

## GENERIC & COSMETIC DENTIST CASE STUDY

As a premier provider of cosmetic dentistry, our client knew just how much first impressions matter. Unfortunately, he was having a difficult time proving exactly this online, and approached Shoreline with the intent of improving organic rankings, increasing site traffic, and optimizing lead conversion. Though already ranking for 22 keywords, we saw the potential for much more.

From the get-go, the Shoreline team knew that only targeted research would provide a full picture of our client's audience. Through an extensive short- and long-tail keyword strategy, Shoreline was able to pinpoint these potential customers, designing and implementing a campaign uniquely tailored to local search intent. Coupled with a robust combination of on- and off-page content, as well as an update of informational and contact details across all major search engines, our campaign soon kicked off even better than imagined!

After three months of optimization, our client was excited to see an increase of over 154.54% in keyword ranking. Within a year, these results had multiplied by nearly ten, with an increase in first-page keyword ranking of 1131.81%! Paired with a boost in overall website traffic of 11.28% and an uptick of 8.11% in Google Organic Sessions, it was apparent that we were on a path to success. With such encouraging results in so little time, our smile was as big as our client's!

↑ 11.28%

OVERALL SITE TRAFFIC



↑ 154.54%

KEYWORD RANKINGS



↑ 8.11%

ORGANIC SESSIONS

