



## CASE STUDY

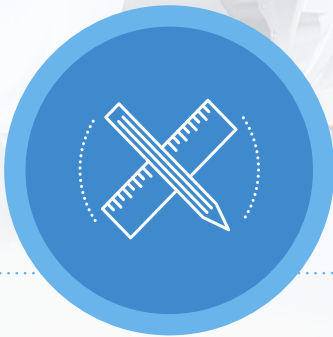
# Practice Adds 432 New Patient Leads Within First 6 Months

# The Challenge

A new dental practice in Miami, Queensland first opened its doors in January 2018. Without a practice website, the doctor had no visibility on Google, no online reviews, no digital footprint. Virtually *no source* of new patients.

That's why he partnered with Smile Marketing to build a digital marketing strategy that coupled high-converting website design with an aggressive website traffic plan.

# The Strategy



A **high-converting website design** that connected with the doctor's ideal patient.

Professional photography, compelling content, and beautiful design helped convert digital strangers into reception room patients.



A **website traffic plan** that attracted site visitors through organic and paid ad strategies.

A combination of SEO and Google Ads campaigns boosted rankings and delivered instant real estate on Google.

# The Results



Within six months, an integrated conversion and website traffic strategy delivered the following results:

## ORGANIC RANKINGS

#1

Number 1 on Organic Google search results

#2

Number 2 on Google Maps

## GOOGLE LEADS



Investment: **\$9000**



**1200** Ad Clicks



Cost/Conversion: **\$20.99**



**Total Number of New Patient Leads:**

**432**



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New Patient Dental Websites