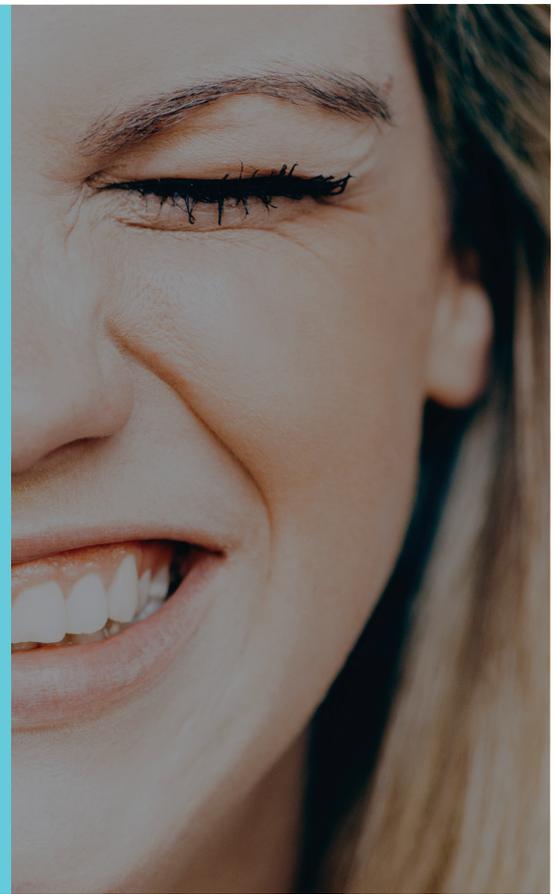




Dental Rank.

PINPOINT PATIENT ACQUISITION.



CASE STUDY

HILLS DENTAL CARE

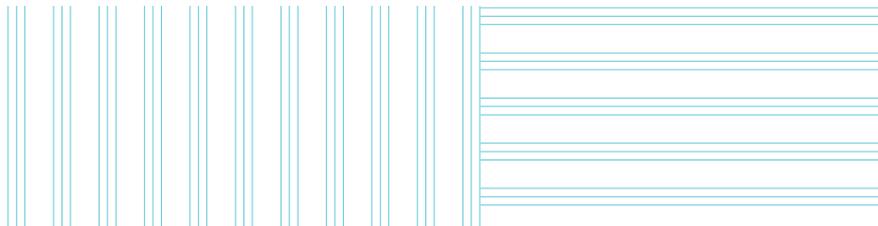
LOCATION

Castle Hill, Sydney

BACKGROUND

Dentists are very time poor especially when it comes to marketing their dental practice in aim of acquiring new patients. Hills Dental Care had placed their trust in a previous online marketing company who sadly did not deliver. A dentist who worked there at Hills Dental Care at the time introduced me to Dr James Kim and practice manager Gordana - Dr Kim was not happy with their website, online marketing strategy, lack of transparency received by marketing agency and the number of new patients attained.

Within 3 weeks of re-engineering Hills Dental Care's online presence and driving highly targeted traffic to their website, Dr Kim was already pleased with his decision to work with Dental Rank.



118%

INCREASE IN WEBSITE VISITORS



NICK AND HIS TEAM ARE EXCEPTIONAL AT DRIVING PATIENT ACQUISITION AND RETENTION TO OUR DENTAL PRACTICE.

DR JAMES KIM

RESULTS

BEFORE DENTAL RANK

The Hills Dental Care website was not very user friendly; it did not attract new patient interests and failed to capture contact details of potential new patients. Importantly it also failed to represent a clear picture of Hills Dental Care and the dental services offered.

From an online marketing standpoint they were not capitalizing on their local reach of potential new patients.

6 MONTHS IN...

After revamping the Hills Dental Care website and implementing a targeted online marketing campaign focusing on the core strategies of Search Engine Optimisation, Paid Traffic, Content Marketing, Call Tracking and Facebook Advertising - Hills Dental Care are consistently welcoming new patients into their practice and have an online marketing partner they can trust will have their dental practice best interest at heart.

KEYWORD RANKINGS

The top 3 positions on the first page of search results accumulate over 80% of clicks. The most important keywords to rank for are "dentist [your suburb]" and "[your suburb] dentist".

Within 6 months we were able to help Hills Dental Care achieve:

Castle Hill Dentist - currently 1st position in search rankings, before working with Dental Rank they were ranking 13th (page 2)

Dentist Castle Hill - currently 1st position in search rankings, before working with Dental Rank: 13th (page 2)



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NEW PATIENTS AS A RESULT

(JULY 15' - JAN 16')

WHAT THE FUTURE HOLDS

Now that the core keywords are ranking in top positions we will focus on helping Hills Dental Care attain the same for keywords more specific to services offered. This will attract more quality patients and continue to solidify Hills Dental Care as the #1 dentist in Castle Hill. We are excited for the continued growth of Hills Dental Care with us as their digital partner.

IMPACT WE HAVE HAD

Hills Dental Care placed their trust in Dental Rank as their online marketing partner, allowing Dr Kim and staff to focus on what they do best and confidently leave all things digital to us. We also helped Dr Kim attract patients in other verticals such as newspaper ads, local sponsorships, cinema advertising campaigns and thinking outside the box.

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