

Winning Smiles Case Study

Business: Cosmetic dentists, Romford, Essex.

Objectives: Increase new business; improve visitor experience, interaction and feedback from patients.

Delivered: Website based on WordPress CMS, Digital Search Marketing (& SEO), Article based blog,

<http://winning-smiles.co.uk>



The internet was becoming increasingly important to Winning Smiles, with more new patients mentioning the website. Owner Andrew Fennell was looking to enhance the web presence and grow the business.

Already having two quotes from design companies, it was difficult to persuade someone focussed on the way things look to begin with the 'content' and to defer the design phase (still in progress)

Success

Although difficult to track, everyone at the surgery is drilled to ask "how did you find 'Winning Smiles'?" and thankfully (for us), monthly new patient numbers from the Internet have **quadrupled** and the trend continues with extra new business well into 6 figures.

Andrew says "The most successful thing we did was to write regular articles for the website. It seems that everyone visits the website first – whether referred by our existing patients or completely new to the surgery. And now when people come through the door, they know what to expect. It feels like they have already started to get to know us, and it makes conversations easier.

Charting the increase in free website traffic from Google's Search Engine, (excluding other ways).



Branded search traffic shows how many visits were from people searching for the business or dentists by name, a trended overview of business 'presence'.



Non Branded new visits are other free visits from Google's search engine; a measure of how many people 'discover' the business for the first time