleanup, so print, signage and the site all match.
- Live training and a written guide at handover, then 90 days of support with monthly content updates in that window.

Which option **fits**

Essential	The site is the priority this year, you want the Pro Sites contract closed, and one round of feedback at each stage is enough for you.
Signature	You want the inner pages designed by hand and two rounds of feedback, so a cosmetic patient can research you fully at launch.
Complete	You want every key page designed on its own, three rounds of feedback, and a team that keeps working on the site for three months after launch.

What stays the same **in all three**

Custom design, copy from the interview with Dr. Olson, phone-required forms, the Google Workspace migration and the March video pass.

How the **build runs**

F

Eight weeks from kickoff to launch for Essential, with Signature and Complete adding time for the extra pages. The March video pass is part of every option.

Weeks 1 to 2	**Weeks 3 to 4**	**Weeks 5 to 7**	**Week 8**	**March**
Kickoff and interview	Design	Copy and build	Launch and migration	Video pass

What happens in **each stage**

Kickoff and interview	Kickoff call, the recorded interview with Dr. Olson, access to Pro Sites, Google and your domain, and the page list agreed.
Design	Wireframes for the homepage and a service page, then full design mockups for your approval. In Signature and Complete, the brand system comes first.
Copy and build	Every page written and built on a staging site you can click through. Case studies and galleries filled with the photos you have today.
Launch and migration	Redirects live, forms tested, Google profile updated, and email moved to Google Workspace on a day you choose.
Video pass	When Adam delivers, we place the film, interviews and testimonials across the site. Included in every option.

What we need **from you**

About four hours across the project: the kickoff, the interview, two design approvals and one read-through of the copy. Signature and Complete run two and four weeks longer because of the extra pages and case studies.

Investment **and terms**

Three one-time prices, each covering a complete website. There is no retainer and no recurring fee from us.

Essential

$7,750

Up to 12 pages · one-time

A custom homepage, one inner template, one round of feedback at each stage, and 30 days of support.

Signature

$9,500

Up to 20 pages · one-time

Four hand-designed page types, two rounds of feedback, five case studies, and 60 days of support.

Complete

$11,500

Up to 30 pages · one-time

Every key page designed on its own, three rounds of feedback, ten case studies, and 90 days of support.

How payment **works**

Kickoff	Half of the option price, due when you sign. This books the interview and the design weeks.
Launch	The second half, due the day the new site goes live and your email moves to Google Workspace.
Support window	30, 60 or 90 days after launch, depending on the option. The March video pass is included in every option even when it falls outside that window.

What is **not included**

Google Workspace licenses, which you pay to Google directly. Adam's photography and video. Paid advertising, social media and ongoing SEO, which are outside this project.

Why **1flowww**

Adam sent you our way because we build the kind of site his footage deserves. Here is what you get with us beyond the pages.

Built for **cosmetic practices**

Cosmetic patients compare for weeks and pay out of pocket. We design and write for that patient, and we have done it for fee-for-service practices from New York to California.

Written in the **doctor's voice**

A recorded interview is the source for every page. The site sounds like Dr. Olson because the words started with Dr. Olson.

Built to be **found and cited**

Our pages are structured for Google, the map results and AI answers at the same time, which is where your new patients already come from.

Everything **stays yours**

You own the site, the domain, the Workspace account and the content. We build on platforms you control, with no vendor lock-in.

The **team**

Thomas Niemczewski	Founder
Vincent Samartano	CSO, sales and conversion
Ludivine Poux	COO, SEO expert
Grzegorz Lach	Chief Project Officer
Bera Niemczewski	Brand strategist
Michael Jan Baldicana	Local SEO
Karolina Stec	Social media expert
Piotr Wilk	Web developer

Examples of **our work**

Vince will send a short list of dental sites we have built alongside this proposal, so you can tell us which style fits you.

How we **get started**

Six steps from this proposal to a launched site. You set the pace, and nothing moves until you say so.

01

Pick an option and reply to Vince

02

Sign the agreement and the kickoff invoice

03

Book the kickoff and Dr. Olson's interview

04

Share Pro Sites, domain and Google access

05

Approve the design, then the copy

06

Launch, move email, and plan the March pass

You already have the reviews, the real photos and the second spot on the map. **The new site makes sure the right patients see what you built.**

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