



Pinellas Oral Surgery's Digital Transformation



Client:

Pinellas Oral Surgery, Pinellas Park, FL

Specialization:

Dental Implants and Wisdom Teeth Removal

Challenge:

Low website traffic, poor search engine visibility

Objective:

Increase online presence and patient engagement

The Challenge

The primary challenge for Dot Kom, a digital marketing agency, was to transform this underperforming website into a high-traffic, search engine-friendly platform. The goals were clear:

- Enhance online visibility.
- Increase website traffic.
- Improve search engine rankings.

The Strategy

Dot Kom approached the problem with a comprehensive digital marketing plan:

Website Optimization:

Redesigning the website for user-friendliness and SEO.

Content Strategy:

Creating informative and engaging content focused on oral surgery services.

SEO Tactics:

Implementing on-page and off-page SEO strategies.

Keyword Analysis:

Targeting specific keywords related to dental implants and wisdom teeth removal.

Performance Tracking:

Regularly monitoring website analytics to gauge progress and adjust strategies.

Background

Pinellas Oral Surgery, a renowned oral surgery center and surgeon Dr. José F. Lázaro, in Pinellas Park, Florida, was struggling with digital visibility. Despite offering specialized services in dental implants and wisdom teeth removal, their online presence was almost non-existent. The existing website suffered from limited traffic and lacked search engine optimization.

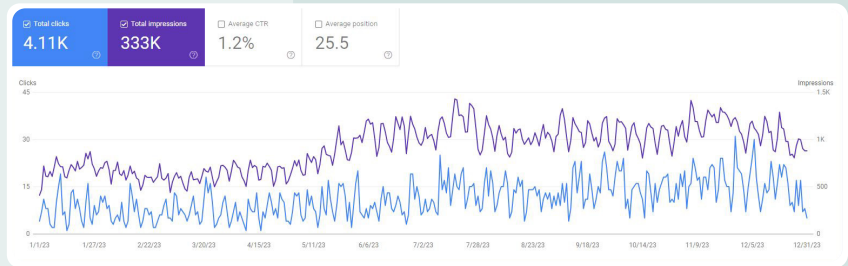
The Implementation

Dot Kom revamped the Pinellas Oral Surgery website with:

An intuitive design that improved user experience.

SEO-optimized content that highlighted the clinic's expertise in dental implants and wisdom teeth removal.

Strategic keyword inclusion, focusing on relevance and search volume.



Results

The results were remarkable:

In 2023, the website attracted **7,893** users to the homepage - a staggering **94.3% increase** from 4,061 users in 2022.

The site recorded nearly **333,000 impressions** in 2023.

Organic traffic soared to **5,510** in 2023, up from 2,418 in 2022, marking a **127% increase**.

The website now ranks for over **51 keywords**, with **18 keywords** in the top 10 Google search results.

Conclusion

Dot Kom's strategic approach brought Pinellas Oral Surgery to the forefront of digital presence in their field. The substantial increase in website traffic and search engine rankings not only enhanced the clinic's online visibility but also positioned them as a leading oral surgery provider in the St Petersburg, Florida area.

	2022 Traffic:	2023 Traffic:	
Total:	4061	7893	94.3% increase over 2022
Organic:	2418	5510	127% increase over 2022
Direct:	1549	2203	
Referral:	79	48	
Social:	109	156	