SEARCH ENGINE OPTIMIZATION & SOCIAL MEDIA · MID-SIZED CITY DENTAL PRACTICE

Seven #1 rankings and an estimated $15,000 a month in new revenue, inside two months.

A dental practice in a city of about 213,000 people went from invisible to the top result for its most valuable procedures, with new-patient revenue the practice could see on its own books.

7	$15k	2 mo	213k
brand-new #1 rankings	estimated new revenue per month	from launch to page-one dominance	residents in the service area

CLIENT	Dental practice, mid-sized city	MARKET	City of approximately 212,949 residents
CAMPAIGN	Search engine optimization plus social media marketing	TIMEFRAME	Two months
RESULT	Seven #1 rankings on new keywords; estimated $15,000/month in new revenue	CHANNELS	Google organic search, Google Maps, Facebook

THE SITUATION

A good practice nobody could find.

The practice offered the full range of services, from dental implants and crowns to children's dentistry and teeth whitening, but ranked for almost none of them. Competitors with weaker clinical reputations were taking the calls simply because they appeared first.

The goal was not a handful of vanity rankings. It was ownership of the procedure searches that turn into high-value appointments.

WHAT WE DID

One page per procedure, then authority.

01 **Keyword map.** We listed every procedure the practice wanted more of and matched each to the exact phrases local patients type: dental implants, crowns, kids dentist, laser teeth whitening, specialised dentistry, and more.

02 **Procedure pages.** Each keyword got a purpose-built page, written for patients rather than search engines, with clear calls to book.

03 **Local signals.** Google Business Profile, citations, and reviews were cleaned up and aligned so the practice's map listing reinforced the organic rankings.

04 **Social layer.** A modest Facebook presence kept the practice in front of local families and amplified the new pages as they went live.

RESULTS

Seven keywords at #1, most of the rest on page one.

Within two months the practice held the #1 position for seven of its target procedures and had page-one rankings for most of the remainder. The rank-tracker exports below show the positions at the end of the campaign window; several keywords the practice had never ranked for at all now appeared in the top three.

The practice's own estimate, based on the new-patient appointments it could attribute to search, was roughly $15,000 a month in additional revenue.

WEEKS 1–2

Keyword map

Procedures matched to the phrases patients actually search.

WEEKS 3–5

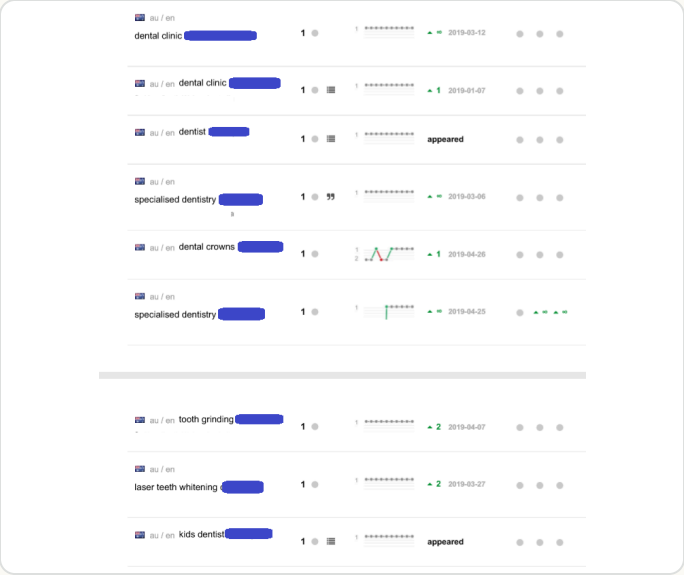
Pages live

Purpose-built procedure pages published; local signals aligned.

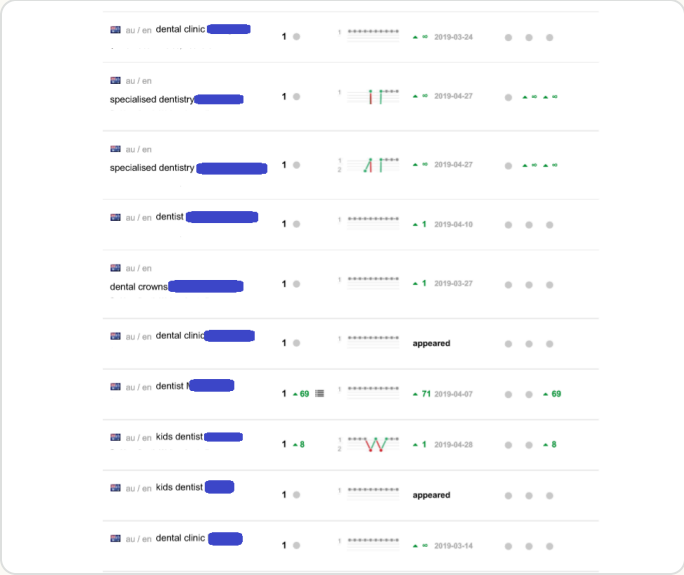
WEEKS 6–8

#1 rankings

Seven keywords at #1; estimated $15k/month in new revenue.



Rank tracker, page 1 of 4. Dental clinic, specialised dentistry, dental crowns, and teeth whitening terms at #1.

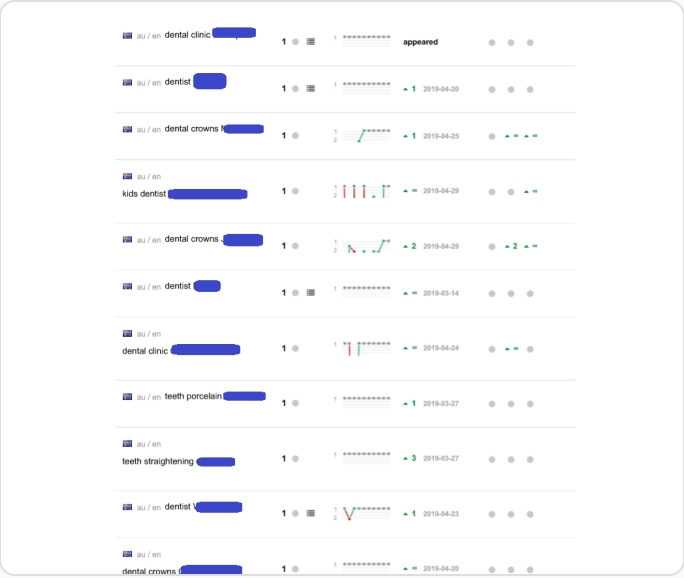


Rank tracker, page 2. Additional dental clinic and kids-dentist phrases entering the top three.

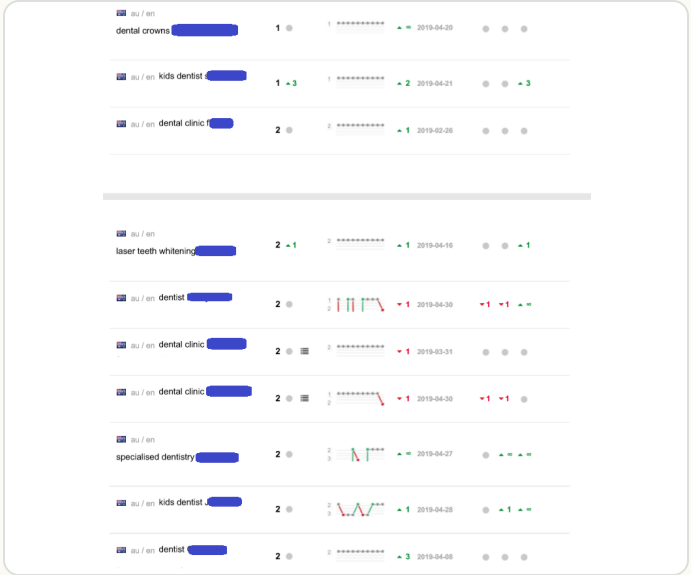
RESULTS, CONTINUED

The rest of the keyword set.

The remaining tracked keywords, including several that had only just “appeared” in the index when the campaign began, followed the same pattern: first a page-two placement, then a rapid climb once off-site authority reached the new pages.



Rank tracker, page 3. Dental crowns, kids dental, and dental clinic variants in positions one and two.



Rank tracker, page 4. Laser teeth whitening and specialised dentistry terms moving into the top three.

WHY IT WORKED

Procedure-level pages give Google a precise answer to a precise search. Combined with clean local signals, they let a small practice out-rank larger competitors for the appointments that matter most.

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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