



SEO CASE STUDY

PEDIATRIC DENTAL
ASSOCIATES OF
RANDOLPH

Our mission is to provide state-of-the-art website design and web marketing solutions at an affordable price to the dental community, while maintaining customer service excellence.



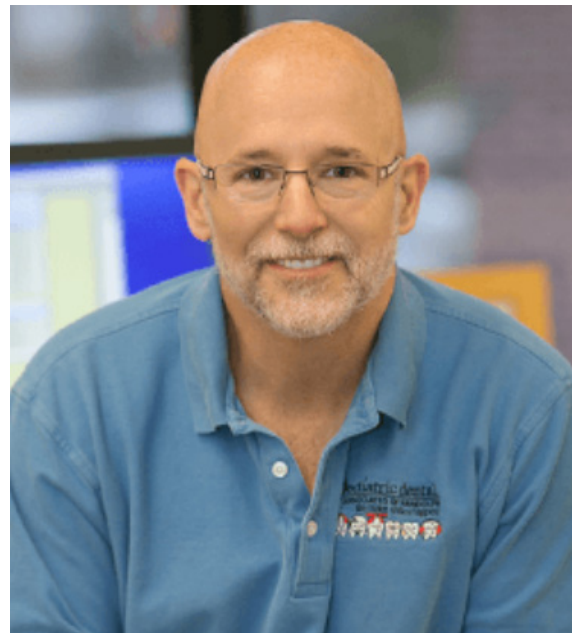
ABOUT

PEDIATRIC DENTAL ASSOCIATES OF RANDOLPH

Dr. Aaron Mannella founded Pediatric Dental Associates of Randolph in 1991. He is Board Certified in Pediatric Dentistry and a Diplomat of the American Academy of Pediatric Dentistry. Dr. Mannella is highly respected in his field. He is the chair of Pediatric Dentistry at Morristown Hospital.

MISSION

Our mission is to provide the highest quality pediatric dental care in a state-of-the-art, comfortable, calm and child-friendly environment. Our goal is to start every child off on the right path to a lifetime of good oral care. This commitment is forefront in everything we do at Pediatric Dental Associates of Randolph.



I've been bringing my boys there for many years now. I wouldn't take them anywhere else. The doctors and hygienists and staff are wonderful, knowledgeable, and friendly. We love Pediatric Dental of Randolph.

- Liza W.

GOAL

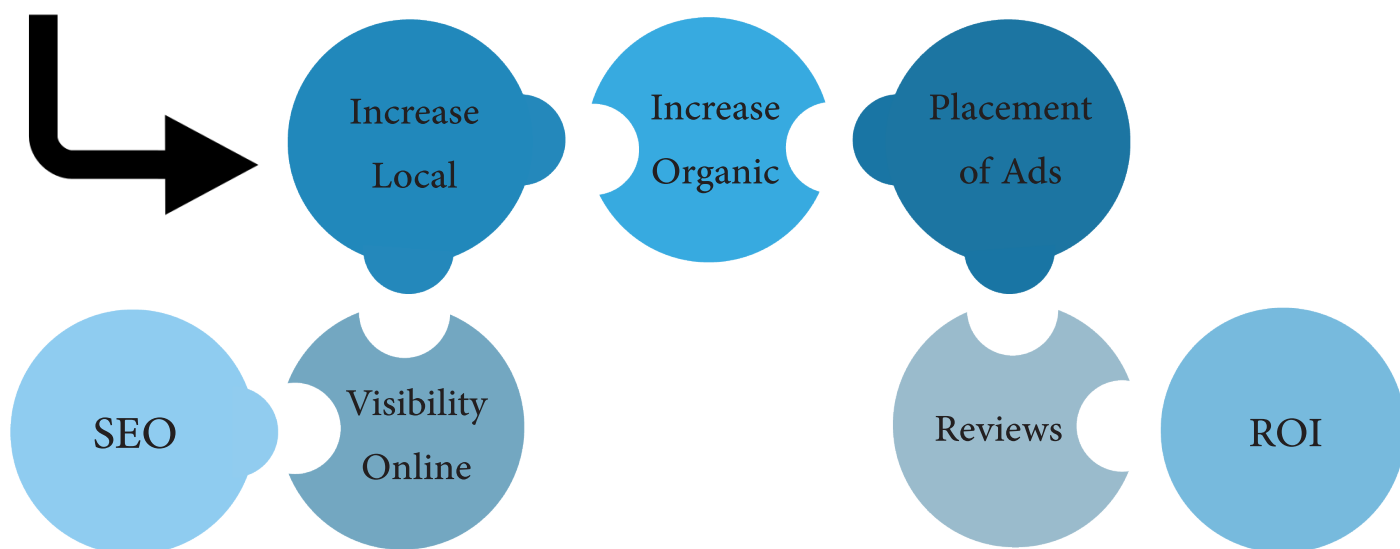
SEO

Dr. Mannella employed First.Dentist to enhance the overall visibility of the practice online. This included improving local and organic search rankings, strategic placement of ads and generating online reviews. The goal is to increase traffic and generate a return on investment for marketing spend.

TESTIMONIAL

"We have been working with First.Dentist for a few years now. Michael and Ross and the whole team at First.Dentist make all this S.E.O. and P.P.C. seem E.A.S.Y!!!! We as dentists don't have time to figure out and implement this other important aspect of running a practice which is why we are so fortunate we found these guys!"

ROADMAP



NOTE FROM OUR FOUNDER

ROSS DUNN



"We are thrilled to work with Pediatric Dental Associates of Randolph because they are a leader in their profession with an outstanding quality of service; two key qualities that make results more likely! As a result, along with clearing up some key optimization issues and improving their online authority, we managed to improve their online exposure significantly and increase the number of inquiries they received. We continue to solidify their lead and look forward to working with them long into the future."

Ross Dunn is the founder of an SEO and web marketing company started in 1997. In 2014, Ross joined forces with First.Dentist. Ross has provided SEO and consultation services for the likes of Time Inc. Interactive in NY, Johnson & Johnson, Pfizer and hundreds of reputable smaller businesses.

OUR PROFESSIONAL OPINION

First.Dentist's main focus with this client was the number of times they were seen on the first page of Google. To ensure visibility, we broke our strategy into five key deliverables, local and organic SEO, PPC, acquiring reviews and call tracking. For local services, it's essential to rank in Google Local Maps and with an excellent review score.



20
YEARS OF SEO

At First.Dentist we support search engine marketing organizations involved in developing an industry-wide SEO code of ethics.

CASE BREAKDOWN

Call Tracking

1

Reviewed client's website and online platforms. We decided call tracking would be the best way to benchmark their success and further tailor our marketing strategy.

Proven Local

2

Analyzed Pediatric Dental Associates of Randolph's online authority. Our team wanted showcase the reputation of the business by asking for reviews from current clients.

Pay Per Click

3

First.Dentist researched Pediatric Dental Associates of Randolph's rankings with Google. We crafted a strategy to maximize the number of times they were seen on the first page.

RESULTS

SEO

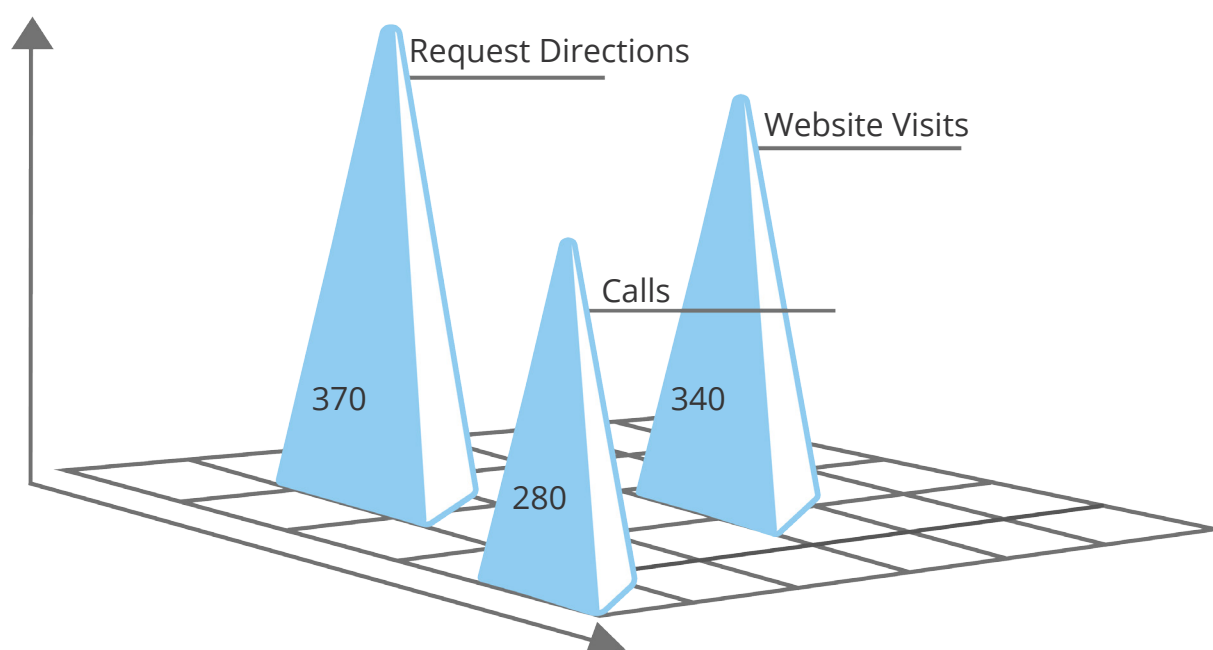
- Pediatric Dental Associates of Randolph currently returns four results on the first page of Google, making the practice four times more likely to be clicked on.
- From May 2017 to May 2018 we have seen an 18.6 % increase in organic search traffic.
- Direct traffic sessions increased by 116.54 % - This can be largely attributed to Google My Business visits which are tracked as "Direct Traffic" in Google Analytics.



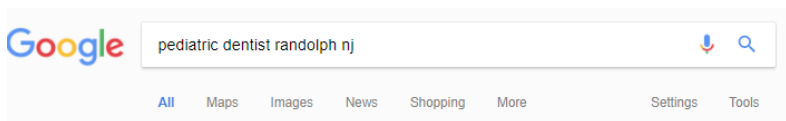
732 %

Pediatric Dental Associates of Randolph receives 732 % more views on their Google My Business account photos than similar businesses every month. First.Dentist works with clients to improve their online presence.

ACTIONS ON GOOGLE MY BUSINESS



RESULTS



The Premiere Pediatric Dentist | Randolph NJ - Morris County
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Experienced Pediatric Dentists. High Quality Dental Care For Kids. Call Us Now!
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[Meet Our Doctors](#) · [Contact Us](#)
390 NJ-10, Randolph, NJ · Closed now · Hours ▾

Kind & Caring Child's Dentist | Positive First Impressions.
www.mosshealthcare.com/ · ▾
A child's first visit to the dentist should be enjoyable.
Highlights: Sensitive And Gentle Dental Professional, Preventative Oral Care



Rating ▾	Hours ▾		
Pediatric Dental Associates of Randolph		WEBSITE	DIRECTIONS
Ad 4.9 ★★★★★ (74) · Dentist			
390 NJ-10 · +1 973-989-7970			
Pediatric Dental Associates of Randolph		WEBSITE	DIRECTIONS
4.9 ★★★★★ (74) · Dentist			
390 NJ-10 · +1 973-989-7970			
Closed · Opens 8:30 a.m. Thu.			
Rossy Pediatric Dentistry		WEBSITE	DIRECTIONS
5.0 ★★★★★ (5) · Pediatric Dentist			
477 Route 10 East · +1 973-989-9040			
Closed · Opens 9 a.m. Thu.			
Randolph Dental Associates		WEBSITE	DIRECTIONS
3.7 ★★★★★ (3) · Dentist			
1 Schuman Rd · +1 973-895-3100			
Closed · Opens 7 a.m. Thu.			
More places			

Pediatric Dentist Randolph, NJ | Pediatric Dental Associates
<https://pediatric-dental.com/> · ▾
Nov 12, 2014 · We offer a comfortable environment and state of the art pediatric dental services for all your child's dental needs.
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Rossy Pediatric Dentistry is your Randolph, Denville, and Roxbury, NJ pediatric dentist, providing quality dental care for children and teens. Call today.
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The Best 10 Pediatric Dentists in Randolph, NJ - Last Updated April ...
[https://www.yelp.ca/Randolph,NJ/Health & Medical/Dentists/Pediatric Dentists](https://www.yelp.ca/Randolph,NJ/Health%20Medical/Dentists/PediatricDentists) · ▾
Best Pediatric Dentists in Randolph, NJ - Rossy Pediatric Dentistry, Pediatric Dental Associates of Randolph, Seidner Dentistry & Associates, Roxbury Orthodontics & Pediatric Dentistry, Aaron Mannella, DMD, Malecz Richard E, DMD, C & H Dental,...



Pediatric Dental Associates of Randolph: By implementing our case recommendations for this client, we were able to rank them top in maps, search and ads.

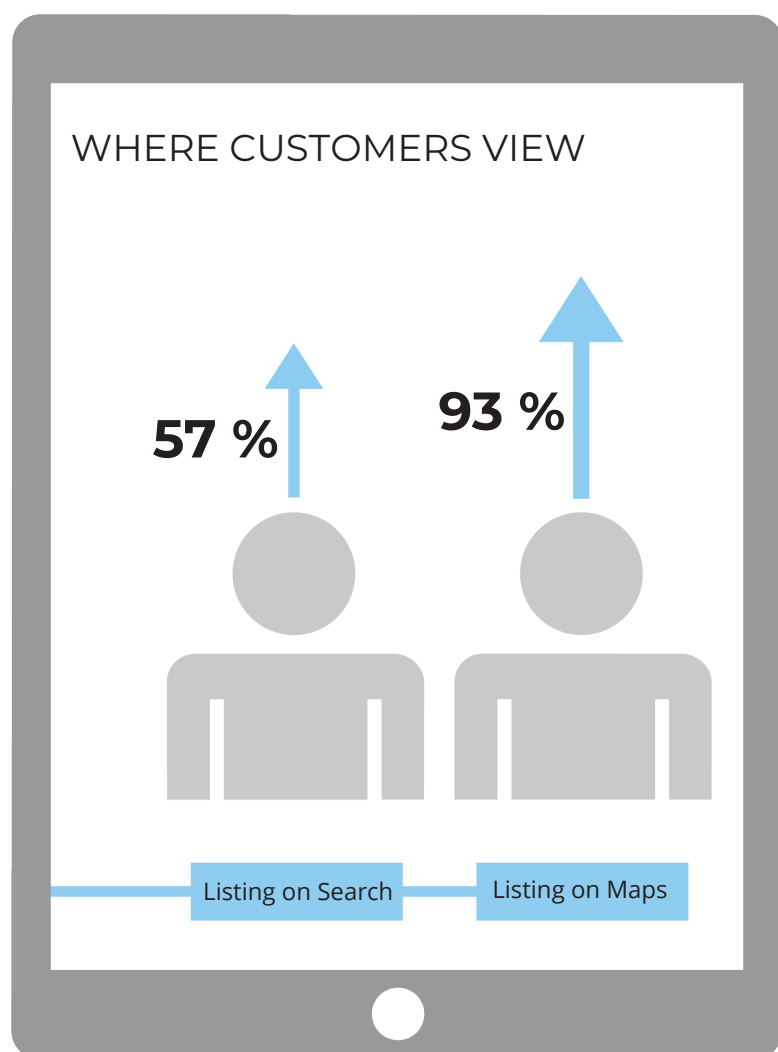


SEO takes time to improve results.

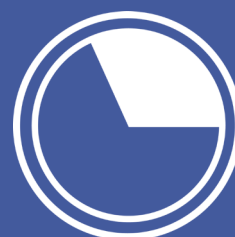
The image shows results as of April 2018. By holding four spaces on the first page of Google they are more likely to see a quicker return on investment while increasing the rate at which they see new clients.

RESULTS

The focus of First.Dentist is on Local Maps SEO and Organic SEO. For local businesses, it's essential to rank in Google Local Maps results with an excellent review score.



Maps are often overlooked when trying to improve local SEO. Pediatric Dental Associates of Randolph Maps views almost **doubles** their listing on Search.



How customers search.
Direct Search vs. Discovery

