

Market Research Report

Prepared for: Smile Solutions Dental Clinic on X/XX/202X

Report Summary

The following is a market research report for **Smile Solutions Dental Clinic**. We pulled data from a variety of sources to analyze market demand, key competitor performance data, and foot traffic and demographic data for the proposed location of the business.

Market Demand

Smile Solutions Dental Clinic intends to open a new Dentist Office in the Indianapolis, IN area. [Google Keyword Planner](#) provides search traffic estimates for relevant keywords that potential customers may be searching for.

Keyword Research

Keywords including Indianapolis Dentists and Dentists in Indianapolis receive approximately 2,900 monthly searches according to Google Keyword Planner.

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> indianapolis dentists	2,900	\$4.93	\$16.50

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Indianapolis Dentists and Dentists in Indianapolis is between \$4.93 and \$16.50 per click.

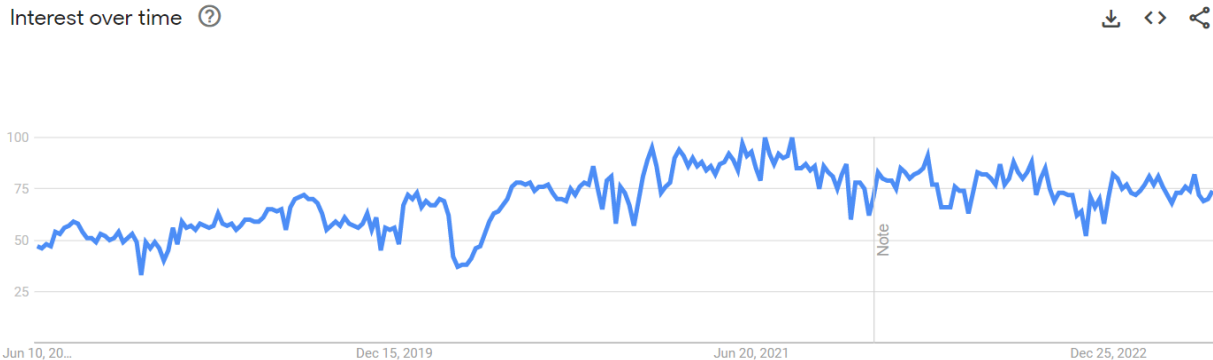
Top Related Keywords

*all available keywords located at the end of the report

May 1, 2022 - April 30, 2023				
Location set to "Indianapolis"				
Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
indianapolis dentist	2900	-18%	24%	Low
orthodontist indianapolis	720	22%	22%	Low
urgent dental care indianapolis	590	22%	0%	Medium
indy dental health	390	0%	22%	Low
emergency dental indianapolis	880	0%	-12%	Medium
pediatric dentist indianapolis	720	22%	22%	Low
aspen dental indianapolis	320	22%	0%	Low
24 hour emergency dentist indianapolis	260	23%	182%	Medium
gentle dentist indianapolis	210	0%	-19%	Low
24 hour dentist indianapolis	320	22%	0%	Medium
pippin dental indianapolis	210	0%	24%	Low
same day dental indianapolis	210	0%	0%	Medium
periodontist indianapolis	260	22%	86%	Low
my indy dental center	140	-57%	-47%	Low
indy dental	170	-19%	21%	Low
24 7 dental indianapolis	170	0%	91%	Low
cosmetic dentistry indianapolis	320	84%	84%	Low
northview dental indianapolis	140	22%	0%	Low
tmj specialist indianapolis	140	0%	0%	Low
dental implants indianapolis	320	-19%	-33%	Low
best dentist indianapolis	320	0%	0%	Low
prosthodontist indianapolis	110	57%	-21%	Low

Market Demand Seasonality

Search volume for “dentist near me” in the United States is somewhat seasonal in nature. December is consistently the low point, with the mid summer tending to be the high point of the season according to [Google Trends](#) data.

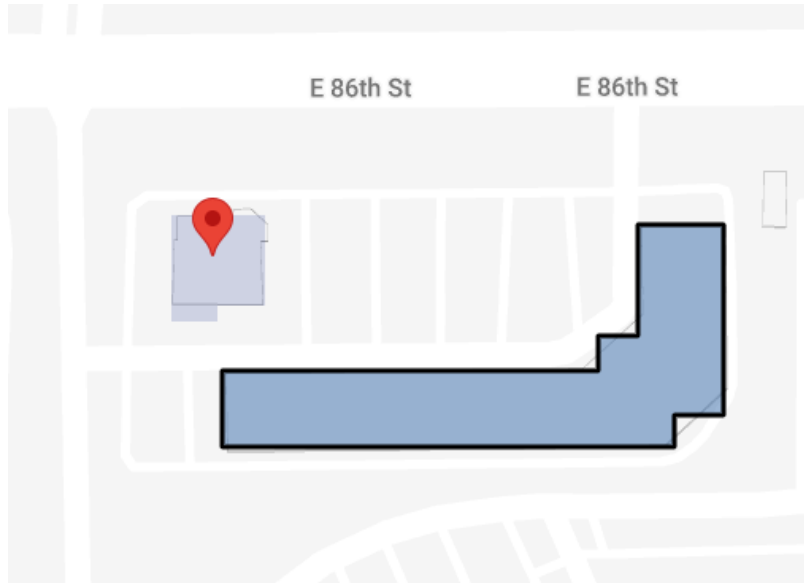


Target Location Analysis

Smile Solutions Dental Clinic is looking at 5899 East 86TH Street, Fishers IN 46250, US as a possible location indicated on the map below as a red pin. However, the location has been vacant for a recent amount of time so analyzing foot traffic directly to the property would likely not be helpful. Instead, we will analyze visitor data to the strip mall located nearby that shares the same parking lot. While this will not give us an exact estimate of the foot traffic we can expect to our dental office, it should help us better understand the frequency of visitors and popularity of the nearby area and we can presume we could attract some of those visitors as customers.

Target Location at:

5933 E 86th St, Indianapolis IN 46250-3504, US



Estimated Foot Traffic Last Month:

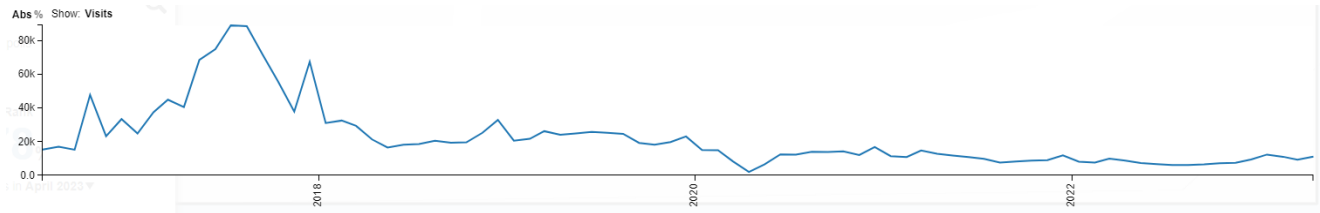
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

Estimated Foot Traffic Last 12 Months & Prior Year Change:

*all available years located at the end of the report

	5/1/2022	6/1/2022	7/1/2022	8/1/2022	9/1/2022	10/1/2022	11/1/2022	12/1/2022	1/1/2023	2/1/2023	3/1/2023	4/1/2023
Last 12 Mos	7341	6714	6185	6150	6557	7178	7484	9447	12359	11058	9332	11113
Prior Year	11811	10832	9791	7589	8253	8799	9028	11865	8104	7594	9914	8810
Y/Y % Change	-61%	-61%	-58%	-23%	-26%	-23%	-21%	-26%	34%	31%	-6%	21%

Estimated 5 Year Foot Traffic Trend:



Competitor Analysis

In order to get an estimate of the amount of customer traffic that **Smile Solutions Dental Clinic** might receive we can look at a key competitor in the same market. In order to estimate customer traffic we partnered with Advan Research to provide foot traffic estimates based on consumer cell phone data.

Competitor - East Indy Dental Care

East Indy Dental Care is a key competitor. They are estimated to have roughly 1,390 customers per month. They rent 16,000 square feet based on Advan Research data.

5607 E WASHINGTON ST, Warren Park town
IN 46219, US 39.770350,-86.071649

Area: 16,867 sqf

[tenants](#)

Rank

Commercial Building **40%**

1.39k visits in **May 2023** ▼



Top Ranking Keywords

398 keywords		9 Jun 2023	Compare with: 8 Jun 2023	Main positions only	
Keyword	SF	Volume	KD	CPC	Traffic
<input type="checkbox"/> + dentists indianapolis	1	3.3K	28	10.57	391
<input type="checkbox"/> + indianapolis dentist	2	3.4K	34	11.92	315
<input type="checkbox"/> + dentist in indianapolis		3.3K	33	11.01	312
<input type="checkbox"/> + dentist indianapolis	1	3.5K	34	12.24	260
<input type="checkbox"/> + dentists in indianapolis	1	1.8K	28	11.13	211
<input type="checkbox"/> + indianapolis dental	2	3.3K	38	12.24	192
<input type="checkbox"/> + emergency dental indianapolis	2	700	17	8.38	78
<input type="checkbox"/> + emergency dentist indianapolis in	2	700	9	8.75	78
<input type="checkbox"/> + indianapolis emergency dentist	4	700	9	9.73	75
<input type="checkbox"/> + east indy dental care	4	200	1	7.53	72
<input type="checkbox"/> + emergency dentist indianapolis	4	700	8	8.28	63
<input type="checkbox"/> + urgent dental care indianapolis	3	450	8	8.25	53
<input type="checkbox"/> + urgent care dental indianapolis	4	450	7	11.55	43
<input type="checkbox"/> + indianapolis dentistry	3	3.4K	39	12.24	32
<input type="checkbox"/> + indy dentist	1	150	36	10.00	16
<input type="checkbox"/> + indy care	2	250	35	9.39	13
<input type="checkbox"/> + dentist office indianapolis		150	28	11.62	12

Site Selection

Smile Solutions Dental Clinic is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from south of Fishers, IN to East Indy Dental Care which is why we believe there is an

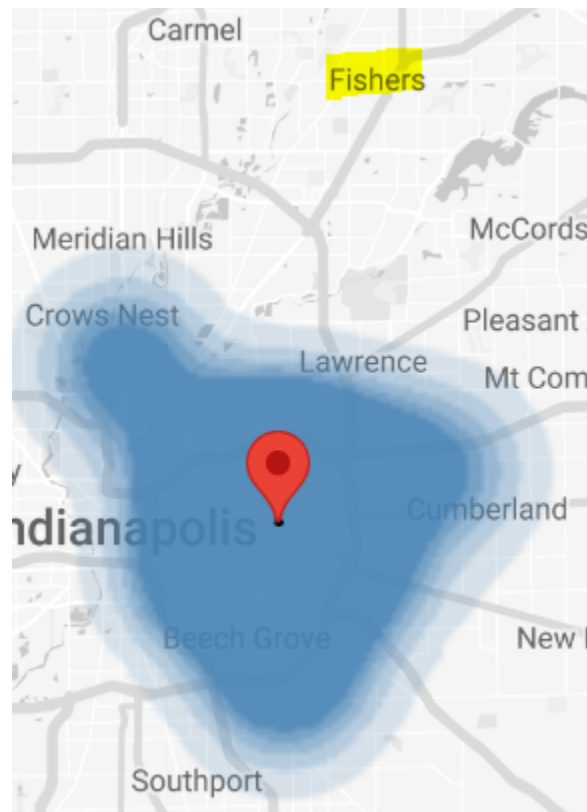
opportunity for Smile Solutions Dental Clinic to take some market share by locating on the south side of Fishers, IN.

Customer Heat Maps

The following heat map visualizes where the customers of East Indy Dental Care live.

East Indy Dental Care Customer Heat Map

Below you can see the customer heat map for East Indy Dental Care.



Demographic Data

The following is Census and demographic data for Fishers, IN

Income

\$63,385

Per capita income

more than 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$37,422

nearly double the amount in Indiana: \$33,054

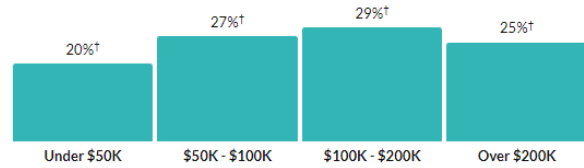
\$106,990

Median household income

about 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$70,224

more than 1.5 times the amount in Indiana: \$62,743

Household income



Show data / Embed

Age

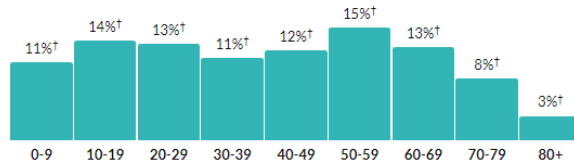
41.6 ±3.1

Median age

about 10 percent higher than the figure in the Indianapolis-Carmel-Anderson, IN Metro Area: 37 ±0.2

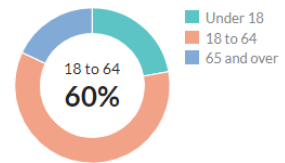
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



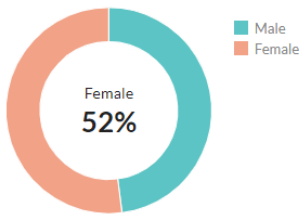
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Population by age category



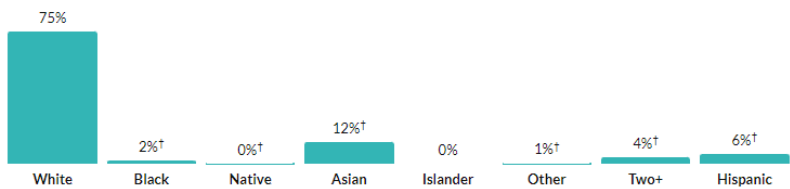
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Sex



Show data / Embed

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

Show data / Embed

Target Location Historical Data:

Month Number

4/1/2023	11113
3/1/2023	9332
2/1/2023	11058
1/1/2023	12359
12/1/2022	9447
11/1/2022	7484
10/1/2022	7178
9/1/2022	6557
8/1/2022	6150
7/1/2022	6185

6/1/2022	6714
5/1/2022	7341
4/1/2022	8810
3/1/2022	9914
2/1/2022	7594
1/1/2022	8104
12/1/2021	11865
11/1/2021	9028
10/1/2021	8799
9/1/2021	8253
8/1/2021	7589
7/1/2021	9791
6/1/2021	10832
5/1/2021	11811
4/1/2021	12848
3/1/2021	14738
2/1/2021	10878
1/1/2021	11432
12/1/2020	16847
11/1/2020	12115
10/1/2020	14273
9/1/2020	13880
8/1/2020	13950
7/1/2020	12367
6/1/2020	12488
5/1/2020	6515
4/1/2020	2066
3/1/2020	8303
2/1/2020	14918
1/1/2020	14997
12/1/2019	23101
11/1/2019	19825
10/1/2019	18185
9/1/2019	19270
8/1/2019	24635
7/1/2019	25282
6/1/2019	24918
5/1/2019	24150
4/1/2019	26232
3/1/2019	21692

2/1/2019	20585
1/1/2019	32903
12/1/2018	25265
11/1/2018	19616
10/1/2018	19350
9/1/2018	20608
8/1/2018	18583
7/1/2018	18194
6/1/2018	16506
5/1/2018	21331
4/1/2018	29372
3/1/2018	32534
2/1/2018	31063
1/1/2018	67415
12/1/2017	37824
11/1/2017	55523
10/1/2017	71550
9/1/2017	88574
8/1/2017	89054
7/1/2017	74888
6/1/2017	68501
5/1/2017	40536
4/1/2017	44922
3/1/2017	37463
2/1/2017	24876
1/1/2017	33385
12/1/2016	23221
11/1/2016	47750
10/1/2016	15206
9/1/2016	16981
8/1/2016	15287
7/1/2016	11113

Rest of Top Related Keywords:

	Avg. monthly searches	Three month change	YoY change	Competition
Top Keywords				

indianapolis dentist	2900	-18%	24%	Low
orthodontist indianapolis	720	22%	22%	Low
urgent dental care indianapolis	590	22%	0%	Medium
indy dental health	390	0%	22%	Low
emergency dental indianapolis	880	0%	-12%	Medium
pediatric dentist indianapolis	720	22%	22%	Low
aspen dental indianapolis	320	22%	0%	Low
24 hour emergency dentist indianapolis	260	23%	182%	Medium
gentle dentist indianapolis	210	0%	-19%	Low
24 hour dentist indianapolis	320	22%	0%	Medium
pippin dental indianapolis	210	0%	24%	Low
same day dental indianapolis	210	0%	0%	Medium
periodontist indianapolis	260	22%	86%	Low
my indy dental center	140	-57%	-47%	Low
indy dental	170	-19%	21%	Low
24 7 dental indianapolis	170	0%	91%	Low
cosmetic dentistry indianapolis	320	84%	84%	Low
northview dental indianapolis	140	22%	0%	Low
tmj specialist indianapolis	140	0%	0%	Low
dental implants indianapolis	320	-19%	-33%	Low
best dentist indianapolis	320	0%	0%	Low
prosthodontist indianapolis	110	57%	-21%	Low
dentures indianapolis	140	27%	-33%	Medium
dentist near me indianapolis	110	-21%	57%	Medium
holistic dentist indianapolis	110	0%	22%	Low

top 10 best dentists indianapolis	90	∞	∞	Low
heartland dental indianapolis	90	-43%	-56%	Low
black dentist indianapolis	90	0%	29%	Medium
care dental indianapolis	90	80%	0%	Low
dentist that accept medicaid indianapolis	140	0%	21%	Medium
affordable dentist indianapolis	170	21%	0%	Low
merit dental indianapolis	50	-50%	-60%	Low
dentist indianapolis in	90	-18%	-57%	Low
immediadent indianapolis	50	-25%	-57%	Medium
pediatric dentist indianapolis in	90	-91%	-91%	Low
21st century dental indianapolis	50	25%	67%	Low
family dentist indianapolis	110	-21%	0%	Low
dental implants indianapolis indiana	90	29%	-18%	Medium
urgent dental center & family dentistry indianapolis	40	67%	-44%	Low
24 hour emergency dental indianapolis in	50	50%	-40%	Medium
low cost dental implants indianapolis	40	-40%	-40%	Medium
same day dental indianapolis in	50	-50%	0%	Medium
dentist downtown indianapolis	210	53%	86%	Low
urgent dental indianapolis	40	-55%	0%	Low
dentist on east washington street indianapolis	70	-43%	-20%	Medium
urgent dental center & family dentistry indianapolis in	30	0%	-25%	Medium
biological dentist indianapolis	40	25%	25%	Medium
cheap dentist indianapolis	40	33%	-20%	Medium

dental clinic indianapolis	50	29%	29%	Low
meridian dental indianapolis	30	0%	-33%	Low
scott dentistry indianapolis	40	-20%	0%	Low
sedation dentistry indianapolis	50	33%	-64%	Low
dental offices indianapolis	170	-19%	-19%	Low
indianapolis family dentistry	40	-20%	0%	Low
24 hour dental care indianapolis	30	-33%	-50%	Medium
walk in dentist indianapolis	30	100%	0%	Medium
armando avila dentist indianapolis	30	-33%	-33%	Low
implant dentistry indianapolis	40	100%	0%	Medium
pediatric dentistry west indianapolis	40	-43%	33%	Low
10th street dental indianapolis	30	0%	0%	Low
247 dental indianapolis	40	-60%	-33%	Medium
broad ripple dental	260	-19%	0%	Low
preferred dental care indianapolis	30	0%	0%	Low
hall family dentistry indianapolis	30	0%	0%	Low
7 day dental indianapolis	30	0%	0%	Low
westside family dental indianapolis in	30	-67%	-50%	Medium
affordable dental implants indianapolis	30	-33%	0%	Medium
best dentist indianapolis in	10	0%	0%	Low
beech grove dentist	70	0%	-29%	Low
dr davis dentist indianapolis	20	200%	-25%	Low
benjamin h adams dds msd indianapolis	20	-100%	-100%	Unknown
emergency dental care indianapolis	30	0%	-60%	Medium
pippin dental indianapolis keystone	30	33%	100%	Low

martinez dentistry indianapolis	20	-50%	-75%	Low
familia dental indianapolis east	20	0%	0%	Low
eagle creek dentistry indianapolis	20	-50%	-67%	Low
best cosmetic dentist indianapolis	40	67%	0%	Low
dentist near indianapolis in	110	-76%	25%	Low
dentista en indianapolis	90	22%	120%	Medium
delta dental indianapolis	20	50%	50%	Low
dentist 46237	30	-50%	-33%	Low
dentist 46260	20	200%	-40%	Low
brookside dental indianapolis	20	0%	0%	Low
ball dentistry east indianapolis in	10	0%	-100%	Unknown
dr horton dentist indianapolis	30	0%	200%	Low
best dental implants indianapolis	20	0%	-67%	Medium
dr hall dentist indianapolis	20	50%	50%	Low
best orthodontist indianapolis	30	0%	0%	Medium
sedation dentistry indianapolis in	20	0%	-75%	Low
86th street complete dental of indianapolis	30	0%	100%	Low
same day dental 7225 us 31 g indianapolis in 46227	20	0%	0%	Low
dentist in speedway indiana	20	200%	50%	Low
ball dentistry indianapolis	30	-25%	0%	Low
southport dental indianapolis	20	-50%	0%	Low
downtown dental indianapolis	20	0%	-50%	Low
dentista avila en indianapolis	20	50%	50%	Low
dds indianapolis	30	0%	400%	Low

downtown dental group indianapolis	20	0%	0%	Low
pippin dental indianapolis in	20	0%	-67%	Low
weddell pediatric dentistry indianapolis in	20	0%	100%	Low
dentist 46227	40	0%	133%	Low
riley pediatric dentistry indianapolis	40	29%	800%	Low
integrity dentistry 9880 westpoint dr 600 indianapolis in 46256	10	∞	-50%	Low
georgetown dental indianapolis	20	0%	-50%	Low
dentist 46229	20	0%	0%	Low
indianapolis in dentist	20	0%	50%	Low
dentist speedway indiana	20	0%	-80%	Low
pippin dental & braces indianapolis in	20	-33%	100%	Low
urgent dental care indianapolis indiana	20	50%	0%	Low
dentista indianapolis	90	22%	120%	Medium
dentist open on saturday indianapolis	20	0%	-75%	Medium
pippin dental keystone indianapolis	20	-67%	0%	Low
dentist in beech grove indiana	40	-71%	-33%	Low
24 7 dentist indianapolis	20	-33%	0%	Medium
tillery dental indianapolis	20	100%	100%	Low
low cost dental care indianapolis	10	0%	-67%	Medium
riley dentist indianapolis	40	-25%	0%	Low
cheap dental implants indianapolis	20	100%	0%	Medium
dr brown dentist indianapolis	20	50%	50%	Low
riley dental clinic indianapolis	20	-67%	0%	Low
emergency dentist 24 7 indianapolis	10	-100%	-100%	Unknown

7 days family dental indianapolis in	10	0%	-50%	Low
dr gossweiler dds indianapolis	20	100%	0%	Low
african american dentist indianapolis	20	0%	-50%	Medium
pippin dental indianapolis east street	10	100%	0%	Low
urgent dental center indianapolis	20	0%	-33%	Low
cheap braces indianapolis	20	0%	-50%	High
great lakes family dental group indianapolis	20	-33%	100%	Low
gentle dentist 56th street indianapolis	10	100%	0%	Low
affordable dental care indianapolis in	30	25%	25%	Medium
cosmetic dentistry indianapolis in	30	-50%	-67%	Low
dentist 46268	20	50%	-40%	Low
dentist west 10th street indianapolis	20	50%	200%	Low
childrens dentist indianapolis	70	200%	0%	Low
ball dentistry indianapolis in	20	0%	100%	Low
dental surgeon indianapolis	20	100%	100%	Low
olive branch dental indianapolis	20	-33%	0%	Low
low cost dental indianapolis	30	-25%	-25%	Medium
dentist lawrence indiana	40	-80%	0%	Low
dr mishel dentist indianapolis	10	0%	-67%	Low
dr bacon dentist indianapolis	10	0%	0%	Low
dentist 46254	20	50%	200%	Low
glendale family dentistry indianapolis	10	-50%	0%	Low
mini dental implants indianapolis	10	0%	0%	Low
dentist east side indianapolis	20	-25%	-25%	Low
indy pediatric dentistry	10	0%	0%	Low

washington street dentistry indianapolis in	10	0%	0%	Low
avalon dentistry indianapolis	10	0%	-50%	Low
pippin dental & braces indianapolis	10	0%	0%	Low
keystone dentistry indianapolis	10	100%	100%	Low
west 10th dental group indianapolis in	10	0%	0%	Low
indianapolis endodontist	720	22%	0%	Low
broad ripple dental associates	10	-50%	0%	Low
dentista salazar indianapolis	10	0%	-50%	Low
gentle dentist indianapolis in	10	-50%	0%	Low
beautiful smiles indianapolis	10	0%	-75%	Low
special needs dentist indianapolis	10	0%	0%	Low
dentist 46226	20	0%	0%	Low
lakewood family dental indianapolis	10	100%	0%	Low
mobile dentist indianapolis	10	-50%	0%	Medium
general dentistry indianapolis	30	150%	150%	Low
westside dental indianapolis	30	33%	100%	Low
indy dental designs	10	0%	-50%	Low
24hr dental indianapolis	20	0%	100%	Medium
dentist indy	10	-25%	-25%	Medium
dr farthing dentist indianapolis	10	0%	0%	Low
traders point dentistry	590	0%	-19%	Low
dentist in 46260	10	0%	0%	Low
dentistas hispanos en indianapolis	10	0%	0%	Low
dentist 46219	20	-67%	-67%	Low
dentures indianapolis in	10	0%	-50%	Low

24 hour urgent dental care indianapolis	10	0%	0%	Low
familia dental indianapolis west	10	0%	0%	Low
dr miller dentist indianapolis	10	0%	0%	Low
iu dental clinic indianapolis	10	0%	0%	Low
traders point dental indianapolis	10	0%	100%	Low
brad sammons dentist indianapolis	10	0%	0%	Low
east indy dental care indianapolis in	10	0%	0%	Medium
global smiles dental indianapolis	10	200%	200%	Low
indy cosmetic dentist	10	100%	100%	Low
sanders dentistry indianapolis	10	200%	50%	Low
same day dental indianapolis indiana	10	0%	0%	Low
smile center indianapolis	10	0%	-50%	Low
byerly dental indianapolis	10	0%	0%	Low
pippin dental and braces indianapolis	20	100%	300%	Low
dental care indianapolis	10	0%	0%	Medium
dr andrey horton dds indianapolis	10	0%	0%	Low
meridian dental center indianapolis in	10	-50%	0%	Low
top dentist indianapolis	20	0%	-67%	Medium
dr gary bacon dentist indianapolis	10	0%	0%	Low
dr weddell dentist indianapolis in	10	0%	0%	Low
aspen dental southport indiana	10	0%	0%	Low
indy east periodontist	10	-100%	-100%	Unknown
west 10th street dental indianapolis	10	0%	0%	Low