

## CASE STUDY

Services: SEO, Website, Content Marketing

Rocket Fuel for Your Business



+ Dental care for the community

### The Client

**Jefferson Dental Clinics** provides high-quality, lowcost dental care to families across DFW and Houston.

*"We pride ourselves on our unique ability to help patients get the quality dental care they deserve. Additionally, our clinic staff is fully bilingual in Spanish and English."*

### Executive Summary

Globe Runner implemented a three-pronged process in order to boost Jefferson Dental's online presence. Through the combined efforts of robust local SEO, development of a new website, and content marketing in the form of blogs and emails, Globe Runner increased Jefferson Dental's revenue via online appointments.



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## Challenge

Jefferson Dental needed help expanding their digital presence. Their online marketing efforts hadn't expanded the business as they had hoped. As a result, they sought an agency that could manage their website and provide a digital marketing strategy that would help them grow as fast as they intended.

## Solution

### Stage 1 - Build local SEO

Researching Jefferson Dental's competition led us to the conclusion that every service and clinic location needed its own page. At the time, Jefferson Dental's website only had a slider image on the homepage, one service page, one clinic page (for over 40 locations), and an "about" section.

Our first priority was to create individual service pages to let users know exactly what services Jefferson Dental provides. Our goal was also to increase organic rankings for local searches such as "teeth cleanings dallas", "dallas orthodontics", "dallas tooth extraction", "emergency dentist dallas", etc.

Second, we created individual clinic pages. Patients need this information to view hours of operation, the location, phone number, and other important information for an appointment. Individual clinic pages would also help the website's local rankings for local searches such as "dallas dental clinic", "lewisville dental clinic", "oak cliff dental clinic", etc. Finding information on each clinic is simple for patients and search engines.



### Stage 2 - Build a new site

The first 3 months were primarily spent on building out pages and writing content. Organic traffic and lead generation increased as intended, but the client didn't like the look and feel of their site. The design was a bit outdated and it wasn't optimized to capture leads.

The next 3 months were spent on designing and developing a new site. The site redesign had a large, positive impact on the site's overall performance. Throughout the entire site launch process, we made sure we were creating a strong foundation. Here are just a few things we did:

- Kept the same URL structure for as many pages as possible
- Setup redirects for any URL paths that were updated
- Pages that needed to be deleted were deleted
- Added schema markup for each clinic location
- Translated all pages into Spanish. Jefferson Dental Clinics' target demographic is Hispanics, so we made sure each page had a Spanish translation



## Stage 3 - Content Marketing

### Blogging

When we began working with Jefferson Dental Clinics, they didn't have a consistent blog. So after launching the site, we created a content calendar for the entire year that consisted of blogging and guest posting. We began blogging immediately, which had a huge impact on their organic rankings.

We also sat down with a few dentists and got their feedback on various articles for guest posts. While we brainstormed ideas and created this content, we were actively building relationships with online media publications in the dental industry. By the time we had the articles written, they were ready to be placed on several dental-related publications.

### Email Marketing

We began a monthly email campaign. Content came from repurposed blog posts, as we knew the information performed well with analytics. We also gave users an incentive to schedule an appointment by attaching discounts and coupons for their next appointment.

### Remarketing

We implemented remarketing software once the new site launched. The software enabled us to send drip email campaigns to users that have visited certain pages to set up an appointment. We also know who to send coupons to, when their next checkup should be scheduled, and so much more.

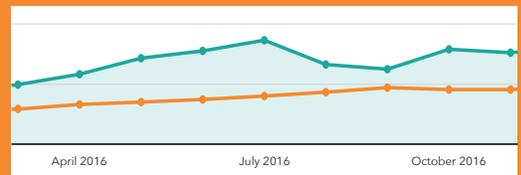


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## Results

The following charts show traffic trends to the Jefferson Dental website from 2016 (blue) and 2015 (orange). Jefferson Dental has experienced a 64% increase in traffic during that time period. In 2014, Globe Runner launched the new website, which has helped with a steady traffic increase since its establishment.



To find out how  
Globe Runner can help you,  
call 972.538.0260 today.