

Dentistry Clinic Grows Fast

Search Strategy Delivers Leads for New Practice

OVERVIEW

A newly opened dental clinic needed to build awareness and attract patients in a competitive local market. Despite offering high-quality services, the clinic lacked online visibility and was struggling to appear in relevant search results. Their goal was to drive traffic, convert high-intent users, and quickly establish themselves within the community.

APPROACH

Postmedia crafted a comprehensive performance-based strategy built on three pillars: a responsive, SEO-optimized website, ongoing organic optimization, and a targeted SEM campaign. The website was designed to convert, while SEO work — including Google Business Profile optimization and authoritative link-building — increased organic search visibility. Paid search ads focused on capturing local, high-intent users actively seeking dental services. In addition to the 236 qualified leads generated, the clinic saw a 7x increase in domain authority and 7x more monthly visitors, proving the strength of the organic foundation. Users spent more time on the site (4.5x longer session time) and bounced less, with a 31% bounce rate, well below the industry benchmark of 47%*.

CONCLUSION

By combining SEO, SEM, and strategic web development, Postmedia helped the clinic dominate local search and build a steady stream of new patient leads. The results not only exceeded expectations but also positioned the brand for long-term digital success.

236

QUALIFIED LEADS

8%

CONVERSION RATE

4K

TOTAL CLICKS

*Benchmarks are industry averages

