

Domain	Audit	Competitive service	Top SEO Keyword	Est. Organic Traffic (per month)	# of ranking KWs	Branded Traffic %	Monthly Non-Branded Traffic Est.	# of pages indexed	Sessions / page indexed	Avg. Traffic / KW	# of Backlinks	# referring domains	Backlinks / Domain	Authority Score
meridianendo.com	LINK	This is us	N/A	1022	516	96.20%	38.836	46	22.2173913	1.980620155	452	114	3.964912281	14
periodontalmedicine.org	LINK	Periodontic	periodontal medicine	258	350	40.20%	154.284	145	1.779310345	0.7371428571	1500	71	21.12676056	17
wisnova.com	LINK	Periodontic	N/A	1100	371	91.40%	94.6	91	12.08791209	2.964959569	860	102	8.431372549	11
lakecountryperio.com	LINK	Periodontic	periodontist waukesha	266	111	96.60%	9.044	48	5.541666667	2.396396396	31	20	1.55	9
omsdr.com	LINK	Periodontic	milwaukee oral surgery	2337	1591	71.30%	670.719	97	24.09278351	1.468887492	520	148	3.513513514	15
burkeperio.com	LINK	Periodontic	N/A	252	94	94.30%	14.364	16	15.75	2.680851064	120	27	4.444444444	8
eonclinics.com	LINK	Periodontic	implant dentistry	2987	1400	37.30%	1872.849	228	13.10087719	2.133571429	10,000	1,300	7.692307692	25
premierperio.com	LINK	Periodontic	N/A	580	131	97.20%	16.24	14	41.42857143	4.427480916	201	55	3.654545455	10
clearchoice.com	LINK	Periodontic	dental implants	272900	26420	96.30%	10097.3	908	300.5506608	10.32929599	33400	2300	14.52173913	43
madisonoralsurgeons.com	LINK	Periodontic	madison oral surgery	3015	5283	36.90%	1902.465	381	7.913385827	0.5706984668	7500	361	20.77562327	12
endodonticspecialists-wi.com	LINK	Endodontic	endodontic specialists	2013	927	8.40%	1843.908	58	34.70689655	2.171521036	611	133	4.593984962	11
wiendogroup.com	LINK	Endodontic	emergency endodontist	454	2660	83.20%	76.272	27	16.81481481	0.1706766917	218	79	2.759493671	10
endodds.com	LINK	Endodontic	N/A	624	442	98.00%	12.48	36	17.33333333	1.411764706	900	180	5	10
rctdocs.com	LINK	Endodontic	endodontist waukesha	80	114	85.00%	12	191	0.4188481675	0.701754386	97	40	2.425	8
advanceddentalspecialists.com	LINK	Endodontic	N/A	414	246	100.00%	0	1	414	1.682926829	466	161	2.894409938	16
accessendodonticswi.com	LINK	Endodontic	mukwonago endodontics	78	63	95.00%	3.9	14	5.571428571	1.238095238	45	31	1.451612903	9
stohlerendo.com	LINK	Endodontic	endodontist milwaukee	23	24	100.00%	0	10	2.3	0.9583333333	46	25	1.84	7

The competitive landscape in SEO metrics was analyzed with a focus on meridianendo.com. Four competitors were identified as essential for further investigation.

The only competitors worth looking at:

Clearchoice.com

Organic Traffic: 272,900/month
Ranking Keywords: 26,420
Authority Score: 43

Rationale: Clearchoice.com stands as an industry leader in dental implants. They reach a more niche and less regional audience. Most SEO success is driven by the brand. Clear Choice Dental Implants gets 45K searches on Google every month.

Madisonoralsurgeons.com

Organic Traffic: 3,015/month
Ranking Keywords: 5,283
Authority Score: 12

Rationale: The site performs better in organic and non-branded traffic, as well as keyword rankings. Semi-balanced strategy for local growth in a smaller market. Most benefit comes from their brand name.

Eonclinics.com

Organic Traffic: 2,987/month
Ranking Keywords: 1,400
Authority Score: 25

Rationale: Eonclinics.com offers a blend of quality and quantity, with a higher authority score. They benefit from being more niche than Meridian and also benefit from bait-and-switch, which we do not recommend.

Omsdr.com

Organic Traffic: 2,337/month
Ranking Keywords: 1,591
Authority Score: 15

Rationale: This competitor is close to Meridian in several metrics but outperforms in non-branded traffic and backlinks. Outdated SEO tactics are surely not sustainable.