



UX & SEO OPTIMIZATION ACCELERATES NEW PATIENT ACQUISITION FOR DMMG

BACK TO SCHOOL CLEANING

SUMMARY

Dental Marketing & Management Group (DMMG), a DSO providing clinical and non-clinical services to 22 offices across 4 states, partnered with LSM to revamp their brand's presence online. They had one major goal: **Increase website-generated appointments.**

SUCCESS

Comparing the spring (Mar, Apr, May) of 2018 to 2019, LSM's SEO work contributed to the following results:

74%

Increase in **organic website traffic**

51%

Increase in **organic website conversions**

19%

Increase in **online appointment requests**

SOLUTION

LSM completed the following for DMMG:

WEBSITE DEVELOPMENT

- Develop a scalable, mobile-friendly website system for DMMG and its dental offices that loads quickly on mobile and desktop devices.

SEARCH ENGINE OPTIMIZATION

- Create new, keyword-optimized content (copy, image files) for DMMG's dental offices such as service information, patient FAQs, first time visit guides, dentist biographies, and accepted insurances.
- Optimize the back-end of the website to ensure search engines can easily understand and index the content available on every page of their website system.
- Create, claim and optimize each practice's Google My Business listing, as well as their listing on 35+ sites including Facebook, Yelp, Bing and Apple Maps.
- Support the development of listings on additional, dental and healthcare-specific websites such as HealthGrades, Vitals and WebMD.

"I couldn't be happier with LSM's work. We love our new sites and have definitely seen an uptick in patients originating from the Internet."

Brent Roberts, President, DMMG

