

# CASE STUDY:

# CENTURY STONE CASE STUDY

## THE SITUATION

In the winter of 2017 Century Stone Dental reached out to us with a clear goal, to grow their business. As a new practice in Hamilton, Ontario, Chris and Monika knew that if they wanted to attract new patients they needed to be seen online.

Although the more traditional methods of marketing were good for engaging a local audience and getting the name of the practice out to the local community, they knew they needed a sustainable flow of new patients coming through the door in order to ensure the longevity of the practice and build a solid patient base

So we sat down and drew up a plan.

## THE SOLUTION

As we all know, Rome wasn't built in a day, so setting the right expectations was key. It all starts with a solid foundation, a website. We worked with CSD to refresh the DIY site they had in place. Our custom-designed, responsive, conversion-friendly site was not only eye-catching, but it was also optimized and ready to dominate in search engines.

Next comes Search Engine Optimization, or SEO for short. Now SEO is a longer-term play, but yields long term, sustainable results. Chris and Monika understood this and invested in their future, in the present.

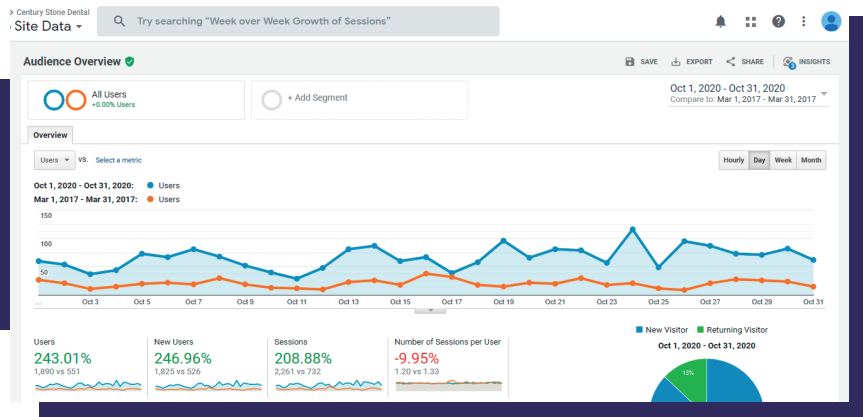
To help expedite results, we discussed the options of Google and Facebook ads. A measure we typically put in place until the SEO kicks in. This was to help raise the visibility of the profile in the local area and essentially substitute what the SEO does long term, have instant visibility at the top of Google.

# OUR RESULTS

So here's the result of the website refresh

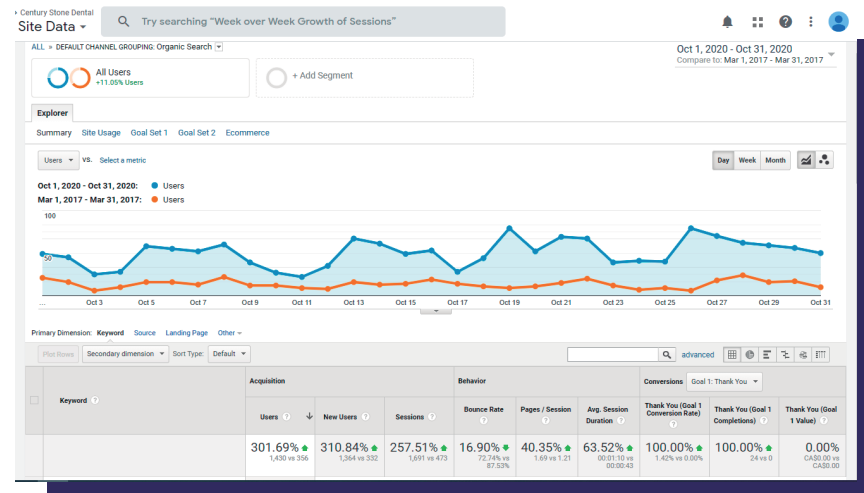


So here's a snapshot of where we started, and where we are at now when it comes to website traffic.



That's right, that is a 243% increase in traffic from the start of the campaign in March 2017 to our most recent report of October 2020. That's a difference of 1,333 visitors!

Of the 1,890 recorded visitors in October, 1,430 of those were from SEO. People who type a query into Google and clicked on Century Stone's search engine result. See for yourself below:



That's over 1400 people who are actively searching for something related to a Dentist in their area. Needless to say, with this kind of traffic our client was able to secure around an 8% conversion rate on this number.

An integrated digital mix is how we were able to transform the fortunes of this client and help them grow and add another 3 locations, which we also do the marketing for!



**Monika Sims**

7 reviews · 1 photo



Positive: Professionalism, Quality, Responsiveness, Value

We have been clients of Merged Media for quite some time now. They have done a great job moving us up the rankings on Google (organically). They have also rebuilt our website to make it more SEO friendly. They are always easy to reach, respond to emails very quickly and are a pleasure to work with. They are extremely knowledgeable which makes them experts in this field. Would recommend them to any other business looking to get to the #1 spot on Google. You won't regret it!!

