SEARCH ENGINE OPTIMIZATION & FACEBOOK ADVERTISING · LOCAL DENTAL PRACTICE

Search plus Facebook produced a $120,000 to $160,000 month for one dental practice.

By month three of the SEO campaign, daily search clicks had doubled. Layering a Facebook campaign on top of rankings that already converted turned the practice's best month into a six-figure one.

$120–160k	2×	3–5 mo	2
produced in a single month	daily search clicks by month three	campaign timeframe	channels working together

CLIENT	Local dental practice	MARKET	Local service area
CAMPAIGN	Search engine optimization plus Facebook advertising	TIMEFRAME	Three to five months
RESULT	$120,000 to $160,000 in a single month, as reported by the practice's marketing partner	CHANNELS	Google organic search, Facebook

THE SITUATION

Rankings alone leave money on the table.

The practice already had a search campaign under way and it was working: by month three, daily clicks had gone from five to ten a day to twelve to twenty-two.

The question was how to turn that momentum into a step change rather than a slope. Search reaches people who are already looking; the practice also needed to reach the families who had not started.

WHAT WE DID

Let search convert, let Facebook fill the funnel.

01 **Search first.** Procedure pages, on-site optimization, and local signals doubled qualified search traffic by month three and gave the practice pages that reliably converted visitors to appointments.

02 **Facebook on top.** With converting pages in place, a Facebook campaign targeted local families with offers for the practice's highest-value procedures, sending them to pages we already knew worked.

03 **Follow-up.** Every inquiry, from either channel, was followed up quickly so that the additional demand turned into booked appointments rather than missed calls.

04 **Measurement.** Search Console tracked the organic side; the practice's marketing partner reconciled appointments and revenue against both channels.

RESULTS

A six-figure month.

With both channels running, the practice's marketing partner reported $120,000 to $160,000 in results in a single month, with a large share of that attributable to search. The organic trajectory is visible in the Search Console screenshot below; the Facebook campaign added the demand that pushed the month over the top.

The campaign continued to improve over the following months with no issues, which is what happens when paid traffic lands on pages that were built to rank and convert in the first place.

MONTHS 1–2

Search foundation

Procedure pages and local signals in place.

MONTH 3

Traffic doubles

Daily clicks up from 5–10 to 12–22.

MONTHS 3–5

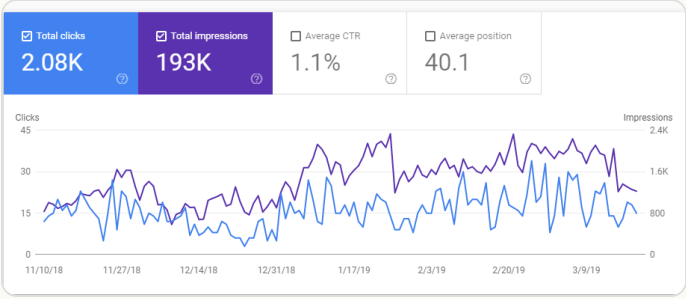
Facebook layered on

Paid campaign sends local families to converting pages.

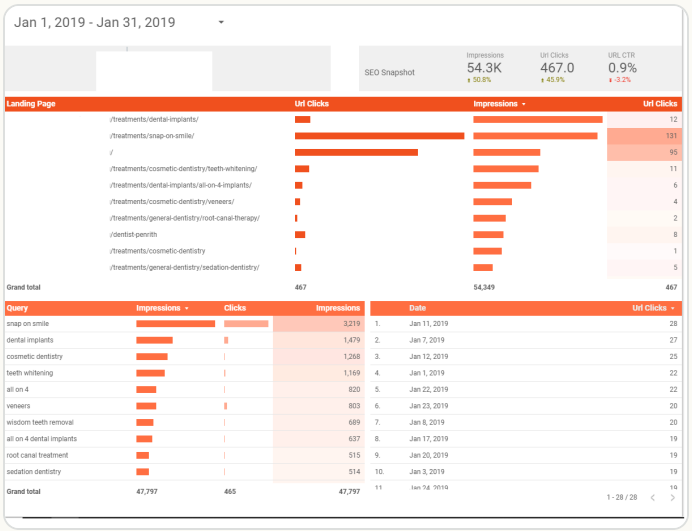
BEST MONTH

$120–160k

As reported by the practice's marketing partner.



Google Search Console. Daily clicks doubling by month three, from five to ten a day to twelve to twenty-two; 2,080 clicks and 193,000 impressions in the window shown.



Search performance, January 2019. 54,300 impressions and 467 clicks in a single month across the procedure landing pages: cosmetic dentistry, teeth whitening, dental implants, and more.

WHY IT WORKED

Ads amplify whatever they land on. Because the search work had already produced pages that converted, every Facebook dollar arrived at a page built to turn interest into an appointment.

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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