



GREATDENTAL  
WEBSITES

SEO

Case

Study

This Dental Practice Purchased a Previous Practice From a Retiring Doctor and Increased New Patient Numbers and Monthly Bookings with SEO Services

# Highlights



After 2 years:

# 4x

increase in monthly goal completions (5-23)

# 88%

increase in average monthly organic sessions (86→185)



# Introduction & Client Background

This client purchased their practice in a medium-sized community (226,876 population) outside of Dallas, TX from a retiring dentist in late 2017. Their community's population continued to expand to almost 245,000 by 2021. As a fee-for-service practice that only accepted minimal insurance, their initial goal was to maintain the previous practice's existing patient base while they slowly focused on expansion over time. Despite their commitment to delivering exceptional dental services, and outstanding patient relationships, the clinic faced a significant challenge in late 2019—struggling to attract new patients, maintain their existing visibility in local search engine results, and effectively convert leads from phone calls and form submissions into real-world patient appointments.

The main hurdle the clinic faced was their inadequate local online presence. Their website was not optimized for search engines, resulting in limited visibility on both desktop and mobile devices. Furthermore, their digital marketing efforts were limited to sporadic social media posts, failing to fully leverage the potential of online marketing channels like Google Business Profile and Bing Places for Business.

In a competitive market with new dental start-ups and established practices, the clinic needed a comprehensive solution to improve their online visibility and attract more patients. That's when they decided to invest in an ongoing SEO campaign with GDW after purchasing a fully redesigned and updated website template that could be easily optimized through GDW's own CMS.



In order to develop a successful SEO strategy, our SEO team conducted a thorough examination of the client's website and online presence in the Dallas area. The SEO team also learned as much as they could about the local market, the challenges that the practice faced from competitors of all types, and looked for any geographical barriers (highways, rivers, parks, etc) that may have turned some patients away without being properly reached.

This process also encompassed extensive keyword research and selection, a comprehensive analysis of competitors' tactics, detailed recommendations for on-page optimization, technical examination of website page count, any broken links, toxic backlinks and domain authority, and the formulation of effective off-page and on-page optimization strategies that targeted multiple neighborhoods using their Google Business Profile. The competitor analysis revealed that the leading dental practices in the area had achieved impressive online visibility in several surrounding communities (using content that was relevant to not only their community, but also many surrounding towns and suburbs around the Dallas area). Considering the market size and the level of competition, we determined that our SEO level 2 package would offer the greatest advantages to our client. Our monthly SEO work entailed the following scope of services:

## 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 2 per month)

## Website/Technical SEO Work

- ✔ Monthly On-Site SEO targeting 15-25 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 Reporting & Analysis

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

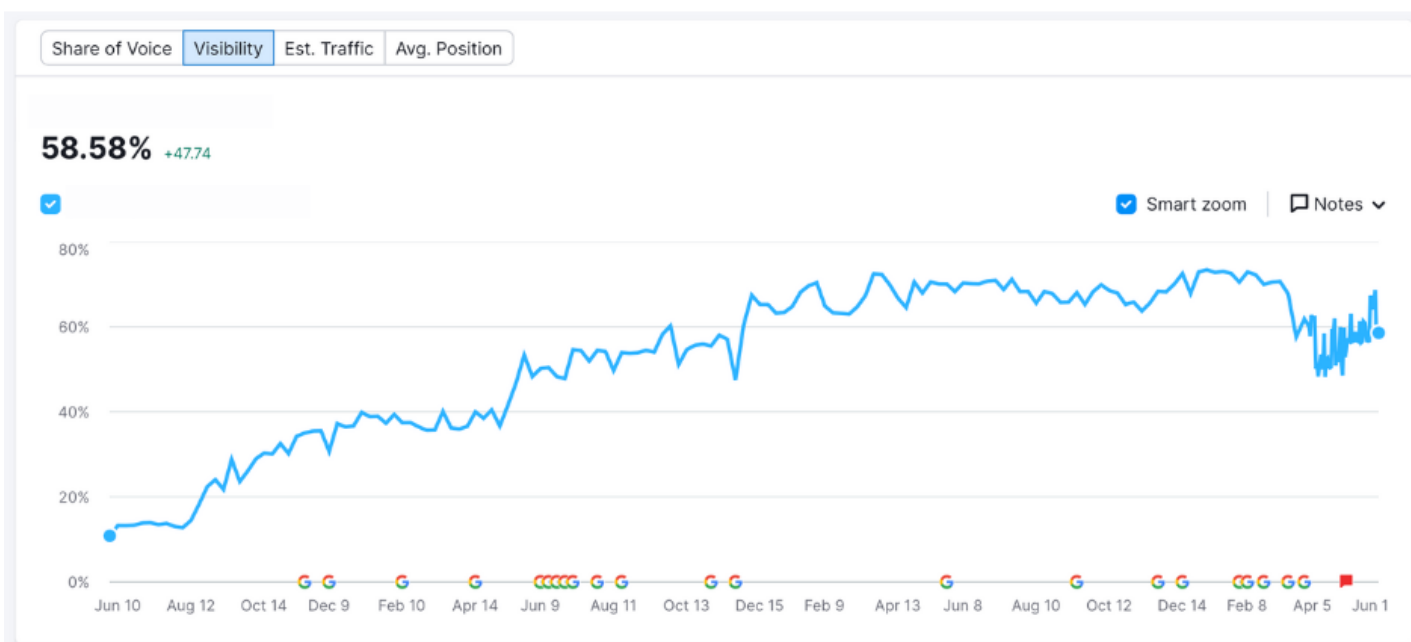


# Results



The implementation of these local SEO strategies, including employing a diverse keyword and Google Business profile strategy to target not only the clients neighborhood, but also a variety of local neighborhoods in the Dallas area, proved to be a game-changer for the clinic. GDW's SEO efforts led to substantial and sustained growth in their online presence, local map rankings, and most importantly monthly new patient bookings:

Keyword Visibility: All Time



Over the last 3 years, the practice has seen consistent improvements in their local rankings for both their website and their google business profile listings, including the most coveted keywords for local dental practices such as "dentist near me", "dentist office near me", "zipcode + dentist", "city + dentist", and more:

Keyword	Intent	SF	Pos. May 20	Pos. May 18	Diff	Share of Voice	Diff	Est. traffic	Diff	Vol.	CPC	URL
> <input type="checkbox"/> 75040 dentist	C	7	—	1	new	0.102%	new	0.12	new	10	0	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> dentist near me	T	4	—	1	new	12.367%	new	15.77	new	1,300	17.49	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> dentist office near me	T	3	—	1	new	1.049%	new	1.33	new	110	17.31	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> garland dentist	C	7	—	1	new	0.682%	new	0.85	new	70	9.05	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> medicare dentist near me	T	2	—	1	new	0.114%	new	0.12	new	10	3.94	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> dentist near me that accepts medicare	T	5	—	4	new	0.036%	new	0.03	new	10	0	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> medicare dentist	C	5	—	4	new	0.047%	new	0.03	new	10	0	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> dental implants garland	C	6	—	5	new	0.063%	new	0.08	new	40	0	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> garland dentists	C	5	—	5	new	0.110%	new	0.14	new	70	9.05	<a href="https://www.ga">https://www.ga</a>
> <input type="checkbox"/> dentists in dallas that accept medicare	C	4	—	9	new	0.008%	new	0.01	new	10	0	<a href="https://www.ga">https://www.ga</a>

Unsurprisingly, these ranking improvements have led to a consistent uptick in monthly calls and form submissions as **the practice went from an average of 5 booking conversions per month to an average of 23 booking conversions per month.** These numbers include a variety of services, including general cleanings, dental implants, and other cosmetic services. In addition to these onsite conversions, the Google My Business optimizations the GDW SEO team performed also yielded excellent results as the **practice now averages well over 45 calls to their Google Business Profile every month,** tracked and verified via call tracking software.

The notable increase in onsite and offsite conversions and bookings, as well as organic website traffic growth, can be directly attributed to the effective implementation of our recommended SEO strategies. Through the clinic's improved organic and local rankings and strengthened online presence, they have gained the benefits of greater visibility and accessibility to a wider audience of potential patients, while still maintaining a majority of the previous practice's client base. This practice's decision to sign up for Great Dental Websites SEO services resulted in a more consistent flow of patients, an increase in their online visibility, and ranking above most of the competitors in their market.. They continue to see sustained growth to this day, and are discussing ways to further boost their SEO efforts to help handle the local population growth over the last 5 years.







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# Contact us

✉ [Get In Touch with GDW](#)

🌐 [www.greatdentalwebsites.com](http://www.greatdentalwebsites.com)

☎ (720) 399-7071

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