

Local SEO Case Study

How Bright Smile Dental Clinic Increased Patient Bookings by 60% with Strategic Local SEO

🦷 Bright Smile Dental Clinic, London, UK

Client Overview



Bright Smile Dental Clinic

📍 London, UK

🏥 Family and Cosmetic Dental Clinic

📌 Modern clinic with poor digital visibility, relied heavily on walk-in patients

The Problem

Bright Smile Dental Clinic was facing several critical local SEO challenges that were limiting their online visibility and patient acquisition:

- ⚠ Google Business Profile (GBP) missing key services
- ⚠ NAP (Name, Address, Phone) inconsistencies across online directories
- ⚠ No keyword optimization on their website or GBP
- ⚠ Only 5 outdated reviews with no recent patient feedback

Our Strategy

We implemented a comprehensive local SEO strategy focused on improving visibility, credibility, and patient engagement:

- ✓ GBP service updates & FAQs to address common patient questions
- ✓ Dental-specific citation building on WhatClinic, Healthgrades, Yelp
- ✓ Review request automation to encourage recent patient feedback
- ✓ Blog posts for common dental questions to establish expertise

Tools Used



BrightLocal

Local rank tracking & citation management



Screpy

SEO audit & monitoring



GSC

Google Search Console analytics



Canva

Visual content creation

Results

+290%

Impressions

+220%

Clicks

+240%

Calls

#6

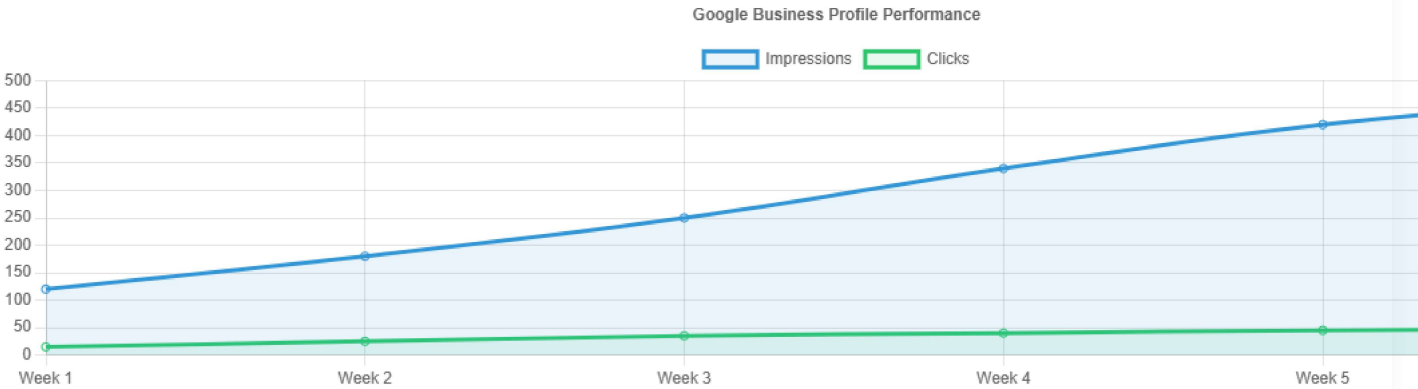
Previous Ranking



#2

Current Ranking

Google Business Profile Insights



Call Volume Increase

Patient Inquiries via Phone

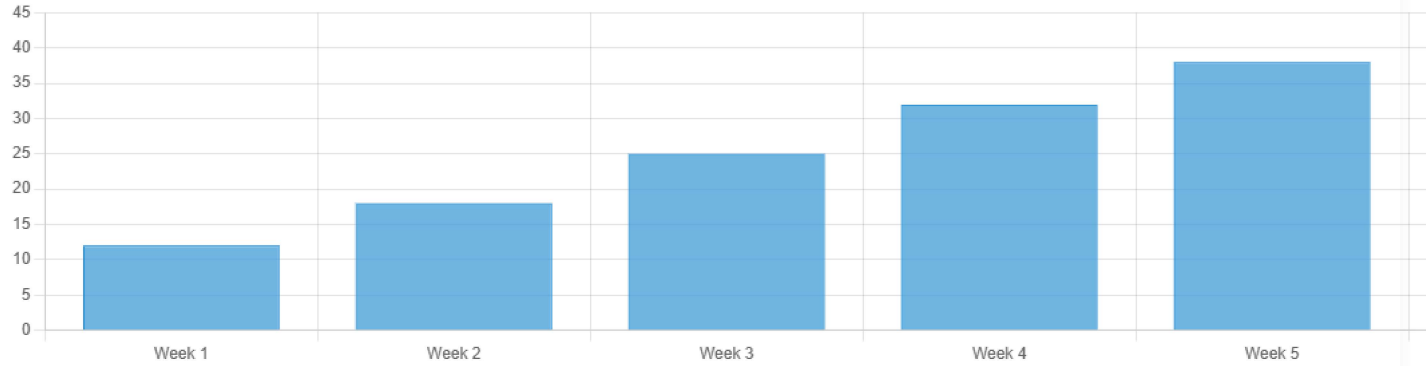
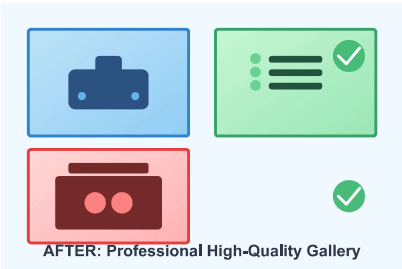


Photo Update Comparison



Before: Limited, outdated photos



After: Professional, comprehensive gallery

Client Testimonial

"Within 6 weeks, our new patient bookings rose by 60%! Mousume's SEO strategy worked wonders. We went from relying on walk-ins to having a steady stream of new patients booking appointments online. The investment has paid for itself multiple times over."

— Dr. Sarah Johnson, Owner, Bright Smile Clinic

Is your dental practice struggling to attract new patients online? Let us help
you transform your digital presence and grow your practice.

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