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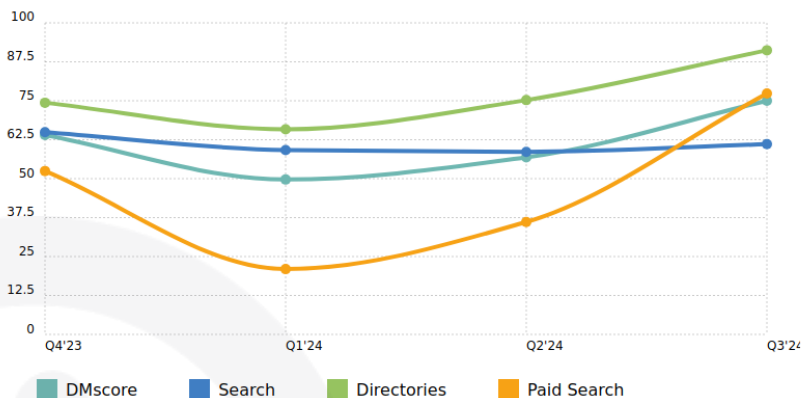
Competitive Analysis for Peoria, Illinois - *Smalltown Dental*

The analysis focuses on *Smalltown Dental* with a current DMscore of 75, ranking 2 out of 72 businesses in Peoria, Illinois. *Smalltown Dental* is in the top percentile, indicating strong market presence.

DMscore Trends For Your Business

An analysis of the DMscore trends for *Smalltown Dental* reveals key insights into its market performance.

- *Smalltown Dental* has shown a significant DMscore improvement from 64 in Q4 '23 to 75 in Q3 '24.
- This growth correlates with a rise in the Directory Score from 74 to 91, highlighting enhanced visibility on platforms like Google Maps.
- PPC Scores surged from 21 to 77, suggesting effective paid advertising strategies.
- SEO Scores remained steady, contributing to consistent organic search performance.
- Opportunity: Continued emphasis on improving PPC and Directory strategies to further boost consumer attention.



Top Businesses In This Market

A look into the top-performing businesses in Peoria provides a competitive landscape snapshot.

- *Patrick Mcshane* ranks 1 with a DMscore of 81, driven by high SEO and Directory Scores.
- *Smalltown Dental* follows at rank 2, with notable improvements in PPC and Directory Scores.
- *Willow Knolls Family Dental* is at rank 3 with a DMscore of 63, largely bolstered by strong SEO performance.
- *Peoria Dental Care* ranks 4 with a DMscore of 58, maintaining high SEO and Directory Scores while lacking in PPC.
- *Marcin Dental* holds rank 5 with a DMscore of 57, with a balanced scorecard across SEO, PPC, and Directory Scores.

High Growth Competitors

Recent market dynamics highlight significant growth among some competitors.

- 30 businesses exhibited growth exceeding two standard deviations this quarter, indicating a robust competitive environment.
- With nearly 42% of businesses experiencing such growth, the market is seeing significant investment and heightened competition.
- Opportunity: To maintain a competitive edge, *Smalltown Dental* should continue investing in PPC and Directory enhancements.

Market-wide Trends

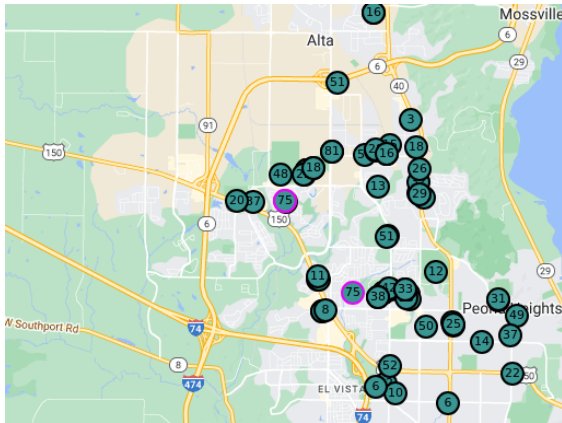
Trends across the Peoria market reveal shifting dynamics in digital marketing strategies.

- SEO Scores have stabilized across competitors, with an average score of 40 for the current quarter.
- PPC performance has shown volatility, indicating potential for improved strategic alignment.
- Directory Scores have seen steady improvement, averaging at a strong score this quarter.

Competitors With Significant Growth

Monitoring high-growth competitors is crucial for staying competitive.

- *Twin Towers Teeth Whitening*, *Smalltown Dental*, and *William E. Cusack, D.D.S.* showed notable DMscore increases, signaling active market engagement.
- These businesses may be expanding their digital marketing efforts or entering new segments, warranting close observation.



Competitors Within Reach

Identifying and capitalizing on opportunities among closely ranked competitors can drive market standing.

- Opportunity: Enhance PPC strategies to outpace **Willow Knolls Family Dental**, which maintains strong SEO but weak PPC.
- **Peoria Dental Care** also has potential weaknesses in PPC, providing an opening for **Smalltown Dental**.

Competitors Hot On Your Heels

Awareness of rising competitors just below in rank is essential for maintaining market position.

- **Peoria Family Dental Care** and **Aspen Dental** have shown increases in DMscore, primarily from SEO and Directory improvements.
- These businesses are gaining traction and should be monitored closely.

Quick Actions to Improve Your Scores

Actionable strategies to enhance **Smalltown Dental's** DMscore and maintain competitive advantage.

- Opportunity: Target PPC improvements to surpass **Willow Knolls Family Dental** and **Peoria Dental Care**.
- **Willow Knolls Family Dental**: Focus on closing the 12-point DMscore gap through targeted PPC campaigns.
- **Peoria Dental Care**: Narrow the 17-point differential by leveraging directory listing enhancements.