

New Strategic Internet Marketing Plan for Dental Office Achieves Record-Breaking Results

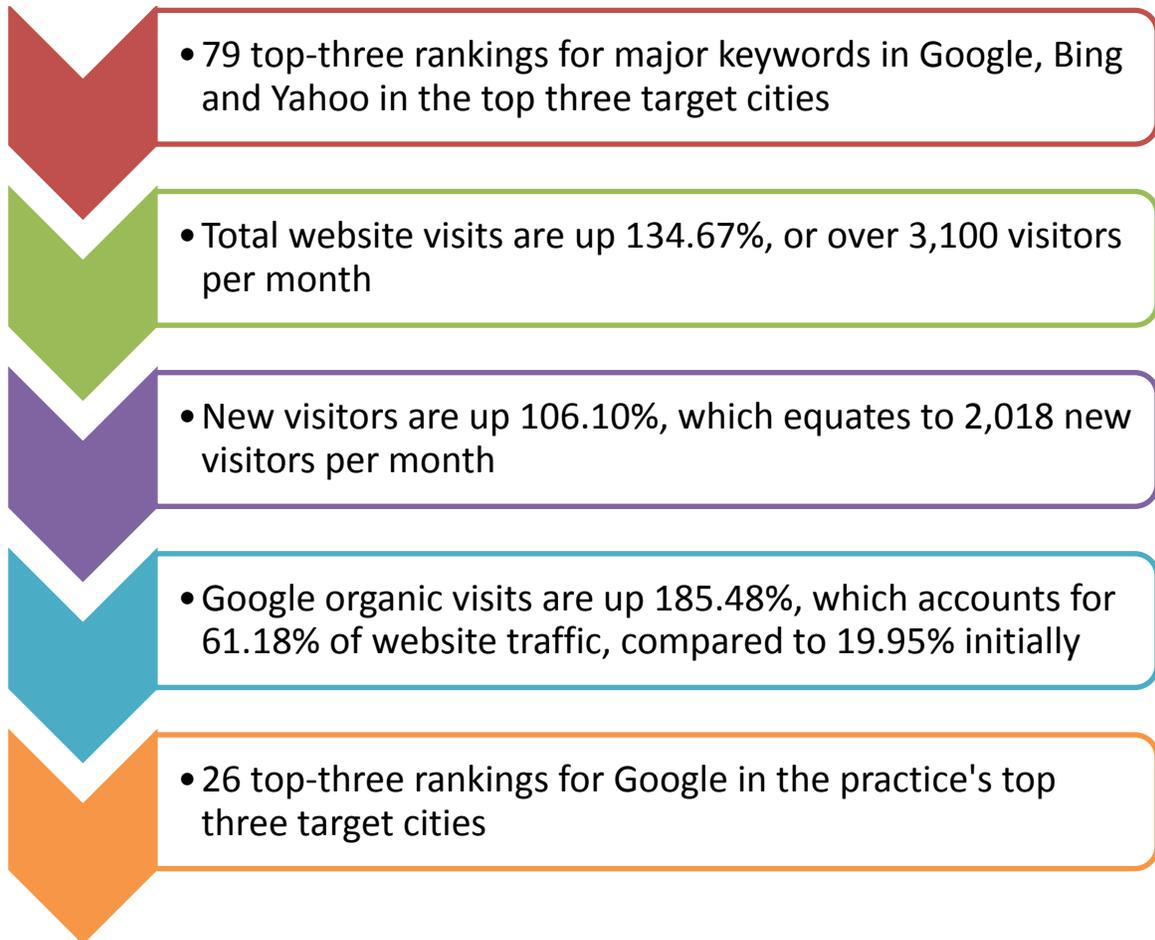
Presented by Dashboard Internet Marketing



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Dental Office Achieves Record-Breaking Results

A new strategic internet marketing plan, complete with website updates and additional internet marketing strategies, helped a busy dental practice expand not once – but twice.

Learn how the team at Dashboard Internet Marketing helped a dentist achieve his marketing goals, serve more patients, and expand his practice thanks to the power of smart internet marketing.

Background

Dr. H¹ operates one of the fastest-growing family dental practices in his metropolitan area. When Dr. H contacted Dashboard Internet Marketing (then called DLC&A Marketing), he was already engaged in several marketing activities to promote his practice. He hosted a popular radio program and appeared in local television news segments, but his website wasn't achieving its full potential. He had yet to develop an internet marketing strategy. His website generated some traffic, but he sensed it could be doing more to attract new patients.

Members of the Dashboard Internet Marketing team created a customized internet marketing strategy for Dr. H's practice. They based the marketing plan on Dr. H's goals for his practice, its unique attributes, the local competitive environment, and time-tested, measurable internet marketing best practices.



79 top-three rankings for major keywords in Google, Bing and Yahoo in the top three target cities

The Situation

Dr. H runs a successful practice located in a professional office building in a suburb of a large metropolitan area. He offers family dentistry, emergency dentistry, sedation dentistry and a variety of other dental services. At the start of the project, Dr. H was the only dentist in the practice.

¹ The success story presented here is a true story. Names have been changed at the client's request.

Before contacting Dashboard Internet Marketing for help with his internet marketing, Dr. H tried numerous marketing activities on his own.

- He had an existing website that wasn't ranking as high in the search engines as he had hoped.
- His marketing activities were dependent upon various vendors and the free time of his team. As you can imagine in a busy dental practice, time was limited.

Dr. H had a strong desire to grow his dental practice and serve more patients. To do this, he knew he had to hire a professional internet marketing agency, but he was very concerned about how his marketing investment would pay off. He wanted to know that every dollar spent on marketing efforts would be spent wisely and contribute to the growth of his practice.

The Dashboard Internet Marketing Solution

After receiving a referral about Duane Coleman, the President of Dashboard Internet Marketing, Dr. H selected his firm to create an internet marketing strategy. The new strategy included search engine optimization (SEO), content creation, new website design, and enhanced web analytics to measure its effectiveness. He liked Dashboard's focus on measurable results. He also liked the fact that the Dashboard team took time to learn about his practice, his approach to dentistry, and his perspective on marketing his practice.



Total website visits are up 134.67%, or over 3,100 visitors per month

Understanding the Situation

Before diving into the website redesign, the team at Dashboard Internet Marketing conducted extensive due diligence to understand the current situation, the competition, the current website, what was working, and what wasn't working well. The Dashboard team focused on quickly identifying areas of improvement where Dr. H's marketing expenditure could make the strongest and quickest impact.

Patient-Focused Messaging

After the initial fact-finding and due diligence, the Dashboard team worked with Dr. H to redefine his key messages and unique value proposition – the words used to describe his practice quickly and succinctly so that prospective patients immediately "got" what his specialty areas are and how he could help them. The new messages were then ready to be incorporated into all areas of his marketing, including the website and internet marketing.

Keywords and Search Engine Optimization (SEO)

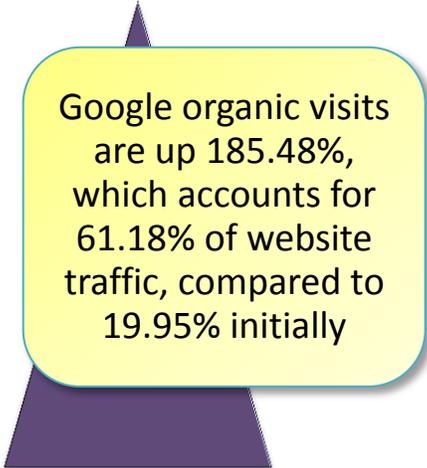
Next, members of the Dashboard team conducted detailed keywords research and analysis. By examining numerous aspects of potential keywords, the team selected targeted keyword phrases they felt would drive qualified potential patients to the website.

Rewriting the Website Copy

The Dashboard copywriter targeted the keyword phrases, messages and research from the other team members, and wrote and/or revised the major pages of Dr. H's website, writing the copy so that it was focused on patient needs. The new pages greatly enhanced the overall appearance and message of Dr. H's website.

Re-launch of the Website and Blog

The newly revised website was launched with a new blog marketing campaign that helped search engines recognize and find the pages on Dr. H's site. The blog also helped Dr. H share timely and important information with his patients. Both new patients and current patients benefit from the information, health tips, and advice shared on the blog.



Google organic visits are up 185.48%, which accounts for 61.18% of website traffic, compared to 19.95% initially

Landing Page Development

Patients travel a great distance for appointments with Dr. H, but that wasn't clear on his original website. The team later created unique landing pages for the Google and Bing Pay Per Click (PPC) marketing campaigns to focus on those aspects of Dr. H's services that patients eagerly sought. These custom landing pages reinforced the brand messages developed for Dr. H, and reinforced new patients' expectations that they had found a dentist who could meet their needs once they clicked on his online ads.

Link Building

As part of the overall internet marketing strategy, a link-building strategy was later put into place to further boost the website's visibility and search engine rankings.

Pay Per Click Advertising (Google AdWords and Bing)

Dashboard Internet Marketing assumed responsibility for Dr. H's pay per click (PPC) advertising campaign. Dashboard was able to consolidate AdGroups, deliver more targeted traffic, and ultimately reduce costs while improving efficiency and return on investment.

Usability Study

During the second phase of the engagement, Dashboard Internet Marketing performed a usability study with potential new patients on Dr. H's website. This carefully crafted study assessed how patients and potential patients interacted with the website. The study saved valuable time and resources by helping the team pinpoint and prioritize website changes that will be used to make further improvements.



New visitors are up
106.10%, which
equates to 2,018 new
visitors per month

Responsive Web Design

The next phase of work for Dr. H's practice is to implement a responsive website design. Studies show that more and more people are turning to mobile devices to access the internet. In order to make his website more accessible on mobile devices and tablets, a responsive web design strategy has been implemented. This will enable Dr. H's website to look and function its best on a variety of non-traditional sized screens, thus increasing new patient opportunities.

Monthly Reports to Assess Results

Monthly review sessions and reporting helped Dr. H see the results of the internet marketing plan that was put into place. Best of all, he could clearly see the return on investment (ROI) on his internet marketing activities.

Incredible Results in Just a Few Months

Dr. H was very satisfied with the results. "I saw results within the first 5 days we launched our strategy," he said. "It was clear that the marketing plan from Dashboard Internet Marketing had an almost immediate positive effect."

The right combination of factors helped Dr. H achieve such success. First, he offers exceptional dental care, and creates a warm, welcoming environment for his patients. Now, however, new patients can easily find his website, and ultimately, his office, thanks to the internet marketing strategy created by Dashboard Internet Marketing.

Dr. H expanded his office space to accommodate all the new patients his marketing strategy brought to his practice. His office is so busy that Dr. H had to hire **THREE** additional full time dentists to help with the influx of new patient appointments. He is now seeking a fifth dentist to accommodate new patient appointments.



26 top-three rankings
for Google in the
practice's top three
target cities

Results Achieved

Consistent record-breaking months

- 79 top-three rankings for major keywords in Google, Bing and Yahoo in the practice's top three target cities.
- 26 top-three rankings for Google in the practice's top three target cities.
- Total website visits are up 134.67%, or over 3,100 visitors per month.
- Unique visitors to the website are up 105.58%.
- Organic Google visits are up 185.48%, which today accounts for 61.18% of website traffic, compared to 19.95% initially.
- Bing organic visits are up 227.66%.
- New visitors are up 106.10% , or 2,018 new visitors per month.

Dashboard Internet Marketing Is Committed to Your Success

Dr. H's success story exemplifies the work that we do at Dashboard Internet Marketing.

Duane Coleman, President and Founder of Dashboard Internet Marketing, said, "I've truly enjoyed working with Dr. H and his team because he expects results and is committed to serving more patients. He enables us to do what we do well so that he can do what he does well, and it works for his practice and his patients. It's a win-win for all involved."

Schedule a Consultation Today

We'd love to see if we can help you grow your business. Would you like to be our next success story? Reach more customers or patients? Call us today at 800-807-1852 for a free consultation.