



# DR. JOY DENTAL CLINIC SEO CASE STUDY

# BACKGROUND

Dr. Joy Dental Clinic, established in 2005 was keen to appear on the first page of Google searches and thereby gain awareness among dental patients and thereby increase business.

Through a well-executed strategy and consistent delivery, GMI has helped in growing Dr. Joy Dental Clinic into a total of 4 clinics in Dubai (Jumeira, Mirdiff, Karama and Burjuman) as of 2015

# OBJECTIVE

The primary aim of Dr. Joy's Dental Clinic was to increase number of appointments booked through the Dental Clinic website. Thereby, increase number of people who seek treatment at the clinic, thus growing the dental practice.

# CHALLENGES



**01** EXTREMELY LOW  
VISIBILITY ON  
SEARCH ENGINES

**02** NON INDEXED  
PAGES ON  
WEBSITE

**03** NAVIGATION &  
JAVASCRIPT ISSUES  
AFFECTED SITE  
PERFORMANCE

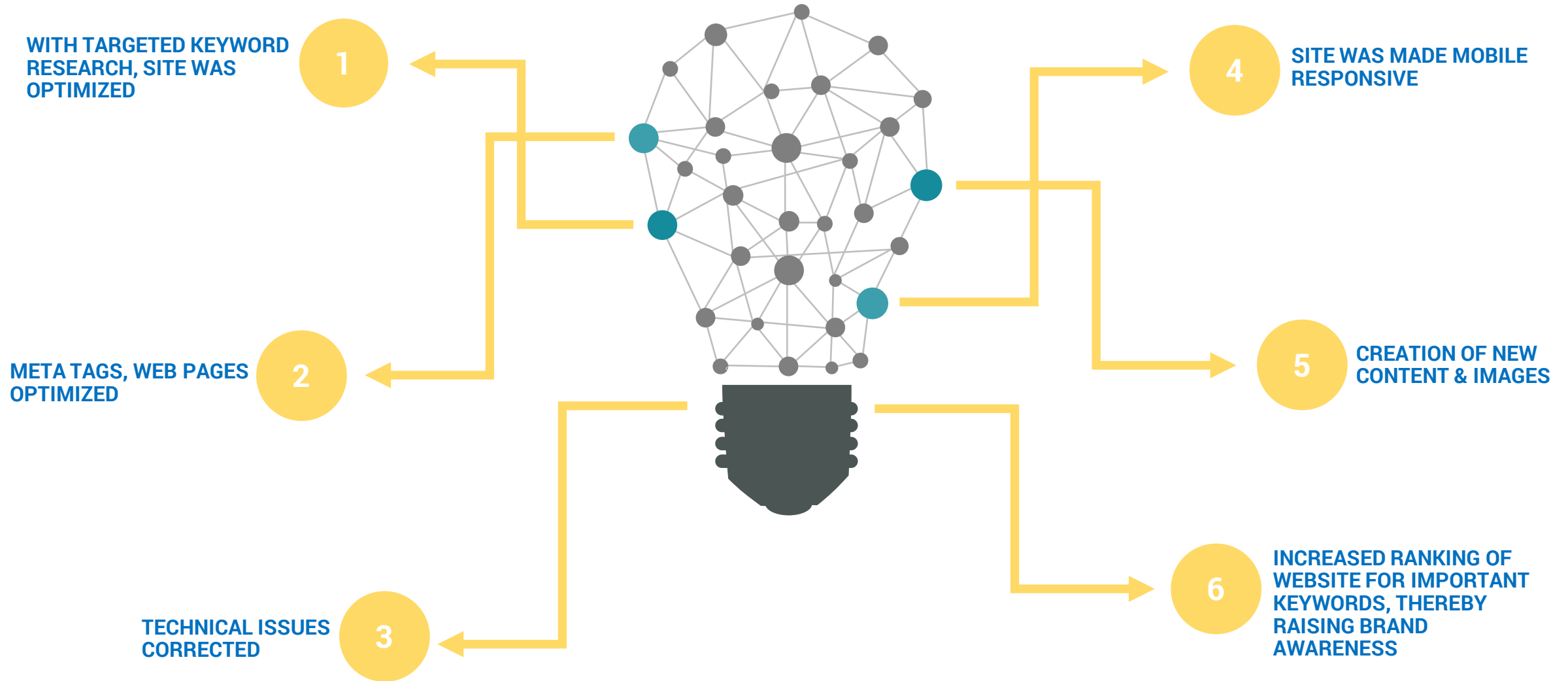


**04** INITIALLY, WEBSITE  
WAS NOT  
MOBILE  
RESPONSIVE

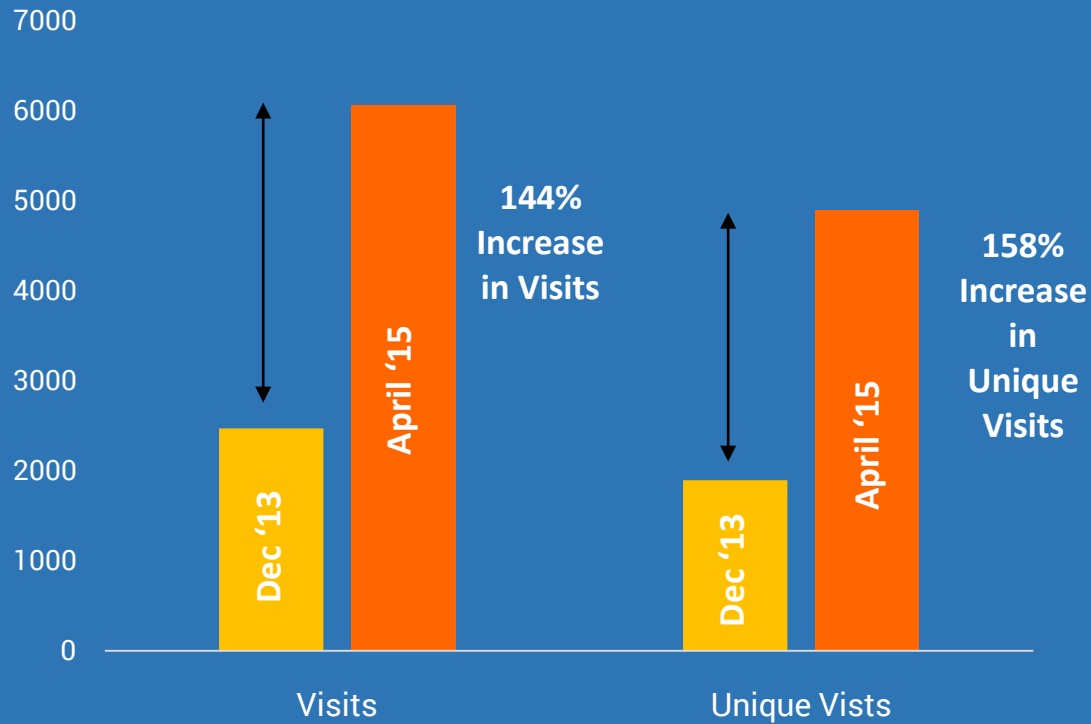
**05** MISSING CONTENT  
WITH RELEVANT  
KEYWORDS

**06** LOW BRAND  
RECOGNITION

# FIXING IT



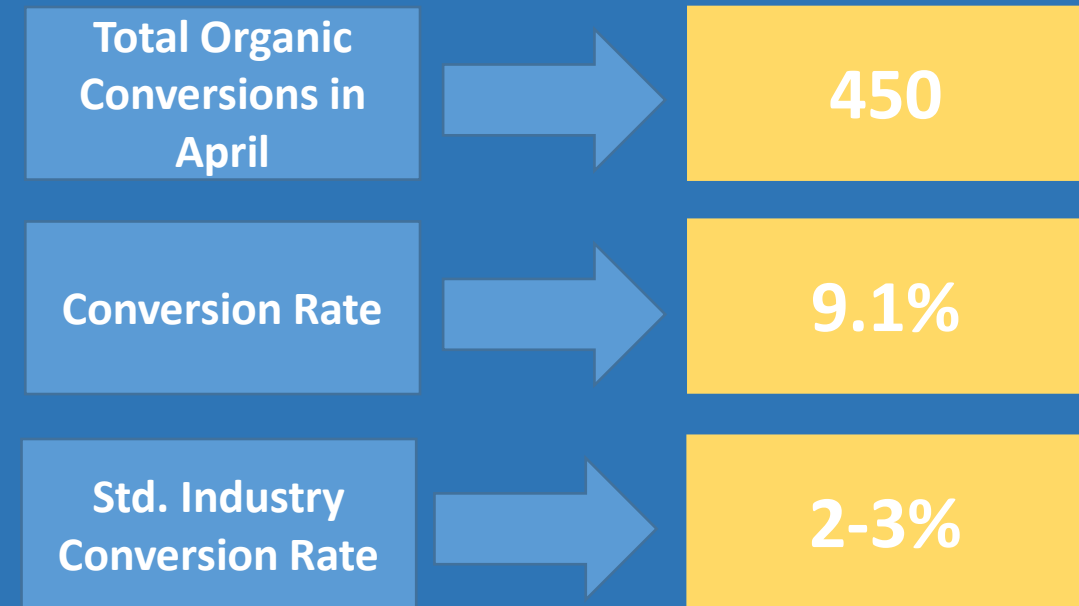
# RESULTS



## ORGANIC VS UNIQUE VISITS

PERIOD: DEC 2013 – APR 2015

## GOAL CONVERSIONS IN APRIL 2015



PERIOD: DE 2013 – APR 2015

# RESULTS

- The Conversion Rate has increased by more than **125%** in the last one year. Considering that the standard industry conversion rate being 2-5%, this is a phenomenal growth
- The Clinic appears on the first page of SERP' s for over **93%** of the keywords
- The organic traffic to the clinic website has shown a YoY increase in the range of **80% to 165%**

# RESULTS



**125%**

INCREASE IN  
CONVERSION RATE

**93%**

KEYWORDS IN  
1st PAGE OF  
SERPs

**80-165%**

YoY INCREASE  
IN ORGANIC  
TRAFFIC





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