

CASE STUDY

410% Organic Traffic Growth With Their New Website.

#1

RANKING NUMBER 1
IN ORGANIC
SEARCH

#1

RANKING #1 IN MAPS

100%

MAINTAINED AND
UPDATED SOCIALS
AND CITATIONS
CREATED.

THE SEO  DENTIST



Dr. Glenn Krieger

ORTHODONTIST, TEXAS

"Dru has been amazing at helping me brand my orthopedic practice. I set up shop and asked Dru to help me. Within days, there was so much already in motion and he's so simple to chat with and extremely accessible. I recommend his company very, very highly. You cannot go wrong working with him. He'll always have your best interests in mind."

HIGHLIGHTS



Krieger Orthodontics is a state of the art practice. Recognized as one of the top ortho practices in their city.



CHALLENGES

- 01 They wanted a new and unique website.
- 02 Their new website needed to attract new patients.
- 03 They needed to grow their practice fast.



SOLUTION

- 01 Create highly optimized and responsive website.
- 02 SEO campaign to get their new website ranking at the top of Page 1.
- 03 Supplement their organic SEO rankings with Google Map pack optimization.



RESULTS

- ✓ Developed a responsive and highly optimized website in a month.
- ✓ Ranked #1 in their City in organic search and Google Maps.
- ✓ Grew their organic traffic over 400%



CHALLENGES

Every new dental practice needs to hit the ground running and acquire new patients as fast as you can.



"I want the website to be unique and positively reflect the world class service we offer."

For Krieger Orthodontics they situation was no different. Dr Krieger was launching a dynamic, new practice and had zero web presence. He was clear he wanted to set the tone as an industry leader and we were up to the challenge.



"The competition is stepping up efforts, I have no doubt you'll come through"

To put simply, Dr Krieger's new practice was invisible online and needed to get visibility as fast as possible.



SOLUTION

Launch an Optimized Website and a Powerful SEO campaign.

To get the process started, our web team talked with Dr Krieger to get understanding of what it was he wanted with a new website. We went over color scheme, layouts, features, call to actions and overall feel. Together we nailed down a design he was thrilled to show off.



“ I love what we’re doing and my site is gonna be a shining jewel to show off to everyone!!!!”

During our website build process we kept a clear line of open communication between each team to make sure nothing was overlooked.



“Within days there was so much already in motion and so simple to chat with and extremely accessible”.

Once the website was complete it was time to begin our search campaign to get his new website in front of people.

When we started Dr Krieger was a bit anxious about the competition stepping up their own efforts.

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Our Strategy for growing his practice with SEO was 3 fold.

The Strategies Used

Website Optimization

- ✓ Responsive and Mobile Friendly Design
- ✓ On Page SEO Optimization
- ✓ Conversion Rate Optimized

Optimizing Citations

- ✓ Google My Business Optimization + Verification
- ✓ 200+ Local Citations Built Audit & Building
- ✓ Yelp Listing Verification

Local SEO

- ✓ Link Building & Acquisition
- ✓ Content Distribution
- ✓ 200+ Social Properties Built



RESULTS

PAGE 1 DOMINATION ON GOOGLE WITH A 410% INCREASE IN ORGANIC TRAFFIC.

Not only did we rank Dr. Krieger's site #1 on the first page of Google. We took over the page with numerous additional spots to maximize the amount of visibility for Dr. Krieger in his local area.

In addition, we ranked his site to the first page of Google in surrounding areas to maximize his digital presence.

After 6 months Krieger Orthodontics was Dominating Page 1 and the practice was humming. Overall Dr Krieger was thrilled with the results.

“I recommend his company very very highly. You cannot go wrong working with him. He'll always have your best interests in mind”

Dr. Krieger talking about Dru the founder

Summary of the Result

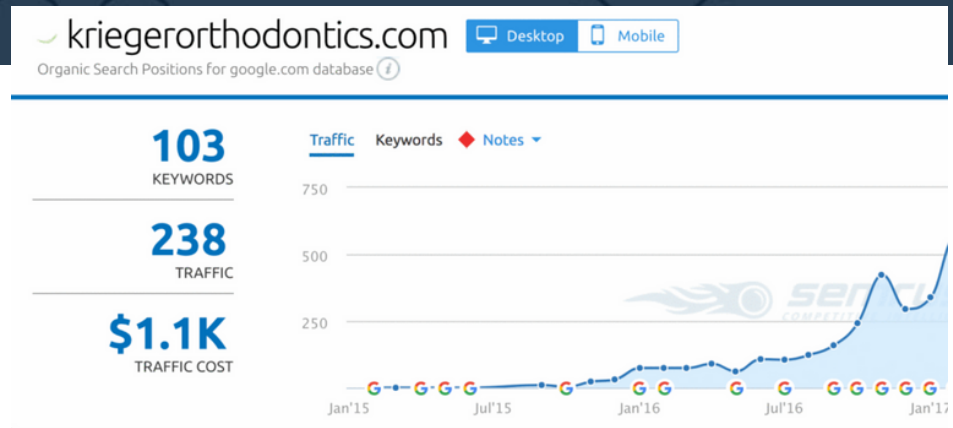
“
We Took Over Page 1. Grew Traffic 410% & Increased Organic Keywords.

Google search results for "orthodontist lewisville tx". The search bar shows "orthodontist lewisville tx" and "About 187,000 results (0.49 seconds)". The results list several orthodontists in Lewisville, TX, including Krieger Orthodontics & Smile Design, 101 Dental & Orthodontics, and McFarland Orthodontics. The Krieger Orthodontics & Smile Design listing is highlighted with a red box.

The Best 10 Orthodontists in Lewisville, TX - Yelp
<https://www.yelp.com › Lewisville › Health & Medical › Dentists › Orthodontists>
Best Orthodontists in Lewisville, TX - Krieger Orthodontics & Smile Design, Gronberg Orthodontics, Bliss Orthodontics, Smile Doctors Braces, Gupta Orthodontics - Invisalign & Clear Braces, Richard McFarland, DDS, Hashem Orthodontics Flower Mound,...

Krieger Orthodontics: Carrollton, Plano and Lewisville Orthodontist
kriegerorthodontics.com/
Krieger Orthodontics, an award winning practice, offers invisalign, clear & lingual braces for all ages in Carrollton, Plano & Lewisville, Texas. [CLICK HERE](#).
[New Patients](#) - [About Us](#) - [Reviews](#) - [Orthodontics](#)

About Dr. Glenn Krieger | Plano Orthodontist | Krieger Orthodontics
kriegerorthodontics.com/dr-glenn-krieger/
Dr. Glenn Krieger is an orthodontist with training and experience like no other. Dr. Krieger spent 20 years as a dentist before becoming an orthodontist.



Organic keywords: 759





Want to transform your website into a patient generating machine?

Find out how we can combine strategy, experience and technology to make it happen.

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