SEARCH ENGINE OPTIMIZATION · LOCAL DENTAL PRACTICE

Website traffic tripled in two months for a local dental practice.

A focused SEO campaign, plus a landing page for every suburb the practice serves, took search traffic from a slow climb to a 300% jump in eight weeks.

300%	5,180	530K	2 mo
increase in website traffic	clicks in the reporting window	search impressions	from campaign start to the spike

CLIENT	Local dental practice	MARKET	Metro area of roughly 314,000 residents
CAMPAIGN	Search engine optimization	TIMEFRAME	Two months to the traffic spike
RESULT	Website traffic up 300%, sustained new-patient inquiries	CHANNELS	Google organic search, Google Maps

THE SITUATION

Steady rankings, flat traffic.

The practice had been working with us for several months and was gaining ground on the search engines, but growth was incremental. Rankings were improving for the core dental terms; the volume of people actually arriving on the site was not keeping pace.

The gap was geographic. Patients in the surrounding suburbs were searching for a dentist near them, and the practice had one page trying to answer every one of those searches.

WHAT WE DID

A page for every place people search from.

01 **Suburb landing pages.** We built a dedicated, fully written page for each suburb the practice serves, each one targeting the local dentist searches for that area.

02 **On-site optimization.** Titles, headings, internal links, and page speed were reworked across the site so the new pages and the existing service pages reinforced each other.

03 **Off-site authority.** A steady program of relevant, white-hat links pointed at the practice's most important pages.

04 **Measurement.** Google Search Console tracked clicks, impressions, and average position weekly so we could see exactly which pages were driving the change.

RESULTS

The spike, and what caused it.

Within two months of the suburb pages going live, the combined effect of the new pages, on-site optimization, and off-site authority produced the spike visible below: clicks tripled compared with the earlier baseline, and impressions reached 530,000 in the reporting window.

The important part is what happened after the spike. Traffic settled at the new, higher level rather than falling back, because the rankings behind it were earned rather than paid for.

MONTH 1

Foundation

Suburb pages written and published; on-site optimization completed.

MONTH 2

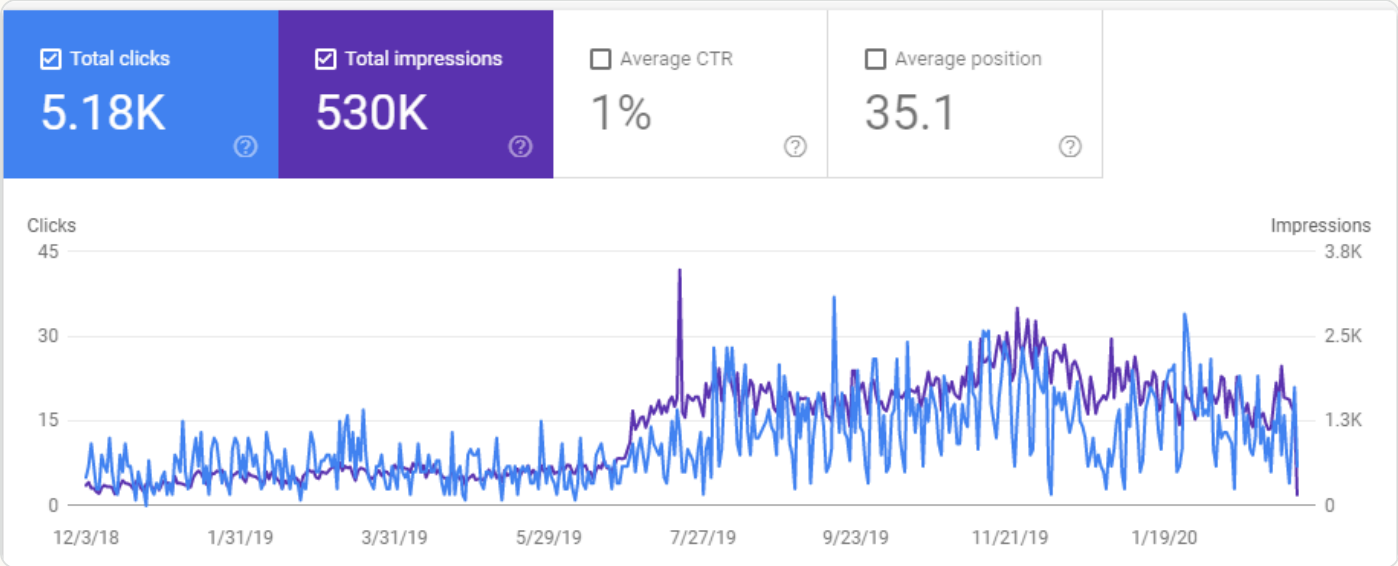
The spike

Off-site authority lands; traffic triples and holds.

ONGOING

New patients

Sustained flow of new-patient calls and form requests from search.



Google Search Console. Total clicks and impressions for the practice's website. The vertical jump marks the point where the suburb landing pages and off-site work compounded.

WHY IT WORKED

Search demand for a dentist is local by nature. Meeting each suburb with its own page turned one site into a dozen relevant answers, and the rankings that followed were durable because every page earned them on merit.

Screenshots are taken from Google Search Console, Google Analytics, and our rank tracker. Client-identifying details are redacted.

Want results like these?

Every campaign above started with a free thirty-minute call. Bring us your budget and your market; we will tell you honestly what it buys.

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