SEARCH ENGINE MARKETING CASE STUDY



Client: Summit Center for Dentistry

Industry: Dentist

Location: Fargo, ND



Results Quick Overview

COMPETITION:

- Over 60 dentists in metro area of 150k
- Client was on 4th page of Google when we began **RESULTS:**
- Avg. 41 phone calls per month generated from web
- Top 3 in Google Maps "snap shot" for main keyword
- Earned position 2 <u>and</u> 3 on Google 1st page for main keyword
- Top position on Yelp for Dentists for main keyword
- Top position on Google Videos search results
- 1,400 search visits per month
- 450 search visits from Google Maps per month

GOOGLE MAPS



1/3 of all local searches go to the businesses top 3 of Google Maps

Our Client: -Top 3 for main keyword -450 search visits from Google Maps per month



ORGANIC SEARCH



Dentist in West Fargo, ND - Elmwood Family Dentistry PLLP, Dr. David ...

www.elmwoodfamilydentistry-wf.com/ *

Dentist in West Fargo, ND - Elmwood Family Dentistry PLLP, Dr. David Dobmeier, Dr. Bryan Seeley -General and Cosmetic Dentistry. Contact · Appointments · Gallery · About

Summit Center for Dentistry | Dentist in West Fargo, ND

https://www.fargonddentist.com/ *

Summit Center for Dentistry - West Fargo ND Family Dentist. Welcome to Summit Center for Dentistry, the dental practice of Peter T. Mathison, DDS, located in West Fargo, ND.

Contact Us | Dentist in West Fargo, ND - Peter Mathison DDS

https://www.fargonddentist.com/contact-us/ *

Thank you for visiting, Summit Center for Dentistry online. ... Dr. Mathison and his team have been providing families in West Fargo and Fargo, ND and the ...

Callender Nygard Family Dentistry | West Fargo, ND

www.cnfamdent.com/ *

701-282-5930 - FREE cosmetic evaluations. Same-day crown service. Laser-assisted dentistry treatment. Dental care services. Cosmetic dentistry.

The Best 10 Dentists for 2017 in West Fargo, ND - Yelp

https://www.yelp.com/search?cflt=dentists&find_loc=West+Fargo%2C+ND *

Best Dentists in West Fargo, ND - Peter T Mathison, DDS - Summit Center For Dentistry, Summit Center for Dentistry, Callender Nygard Family Dentistry, Aspen ...

Our Client:

-Earned position 2 <u>and</u> 3 on Google 1st page for main keyword





#1 on Yelp (see next page)



The Best 10 Dentists in West Fargo, ND



I am not a huge fan of going to the dentist, so it says a lot if I think someone did a great job. I had never been to Saving Smiles until recently, but I am glad I decided to become... read more

GOOGLE VIDEOS & YOUTUBE



Our Client:

-Top position on Google Videos search results

You Tube

-<u>22 phone calls generated</u> from YouTube video (see below)





About Us



Avg. Calls Generated Per Client Per Month Avg. Months to First Page for Less Competitive Keywords Avg. Months to First Page for <mark>Highly</mark> Competitive Keywords

MICHAELQUINN Agency