

Topic	Total opp	Cluster difficulty	Education (top blog post opp)	Intent [service page(s)]	Concerns to address	Alternatives [blog post]	Other terms people search
Root Canal	165,000	100%	What is a root canal?	Root canal treatment, root canal procedure	How long does it take, cost, pain, recovery, future issues	Root canal vs. tooth extraction, also crown, filling, etc.	Endodontic therapy, pulp treatment
Dental Implants	135,000	95%	What are dental implants?	Implant dentistry, Dental implant surgery, implant	Cost, recovery, success rate, alternatives	Dental implants vs. dentures vs. bridges	Tooth replacement, implant surgery
Periodontitis	90,500	100%	What is periodontal disease?	Scaling and root planing, periodontal treatment	Cost, effectiveness, recovery, side effects	Home remedies vs. professional treatment for periodontitis	Gum disease, gum infection
Endodontist	90,500	72%	What is an endodontist and what do they do?	Services they provide	When to see one, do you need a referral, emergency treat	Periodontist vs. endodontist vs. orthodontist	
Periodontist	60,500	57%	What is a periodontist and what do they do?	Services they provide	When to see one, do you need a referral	Periodontist vs. endodontist vs. orthodontist	
Overbite	40,500	54%	How to fix overbite	Bite analysis, jaw alignment test	Can it be easily fixed?	invisalign	Overbite periodontitis
Tooth Extraction	33,100	97%	When can I eat solid food after tooth extraction?	Tooth extraction procedure, surgical extraction	Cost, pain, recovery, complications	Tooth extraction vs. root canal	Tooth removal, dental extraction
Cosmetic Dentistry	33,100	87%	Is cosmetic dentistry covered by insurance?	affordability, insurance coverage	Cost, insurance, improve life	What does cosmetic dentistry mean?	
Underbite	27,100	50%	How to fix underbite	Bite analysis, jaw alignment test	Can it be easily fixed?	overbite vs underbite / invisalign	Underbite periodontal health
Emergency Dental	22,200	42%	What is considered a dental emergency?	When to get emergency care	When to get emergency care	is a broken tooth a dental emergency? is a loose dental implant	an emergency
Tooth Pain	18,100	92%	How to stop tooth pain fast	Tooth pain relief, dental consultation	Speed, Causes, treatment options, cost	Tooth pain: home remedies vs. professional treatment	Toothache, dental pain
Gum Recession	14,800	78%	What is gum recession?	Recession treatment, gum grafting	Cost, pain, recovery, effectiveness	Gum graft vs. pinhole surgical technique	Receding gums, gum shrinkage
Gummy Smile	9,900	27%	How to fix a gummy smile	Gummy smile surgery, gummy smile correction	Cost, pain, before/after, gone wrong	Esthetic crown lengthening vs. botox for gummy smile	Esthetic crown lengthening
Apicoectomy	9,900	51%	What is an apicoectomy and how long does it take	Apicoectomy procedure	Cost, recovery, effectiveness, side effects	Apicoectomy vs. root canal retreatment	Root-end resection, endodontic surgery
Scaling and Root Planing	6,600	56%	What is scaling and root planing?	Scaling and root planing procedure	Cost, effectiveness, recovery, side effects	Scaling and root planing vs. regular cleaning	Deep cleaning, periodontal cleaning
Bone Grafting	4,400	91%	What is a dental bone graft	Bone grafting procedure. how to speed up bone g	Cost, recovery, effectiveness, side effects	Bone grafting vs. dental implants	Bone graft, alveolar ridge augmentation
Smile Makeover	3,600	33%	What exactly is a smile makeover?	Smile design, cosmetic dentistry	Speed. Cost, effectiveness, recovery, before/after	Veneers vs. teeth whitening vs. orthodontics for smile design	Smile makeover, teeth beautification
Dental Anxiety	1,900	81%	How to deal with dental anxiety	Oral and IV sedation, relaxation techniques	Effectiveness, side effects, cost	Natural remedies vs. medical sedation for dental anxiety	Dental phobia, scared of dentist
Root Canal Retreatment	1,600	43%	How many times can a root canal be retreated?	Root canal retreatment procedure	Cost, what is, recovery, surgery, side effects	Root canal retreatment vs. tooth extraction	Root canal retreatment, endodontic revision
Bone Augmentation	360	36%	What is bone augmentation in implant dentistry	Augment bone graft	What is it?	n/a	can bone graft be augmented
Aesthetic Crown Lengthening	90	9%	What is aesthetic crown lengthening?	Aesthetic crown lengthening procedure	Cost, recovery, effectiveness, before/after	Aesthetic crown lengthening vs. veneers	aesthetic crown lengthening before and after,
Occlusal analysis	40	2%	What is occlusal analysis?	Clear confusion. Most people don't know what th	What is it?	Occlusal analysis vs. orthodontic treatment	Bite analysis, occlusal assessment