

# The DofM Case Study: The Dental Care Center

Dentistry is a highly localized, competitive market that can often be difficult to navigate. The business is spread through referrals as well as localities. People want the best dental care that is also conveniently located to them. Through an analysis of SEO, the process can be analyzed and amended as necessary.

**THE DENTAL CARE CENTER**  
General Family Dentistry

## The Challenge:

With 5 locations across eastern North Carolina, The Dental Care center needed to increase its digital visibility locally within each market. With an SEO analysis, the best words and phrases are selected to guide possible patients to their closest Dental Care location. With Google still the leading search engine, it is important to maintain and update both Google local pages in addition to Google Plus pages. This will also help improve SEO rankings for potential patients. Additionally, making sure other reference tools, such as YellowPages.com and SuperPages.com, are updated ensures that those looking for dentists can find the closest Dental Care Center to them.

## The Solution:

Increasing and optimizing Dental Care Center's SEO was the first priority to heightening digital visibility. This included conducting a preliminary technical SEO audit of the site as well as correcting issues that affected search engine rankings. This makes sure that potential patients in the market for a new dentist will see Dental Care Center in their results.

After the audit, we developed a PPC campaign in addition to an individualized local strategy for the 5 different locations. This makes sure the patient sees their closest Dental Care location when searching. We also had the ability to occupy multiple spots on the search engine results page. This ensures that those looking for a dentist will find DCC. We accomplished this by targeting ads to specific towns and neighborhoods with a comprehensive PPC campaign. This hyper-localized approach is important in an industry such as dentistry. As mobile use continues to rise, marketers must be willing to become platform agnostic and create optimized content for each platform. In order to optimize all the SEO work, we also amended the page content in order to better represent the targeted key words. After cleaning up the language on all pages to increase SEO, we identified high-ranking local listings and submitted improved company profiles.

We also claimed and improved other top-tier social media profiles. This helps improve overall digital visibility. The campaign culminated in a localized pay-per-click campaign. This makes sure that patients searching for a dentist would find the closest Dental Care Center with the most updated information.

We also produce various blog posts for them each month as well as utilized a service that helps get the content shared a bit so you can possibly count that as Content Marketing, which definitely is under the SEO umbrella.



**The Department of Marketing**



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## The Results:

Dentistry is a field where customer relationships matter. Referrals and databases are key to providing potential patients with up-to-date information, when they search for it. Patients are still consulting Facebook, as we saw a **500% increase in page views**, and other referral sites before making a dental decision. SEO is about matching the correct information with the proper inquirer. The Dental Care Center saw a **20% increase in qualified traffic from the Google Adwords campaign**. The localized SEO work conducted helped ensure a **40% increase in organic search over the last 12 months**. There was a **30% increase in reach to mobile users**.

This demonstrates the importance of including location-based results, as these mobile users wanted to find a quality dentist close to them. Likewise, an increase in referral sites, including a 50% increase in SuperPages, is a result of updated and optimized database information. Patients now have a variety of resources to consult before ever making an appointment. The dentistry field requires a strict adherence to localized SEO and database upkeep in order to ensure the acquisition of new patients.



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