



Dr. Smith's Family Dental Clinic

(Google Ads + SEO)

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Company Overview:

Dr. Smith's Family Dental Clinic is a well-established practice in downtown Boston, focusing on family dentistry with a large patient base. The clinic had a healthy flow of patients but wanted to increase its new patient intake, especially for higher-margin services like dental implants and cosmetic dentistry.





Marketing Challenges:

The clinic faced stiff competition from other well-known practices in the downtown area. Additionally, their website was outdated and not optimized for search engines, limiting organic traffic.

THE CLINIC HAD A LARGER MARKETING BUDGET BUT **LACKED A TARGETED STRATEGY** TO MAXIMIZE **ROI**.



Problem Statement:

How can we increase new patient leads for high-margin services through an updated digital marketing strategy





Solution provide by Us:



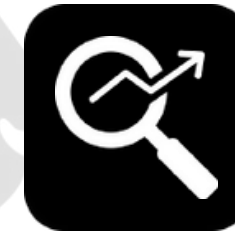
Google Ads Campaign

We launched a Google Ads campaign focusing on dental implants, cosmetic dentistry, and family dental services. We created geo-targeted ads for the downtown area and used demographic targeting to reach affluent patients.



Website Redesign

We revamped the clinic's website, making it mobile-friendly and optimizing it for search engines. The new design included clear calls-to-action and easy navigation.



SEO Strategy

We implemented an SEO strategy focusing on local keywords, optimizing the clinic's Google My Business profile, and creating high-quality content around their key services.

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Result:

Number of Leads: Increased by 65% in three months

CPL: Reduced by 40%

CPC: \$3.25

Clicks: 8,500

CTR: 7.5%

Impressions: 115,000

SEO Results:

Organic traffic increased by 55%, with a 35% increase in conversion rate from organic leads

Budget:

\$10,000/month

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DR. SMITH'S OWN WORDS,



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Partnering with **DARK HORSE AGENCY** has been a game-changer for our practice. Within just three months, we saw a **65%** increase in new patient leads, allowing us to expand our services and hire additional staff. The revamped website and targeted Google Ads campaign not only enhanced our online presence but also significantly reduced by our cost per lead. **DARK HORSE AGENCY** truly understands the dental industry and delivers results that exceed expectations.

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— Dr. Laura Smith