

HOW A CANADIAN DENTAL CLINIC 3.6×'D ITS TRAFFIC AND GENERATED 218 PATIENT ENQUIRIES IN UNDER 6 MONTHS

Client: A multi-location dental clinic in Canada

Industry: Dental / Healthcare

Services: Local SEO · Google Business Profile · Google Ads · Conversion Tracking & Automation

Period: January 1 – June 12, 2026 (compared with July 22 – December 31, 2025)

THE SNAPSHOT

METRIC	BEFORE (JUL–DEC 2025)	AFTER (JAN–JUN 2026)	CHANGE
Website users	2,998	10,729	+258%
New users	2,968	10,685	+260%
Google Search clicks (GSC)	1.75K	6.56K	+275%
Google Search impressions	213K	1.13M	+430%
Organic search users	1,584	5,847	+269%
Google Business Profile sessions	378	1,245	+229%
Tracked patient enquiries	Not tracked	218	—

Source: Google Analytics 4 and Google Search Console, exported June 12, 2026.

THE STARTING POINT

When we took over, the clinic's website was doing what most clinic websites do: existing.

Around 500 visitors a month, no conversion tracking of any kind — zero key events recorded in Google Analytics — and no way to answer the only question that matters: *"Which marketing is actually bringing in patients?"*

They weren't invisible. They were unmeasured. And you can't grow what you can't see.

WHAT WE BUILT

We don't sell ads. We build the complete lead infrastructure. For this clinic, that meant four layers:

1. Conversion tracking first, everything else second.

Before spending a rupee — or in this case, a dollar — we wired up full tracking: calls, form fills, booking enquiries. Every channel now reports the exact number of patient enquiries it produces. In under six months, the system logged **556 key events and 218 attributed conversions**.

2. Local SEO engineered for patient searches.

Search impressions grew from 213K to **1.13 million** and clicks from 1.75K to **6.56K** in six months, with average position improving from 15.2 to 13.8. Organic search became the site's largest traffic source at 54.5% of all users — up 269% over the previous period.

3. Google Business Profile as a lead channel, not a listing.

Sessions arriving from the clinic's Business Profile nearly **tripled (+229%)** — and those visitors were the most engaged on the entire site, with a 64.8% engagement rate. For local healthcare, the map pack is the front door.

4. Google Ads layered on top — not instead.

With organic doing the heavy lifting, paid campaigns were introduced to capture high-intent searches the site didn't yet rank for. Paid channels delivered 88 additional conversions.

THE RESULT THAT MATTERS

Of the 218 tracked patient enquiries:

- **93 came from organic search — at \$0.00 in ad cost.** That's 42.6% of all conversions from a channel that keeps compounding after the work is done.
- Direct, referral and social added another 36 zero-cost conversions.
- **Blended cost per enquiry across everything: \$32.63** — including all ad spend of \$7,128.

59% of all patient enquiries cost the clinic nothing in media spend. The paid campaigns filled the gaps while the organic engine was built — exactly the sequence most agencies run in reverse.

And one small signal of what's next: the clinic recorded its first visitor arriving from an **AI assistant** — a channel that didn't exist in their analytics a year ago. We're already optimizing for it.

WHY THIS WORKED

Most agencies pick a lane — SEO agency, ads agency, social agency — and interpret every problem as their lane's problem.

We built the system: tracking so every dollar is accountable, organic for compounding zero-cost leads, Business Profile for the local map pack, and paid search to capture demand immediately. Remove any one layer and the numbers above don't happen.

No lock-in contracts. Weekly transparent reporting. Real numbers — the screenshots behind this case study are available on request.

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