

CASE STUDY

Dentist Office



SUMMARY Rocks Digital rebuilt the website, significantly improving search rankings and user engagement. The updates led to substantial increases in page views, clicks, impressions and top keyword position rankings.

GOAL Optimize the client's website by rebuilding it with user-friendly navigation, service pages, schema markup, optimized contact pages and keyword-rich blog posts to improve search rankings and user engagement.

PROBLEM A year earlier, the client hired an agency to build their website, though the site was not optimized for search. This resulted in the dental office ranking for keywords that had nothing to do with them. The website had unusable elements and content that mentioned a dental practice in another state. Plus, the blog posts did not cover the services that the client offered, and the entire website lacked calls-to-action.

SOLUTION To remedy this situation, Rocks Digital created a digital marketing plan that included a number of objectives and changes, including the following.

- ✔ A rebuilt website with a user-friendly navigation.
- ✔ Service pages to highlight the treatments offered and frequently asked questions.
- ✔ Created an optimized location and contact page, allowing potential patients to easily find and contact the client.
- ✔ Created keyword-rich blog posts, which increased search result rankings for services the client offered.
- ✔ Audited and rewrote old blog posts to ensure they met content standards and attracted searchers for the client's services.
- ✔ Applied FAQ, video and local business schema markup where appropriate.

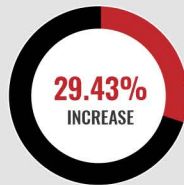
RESULTS

PAGE VIEWS

8,570 from October 23, 2021 to January 22, 2022

11,092 from October 23, 2023 to January 22, 2024

↑ Page Views Increased **2.52K**



WEBSITE CLICKS FROM SEARCH RESULTS

2.83K from October 23, 2021 to January 22, 2022

7.68K from October 23, 2023 to January 22, 2024

↑ Clicks Increased **4.85K**



WEBSITE IMPRESSIONS IN SEARCH RESULTS

3.18K from October 23, 2021 to January 22, 2022

882K from October 23, 2023 to January 22, 2024

↑ Impressions Increased **878.82K**



KEYWORDS IN SEARCH RESULTS

899 Keywords in October 2021 with 22 Keywords within the Top 3 Positions

3,108 Keywords in October 2023 with 162 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **2,209**

↑ **636.36%** Top 3 Positions Increase



KEYWORD POSITION SAMPLING EXTRACTED JANUARY 26, 2024

- #1 invisalign treatment near me
- #2 best invisalign dentist near me
- #3 dental clinic veneers near me

DATA SOURCES:

Page views extracted from Google Analytics.
Website clicks, impressions and keyword positions extracted from Google Search Console.
Keywords in search results extracted from Semrush.