

# CASE STUDY

## Dublin Metro Dental

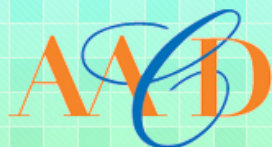


Welcoming New  
**PATIENTS AND FAMILIES FOR**  
All of your **DENTAL NEEDS**  
YOU CAN AFFORD & TRUST



**DUBLIN METRO DENTAL**  
GROUP  
Cosmetic, General & Implant Dentistry  
Aparna Sadineni, DDS, MAGD, FICOI

**Dr. Sadineni**



American Academy  
of Cosmetic Dentistry®  
ACCREDITATION CANDIDATE

**Exceptional Training &  
EXPERIENCE**



**Dublin Metro Dental Group - Cosmetic, General & Implant  
Dentistry**

## THE CLIENT

Dublin Metro Dental Group is conveniently located near I-270, Dublin Exit 17A on Metro Place South in Dublin – serving Columbus, Hilliard, Upper Arlington, Powell, Worthington, Westerville, Lewis Center, New Albany and the surrounding areas of central Ohio.

Whether you need a complete checkup and cleaning or a full-smile makeover, we'll do our best to ensure you are satisfied. We are pleased to treat patients of all ages and we offer some of the most advanced technology available today.

## CLIENT OVERVIEW



- ✓ Boost organic search traffic and sales by on-site optimization.
- ✓ Build strong authoritative backlinks among different websites.
- ✓ Raise Brand awareness and get all keywords at top of Google SERP.

## TARGET MARKET

Dublin Metro Dental Group targets in United State.



## WHAT WE DID

- ✓ We included the main business keywords effectively across various website elements like content, navigation, URL structure, internal linking which resulted in raised SERP rankings and surge in relevant organic traffic (revenue generated by organic traffic increased as a result).
- ✓ Integrated off-site content marketing strategy across different bloggers. This strategy helped in generating better results in terms of brand awareness and keyword rankings of few keywords.
- ✓ For better result we implement changes in Onsite Meta Tags which shown impressive result.
- ✓ Promoted most of keyword at top of Google with high competition and huge searches on that

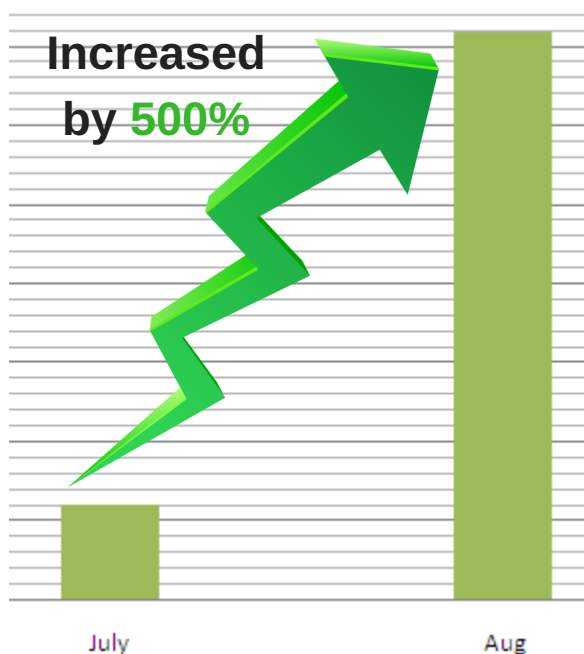
## THE RESULTS

We started on the project in June 2016 and since then within a span of some months, we were able to achieve significant results owing to our consistent SEO and content marketing activities.

Current ranking for some keywords:

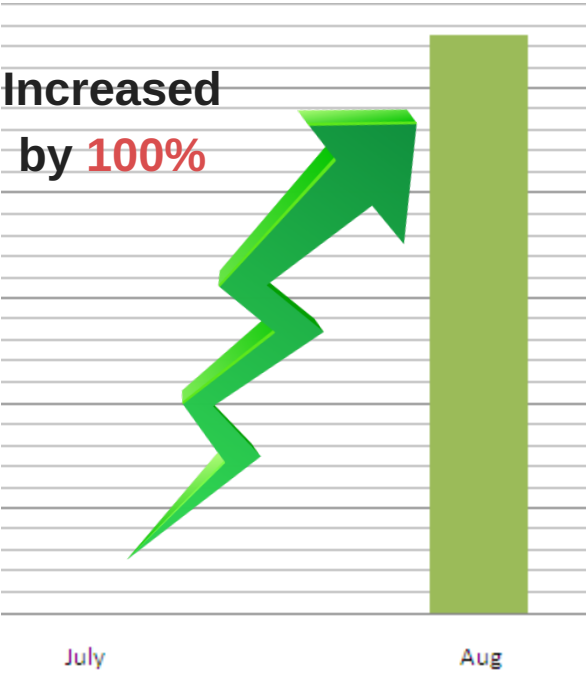
Keywords	Bing	Yahoo	Google
porcelain veneers dublin ohio	1	1	1
emergency dental care dublin ohio	1	1	8
oral cancer screening dublin ohio	2	1	5
porcelain crowns dublin ohio	1	1	1
partial dental bridges dublin ohio	8	2	7
dental implant columbus ohio	2	1	1
tooth bonding dublin ohio	1	1	1
invisalign dentist dublin ohio	1	1	1
pediatric dentistry dublin ohio	1	1	3
oral sedation columbus ohio	2	3	5
implant dentist columbus ohio	2	1	1
tooth colored fillings dublin ohio	2	1	2
dentist dublin ohio	1	2	1
dental implant dentists in dublin o	1	1	1
tooh extraction dublin ohio	2	1	1
teeth whitening dublin ohio	1	1	2
cosmetic dentist columbus ohio	9	7	7
partial dentures powell ohio	3	3	4
dentist powell ohio	14	10	20

## ALL TRAFFIC

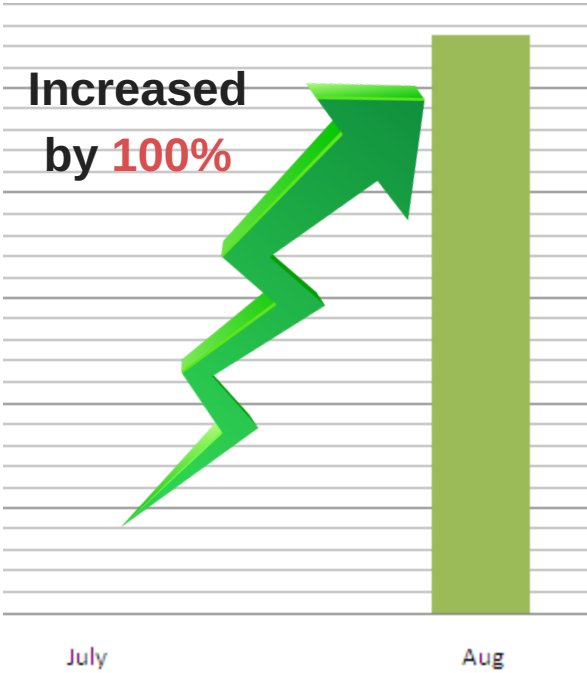


SEO RESULTS

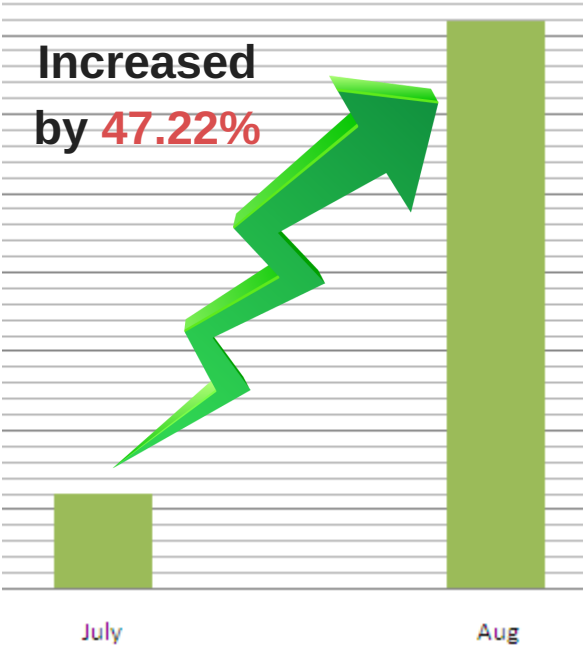
ORGANIC TRAFFIC



NEW VISITORS



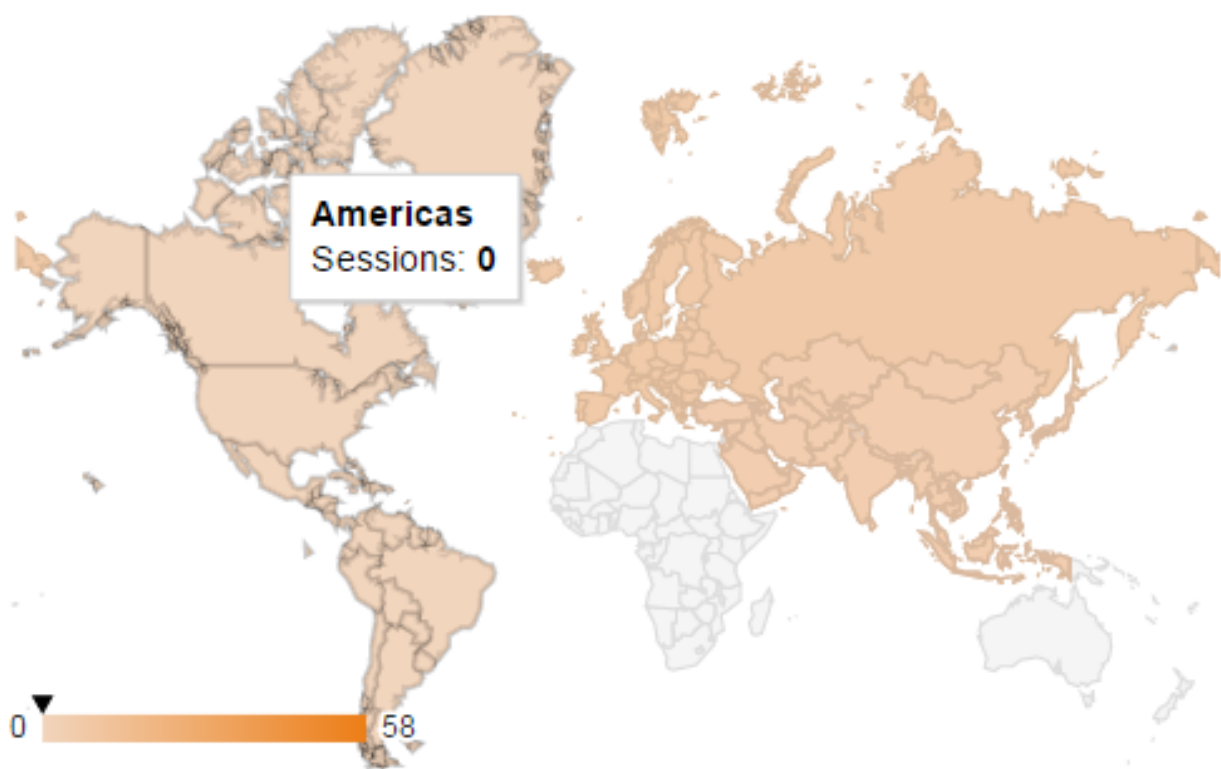
AVERAGE SESSION



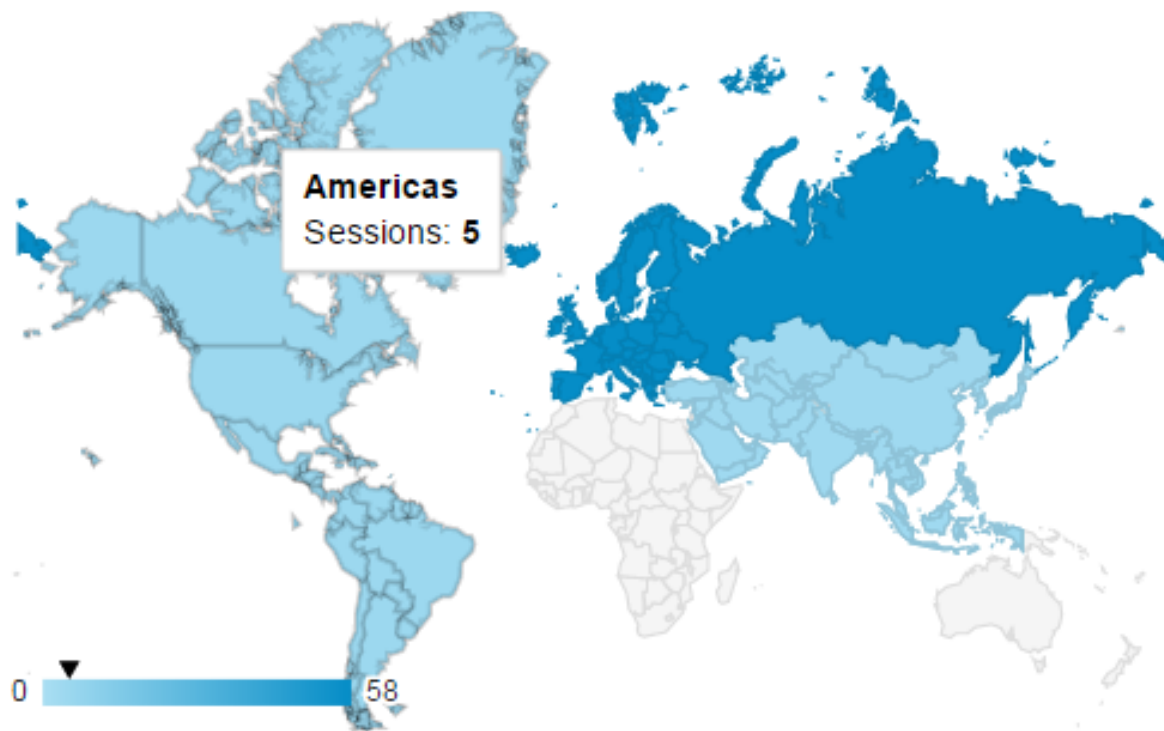


COUNTRY TRAFFIC

JULY



AUGUST



Increase in Country Sessions by 9.95% (US)