

LOCAL & ORGANIC SEO CASE STUDY

Dental Industry



Overview

Campaign Focus

Awareness & Interest

Campaign Length

12 Months

Products Utilized

Local SEO

Organic SEO

Objectives

To increase web traffic, phone calls, and patient appointments for the dental practice, we implemented a dual strategy combining Organic SEO and Local SEO. Organic SEO enhanced the practice's search engine rankings through targeted keyword optimization and high-quality content, attracting more qualified visitors to the website. Local SEO focused on optimizing the practice's presence in local search results and directories, making it easier for potential patients to find and contact the office directly. This integrated approach not only drove overall website traffic but also improved local visibility, resulting in a significant boost in phone inquiries and appointment bookings.

Solutions

◆ We recommended Organic SEO and Local SEO to expand the online presence of the dental practice within its targeted geographic area and specific dental services.

◆ During the 1-year campaign, we published numerous blogs on the practice's website, focusing on key dental procedures and topics. The website was optimized with precise match keywords to attract the ideal audience and minimize irrelevant traffic. Additionally, we built a substantial number of backlinks relevant to the dental industry. We also updated and maintained over 30 online directories where the practice's information was listed, ensuring accuracy and consistency across platforms.

New Users 547	Sessions 709	
Engaged Sessions 468	Key Events 269	
Directions Requested 784	Calls 857	Website Visits 443