

CASE STUDY

**392% Increase in Organic
Traffic with a 300% increase
in New Patients.**



Dr. Vicky Na

The Morrisville Dentist
North Carolina

HIGHLIGHTS

The Morrisville **Dentist.com**
ADULTS | KIDS | BRACES

4X

In 9 months their patient growth had quadrupled.

320%

We increased their organic traffic in 9 months.

14

#1 Positions for different commercially valuable keywords.

CLIENT

The Morrisville Dentist

The Morrisville Dentist is a relatively new practice. They opened at the beginning of 2021 and were on a mission to grow as fast as possible.

They serve the North Carolina population and provide general and cosmetic dentistry with a focus on comfort and quality of care.

SERVICES



SEO



Google Ads



Facebook Ads

CHALLENGE

They had a brand new practice with zero visibility.

In a very competitive area of North Carolina, being at the top of page 1 for Organic searches is vital to increasing and maintaining a healthy flow of new patients.

Set back on page 5 of Google They Morrisville Dentist felt like they had a ways to go before they saw organic search bringing them new patients. This was a challenging position as they were trying to grow fast.

Their competition was well established on page one and were taking about 85% of the market share of online traffic.



CHALLENGE

A comprehensive SEO and Paid Search campaign.

Referred to us by one of our partners at DentalCMO, Dr. Na reached out to The SEO Dentist for help with their SEO and Google Ads.

The SEO Dentist conducted a comprehensive audit for both Dr. Na's website as well as the competitors to examine the following:

- ◆ Current keyword positioning and traffic sources.
- ◆ The current "SEO equity", also known as Domain Strength of their website Onsite content and keyword mapping
- ◆ Technical SEO issues, site speed, website architecture and more.



SOLUTION

Our audit identified multiple issues, with recommendations for the following action items:

- ♦ Increase internal linking to home pages and service pages to better define website hierarchy.
- ♦ Set up and optimize a verified Google My Business.
- ♦ Build out a strong network of citations and social properties.
- ♦ Acquire niche relevant backlinks to drive referral traffic and power up their website.

With the help of The SEO Dentist, The Morrisville Dentist team was able to quickly implement the first two recommendations of the audit almost immediately.

The others would require more intensive efforts by The SEO Dentist team.

Together, they generated an itemized to do list that would be executed by The SEO Dentist.

They handled the entire process, from citation set-up/clean-up to conducting link: outreach and building.



RESULTS

392% Traffic Increase

After about 4 months Dr Na was starting to see results. In addition to SEO, we deployed a multi-faceted Google Ads campaign to supplement the gradual results of SEO.

Several of their biggest keywords jumped to prominent positions on page 1 and organic begin to pick up and so did call volume.

Top 5 organic keywords (United States) ⁱ	Pos. ⁱ	Volume ⁱ	Traffic ⁱ	Results ⁱ	Upd. ⁱ
dentist morrisville ww.themorrisvilledentist.com/ ▼	1	450	142	1,290,000	13 Oct
dentist morrisville nc ww.themorrisvilledentist.com/ ▼	1	300	102	619,000	19 Oct
morrisville dentist ww.themorrisvilledentist.com/ ▼	1	70	24	55	10 Oct
dentist com ww.themorrisvilledentist.com/ ▼	11	450	9	67,300,000	13 Aug
morrisville dental clinic ww.themorrisvilledentist.com/ ▼	1	20	7	65,500	19 Aug



RESULTS

It was the exact shot in the arm they needed.

The Morrisville Dentist soon realized the positive effect of the monthly ranking increase by The SEO Dentist and asked to increase their targeted search area.

Over the course of 9 months their website went from receiving a handful visitors a day and driving about 20 new patients a month to hundreds of visitors a month and over 80 new patients a month.

Organic traffic: ⁱ 321 /month.



RESULTS

Google dentist morrisville

All Maps Images News Shopping More Settings Tools

About 1,040,000 results (0.45 seconds)

Rating - Hours -

Triangle Family Dentistry - Morrisville 4.6 ★★★★★ (190) - Dental Clinic 3607 Davis Dr #209 - (919) 469-2122 Closed - Opens 8AM Thu	WEBSITE	DIRECTIONS
Morrisville Family Dentistry 4.3 ★★★★★ (17) - Dentist 10290 Chapel Hill Rd #600 - (919) 469-3669 Closed - Opens 8AM Thu	WEBSITE	DIRECTIONS
The Morrisville Dentist 4.8 ★★★★★ (50) - Dentist 9648 Chapel Hill Rd - (919) 322-3588 Closed - Opens 9AM Thu	WEBSITE	DIRECTIONS

More places

The Morrisville Dentist: Dentist Morrisville, NC
<https://www.themorrisvilledentist.com/>

The Morrisville Dentist offers general & restorative dentistry, teeth whitening, dental implants, emergency dentistry and more! We are open Monday to Saturday.
I need convenience - I need a pediatric dentist - I have a dental emergency

PPR



PP
PRIVATE PRACTICE
PROMOTION