

The Client: Georgian Dental is well-established dental practice with two locations, one in Barrie, ON and another in Orillia, ON. Georgian Dental uses a holistic approach to family dental care and offers a complete range of dental services including dental implants, orthodontics & braces, pediatric dentistry, cosmetic dentistry, and more.

The Challenge: In a fiercely competitive vertical, Georgian Dental needed to increase online visibility, gain market share, build trust, and reinforce expertise.

The Strategy: Develop and deploy a digital marketing plan focused on three core strategic marketing elements:

- 1 – Implement comprehensive cutting-edge SEM and SEO search marketing strategies
- 2 – Leverage content marketing to improve SEO, and provide education & value to customers
- 3 – Enhance Georgian Dental’s social media presence to distribute content & build the brand

The Results:

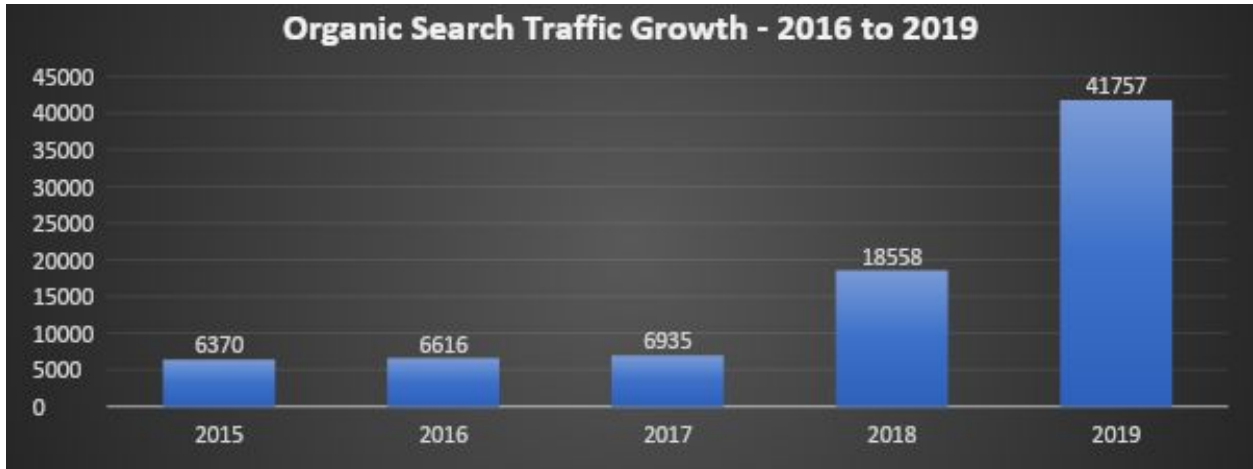
“We’ve been working with WMT for several years now and have come to count on the sound data-based decisions they provide for all aspects of our digital footprint. They have delivered incredible results for our SEM, SEO & Social Media campaigns. WMT also makes it easy for us to make informed marketing decisions with clear, transparent monthly reporting and analysis.

If you’re looking for a trust-worthy digital marketing partner – we would highly recommend WMT, they bring innovative thinking and results-driven strategies, which over the years has greatly help increase our client base and long-term revenue potential.”

– Dr. Adam Tan, Georgian Dental

Organic Search Traffic Growth:





Paid Search Traffic Growth:



The Story:

Dentistry is an extremely competitive industry, and there are numerous digital marketing challenges for any dental office to overcome in order to achieve growth in their markets. Differentiation is critical, but given the highly-regulated environment in which dental offices operate, this must be done with great care and attention. Search engines, social media, and other forms of digital advertising are important elements of any marketing approach, but for dental offices they are absolutely essential.

For Georgian Dental, the demands of the digital marketing space, coupled with an increasingly competitive local market, stretched internal resources beyond capacity. In addition, the increasing complexity of search engine optimization and digital marketing best practices simply outpaced their ability to stay ahead of the curve. They needed a forward-thinking digital marketing agency that could be relied upon to provide measurable results, ongoing transparency, and innovative growth strategies driven by data, all while effectively differentiating Georgian Dental from local competitors.

To achieve these goals, Georgian Dental turned to the experts at WMT

Starting with Search Engine Marketing:

At the beginning, WMT determined the most urgent need was improving the existing paid search campaigns in Google Ads, which were providing to be both outdated and ineffective at driving any kind of measurable ROI.

Simultaneously, during the initial analysis of paid search efforts conducted by WMT, it became immediately apparent that analytics and tracking had not been correctly implemented on the website(s) in order to accurately measure the performance of any digital activities. Correcting this situation was top-priority, as the ability to effectively measure and report on the performance of any paid marketing efforts was absolutely essential.

To achieve optimum implementation of analytics and tracking codes on the websites, Google Tag Manager was used. Google Tag Manager provides a simple yet powerful solution to allow instantaneous updates of virtually any type of tracking code to be deployed without the need for any further alterations to the site itself. Conversion points such as form completions, phone calls, and on-site actions were now effectively tracked and monitored from all traffic sources.

Once tracking had been properly implemented on the Georgian Dental websites, a complete teardown and rebuild of paid search campaigns was conducted. At the time, a comprehensive and logical keyword list that covered all dental care services offered, as well as general dental industry keywords and local search keywords did not exist, so this was the first step in the rebuild.

From there, the account, campaigns, and ad groups were built out using a flexible structure that could be finely tuned and altered on-the-fly to account for seasonal variations or changes to services offered, as well as allow quick re-alignment with any adjustments to business goals that may occur.

Ad copy and creative assets were also needed, so WMT built out a diverse range of ad variations to cover the complete set of services and products offered by Georgian Dental with messaging crafted to align with Georgian Dental brand and further reinforce competitive differentiation. Landing pages and contact points were optimized to enhance the overall user experience and provide a smooth transition from discovery to conversion.

After the SEM account rebuild and performance tracking setup were completed, WMT then managed paid search efforts for Georgian Dental on a continuing basis. This consists of ongoing optimizations to all facets of the campaigns, extensive analysis of performance, and comprehensive reporting on results. Georgian Dental has achieved a significantly improved search engine presence, increasing rates of customer acquisition, and a stronger ROI from paid search activity.

Expanding to Search Engine Optimization (SEO):

After development of the SEM digital strategy had commenced, a search engine optimization plan began in parallel. The analysis of the websites during the SEM stage revealed many critical SEO issues that required urgent attention, many of which directly affected the quality of the on-site user experience and therefore impacted visitors from all traffic acquisition sources, not just search engines. It was at this time that it was determined a site rebuild and redesign would be the most prudent approach, offering the greatest benefits over both the short and long term.

Following the rebuild and redesign of the site, which now provided a clean SEO foundation and vastly improved user experience, all content on the site was overhauled and optimized to effectively align with the core keyword lists and further boost SEO performance.

Along with optimizations to main content pages and products & services pages, a new approach to ongoing content creation through the Georgian Dental blog was developed. Focused on delivering high-value, long-form articles with an educational emphasis on the multitude of products and services offered by Georgian Dental, as well as dental care best practices, oral health tips, current dental health topics, and technological advancements in the industry.

Adding the Social Media Layer:

With a revamped website experience and a steady flow of fresh, high-value content being produced through the blog, WMT extended efforts in to the social media space. In order to capitalize on the largest potential audience and high levels of engagement, Facebook was naturally the main social media focus for Georgian Dental.

The existing Facebook page was refreshed with updated visual elements and branding, and profile details were optimized to increase visibility within the native search tools within the Facebook platform. All blog content was distributed through Facebook to share it with the target audience, as well as provide additional social media signals to help boost SEO authority and drive increased levels of relevant traffic to the website.

Paid Facebook advertising campaigns were leveraged at key times to help boost high-value content to a broader audience, increase awareness of local events and promotions, as well as attract new fans to the page to help increase the overall engagement of all content shared by Georgian Dental.

The Importance of Transparency:

A key element of any successful digital strategy is the effective use of data to drive decisions, monitor progress, and measure results. WMT leverages data and conducts intensive analysis of KPI metrics to inform digital marketing strategies, with a fervent dedication to transparency with all clients. While some agencies choose to restrict their client's knowledge of how things are done and how well they are working behind the scenes, WMT opts to maintain an open dialogue and complete transparency with clients.

We firmly believe in our core that this is the basis for the mutual respect and strong relationships between client-and-agency that defines WMTs approach to doing business. Detailed monthly reporting, data-driven insights, and strategic analysis are benefits that WMT brings to every client.

If you're interested in learning what options are available for your practice, please contact us using the below form, or call 705-640-0660 to book your free, no-obligation discovery session.