



GREATDENTAL
WEBSITES

SEO

Case Study

How This Dental Practice Boosted New Patient Numbers and Increased Monthly Booking Conversions with SEO Services

Highlights



Within 2 months:

121%

surge in average monthly calls
and form submissions (23→51)

48%

increase in monthly website
sessions

Within 2 years:

+600%

increase in average
monthly calls and form
submissions

+17%

increase in
keyword visibility
in local market



Introduction



In the vast landscape of dental clinics, our client stands out as a highly reputable, multi-practitioner establishment that has been faithfully serving their community of over 250,000 residents for the past three decades. Despite their unwavering commitment to delivering exceptional dental services, the clinic faced a significant challenge in late 2019—they were struggling to attract new patients and effectively convert high-value leads into appointments. This detailed case study explores the comprehensive SEO strategies employed by GDW that successfully transformed their monthly influx of new patients and drastically improved conversion rates.

Client Background

Before embarking on their SEO journey, the practice's website was woefully unoptimized for search engines of all types, severely limiting their online presence. Their digital footprint extended only to a few social media platforms, failing to capitalize on the full potential of their Google Business Profile or other off site sources. The primary objective of the clinic was clear—increase the number of monthly new patients and improve booking conversion rates. However, achieving this goal proved challenging due to intense competition from other well-established dental practices operating in the same area.

After purchasing a fully modernized and updated template website from GDW, the focus of the client shifted to their marketing efforts. They understood the critical role of search engine optimization in establishing a strong online presence and attracting new patients. And reached out to our SEO team for help.



To devise and implement a winning SEO strategy, our GDW's SEO team analyzed every aspect of the client's existing online presence. This involved conducting exhaustive keyword research and selection, thoroughly scrutinizing competitors' tactics for content creation and organic ranking strategies, providing comprehensive on-page optimization recommendations, brainstorming fresh and relevant monthly content ideas, and developing effective off-page optimization strategies such as backlink outreach, local citations (particularly Google business profile optimizations), and social media advice. Through competitor analysis, we discovered that the top-ranking dental practices in the area boasted a strong and established online presence, backed by numerous positive Google reviews. These practices were utilizing diverse keyword strategies across multiple target services and target locations to attract new patients from a variety of locations and demographic segments. Given the considerable market size and level of competition, we determined that our SEO Level 3 package would be the most beneficial for our client.

The scope of our monthly SEO work included:

Monthly Listing Work

- ✓ Monthly Listing Management – Premium via SEMrush/Yext
- ✓ Monitoring and upkeep of all citation errors and discrepancies to ensure accurate Name, Address, and Phone (NAP) information
- ✓ Monitoring and upkeep of top dental/medical directories (5 citations)
- ✓ Monthly Citation Duplicate Suppression as needed
- ✓ Monthly Local Ranking Heatmap Analysis
- ✓ Monthly Review Monitoring
- ✓ Monthly Google My Business (GMB) Optimization, including services, categories, products, and hours
- ✓ Monthly GMB Posts (Up to 4 per month)

Website/Technical SEO Work

- ✓ Monthly On-Site SEO targeting 25-50 keywords
- ✓ Monthly On-Site Content updates, including standard updates and one blog post per month
- ✓ Monthly Backlink Check for toxic links removal and upkeep
- ✓ Monthly Backlink Building (up to 5 per month when applicable)
- ✓ Monthly Competitor Analysis of up to 5 competitors, tracked and monitored

Monthly Reporting & Analysis

- ✓ Monthly SEO Campaign Reporting (Custom, Branded)
- ✓ Monthly Listing Management Reporting



The implementation of these SEO tactics proved to be a game-changer for the clinic, leading to substantial and sustained growth in their online presence and monthly new patient numbers. Within the short span of only two months, the clinic witnessed a remarkable transformation in their digital landscape.

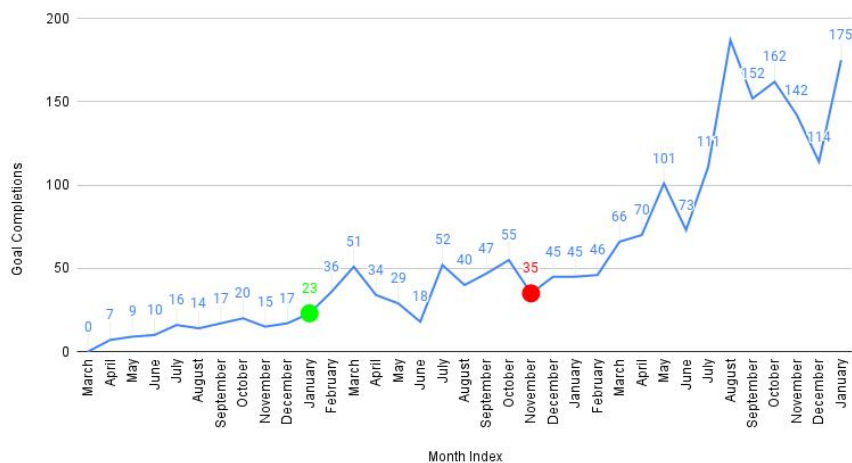
The first, and most noticeable, impact was the significant surge in monthly website traffic, **soaring by an impressive 48% in the first 60 days.** This increase in website visitors not only affirmed the practice's improved online visibility but also served as a powerful indicator of the efficacy of the initial onsite SEO keyword and content updates. As these pages were indexed by search engines, the rankings and subsequent traffic increases took place.

Simultaneously, the clinic experienced an astounding **121% surge in monthly calls and form submissions.** These calls were meticulously tracked and verified using call tracking software. This upswing in direct engagement from prospective patients was just one testament to the conversions of increased website visitors becoming active leads. The combined effect of increased website traffic based on website and keyword optimization, along with higher conversion rates, resulted in a direct enhancement of the practice's overall success and business growth.



The positive momentum established within those initial two months continued to gain upward momentum as the SEO campaign progressed over the subsequent two years. The clinic consistently witnessed a steady and substantial increase in new patient conversions. In the end, the practice transitioned from an average of approximately **15 conversions per month to well over 100:**

Goal Completions/Month- All Time



This remarkable growth in conversions and website traffic can be directly attributed to the execution of the recommended SEO strategies by our team, as well as the client's active participation in our monthly SEO strategy meetings. As the clinic secured higher organic rankings and fortified their online presence, they

reaped the rewards of enhanced visibility and accessibility to a broader audience of potential patients. Moreover, they built an ongoing defense against competitors attempting to claim their ranking positions on Search Engine Results Pages and Google Maps.

The decision of this dental practice to enlist the services of GDW resulted in a significant increase in their online visibility and new patient appointments. The growth they achieved continues to be consistent to this day, as they maintain their ongoing SEO services and continue to steadily expand their online presence in the area. While results can vary depending on market size and conditions, GDW is delighted to continue helping this client attract more dental patients each and every year.





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