

Biolase

Advancing Results for Advanced Medical Technologies

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Overview

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Situation

BIOLASE, Inc. a medical device company that develops, manufactures, markets, and sells laser systems in dentistry, sought Antenna's support in increasing organic search and paid search traffic to produce new marketing qualified leads for sales and business development nationally and within specific geographic markets.

Approach

Utilized search engine optimization and digital advertising best practices that were in alignment with brand directives.

- ✓ Engaged in on-site optimization including the modification and improvement of page titles, meta descriptions and content to increase relevance to users' search queries.
- ✓ Engaged in technical SEO to correct infrastructure issues negatively impacting site performance and the crawlability of the website.
- ✓ Developed new content to supplement existing marketing campaigns for use within link building initiatives.
- ✓ Initiated search and display advertising campaigns for both dentists and consumers within the Los Angeles model market and eventually expanded to include the Dallas model market.

Results

- ✓ Increased organic search traffic 40.07%
- ✓ Increased goal conversion rate by 39.85%
- ✓ Increased goal completions by 76.60%

BIOLASE
Advancing Dentistry™

About

BIOLASE, Inc. is a medical device company that develops, manufactures, markets, and sells laser systems in dentistry and medicine and also markets, sells, and distributes dental imaging equipment, including CAD/CAM scanners.

[HTTPS://WWW.BIOLASE.COM/](https://www.biolase.com/)

The Antenna Ecosystem

HEALTH

Sector

MEDICAL DEVICES

Main Service Performed

PUBLIC RELATIONS

Other Services

PUBLIC RELATIONS

SEARCH ENGINE OPTIMIZATION

PAID SEARCH