

£16 000 worth of new treatments

A case study with a focus on Search Engine Optimisation, Pay Per Click and Conversion Rate Optimisation

JIVA DENTAL

Kingston Upon Thames based Jiva Dental is a dental practice with a difference, offering nutritional advice and Indian head massages in addition to teeth whitening, cosmetic treatments and dental implants.

Soon after it opened in 2006, the practice launched a website using a complex code that made it difficult for search engines to pick up and limiting its appearance in Google search results. Return On Digital's task was to provide a site that was more visible to search engines and, more importantly, increased the number of enquiries from potential new patients.

The Project

The starting point was to redevelop the existing website using search engine friendly code, along with quality design that would generate new patient enquiries. Once this had been completed, a web marketing strategy was implemented using Search Engine Optimisation (SEO), Pay Per Click (PPC) and Conversion Rate Optimisation (CRO) in a combined approach that ensured a strong return on Investment. Strategic use of social media and online PR also helped increase brand awareness and support for other marketing strategies.

Client Testimonial

"The whole team at Return have been a pleasure to work with. They're very professional, easy to communicate with, and do exactly what they say they will. I have been happy from the outset, from the modifications they made to my existing (if invisible!) website to the site optimisation and managing of my Google Adwords account. In the first 3 months from the new site going live, the interest in our services has multiplied and we have received many quality leads that have easily recouped the initial investment. As time goes on, the Return on Digital team is helping to streamline our web marketing activities, so I have no doubt there will be an even greater increase in revenue from new clients."

“ I am looking forward to a long and profitable relationship with Return and would have no hesitation in recommending their services - these guys really know what they're doing! ”

Dr Bob Bhamra, Jiva Dental

256% Return on Digital

Objectives

- Generate a significant rise in the number of enquiries for all treatments
- Increase the amount of relevant traffic to the site within the budget set
- Strengthen the brand of Jiva Dental online

Key Challenges

- To achieve Jiva's objectives whilst keeping the look and feel of their branded, but underperforming site
- Operating in the increasingly competitive cosmetic dentistry market

The Results

In just 5 months of working with Jiva Dental Return have created:

- An average of 7 enquires a week with an average conversion rate of at least 50%
- A site that now ranks for 100% of all selected key words on Google
- 63.8% increase in site visibility for their top 18 key words
- Over 200 interactions with the brand through different social media channels
- £16,000 worth of new treatments from a budget of £6,250

Find out how you can create or improve your return on digital. For a **FREE CONSULTATION** talk to us today

t: **0845 86 22 122**
e: **results@returnondigital.com**
w: **www.returnondigital.com**

Jiva Dental

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