

best dentist near me

ProSites Client Success Stories:

Search Engine Optimization: The ProSites Experience

Search engine optimization – equal parts art and science, is the method of helping your practice rank high on the list of search results when someone searches for a service you offer – like “dentist near me” on Google.

SEO is a long-term strategy, and when implemented correctly with a strong foundation, can have a tremendous impact on your practice. And that’s where our experts as ProSites come in.

Though no one can promise page one results, we have found that dental practices who use ProSites SEO services see an average of a 300% return on their investment!

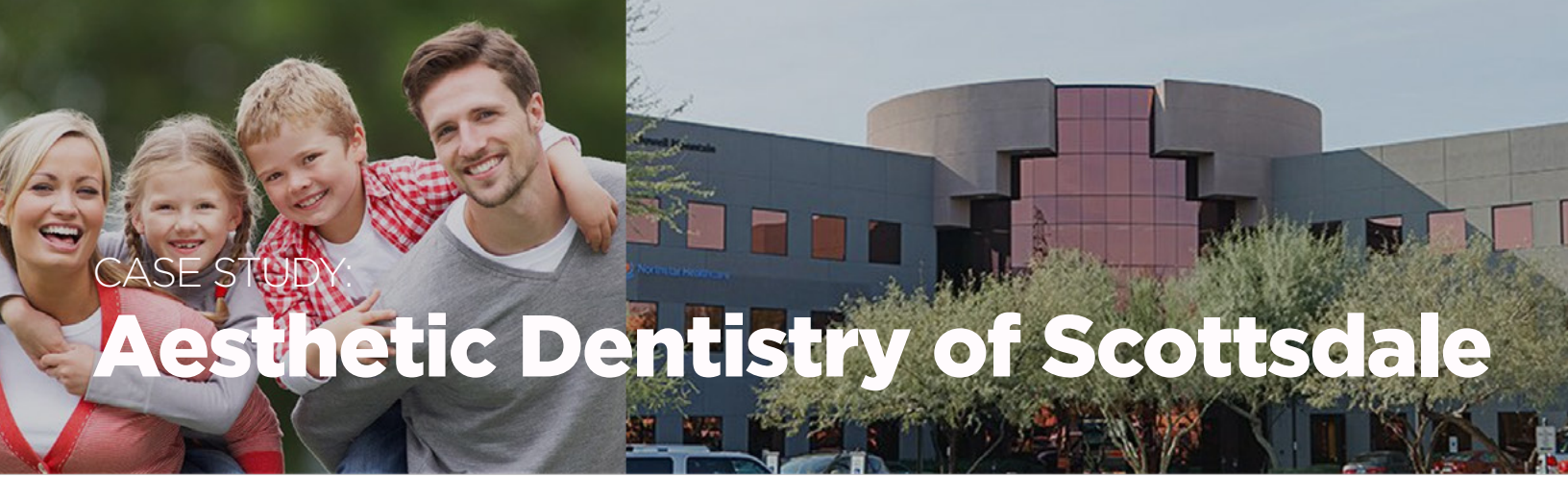
Average ROI:
↑ **300%**

To provide you more transparency into the results, this booklet highlights eight diverse practices that utilize our SEO services so you can see the success they’ve experienced through our solutions. With returns on investment ranging from 906% to 3900%, it’s safe to say the time, money, and effort that goes into search engine optimization is well worth it.

Keep reading to find out more and how your practice can achieve results like these.

Get Measurable Results.

To learn more, call (888) 932-3644 or visit www.ProSites.com.



CASE STUDY:

Aesthetic Dentistry of Scottsdale



379

New Leads in One Month



1,436%

ROI - Return on Investment



\$13

Avg. Cost Per Lead



#1 Rank

Google Ranking for “Neuromuscular dentistry in Scottsdale”

Background:

Aesthetic Dentistry of Scottsdale provides a spectrum of advanced treatments from oral myotherapy and neuromuscular dentistry to laser and cosmetic dentistry services.

A ProSites client since 2014, the team at Aesthetic Dentistry of Scottsdale needed to reach a very specific target audience.

Solution:

A year after initially becoming a client with a semi-custom website, the practice added Premium Social Media Management and Elite Search Engine Optimization to increase visibility.

Results:

Not only is the practice ranking #1 on Google for “neuromuscular dentistry in Scottsdale,” it also holds Google’s top spots for “Scottsdale oral myotherapy” and “cosmetic dentist in Scottsdale.”

Higher search rankings means more prospective patients find Aesthetic Dentistry of Scottsdale. With an average spend per lead of \$13, the practice has experienced a return on investment of over 1,400%!

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CASE STUDY:

Aesthetic Dentistry of Scottsdale

ProSites Client: Aesthetic Dentistry of Scottsdale

Services: Semi-custom Website, Elite SEO and Premium Social Media Management

Client Since: September 2014 and SEO Client Since December 2015

Location: Scottsdale, Arizona

ROI:
↑ **1,436%**

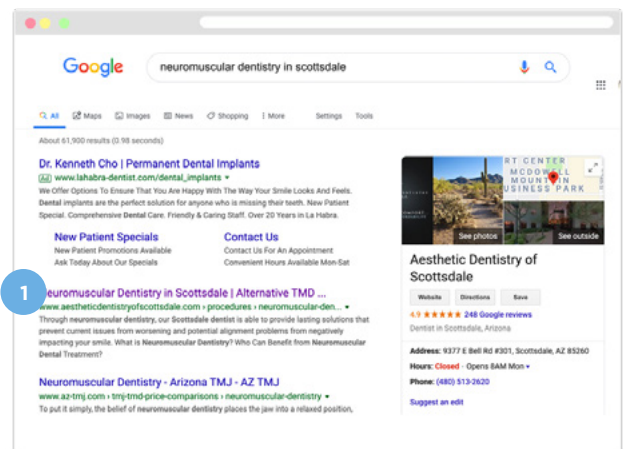
Google Reviews:
247 Total, 5 Star Avg.

New Leads in One Month:
39

Website Visits in One Month:
379

The website www.aestheticdentistryofscottsdale.com is ranking for the following keywords:

KEYWORD	POSITION
neuromuscular dentistry in scottsdale	1
oral myotherapy in scottsdale	1
scottsdale neuromuscular dentistry	1
scottsdale oral myotherapy	1
cosmetic dentist in scottsdale	2
neuromuscular dentistry in scottsdale	2
oral myotherapy in scottsdale	2
scottsdale laser dentistry	2



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CASE STUDY:

Alpine Dental Center



41

New Leads in One Month



906%

ROI - Return on Investment



22

Practices within 5-mile Radius



\$17

Avg. Cost Per Lead

Background:

With over 20 competing dental practices within a 5-mile radius, **Dr. Gurman of the Alpine Dental Center** in Thornton, CO knows the difference effective online marketing can make.

Solution:

A ProSites member since 2015, Dr. Gurman has continued to grow his dental practice by expanding his online presence and providing a top-notch patient experience at every turn, including a *Premier* website, search engine optimization, and social media management.

Results:

From the easy-to-navigate ProSites *Premier* website with online HIPAA-compliant forms to automated appointment reminders, patients of Alpine Dental Center have a streamlined experience from the beginning.

Through ProSites' social media management (SMM) and search engine optimization (SEO) offerings Dr. Gurman has increased patient engagement and Google ranking for key search terms like "dentist Thornton, Colorado."

Higher SERP rankings mean more prospective patients find Dr. Gurman, which is evident in the number of new leads that came in, totaling 41 in just one month! On average, the practice sees a 906% return on their investment.

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CASE STUDY: Alpine Dental Center

ProSites Client: Alpine DentalCenter

Services: ProSites Premier, Elite SEO, Social Media Management, PPC Ads, and PracticeMojo Automated Communications

Client Since: June 2015, SEO Since August 2017

Location: Thornton, Colorado

ROI:
↑ **906%**

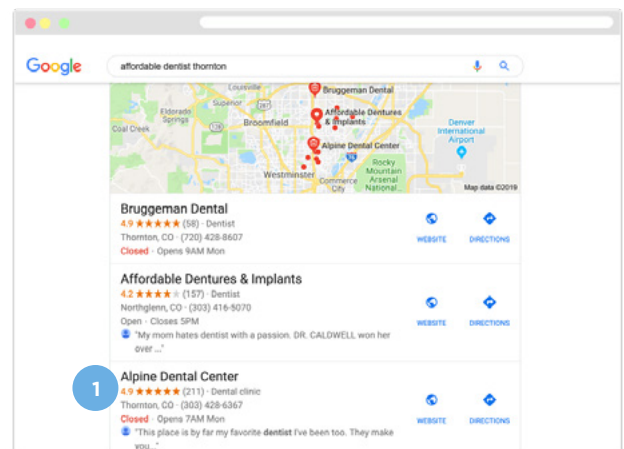
Google Reviews:
211 Total, 5 Star Avg.

New Leads in One Month:
41

Website Visits in One Month:
323

The website www.alpinedentalcenter.net is ranking for the following keywords:

KEYWORD	POSITION
affordable dentist thornton	1
best dentist in thornton	1
dental office in thornton co	1
dental offices in thornton co	1
dentist thornton co	1
sleep apnea thornton	1
thornton co dentist	1
sleep apnea thornton	2



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CASE STUDY:

Austin Park Dental



570

New Website Visits in One Month



1,436%

ROI - Return on Investment



\$16

Avg. Cost Per Lead



#1 Rank

Google Ranking for "Barberton Dentist"

Background:

Austin Park Dental is a comprehensive dental practice located in Barberton, Ohio, adjacent to the city of Akron. They provide an array of services from general dentistry to sleep apnea treatment, as well as sedation dentistry.

Located in the bustling Akron metropolitan region, the team at Austin Park Dental was looking for a way to gain visibility in an unobtrusive way. The goal was to engage prospective patients when they were in need of the practice's services.

Solution:

A ProSites Premium search engine optimization (SEO) client since 2016, and a new ProSites *Premier* client since 2017, Austin Park Dental leveraged the power of local SEO to reach those prospective patients who were most in need of the practice's services.

Results:

With a return on investment over **1400%** and top Google ranking for **21 key search terms**, Austin Park Dental has reaped the benefits of reaching the right prospective patients at exactly the right time.

Plus, they've seen an incredible **570 new website visits** in just one month, and an average of **\$16 cost per lead!**

Get Measurable Results.

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CASE STUDY: Austin Park Dental

ProSites Client: Austin Park Dental
Services: ProSites *Premier* and Premium SEO
Client Since: July 2016, SEO Since Oct. 2016
Location: Barberton, Ohio

ROI:
 **1,436%**

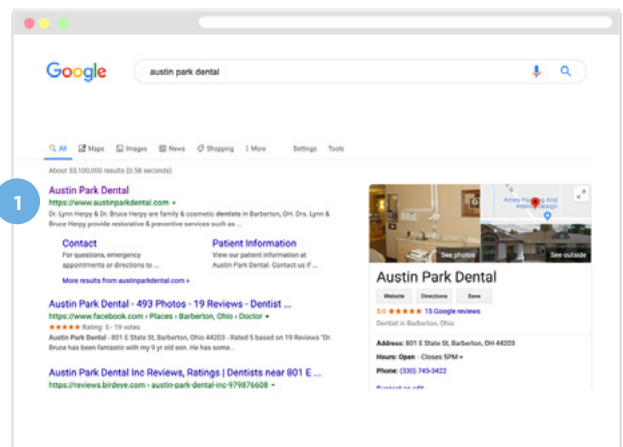
Google Reviews:
 15 Total, 5 Star Avg.

New Leads in One Month:
 27

Website Visits in One Month:
 570

The website www.austinparkdental.com is ranking for the following keywords:

KEYWORD	POSITION
austin park dental	1
barberton dental implants	1
barberton dentist	1
barberton dentistry	1
barberton emergency dentistry	1
barberton sleep apnea treatment	1
cerec in barberton	1
dental implants in barberton	1



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CASE STUDY:

Cumming Pediatric Dentistry & Orthodontics



45

New Leads in One Month



1,673%

ROI - Return on Investment



\$13

Avg. Cost Per Lead



#1 Rank

Google Ranking for "Cumming Pediatric Dentist"

Background:

Cumming Pediatric Dentistry & Orthodontics is located inside the Atlanta metropolitan area in the city of Cumming, GA. In addition to general pediatric dentistry, the team offers complete orthodontic treatment and specialized care for children with special needs.

Located in a dense market within Atlanta's Northwest Corridor, Cumming Pediatric Dentistry & Orthodontics was competing with a number of other dental practices to reach their target audience (parents and caregivers of prospective patients).

Solution:

In September 2018, the practice opted for a ProSites Premier website with online HIPAA-compliant forms to provide a convenient user experience from the beginning. The team also added Premium search engine optimization as a way to get in front of their target audience of potential new patients.

Results:

With consistent search engine optimization (SEO) campaigns, Cumming Pediatric Dentistry & Orthodontics has increased website visits, realized a return on investment of 1,673%, and garnered Google's #1 ranking for "Cumming pediatric dentist," as well as "special needs dentistry in Cumming."

Get Measurable Results.

To learn more, call (888) 932-3644 or visit www.ProSites.com.



CASE STUDY:

Cumming Pediatric Dentistry & Orthodontics

ProSites Client: Cumming Pediatric Dentistry & Orthodontics

Services: ProSites *Premier* and Premium SEO

Client Since: September 2018

ROI:

↑ **1,673%**

Google Reviews:

52 Total, 5 Star Avg.

New Leads in One Month:

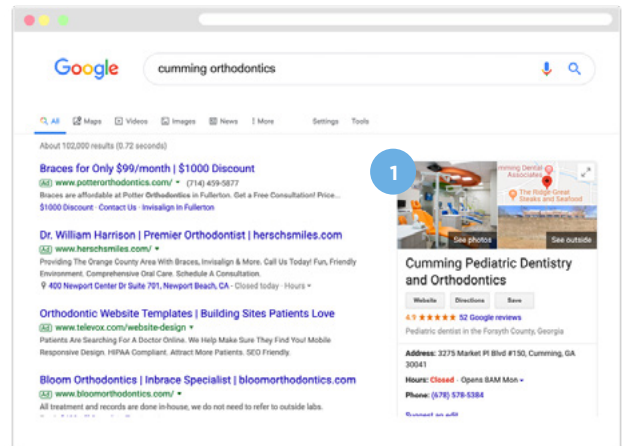
45

Website Visits in One Month:

687

The website www.cummingdental.com is ranking for the following keywords:

KEYWORD	POSITION
cumming orthodontics	1
cumming pediatric dentist	1
cumming pediatric dentistry	1
dentistry for kids in cumming	1
orthodontics in cumming	1
pediatric dentist in cumming	1
pediatric dentistry in cumming	1
special needs dentistry in cumming	1



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CASE STUDY:

DM Family Dentistry



322

New Leads in One Month



1,554%

ROI - Return on Investment



\$12

Avg. Cost Per Lead



#1 Rank

Google Ranking for "Dental Implants Casa Grande"

Background:

DM Family Dentistry is located in Casa Grande, AZ midway between Phoenix and Tucson. The practice has been serving families in the area since it opened its doors in 2005 and has been a ProSites client since 2011.

The team at DM Family Dentistry was looking to create differentiation between itself and other family dental practices in the region.

Solution:

In the fall of 2018, the practice upgraded to a ProSites custom website and added ProSites Premium Search Engine Optimization (SEO) and Advanced Social Media Management (SMM) to engage with current and potential patients online.

Results:

The combination of increased patient engagement via social media platforms and higher search engine rankings has garnered the practice a return on investment of over 1500%.

Further, DM Family Dentistry currently ranks #1 on Google for the key search phrases "dental implants Casa Grande" and "dentures Casa Grande," two of the services the practice wanted to expand.

Get Measurable Results.

To learn more, call (888) 932-3644 or visit www.ProSites.com.



CASE STUDY: DM Family Dentistry

ProSites Client: Steven Dill, DDS

Services: Custom Website, Premium SEO, Advanced Social Media

Client Since: Aug. 2011, SEO Client Since Oct. 2018

Location: Casa Grande, Arizona

ROI:
↑ **1,554%**

Google Reviews:

19 Total, 4.6 Star Avg.

New Leads in One Month:

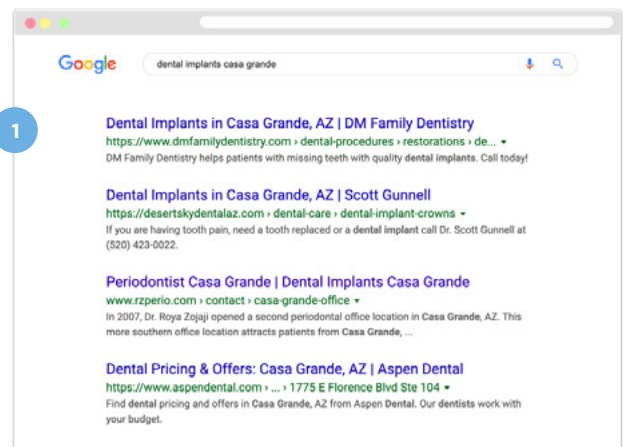
21

Website Visits in One Month:

322

The website www.dmfamilydentistry.com is ranking for the following keywords:

KEYWORD	POSITION
dental implants casa grande	1
dentures casa grande	1
dentures casa grande	2
dentistry casa grande	4
dentists casa grande	4
veneers casa grande	4
dentist casa grande	5
dental implants casa grande	6



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CASE STUDY:

Frost Dental Group



36

New Leads in One Month



1,318%

ROI - Return on Investment



\$12

Avg. Cost Per Lead



#1 Rank

Google Ranking for "Rutherford Dentist"

Background:

Located in Rutherford, New Jersey, a suburb of New York City, **Frost Dental Group** has been a ProSites client since 2011.

Frost Dental Group not only competes with dental practices in Rutherford, they also compete with practices in NYC and the surrounding boroughs where many of their patients commute daily.

Solution:

To effectively compete in a crowded market Frost Dental began using ProSites Premium Search Engine Optimization in 2014.

Results:

Frost Dental holds Google's top spots for a number of popular search terms from "Rutherford dentist" and "Rutherford root canal" to "zirconium crowns in Rutherford."

High search engine rankings mean more visibility for the practice, resulting in more leads at an average cost of just \$10 each, and a return on investment of over 1,300%!

Get Measurable Results.

To learn more, call (888) 932-3644 or visit www.ProSites.com.



CASE STUDY:
Frost Dental Group

ProSites Client: Frost Dental Group

Services: Pre-designed Website and Premium SEO

Client Since: June 2011, SEO Client Since Aug. 2017

Location: Rutherford, New Jersey

ROI:
↑ **1,318%**

Google Reviews:

48 Total, 5 Star Avg.

New Leads in One Month:

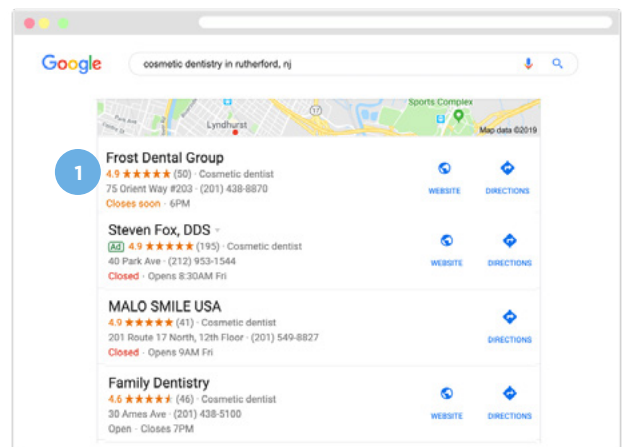
36

Website Visits in One Month:

271

The website www.frostdentalgroup.com is ranking for the following keywords:

KEYWORD	POSITION
cosmetic dentistry in rutherford, nj	1
dentist in rutherford	1
dentists in rutherford nj	1
frost dental group	1
rutherford cosmetic dentistry	1
rutherford dental implants	1
rutherford dentist	1
rutherford dentures	1



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CASE STUDY:

McLemore & McLemore



102

New Leads in One Month



3,918%

ROI - Return on Investment



\$4

Avg. Cost Per Lead



#1 Rank

Google Ranking for "Dentist in Jackson, TN"

Background:

At **McLemore & McLemore**, dentistry is the family business. At this practice, three generations provide spa dentistry for patients with a variety of needs. From cleanings to implants and everything in between, patients are treated in a tranquil environment and offered complimentary spa services at every visit.

Located in a competitive market with 20 dental practices within a short drive, the team at McLemore & McLemore wanted to increase the reach of their comfort-first approach to dental care.

Solution:

A ProSites client since 2015, the practice upgraded to a ProSites *Premier* website in early 2018 further streamlining their patient experience with online HIPAA-compliant forms and automated appointment reminders. Later that same year, the team added Premium Search Engine Optimization (SEO) to ensure they were found by local prospective patients.

Results:

The practice now holds Google's #1 ranking for "dentist in Jackson, TN" and has increased its ability for prospective patients to find them online.

Additionally, the practice receives an incredible 3,918% ROI while spending an average of just \$4 per lead.

Get Measurable Results.

To learn more, call (888) 932-3644 or visit www.ProSites.com.



CASE STUDY:

McLemore & McLemore

ProSites Client: McLemore & McLemore
Services: ProSites Premier and Premium SEO
Client Since: 2015, SEO Client Since Aug. 2015
Location: Jacksonville, Tennessee

ROI:
↑ **3,918%**

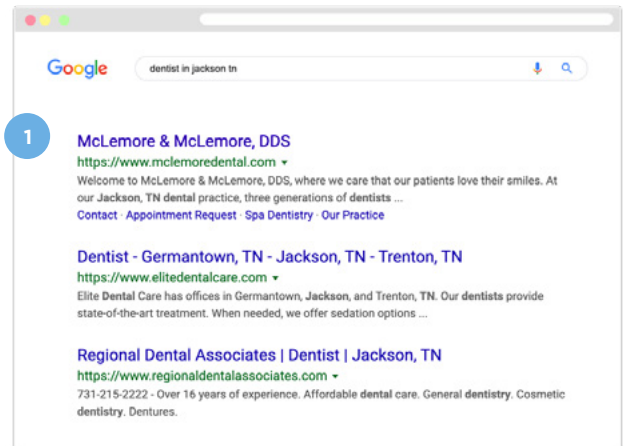
Google Reviews:
150 Total, 4.9 Star Avg.

New Leads in One Month:
102

Website Visits in One Month:
460

The website www.mclemoredental.com is ranking for the following keywords:

KEYWORD	POSITION
dentist in jackson tn	1
dentist jackson tn	1
jackson tn dentist	1
dental implants jackson tn	8
teeth whitening jackson tn	8
dentist in jackson tn	9
dentist office in jackson tn	9



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CASE STUDY:

Park Place Dental Group



33

New Leads in One Month



1,200%

ROI - Return on Investment



\$11

Avg. Cost Per Lead



#1 Rank

Google Ranking for “Shiloh, IL Dentist”

Background:

Park Place Dental Group has been a ProSites member since 2009. With practices located in Shiloh and Glen Carbon, Illinois, the team provides both general and cosmetic dentistry for the entire family.

Solution:

The practice upgraded to a **ProSites Premier website** in 2017 and added **pay-per-click (PPC) and social media management (SMM) services** in 2018. In late February 2019 Park Place Dental Group made the decision to further enhance the online presence of both locations with the addition of ProSites' Premium SEO.

Results:

In only a few short months, the practice achieved Google's **#1 ranking for the key search phrase “dentist, Shiloh, IL”** and the **#2 ranking for “invisalign, Shiloh, IL.”** The Glen Carbon location also ranks well, currently holding Google's #2 spot for “dental restoration, Glen Carbon.”

As the team at **Park Place Dental Group** can attest, ProSites' in-depth knowledge of the practice's website, social media footprint, and paid advertising campaigns resulted in a successful, targeted SEO effort that continues to drive prospective patients to their dental website. Now, the practice generates 33 new leads per month at an average cost of \$11/lead, resulting in an incredible **ROI of 1200%!**

Get Measurable Results.

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CASE STUDY:

Park Place Dental Group

ProSites Client: Dr. Kevin Shelton
Services: ProSites Premier, Premium SEO, Facebook Ads & Social Media Management
Client Since: March 2009, SEO since 2019
Location: Shiloh, Illinois

ROI:
↑ **1200%**

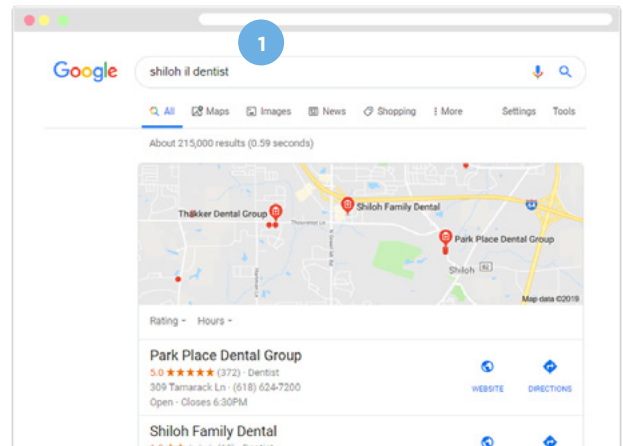
Google Reviews:
369 Total, 5 Star Avg.

New Leads in One Month:
33

Website Visits in One Month:
651

The website www.park-placedental.com is ranking for the following keywords:

KEYWORD	POSITION
dentist shiloh il	1
invisalign dentist shiloh il	2
dental restorations glen carbon	2
dentist shiloh il	3
invisalign dentist shiloh il	3
dental restorations glen carbon	3
root canal treatment glen carbon il	4
family dentist shiloh	5



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Conclusion:

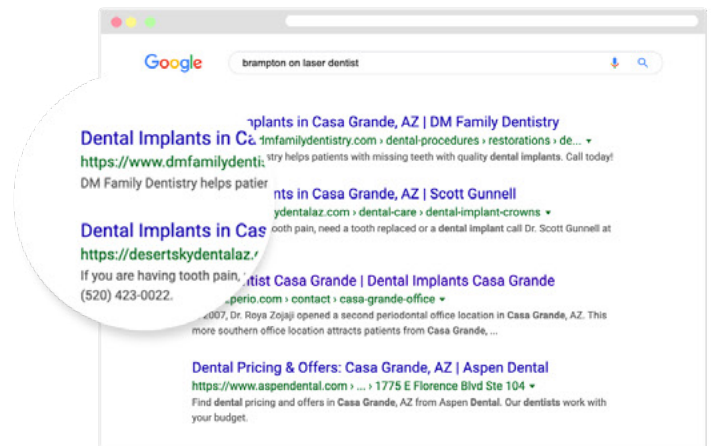
Achieve Better Rankings and Attract More Patients



At ProSites, we understand the importance of SEO for any business, and how critical of a decision it is to choose the right company for the task. Our team of dedicated SEO experts knows what it takes to help your practice rank higher for key search terms in your area while delivering long-lasting, measurable results.

With three SEO packages offered, you can get one that's the perfect fit for your practice based on its needs, goals, and budget. As part of our SEO offering, you'll receive:

- Competitive and keyword research
- Customized content and blog posts
- Online directory optimization to ensure consistent practice information across the web
- Social media setup on today's top networks
- Detailed monthly reporting with key performance indicators
- And so much more



To learn more about maximizing your online presence, improving your rankings for keywords in you area, and attracting more patients online, call ProSites at (888) 932-3644 or visit www.ProSites.com.

Get Measurable Results.

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