



Precision Orthodontics

(Google Ads + SEO + Website Development)

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Company Overview

PrecisionOrthodontics is a leading orthodontic practice in New York City, specializing in braces and Invisalign. They were already successful but wanted to dominate the market and increase their share of high-value patients.





Marketing Challenges:

- The practice faced fierce competition in NYC and needed a strategy that would set them apart from other high-end orthodontists.
- Their website was functional but outdated, and their online presence wasn't strong enough to capture the attention of their desired demographic.



Problem Statement

How can we position Precision Orthodontics as the top choice for high-value orthodontic patients in New York City?

Solutions Provided by Us



Google Ads Campaign	Website Redo	SEO Optimization
We launched a high-budget Google Ads campaign targeting affluent areas of NYC, focusing on Invisalign and premium orthodontic services.	We gave their website a complete overhaul, emphasizing luxury, cutting-edge technology, and patient success stories.	We implemented an aggressive SEO strategy to dominate local search rankings, focusing on high-value keywords and optimizing for voice search.

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Result Achieved

- **Number of Leads:** Increased by 85% in six months
- **CTR:** 8.0%
- **CPC:** \$5.50
- **Impressions:** 125,000
- **CPL:** Reduced by 30%
- **Clicks:** 10,000
- **SEO Results:** Ranked #1 for key orthodontic terms in NYC, with organic traffic increasing by 75%.

Ad Spend: \$15,000/month

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Testimonial from Precision Orthodontics

DARK HORSE AGENCY helped us dominate the New York City market with their comprehensive approach, including Google Ads, SEO, and website development. We saw an 85% increase in leads and a 75% boost in organic traffic within six months. Their dedication to understanding our needs and delivering high-quality, tailored strategies has made Precision Orthodontics the top choice for orthodontic care in NYC.

● DR. JONATHAN LEE, PRECISION ORTHODONTICS

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