

# *5Tales*

## **Recent Client Case Study: Dentist**

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## When it comes down to it, lead generation for dentists is simple.

1. Create a website that speaks to your target patient.
2. Optimise it so it runs like a well oiled machine
3. Promote your practice's website, in all corners of the web.

Every “digital marketer” in Australia knows this, yet most fail to get results.

Why?

*Execution. That's where we excel.*

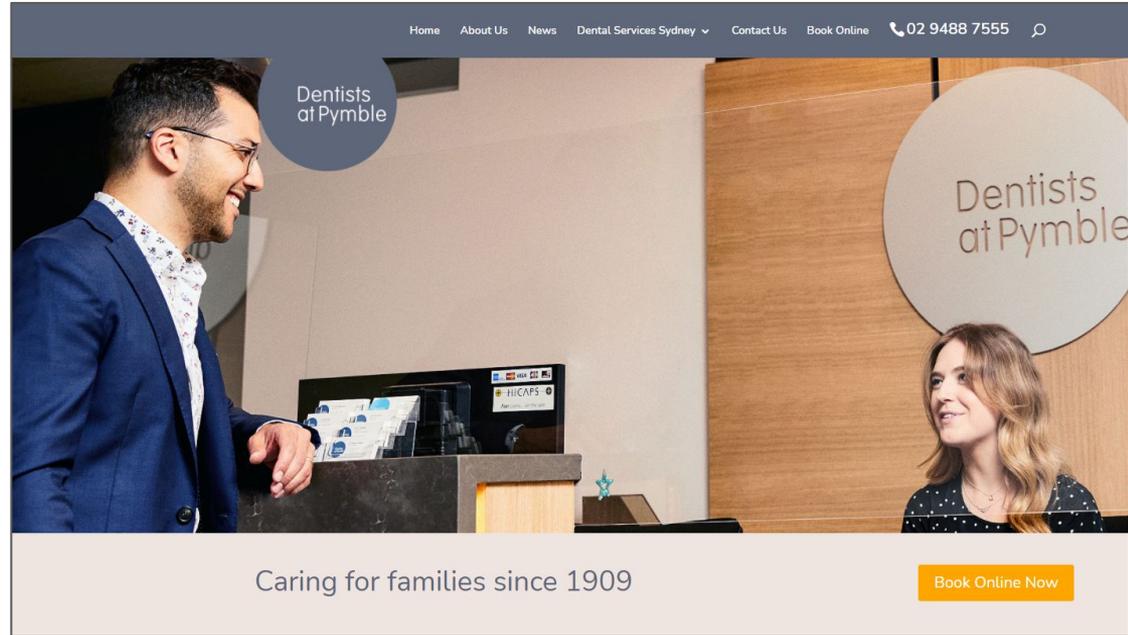
We build campaigns based on a framework specifically for dentists that is proven to get results. If you become a client, **we will put your practice in the best position to succeed, guaranteed.**

If you would like to find out if and how we can help you succeed, give us a call on **1800 940 853.**

Happy marketing,

Jason  
[LinkedIn](#)

## 152% increase in traffic from Google for a boutique practice



<https://dentistsatpymble.com.au/>

# The Client

Dentists at Pymble is a highly respected dental practice that opened in 1909 and operates at the cutting edge of modern dentistry. The practice uses a conservative approach to treatment aimed at helping patients keep their teeth for as long as possible.

The owners, spearheaded by Dr Dominic Aouad were looking for a professional agency to improve upon their existing rankings in the organic results and local Google maps.

**The Dentists At Pymble website now ranks #1 when you search for “dentist” “cosmetic dentist” “dental implants” “teeth whitening” or “emergency dentist” in their primary location. It is also #1 in the local map results too.**



# The Plan

- Dentists At Pymble were ranked middle of the first page on Google when they first approached us for their main term of “dentist pymble”. However they were not ranking well for any other services or suburbs.
- So we knew the gap and opportunity was large to help them growth their practice. Our goal was to get them to the top 3 positions on the first page (as this is where you need to be in the dental industry in order to actually be getting a material number of prospective patients to your website)
- Expand their reach geographically to target the suburbs which surround their practice location. Knowing many of their prospective clients may be looking for a dental clinic in a nearby location but are happy to travel one or a few suburbs over for the right service.
- We also wanted to improve the number of reviews they currently had to increase their social proof.



# The Execution - Technical

Since our team picked up from a previous web design company we had to do some extra work. But, we were able to implement all the needed technical adjustments from the start:

- Schema markups (Local Business, breadcrumbs, products and FAQ).
- Proper silos (category pages, no-index tag pages, URL structure, navigation hierarchy, etc).
- Custom pages for each location and service we were targeting.
- Specific pages to reach people searching for the niches within their most profitable dental services.
- SSL implementation, site speed improvements.

#	Task - Process
1	Setup SEO Yoast - <a href="http://bit.ly/2GbP7V7">http://bit.ly/2GbP7V7</a>
2	Embed Google Map on all key pages - <a href="http://bit.ly/2GbUrl2">http://bit.ly/2GbUrl2</a>
3	Geotag all images - <a href="https://goo.gl/DE4GjS">https://goo.gl/DE4GjS</a>
4	Add Keyword/Branded Alt Text to all images - <a href="http://bit.ly/2GdrZW5">http://bit.ly/2GdrZW5</a>
5	Check Broken Links - <a href="https://goo.gl/TzrpNw">https://goo.gl/TzrpNw</a>
6	Create Robots.txt file - <a href="https://goo.gl/FjWgfA">https://goo.gl/FjWgfA</a>
7	Optimise main pages with main keywords - 1) <a href="http://bit.ly/2NiAHTl">http://bit.ly/2NiAHTl</a> 2) <a href="http://bit.ly/2MQBcvG">http://bit.ly/2MQBcvG</a>

# The Execution - Content

- A large part of our success was the ability to identify the right topics, style and formatting to attack at scale with content.
  - New pages to bring relevance to with interlinking
  - Custom content optimisation calendar set annually in terms of what would need updating
  - Optimising the words, phrases and structure of the pages using advanced statistical tools
  - Top of the funnel content worked into the landing pages to address informational search queries
- The domain was able to quickly build relevance with search engines as a trustworthy source of information on a number of general and specific dental services.



# The Execution - Promotion

- We spent time getting active in forums and Quora and eventually used them as platforms to promote new page content.
- Built a list of health and small business bloggers and reached out to them for editorials about Dentists At Pymble.
- Built out the missing foundational social profiles and online properties to ensure the clinic was seen as a “brand” online
- “Growth hacked” PR campaign by creating an infographic, leveraging a press release and pitching it to industry sites. Secured relevant (DA 55+) link placements.



# The Results



152% increase in organic traffic over a 12 month period.

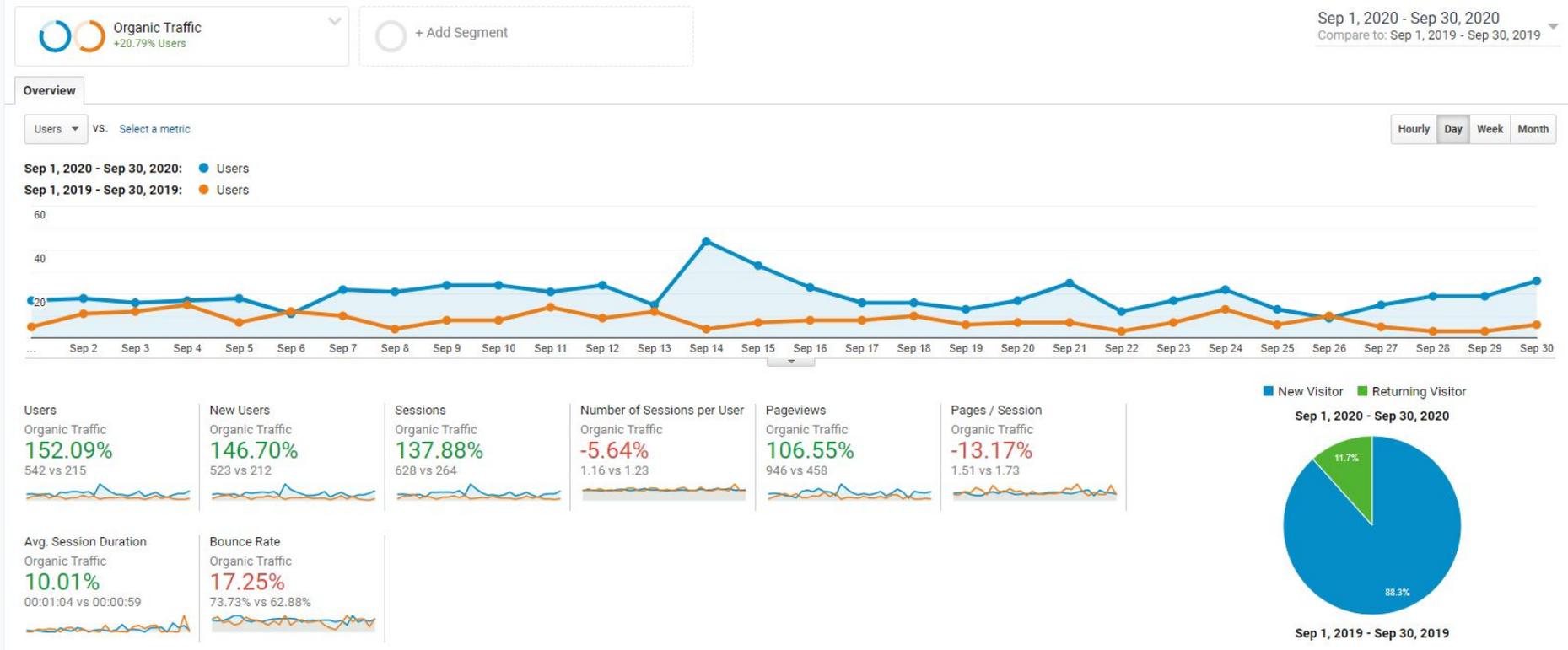


2,914% increase in overall keyword visibility.



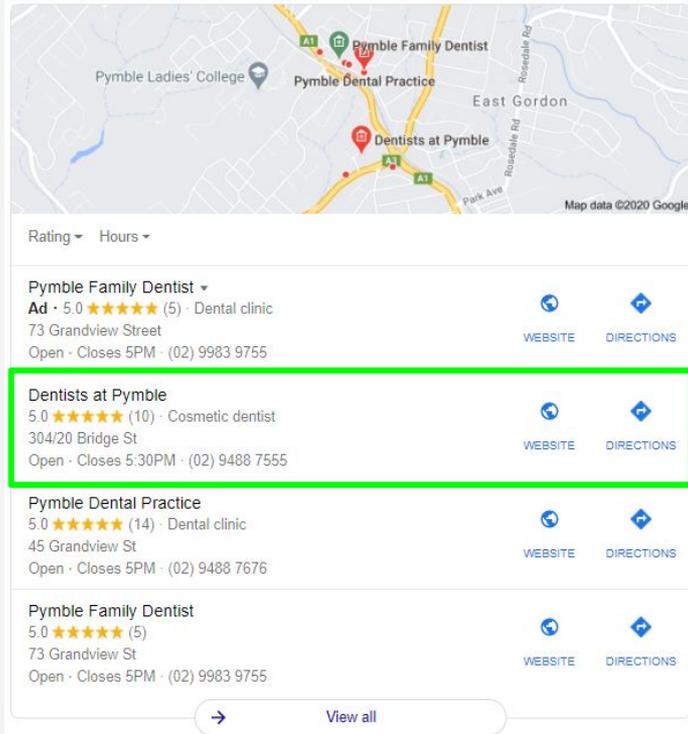
From under 3 calls per month from Google's local map results to over 20

# The Results



Actual screenshot from Google Analytics, website data report.

# The Results



#1 position in the local maps and capturing the vast majority due to their implementation of our highly effective 'Google Maps' strategy. This is driving a lot of new patient enquiries via phone calls.

#1 position organically. Plus we have managed to take up more real estate with the four "jump links" you see below the listing. This pushes competitors further down the page.

# The Results

Keyword	Location	Rank
dentist gordon	New South Wales...	7
dentist pymble	New South Wales...	1
dentist west pymble	New South Wales...	7
dentist killara	New South Wales...	8
emergency dentist chatswood	New South Wales...	3
cosmetic dentist lane cove	New South Wales...	6
emergency dentist epping	New South Wales...	5
cosmetic dentist roseville	New South Wales...	1
emergency dentist hornsby	New South Wales...	5
emergency dentist lane cove	New South Wales...	7
emergency dentist roseville	New South Wales...	1
teeth whitening epping	New South Wales...	6
teeth whitening hornsby	New South Wales...	8
teeth whitening lane cove	New South Wales...	8
cosmetic dentist gordon	New South Wales...	1
dental implants st ives	New South Wales...	1
dental implants wahroonga	New South Wales...	5
emergency dentist gordon	New South Wales...	2
emergency dentist lindfield	New South Wales...	2
emergency dentist macquarie park	New South Wales...	3



Dentists At Pymble have over **53 primary search terms on the first page and 25 of those terms in the top 3 results.**

Our strategy allows them to rank for a wide variety of dental services, in both their immediate suburb and those within a close proximity too.