

CUSTOMER CASE STUDY

# How TwentyOneDental rapidly accelerated practice growth by doubling website traffic in 3 months

## THE CHALLENGE

Website traffic plateaued because prospective patients couldn't immediately see practice location details

The TwentyOneDental team was using local SEO campaigns to attract new patients. But prospective patients who searched for cosmetic treatments online weren't consistently seeing the practice's profile in the top 3 results on Google Maps. This created friction in the buyer's journey that caused website traffic to plateau and impacted the practice's ability to deliver significant growth.

Commercial Director Mark Anthony Rayner's ultimate goal was to increase demand for treatments such as implants, Six Month Smiles and general dentistry. Understandably, he also wanted to market the practice's exceptional customer experience. TwentyOneDental uses state-of-the-art digital technology and equipment to provide high quality results in a tranquil environment where patient comfort is their main objective. But as long as TwentyOneDental wasn't immediately visible during local searches for its key procedures, patients would struggle to access the award-winning practice.

## THE SOLUTION

Appear among the top results on Google Maps by continually optimising the practice website for location-based searches

Now TwentyOneDental ranks highly in local searches for 'teeth-whitening Hove' and other valuable search terms. Rather than relying on prospective patients to click through to see more local search results on Google Maps, the practice is clearly and immediately visible in the top 3 results. This ensures TwentyOneDental can be seen by patients during 'near me' local searches in particular.

Mark Anthony uses Somnowell Marketing to deliver the complete solution and the specialist dental agency is 100% accountable for its success. It developed the local SEO and direct-to-patient marketing strategies with the goal to exceed the expected growth goals. Its solution includes creating and managing highly targeted paid social campaigns that highlight the practice's premium customer experience; continually optimising the website for voice search, and improving page loading speeds and responsiveness.



*Somnowell Marketing are professional, intelligent and above all have an extremely experienced team who know exactly what they are about to help a business generate new leads and growth.*

*Whilst being a proactive business owner and happily gaining in excess of 40 plus new patients per month through our own sheer hard work, total commitment and determination, I could never have gained the additional number of new patient contacts and registrations that we receive each week from working with Somnowell Marketing. Am I impressed? That is an understatement!*

*The entire Somnowell Marketing team are not only professional and friendly, but above all extremely knowledgeable, prompt in their attention to queries and nothing less than helpful at all times. They are an absolute delight to work with. It is a pleasure to be associated with your business and I thank you for creating a business that understands the importance of working together.*

Mark Anthony Rayner, Managing Director - TwentyOneDental

**PRACTICE HISTORY:** A fully digital dental and implant clinic based in Brighton & Hove

## THE RESULTS:

**112%**

increase in unique monthly website visitors in 3 months

**1,497**

leads generated in 2 years

**62**

new patient leads generated on average each month



average cost per lead £38.13



leads generated for general dentistry, orthodontics, implants, and cosmetic dentistry

**6.86%**

of Ad clicks resulted on a lead

**777,000**

total people reached in 2 years of paid search activity