



Case Study

## BOOSTING FORT FAMILY DENTAL TO THE TOP OF GOOGLE'S SEARCH RESULTS

Fort Family Dental is a family-owned and operated dental practice in Fort Atkinson, WI. Established in 1979, it has been the premier dental care service provider to the greater Fort Atkinson community ever since. The practice has distinguished itself from others due to its keen focus on preventive care and diagnostic practices to minimize the need for expensive dental procedures and pain in the future.





## CHALLENGE

Fort Family Dental wanted to rank for keywords when people searched for dental diagnostics, hygiene, and preventive care queries. As these keywords can be less specialized, our challenge was to create contextual linking and highly optimized content to support the business' aims.

# STRATEGY

Based on the Fort Family Dental website audit, we identified four key growth sectors — on-page SEO, off-page link building, local SEO, and custom website visuals. Armed with the knowledge and a clear direction, we got to work.

## On-page SEO

We refreshed the website copy to emphasize dental diagnostics and family care, using keywords like "front tooth implant Fort Atkinson" and "dental implants Fort Atkinson." We also improved internal linking and addressed technical issues with page speed and schema markup.

## Link-building

Our off-page strategy focused on enhancing the backlink profile through outreach, content marketing, and review management, alongside improving internal linking.

## Local SEO

We optimized Fort Family Dental's Google Business Profile to enhance local visibility, ensuring the business is prominently featured in relevant searches.

## Custom Website Visuals

We minimized stock imagery and created custom visuals to showcase Fort Family Dental's uniqueness, authenticity, and community connection.





# RESULTS



50% Increase in organic traffic in a year

10+ local keywords ranked on Google's first page



Improved lead conversion through the website form

Greater GBP visibility led to a better brand reputation and an increase in calls and queries



Getting the exclusive top positions on Google's first page for our client has been a truly rewarding experience for us. We are extremely pleased with the way this has helped our client gain a huge boost in online visibility, traffic, and conversions. But the work has only just begun. Here's to many more years of success and progression!



## CONCLUSION

Seeing our client enjoying the #2 position on Google's first page for their preferred keywords has been a wonderful achievement. Their improved online visibility and an increasingly positive brand reputation have allowed them to expand their business, serve more patients more effectively, and even create new jobs in the community. We congratulate them on this amazing feat and hope to be a part of their progress for many years to come!

## CONTACT US

Curious to see if we can replicate these same amazing results for your business too? Book a consultation with us by filling out the form on our website:

<https://dentalrepute.com> or call us at **888-715-2213**.