



# CONTEMPORARY FAMILY DENTISTRY

Bend, Oregon

SEO, PPC, Social Media  
and Content Marketing.

Increased Total  
Organic Users by  
**400%**

## AMBITION

Contemporary Family Dentistry desired more patient share and first-page organic search engine presence in the city. They also launched a new patient special, which they wanted us to promote in their local town, Bend, Oregon.

## ACTION

The City of Bend is located east of Portland, OR. As a local dentist, Dr. Jessica Hendersen's goal was to brand her Family dental services to every single household in the town. Our team developed a local SEO plan for her clinic and boosted her dental services organically on Google, Yahoo and Bing search engines. We also planned to promote the new patient specials through PPC (Google Adwords, Facebook, Instagram) advertising, and organic social media marketing.



# ACHIEVEMENT

## During the first 6 months of Marketing efforts:

- Organic Clicks increased by **35.6%**.
- Organic Impressions increased by **50.8%**
- Goal Conversions increased by **136%** out of which **41.91%** were through organic sources.
- The website started ranked for **938 keywords**, which were **150%** more than what the website was ranking for last year.

Email us at [info@digitalmaxima.com](mailto:info@digitalmaxima.com) for inquiries



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