

Van Hala Dental Group

Achieve High SEO Rankings & Building a Stellar Web Presence to Allow the Passing of a the Torch From Father to Son



firegang

Dental Marketing



Table of Contents

Results Summary

Background

Problems & Solutions

Web Traffic Results

Lead Generation Results

Final Thoughts

About Firegang





Objective

To improve a nearly non-existent search presence utilizing a new and improved website and a consistent web presence starting from Google and expanding outwards.

"Thanks to Firegang, I can now leave Van Hala Dental Group to my son, priming him for future success."

- Dr. Van Hala Sr., Van Hala Dental Group





Results Summary

- Increased Phone Calls to 60-70 Per Month!
- Improved Web Traffic by 105%!
- Achieved #1 Rankings for 20+ Laser Targeted Keywords
- Drastically Improved New Patient Flow So Dr. Van Hala Could Leave the Practice to His Son in a Growth (vs. Stagnant) Position



Background

Van Hala Dental Group is a general and cosmetic dentistry office located in Canton, Ohio. The practice had a website, but search engine rankings were poor. In fact, there were zero rankings in the suburb north of Canton, Ohio where the office was located. As a result, new patient flow had slowed to a crawl.

Dr. Van Hala noticed that patients in the area were moving to the Internet to find the dental care they needed. The doctor knew he needed a major online resuscitation. Time was of the essence, as Dr. Van Hala was planning to retire and was prepping his son to take over. He wanted to be able to leave his son a practice that was showing promise, and one that would enable the new Dr. Van Hala to enjoy future success.

The area was good, but the practice just wasn't bringing in the new patients it needed. That's when Firegang Digital Marketing was called.





Problem #1

No Rankings & Little to No Online Presence

Zero Rankings for Dentist + City

When people in the local area searched for 'dentist + Canton', Van Hala Dental Group was nowhere to be found.

No Rankings for Top New Patient Words + City

Similar results occurred when people searched for cosmetic dentist or implant dentist. Other practices showed up in the search results, but not Van Hala Dental Group. This caused the practice to lose out on tons of new business.



Solution #1

Improved Online Authority

Firegang began building Van Hala Dental Group's local profiles on 50+ online directories. This helped to optimize the practice's presence on every corner of Google.

The screenshot shows a Google search for "cosmetic dentist north canton ohio". The results include several paid advertisements for cosmetic dentistry services. Below the ads, a "Local Pack" displays four dental practices with their names, websites, Google reviews, and addresses. The entry for "Van Hala Dental Group" is highlighted with a red rectangular box. To the right of the text, a map shows the locations of these four practices, labeled A, B, C, and D.

| Practice | Address | Phone |
|-------------------------------------|--|----------------|
| Julie M Thomas DDS | 1437 South Main Street North Canton, OH | (330) 244-9081 |
| Thomas & Associates: Thomas Mich... | 1421 Portage Street Northwest North Canton, OH | (330) 494-2111 |
| Van Hala Dental Group | 1515 Portage St NW North Canton, OH | (330) 494-0646 |
| Dr. Levani D.D.S, F.A.G.D | 911 N Main St North Canton, OH | (330) 498-9900 |



Solution #1

Designed a Search and Patient Friendly Website

The new website was search engine optimized. It was also designed with user engagement in mind, which would further appeal to Google and other major search engines.





Problem #2:

Well-Designed Website That Wasn't "Search Engine Friendly"

Poorly Coded Website

Dr. Van Hala liked his website, but it wasn't coded properly. This meant that the search engines were more likely to reject it, and reject it they did.

No Search Rankings

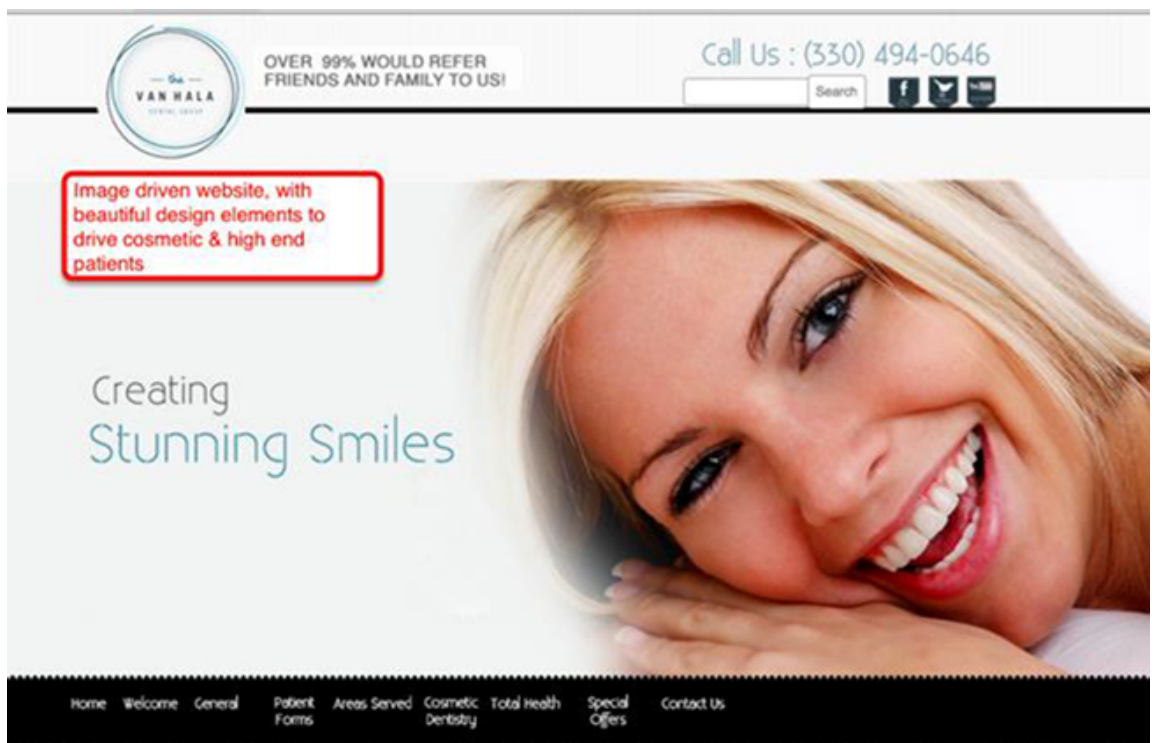
Dr. Van Hala came to the conclusion that a flashy website is useless if no one can find it. Without prominent search rankings, the website was largely invisible to new patients looking for general or cosmetic dental services. Previous web companies neglected the search engines in designing the website, leaving Van Hala's online presence completely void.



Solution #2

Built a New Website Borrowing Heavily From the Old Site Design

Since Dr. Van Hala liked the appearance of his website, we designed a new site using the old design while implementing significant design enhancements.

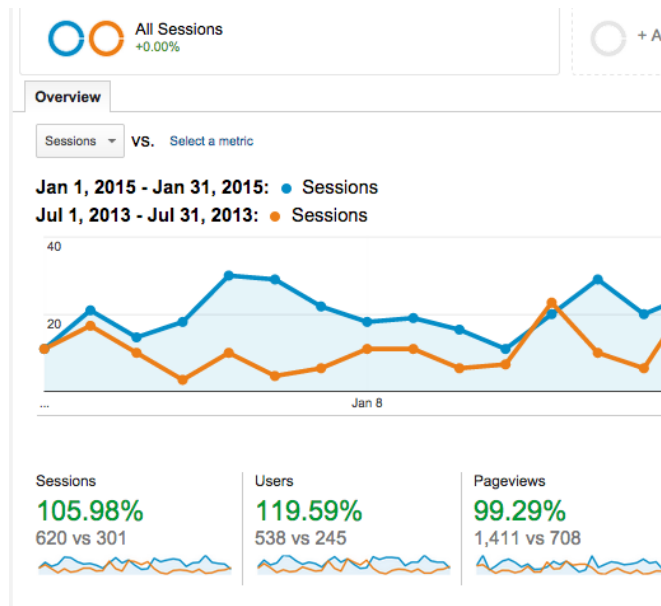


Web Traffic Results

Objective:

To improve the website so that search rankings remained high, improving user engagement.

Traffic Report – Jan 2015 vs. Jan 2013



Internet Results Summary

- The new website began ranking everywhere online.
- Traffic & leads increased by 105%.
- Pageviews improved over 99%.
- New user visits improved over 119%.



Lead Generation Results

Objective:

With a new and improved web presence, the expectation was for phone calls and new patient visits to increase.

Sales Leads and Phone Calls Report



Lead General Results Summary:

- The Practice Experienced 60-70 New Patient Calls Per Month.
- New Patient Visits Increased 1000% Within a 10 Mile Radius.



New Patient Acquisition Results

Objective:

To deliver new patients to van Hala Dental Group from the local area of North Canton, Ohio.

New Patient Acquisition Report Jan 2015 vs. Jan 2013

| Country ? | City ? | Acquisition | | |
|-------------------|----------------------------|-------------------------|-----------------------------|-------------------------|
| | | Sessions ? ↓ | % New Sessions ? | New Users ? |
| | | 105.98% ↑ 620 vs 301 | 9.34% ↑ 83.55% vs 76.41% | 125.22% ↑ 518 vs 230 |
| 1. United States | North Canton | | | |
| | Jan 1, 2015 - Jan 31, 2015 | → 81 (13.06%) | 70.37% | 57 (11.00%) |
| | Jul 1, 2013 - Jul 31, 2013 | → 0 (0.00%) | 0.00% | 0 (0.00%) |
| | % Change | ∞% | ∞% | ∞% |

New Patient Results Summary:

- Van Hala Dental Group began to earn 81 new patients per month.
- This is in stark contrast to zero patients earned in January 2013.



New Patient Acquisition Results (Cont.)

Objective:

To deliver new patients to Van Hala Dental Group from the local area of North Canton, Ohio.

Example of a New Internet Lead

| Question | Answer |
|-------------------------|---------------------------|
| Name | X |
| E-mail | |
| Phone Number | |
| Reason for Appointment? | Consultation for Implants |
| How did you find us? | Internet |
| Comment | |

New Patient Results Summary:

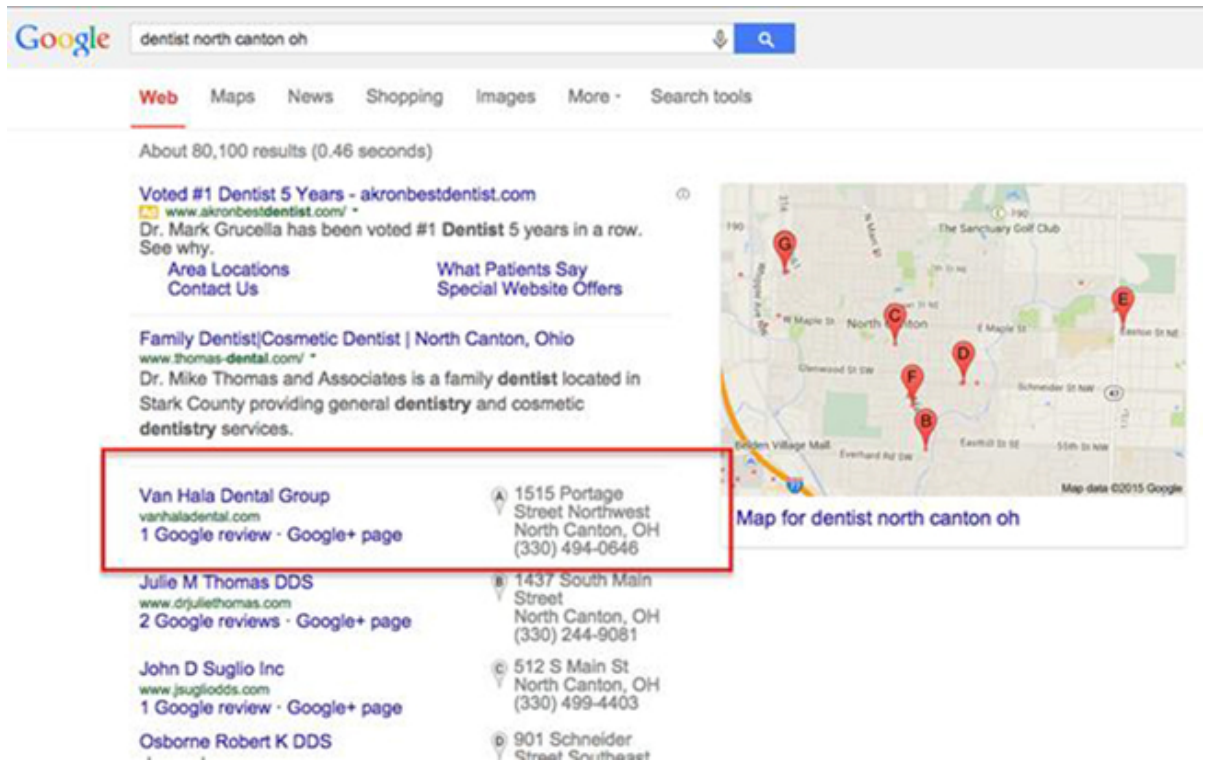
- New Leads Began to Increase Exponentially.
- These New Leads Listed the Internet As Their Primary Discovery Source.



Enhanced Search Results

Objective:

To have Van Hala Dental Group show up for all 'money' keyword searches.



The screenshot shows a Google search for "dentist north canton oh". The search bar at the top contains the text "dentist north canton oh" and a magnifying glass icon. Below the search bar, the navigation tabs are "Web", "Maps", "News", "Shopping", "Images", "More", and "Search tools". The "Web" tab is selected. The search results show "About 80,100 results (0.46 seconds)".

The first result is "Voted #1 Dentist 5 Years - akronbestdentist.com" with a link to "www.akronbestdentist.com/". Below this is a snippet about Dr. Mark Grucella being voted #1 Dentist 5 years in a row. To the right of this result is a map showing the location of the dentist in North Canton, OH, with a red pin labeled 'A'.

The second result is "Family Dentist|Cosmetic Dentist | North Canton, Ohio" with a link to "www.thomas-dental.com/". Below this is a snippet about Dr. Mike Thomas and Associates. To the right of this result is a map showing the location of the dentist in North Canton, OH, with a red pin labeled 'B'.

The third result is "Van Hala Dental Group" with a link to "vanhaladental.com" and "1 Google review · Google+ page". This result is highlighted with a red box. To the right of this result is a map showing the location of the dentist in North Canton, OH, with a red pin labeled 'C'.

The fourth result is "Julie M Thomas DDS" with a link to "www.drjuliethomas.com" and "2 Google reviews · Google+ page". To the right of this result is a map showing the location of the dentist in North Canton, OH, with a red pin labeled 'D'.

The fifth result is "John D Suglio Inc" with a link to "www.jsugliodds.com" and "1 Google review · Google+ page". To the right of this result is a map showing the location of the dentist in North Canton, OH, with a red pin labeled 'E'.

The sixth result is "Osborne Robert K DDS". To the right of this result is a map showing the location of the dentist in North Canton, OH, with a red pin labeled 'F'.

On the right side of the search results is a map titled "Map for dentist north canton oh" showing the locations of the dentists in North Canton, OH, with red pins labeled 'A' through 'F'.



Enhanced Search Results

Objective:

To have Van Hala Dental Group show up for all 'money' keyword searches.

The screenshot shows a Google search for "implant dentist north canton ohio". A red arrow points to the search bar. The search results show about 247,000 results in 0.59 seconds. The top results are for ClearChoice.com, SeattleDentalImplants.com, and olympiaimpressions.com. A red box highlights the Van Hala Dental Group listing, which is the first result. To the right of the text results is a map showing the location of Van Hala Dental Group (marked with a red pin labeled 'A') and other nearby dentists (marked with red pins labeled 'B', 'C', 'D', and 'E').

implant dentist north canton ohio

Web Maps News Shopping Images More - Search tools

About 247,000 results (0.59 seconds)

Dental Implants - ClearChoice.com
www.clearchoice.com/ *
Ready To Make a Change? Schedule a Free Consultation Today!

High tech dental implants - Drs - SeattleDentalImplants.com
www.seattledentalimplants.com/ *
Bryant & Junge offer the most advanced implant procedures. Dental Implants - Photo Gallery - Free Consultation - Testimonials

Dental Implants for \$699 - olympiaimpressions.com
www.olympiaimpressions.com/ * (877) 279-2923
Free Exam, Xray, and Consultation. Call today!
Invisalign - \$49 Cleaning/X-Ray/Exam - 1/yr Dental Care \$99 - ...
\$49 Dental Cleaning - \$1 Emergency Exam - Scared of the Dentist?

Van Hala Dental Group
vanhaladental.com
1 Google review · Google+ page

Julie M Thomas DDS
www.drjuliethomas.com
2 Google reviews · Google+ page

Thomas & Associates: Thomas Mich...
www.thomas-dental.com
1 Google review · Google+ page

Oshana Family Dental

A 1515 Portage Street Northwest North Canton, OH (330) 494-0646

B 1437 South Main Street North Canton, OH (330) 244-9081

C 1421 Portage Street Northwest North Canton, OH (330) 494-2111

D 901 Schneider

Map for implant dentist north canton ohio



Enhanced Search Results

Objective:

To have Van Hala Dental Group show up for all 'money' keyword searches..

The screenshot shows a Google search for "pediatric dentist north canton". A red arrow points to the search bar. The results page shows "About 44,700 results (0.55 seconds)". The first result is "Canton Pediatric Dentist - DrErwinSu.com" with a link to "www.drerwinsu.com/Pediatric_Dentist" and a phone number (330) 409-7271. The second result is "Pediatric Dentist - Special care for little smiles" with a link to "www.dradamlockdds.com/" and a phone number (330) 499-4403. The third result is "Thomas & Associates: Thomas Mich..." with a link to "www.thomas-dental.com" and a phone number (330) 494-2111. The fourth result is "John D Suglio Inc" with a link to "www.jsugliodds.com" and a phone number (330) 499-4403. The fifth result is "Van Hala Dental Group" with a link to "vanhaladental.com" and a phone number (330) 494-0646. The sixth result is "Osborne Family Dental" with a link to "www.osbornefamilydental.com" and a phone number (330) 499-1066. The seventh result is "Erwin T. Su, DDS - Pediatric Dentistry" with a link to "drerwinsu.com" and a phone number (330) 499-1066. A map on the right side of the results shows the location of Van Hala Dental Group (marked with a red pin) and other nearby locations (marked with red pins A, B, C, D, E, F, G). The map is titled "Map for pediatric dentist north canton".

Web Maps Shopping News Images More Search tools

About 44,700 results (0.55 seconds)

Canton Pediatric Dentist - DrErwinSu.com
www.drerwinsu.com/Pediatric_Dentist • (330) 409-7271
Board Certified Pediatric Dentist in Canton, OH. Book Appt Online!
Local Pediatric Dentist - Low Dose X-Rays - Urgent Dental Av...
6655 Frank Avenue, North Canton, OH
Dentistry for Kids Driving Directions
Pediatric Dental Services Request an Appointment

Pediatric Dentist - Special care for little smiles
www.dradamlockdds.com/ •
Call for an appointment.
What's New - A Little Bit About Us - About Dr. Adam - Tour Our Office

Thomas & Associates: Thomas Mich...
www.thomas-dental.com
1 Google review · Google+ page

John D Suglio Inc
www.jsugliodds.com
1 Google review · Google+ page

Van Hala Dental Group
vanhaladental.com
1 Google review · Google+ page

Osborne Family Dental
www.osbornefamilydental.com
Google+ page

Erwin T. Su, DDS - Pediatric Dentistry
drerwinsu.com
4 Google reviews · Google+ page

1421 Portage Street Northwest North Canton, OH (330) 494-2111

512 S Main St North Canton, OH (330) 499-4403

1515 Portage Street Northwest North Canton, OH (330) 494-0646

901 Schneider Street Southeast North Canton, OH (330) 499-1066

6655 Frank Avenue Northwest North Canton, OH

Map for pediatric dentist north canton



Enhanced Search Results

Objective:

To have Van Hala Dental Group show up for all 'money' keyword searches.

The screenshot shows a Google search for "affordable dentures north canton ohio". A red arrow points to the search bar. Below the search bar, the "Web" tab is selected. The search results show "About 13,400 results (0.52 seconds)". The first result is "Low Cost Dentures - Affordable Partial & Full Dentures" from aspendental.com. The second result is "Immediate Denture Service - gotoconceptdental.com". The third result is "Same Day Dentures \$315 - affordabledentures-canton.com". A map on the right shows the location of the search results in North Canton, Ohio. A red arrow points to the map. The map shows three locations marked with red pins: A (2737 Maret Place NE, Pleasant View Commons, Canton, OH), B (1515 Portage Street Northwest, North Canton, OH), and C (4550 Belden Village Street Northwest, Canton, OH). A red box highlights the entry for Van Hala Dental Group, which is marked with pin B. The entry for Van Hala Dental Group includes the name, website (vanhaladental.com), and a Google review link. The entry for Aspen Dental is also visible below Van Hala Dental Group.

affordable dentures north canton ohio

Web Maps Shopping News Images More - Search tools

About 13,400 results (0.52 seconds)

Low Cost Dentures - Affordable Partial & Full Dentures
www.aspendental.com/Dentures
Competitive Prices & Online Offers.
4550 Belden Village St NW, Canton, OH - (234) 300-2199
Pricing & Offers Find An Office
Money Back Guarantee Free Denture Consultation

Immediate Denture Service - gotoconceptdental.com
www.gotoconceptdental.com/ - (206) 925-3157
Same Day Dentures and Emergency Denture Services.
Schedule an Appt.
Sedation Dentistry - Testimonials - Dental Implant - Contact Us

Same Day Dentures \$315 - affordabledentures-canton.com
www.affordabledentures-canton.com/ - (330) 828-6346
Dentures Made Today, Not In Weeks Schedule Today In
Canton, OH
Same Day Dentures \$315 - Denture Solutions - View Our
Coupons
2737 Maret Place NE, Pleasant View Commons, Canton, OH

Affordable Dentures | Dentures Dentist - Canton, OH ...
www.affordabledentures.com/office/canton
2737 Maret Place NE, Pleasant View Commons, Canton, OH
44705 ... to fulfilling the denture needs of patients who travel
from Canton, North Canton, Louisville, ...

Affordable Dentures
affordabledentures.com
Google+ page

2737 Maret Place
Northeast
Canton, OH
(330) 249-3015

Van Hala Dental Group
vanhaladental.com
1 Google review · Google+ page

1515 Portage
Street Northwest
North Canton, OH
(330) 494-0646

Aspen Dental
www.aspendental.com
3.0 ★★★★★
5 Google reviews · Google+ page

4550 Belden
Village Street
Northwest
Canton, OH
(234) 300-2199

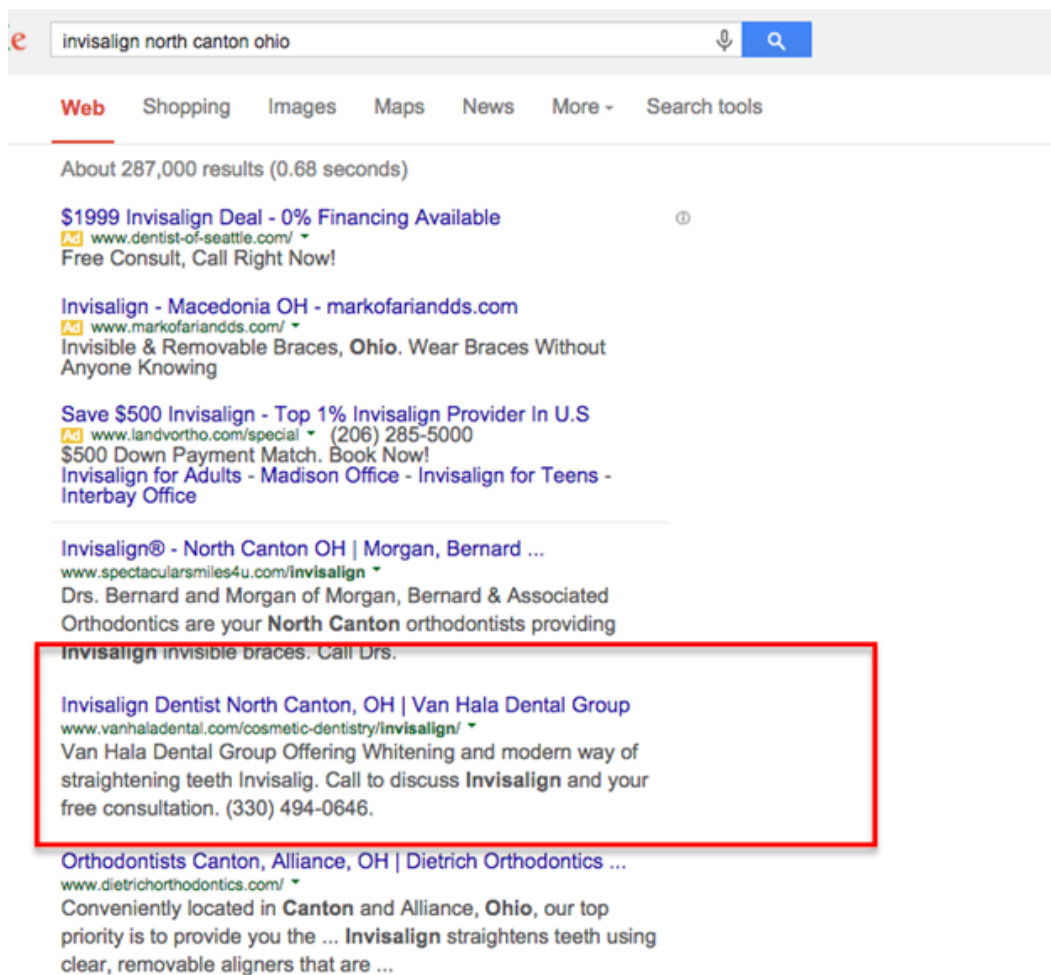
Map for affordable dentures north canton ohio



Enhanced Search Results

Objective:

To have Van Hala Dental Group show up for all 'money' keyword searches.



The image is a screenshot of a Google search results page for the query "invisalign north canton ohio". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, there are tabs for "Web", "Shopping", "Images", "Maps", "News", "More", and "Search tools". The "Web" tab is selected. The results show "About 287,000 results (0.68 seconds)". The first three results are paid advertisements, each preceded by a yellow "Ad" icon. The first ad is for "Invisalign Deal - 0% Financing Available" from "www.dentist-of-seattle.com". The second ad is for "Invisalign - Macedonia OH - markofariandds.com" from "www.markofariandds.com". The third ad is for "Save \$500 Invisalign - Top 1% Invisalign Provider In U.S" from "www.landvortho.com/special". The fourth result is an organic search result for "Invisalign® - North Canton OH | Morgan, Bernard ..." from "www.spectacularsmiles4u.com/invisalign". This result is highlighted with a red rectangular box. Below this, there is another organic search result for "Invisalign Dentist North Canton, OH | Van Hala Dental Group" from "www.vanhaladental.com/cosmetic-dentistry/invisalign/". This result is also highlighted with a red rectangular box. The final visible result is for "Orthodontists Canton, Alliance, OH | Dietrich Orthodontics ...".

invisalign north canton ohio

Web Shopping Images Maps News More - Search tools

About 287,000 results (0.68 seconds)

\$1999 Invisalign Deal - 0% Financing Available
Ad www.dentist-of-seattle.com/ Free Consult, Call Right Now!

Invisalign - Macedonia OH - markofariandds.com
Ad www.markofariandds.com/ Invisible & Removable Braces, Ohio. Wear Braces Without Anyone Knowing

Save \$500 Invisalign - Top 1% Invisalign Provider In U.S
Ad www.landvortho.com/special (206) 285-5000 \$500 Down Payment Match. Book Now!
Invisalign for Adults - Madison Office - Invisalign for Teens - Interbay Office

Invisalign® - North Canton OH | Morgan, Bernard ...
www.spectacularsmiles4u.com/invisalign
Drs. Bernard and Morgan of Morgan, Bernard & Associated Orthodontics are your **North Canton** orthodontists providing **Invisalign** invisible braces. Call Drs.

Invisalign Dentist North Canton, OH | Van Hala Dental Group
www.vanhaladental.com/cosmetic-dentistry/invisalign/
Van Hala Dental Group Offering Whitening and modern way of straightening teeth Invisalign. Call to discuss **Invisalign** and your free consultation. (330) 494-0646.

Orthodontists Canton, Alliance, OH | Dietrich Orthodontics ...
www.dietrichorthodontics.com/
Conveniently located in **Canton** and **Alliance, Ohio**, our top priority is to provide you the ... **Invisalign** straightens teeth using clear, removable aligners that are ...





What Were the Results?

When Dr. Van Hala called Firegang, his practice was stagnant and his web presence nearly non-existent. He had a website that he liked, but that website wasn't working for him. People searching in the area, couldn't find the site, nor could they find any listings for Van Hala Dental Group for the keywords dentist, cosmetic dentist, implants, Invisalign or for any other money' keyword terms. Something needed to change, especially if Dr. Van Hala Sr. wanted to leave a successful dental practice to his son, who he was priming to take over after retirement..

Initial Results

Borrowing heavily from the old site design, Firegang constructed a new website that was coded properly and focused on 'user engagement'. This appealed to the search engines and new patients alike, and the results were nearly instantaneous. Phone calls increased to 60-70 per month and new patient growth grew 1000% within a 10 mile radius.

Long Term Results

Dr. Van Hala is now able to retire while leaving a growing practice to his son. With the practice showing everywhere online in the local area for many top keyword terms and with new patient growth exploding from where it was only a year ago, Van Hala Dental Group is finally reaching its goals and providing quality dental care to hundreds of new patients in the North Canton, Ohio area.





Final Thoughts

The Van Hala Dental Group case study shows that having a flashy website just isn't enough. If that website can't be found online, it's pretty much useless. By taking the old design and infusing it with new technical aspects while making it as user friendly as possible, new patient growth began to occur nearly right away.

But a website alone didn't cause phone calls to increase to 60-70 per month. This was caused by the manual building of Van Hala's web presence across 50+ directories and nearly every corner of Google. The website and practice can now be found nearly everywhere online for people searching for dental care in North Canton, Ohio.

Not only were we pleased with the results, but Dr. Van Hala was very happy to learn that he can now retire comfortably while passing a very bright torch to his skilled and experienced son, the Junior Dr. Van Hala.





About Firegang

Firegang Dental Marketing has helped countless dental practices to skyrocket their bottom line by leveraging the latest new patient marketing tactics that effectively increase new patient flow. Firegang's mission is to get the best dental practices back on the map across the United States. They fully optimize each of their client's websites for local, organic and paid search results so that new patients see the best practices when they look for a dentist in their area.

But what truly makes Firegang stand out from the competition?

Results.

We focus on getting more new patients into dental practices. Of course we track things like website traffic, phone calls, and other metrics. But if our clients aren't getting more new patients, then we know something is wrong. Working strictly with dental practices, we create customized marketing campaigns and provide a truly tailored experience in an effort to help the practice grow.

If you're interested in Firegang Dental Marketing for your practice, or you want our experts to take a look at your unique situation, then go to the link below to get a free one-on-one personalized marketing assessment. Let's find out how we can help you grow!

product.firegang.com/assessment/

