SEARCH ENGINE OPTIMIZATION · LOCAL DENTAL PRACTICE

Fifty-nine page-one rankings for a dental practice, in five months.

Referred by one of the dentists we already worked with, this practice wanted the same result: page one for the procedures it cared about. Nearly every keyword on the target list got there.

59	5 mo	Top 3	Referral
keywords on page one	campaign length	for the most valuable procedures	from an existing dental client

CLIENT	Local dental practice	MARKET	Local service area
CAMPAIGN	Search engine optimization	TIMEFRAME	Five months
RESULT	Fifty-nine target keywords ranking on page one of Google	CHANNELS	Google organic search, Google Maps

THE SITUATION

The third practice in a referral chain.

This was the third dental practice to come to us, referred by one of the first two after seeing its own results. The list of target keywords was long: every procedure the practice offered, across the suburbs it served.

The objective was breadth as well as depth: not one or two flagship rankings, but page-one visibility across the whole list.

WHAT WE DID

The same playbook, executed across sixty keywords.

01 **Full keyword map.** Every procedure and location combination was catalogued and prioritized by patient value.

02 **Procedure and location pages.** Purpose-built pages for each priority term, written for patients and structured for search.

03 **Site-wide optimization.** Internal linking, titles, and technical fixes so the new pages lifted the existing ones.

04 **Sustained authority.** Five months of steady, relevant off-site work to move the long tail onto page one alongside the head terms.

RESULTS

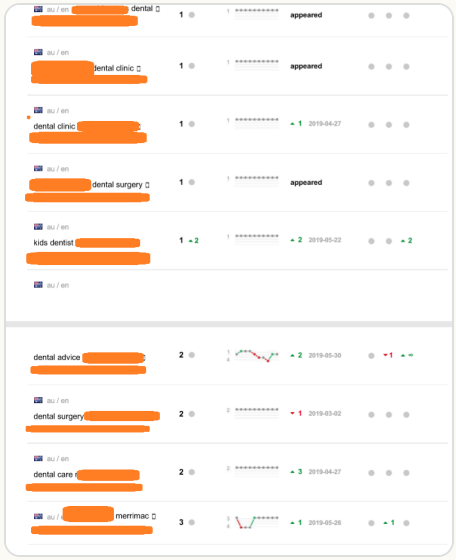
Nearly the entire list on page one.

By the end of month five, fifty-nine of the practice's target keywords were ranking on page one of Google, with the most valuable procedures in the top three. The rank-tracker exports below show the positions across the full keyword set.

MONTH 1

Keyword map

Sixty-plus targets catalogued and prioritized.

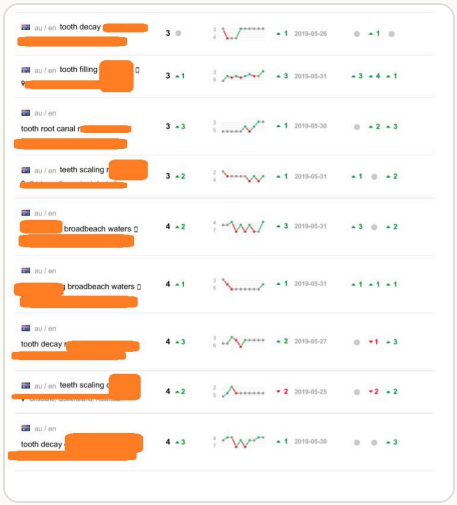


Rank tracker, 1 of 7.

MONTHS 2–3

Pages live

Procedure and location pages published; site optimized.

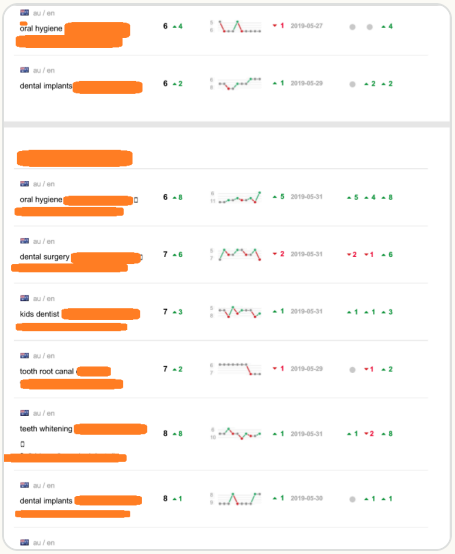


Rank tracker, 2 of 7.

MONTHS 4–5

Page one

Fifty-nine keywords on page one; top three for the priority procedures.

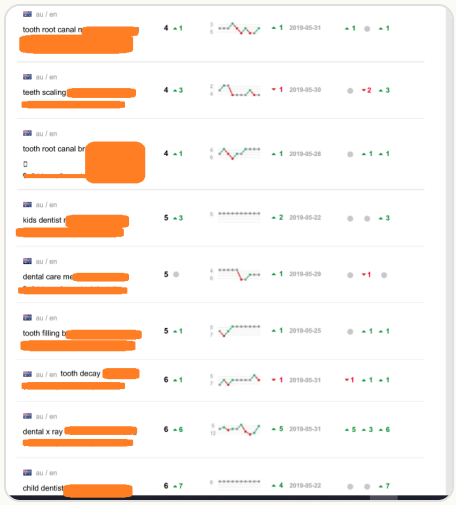


Rank tracker, 3 of 7.

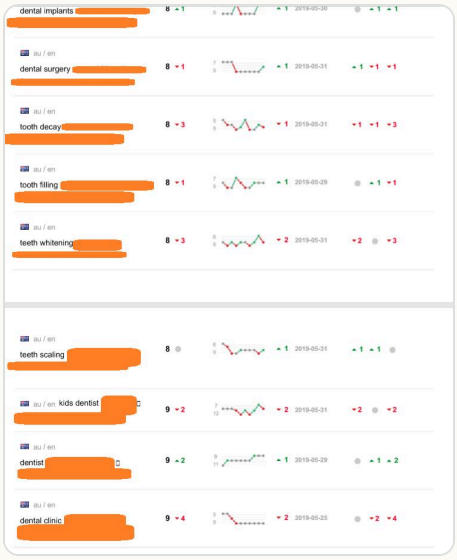
RESULTS, CONTINUED

The rest of the keyword set.

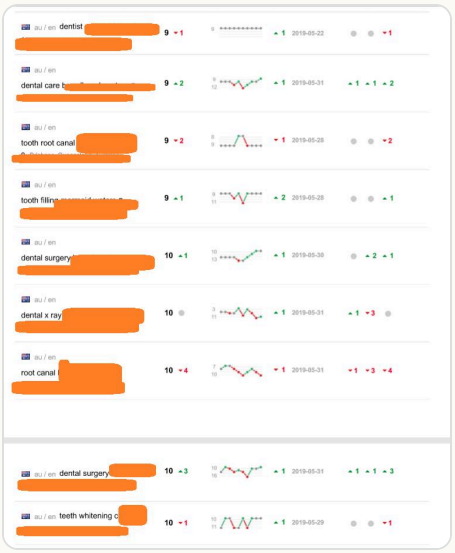
The remaining exports cover the long tail: location variants and secondary procedures that individually bring a few patients a month and together add up to a steady flow.



Rank tracker, 4 of 7.



Rank tracker, 5 of 7.



Rank tracker, 6 of 7.

WHY DENTISTS REFER DENTISTS

The results are visible in the practice's own appointment book. When a dentist sees that, the referral to a colleague follows naturally.

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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