

# How Our Dental Client Increased New Patient Leads by 190%

## Dental Case Study

Local dentistry client of ours is a private, family-owned practice in Tucker, Georgia. They specialize in same-day emergency care along with dental implants, cosmetic, laser and restorative dentistry.

### THE CHALLENGE

They contacted us to understand their **stagnant patient flow** despite having a great website. They had a loyal patient base, but with the newly expanded office space and additional staff, they needed help with SEO and Google Pay-Per-Click advertising to fill the new patient funnel.

This company specializes in emergency dental services and operates in a highly competitive market, which Google scrutinizes harshly. Combining that with the attention span of a user searching for something urgent meant that we had quite the challenge to crack.

### THE SOLUTION



#### Optimized Landing Pages

We designed a **custom SEO plan** using a combination of content and on-site + offsite SEO strategies. We optimized on-page content, ensuring relevant keywords were strategically placed and every metadata (what the user sees on search results) was optimized.



#### Data & Local Optimization

We **established credibility** with Google through Google My Business and local SEO program. Along with that, we created Spanish pages on the website to specifically cater to the user demographic that lives within 15 mile radius of the dental clinic



#### Addressed PPC Issues

We generated targeted keywords based on categorical searches, time on website data, and actual **client testimonies** to bolster our **PPC strategy** in this niche market.

## RESULTS

Our custom plan yielded almost **immediate improvements** on the website's rankings and organic click-through rates.

The Google campaign also **improved 2x with no additional spend month over month.**

# 190%

Increase in **New Patient** count per month over month



# 249%

Increase in **Website Traffic**



# 1,533%

Increase in **unique Users Reached**



**PINECONE MEDIA**

*Here so you want go nuts!*