

Dental SEO Case Study

More traffic. More patients.



An SEO campaign that fills up the schedule

Fortson Dentistry operates four dental offices in Southeast Michigan offering a full suite of dental services. <https://fortsondentistry.com/>

"Netvantage came in and immediately went to work on fixing elements of our site that our previous SEO providers had overlooked. Our rankings and traffic improved almost immediately."

-Dr. Cory Fortson, DDS

Summary

With an expanding family of practices Fortson Dentistry needed its website to begin pulling its weight by bringing in new patients to help grow the business.

Challenges

In 2018 the Fortson team approached Netvantage hoping to increase their search visibility for all four of their locations in the incredibly competitive Metro Detroit area. Previous SEO providers had reached a plateau in terms of local visibility that wasn't going to allow Fortson to reach their aggressive goals for growth.

Our Process

Netvantage performed a complete SEO audit of the site. This included a technical review as well as adjustments to the site's information architecture, page titles, meta descriptions, and page copy.

To improve local results, Netvantage optimized each of Fortson's Google My Business locations and worked to address inconsistencies in Fortson's citations (name, address, and phone number data) from around the web.

Finally, Netvantage worked to gain more inbound links to the site while also assisting Fortson in creating new, fresh, high quality content on their blog.

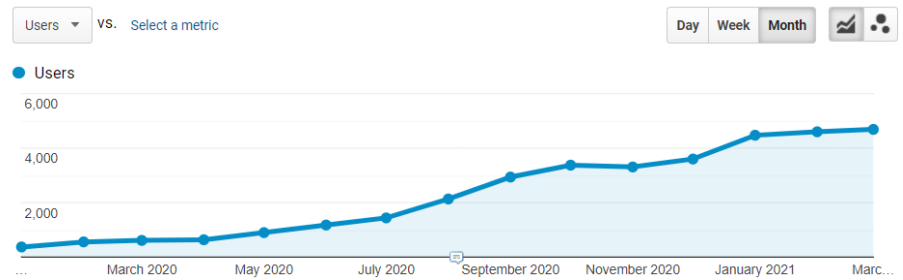
Results, Return on Investment and Future Plans

Organic search traffic to the Fortson site was **averaging just over 300 visitors per month** in early 2019. As of 2021, **the site is averaging over 4,600 search visitors per month**.

Monthly **online appointment requests have increased by 61%** from 2019 to 2021.

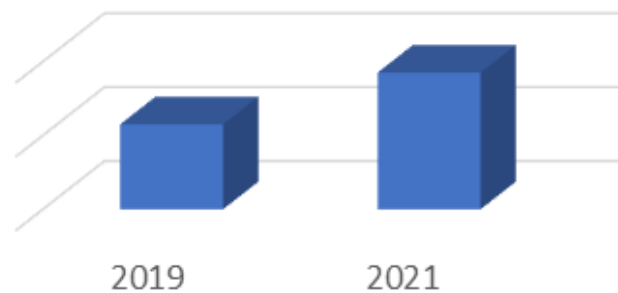
"I've found Netvantage to be a very transparent partner to work with. They are happy to explain their processes and pricing in detail in a way that makes sense. I would recommend them to anyone looking for help with their SEO."

-Dr. Cory Fortson, DDS



This is a look at Fortson Dentistry's Google Analytics growth in users from the beginning of 2020 to the end of the first quarter in 2021 organic search. March 2021 represents 1,156% growth in users from January 2020.

Online appointments per month



The increase in traffic also amounted to a sizeable increase in online appointment requests through the website, with 2021 showing a 61% increase per month compared to 2019's monthly average.