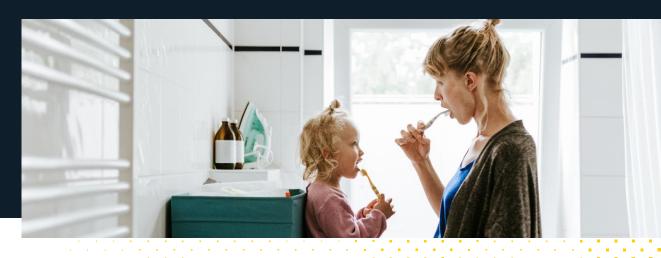# Healthcare Dentistry Clinic

CASE STUDY

A new dentistry clinic in the area wanted to increase awareness of their services and attract new clients, but struggled with visibility on Google searches.

STRATEGY

The Postmedia Solutions team conducted a thorough assessment of the client's needs and available marketing resources before creating a strategy that included a high-performance website, ongoing SEO for organic visibility, and a search engine marketing campaign to capitalize on keyword searches.

KEY SOLUTIONS

- **Website:** Postmedia developed a responsive, optimized website to boost performance.
- **SEO:** Implemented both off-page and on-page SEO strategies, including optimizing the Google Business Profile and building external links to increase organic ranking and referral traffic.
- **SEM:** Focused on capturing high-intent audiences at the right time through targeted search ads.

RESULTS

By launching a well-crafted website alongside integrated SEO and SEM strategies, Postmedia successfully generated 236 qualified leads. This approach has proven effective in attracting high-quality prospects through both organic and paid channels, ensuring ongoing growth and success for the client.

7x
INCREASE IN DOMAIN AUTHORITY

7x
INCREASE IN AVG. MONTHLY VISITORS

4.5x
INCREASE IN AVG. SESSION TIME

31%
DECREASE IN BOUNCE RATE
*Average Industry Bounce rate: 47% (Source:Hubspot)

236
LEADS

4K
CLICKS

8%
CONVERSION RATE

P POSTMEDIA