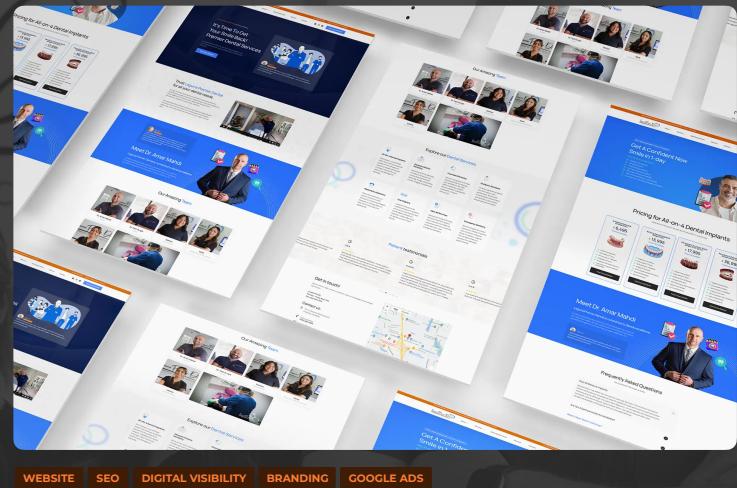


# CASE STUDY



WEBSITE SEO DIGITAL VISIBILITY BRANDING GOOGLE ADS

## INTRODUCTION

Laguna Premier Dental, previously known as Laguna Bond Dental LLC, was purchased in 2018. The new owner wanted to rebuild the branding, and marketing. Dr. Amar Mahdi requested a sleek & modern brand that was simple, yet elegant. Dr. Mahdi wanted to improve new patient acquisition, online visibility, and patient reviews and retention. Dental Daddy helped create a new logo, marketing strategy, website, and ongoing google ads campaign.

## OBJECTIVES

When Laguna Premier Dental partnered with Dental Daddy, both parties identified several key objectives that needed to be achieved to address the dental clinic's specific challenges and to drive growth.

Laguna Premier Dental was struggling with low online visibility, which meant that potential patients were not finding them when searching for dental services in their area. The existing website was outdated and not optimized for user experience, which led to high bounce rates and low conversion rates. This along with many visibility issues led to low patient volume and low patient retention.

### TARGETED GOALS

#### INCREASE PATIENT VOLUME

Increase new patient appointments by 25% within the first six months of the campaign.

#### ENHANCE ONLINE VISIBILITY

Improve the clinic's ranking on search engines (Google, Bing, etc.) for relevant keywords (e.g., "dentist in Elk Grove CA", "cosmetic dentistry Elk Grove CA")

#### IMPROVE WEBSITE CONVERSIONS

Redesign the website to improve navigation, enhance mobile responsiveness, and incorporate clear calls to action (CTAs) to get more appointments.

## PROJECT SUMMARY

Services that create a powerful ecosystem that boosts the clinic's online presence, attracts more qualified leads, and converts website visitors into patients will help achieve Laguna Premier Dental's goals.

## STRATEGY

 Website Overhaul	Updating the old, website with a modern responsive site, will improve the patient experience & help increase appointments.
 SEO Build	SEO will enhance online visibility for a dental clinic by optimizing its website and content to rank higher in search engine results.
 Digital Visibility	Optimizing platforms like google my business will significantly boost your practice's growth by enhancing visibility in local search results.
 Digital Reputation	Patient reviews build trust and credibility, making the dental practice more attractive to potential patients.
 Google Ads Build	Google Ads boosts the clinic's visibility by placing ads at the top of search results when potential patients search for dental services.
 Branding	Creating effective marketing that is inline with the new brand, along with creating new marketing to help achieve the targeted goals.

## CHALLENGES

Before partnering with Dental Daddy, Laguna Premier Dental was facing several significant challenges that were hindering the growth and success of their practice:

- **Low Online Visibility:** Laguna Premier Dental struggled with poor online visibility, making it difficult for potential patients to find their practice through search engines. Despite offering high-quality dental services, they were not ranking well on Google or other search engines, which limited their reach to new patients.
- **Limited Patient Acquisition:** The practice experienced difficulties in attracting new patients. Even though they had a strong local presence, their online marketing efforts were not yielding the desired results. This lack of new patient flow was a significant concern for sustaining and growing the business.
- **Outdated Website:** The practice's website was outdated and not mobile-friendly, leading to a poor user experience. This not only affected their online credibility but also resulted in a high bounce rate, with many visitors leaving the site without taking any action.
- **High Competition in the Local Market:** Laguna Premier Dental was situated in a highly competitive area with several other dental practices nearby. The competition was fierce, and without a strong online presence, they were losing potential patients to competitors who had better digital marketing strategies.

## ACTION PLAN

### 01 STEP 1: Branding

Creation of new logo, along with brand guideline to drive direction of marketing.

### 02 STEP 2: Website

Build modern fast and responsive website that is optimized for all devices.

### 03 STEP 3: SEO & Marketing

Targeted keywords, improving on-page elements like meta tags and content quality.

### 04 STEP 4: Google Ads

Setup, optimized and launched google ads account, monitored & adjusted performance.

## RESULTS

### Dramatic Increase in Online Visibility:

Through a comprehensive SEO strategy and Google My Business optimization, Laguna Premier Dental experienced a substantial increase in online visibility. Their website began ranking on the first page of Google for several key search terms related to their services, leading to a 75% increase in organic search traffic within the first six months.

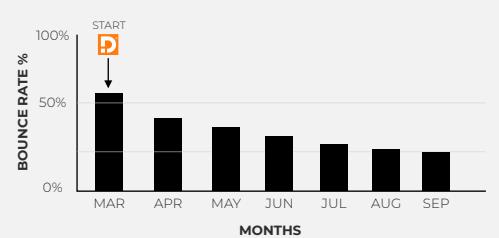


### Significant Growth in New Patient Acquisition:

**New Patient Inquiries:** As a direct result of enhanced visibility and targeted Google Ads campaigns, the practice saw a 60% increase in new patient inquiries. The strategic use of paid advertising, combined with improved online presence, ensured that Laguna Premier Dental was reaching the right audience, leading to a steady flow of new patients.



**Modernized, Mobile-Friendly Website:** The outdated website was completely overhauled by Dental Daddy, resulting in a modern, responsive design that provided an excellent user experience on both desktop and mobile devices. The new website not only looked professional but also improved user engagement, with a 50% reduction in bounce rate and a 35% increase in appointment bookings directly through the website.



**Improvement in Online Reputation:** Dental Daddy implemented a robust reputation management system that encouraged satisfied patients to leave positive reviews. This resulted in a 617% increase in the practice's overall star rating on Google.

#### Laguna Premier Dental

5.0 ★★★★★ 12 Google reviews

Dentists in Elk Grove, California

PRE-SNAPSHOT (March 2022)

#### Laguna Premier Dental

5.0 ★★★★★ 127 Google reviews

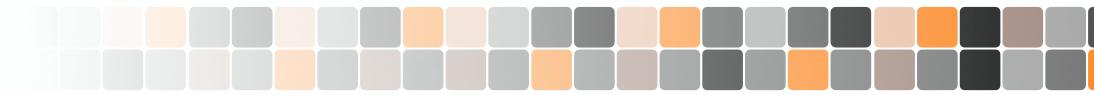
Dentists in Elk Grove, California

POST-SNAPSHOT (Sep 2024)

### Efficient and Cost-Effective Marketing Strategy:

With Dental Daddy's cohesive digital marketing strategy, Laguna Premier Dental saw a 3x return on investment (ROI) from their marketing spend. The streamlined approach not only boosted their online presence but also optimized their marketing budget, making their promotional efforts more efficient and effective.

3X



## BRANDING

We completely revitalized Laguna Premier Dental's branding and marketing collateral, creating a unified, modern, and professional look that aligned with the quality of their services. This included:

- A sleek, modern logo design that resonated with their target audience.
- Consistent and visually appealing business cards, brochures, and patient referral materials.
- A strong online presence through improved search engine visibility and optimized digital assets.



## CLINICAL PHOTOS

Our Professional Photography service brought Laguna Premier Dental's identity to life through high-quality, custom imagery that showcased the people, atmosphere, and technology behind their practice.



## WEBSITE

We redesigned the Laguna Premier Dental website from the ground up, ensuring it was modern, user-friendly, and optimized for conversions.

- Sleek, Modern Design
- Enhanced User Experience (UX)
- Mobile Optimization

The redesigned website improved Laguna Premier Dental's digital presence dramatically. By combining beautiful visuals with an optimized user experience, their new site led to a surge in patient inquiries and online appointment bookings.



Dr. Amar Mahdi BDS, DDS

"Since partnering with Dental Daddy, we've not only increased our patient numbers but also differentiated ourselves in the highly competitive local market. We couldn't be happier with the results and highly recommend Dental Daddy to any dental practice looking to take their digital presence to the next level!"

[Learn More](#)

