




# SEO Campaign for Floss & Smile

Dunstable, UK — A comprehensive SEO strategy that transformed local visibility and drove a 350% increase in organic traffic

 Background

## The Challenge

**Business Profile**


Dental clinic in Dunstable offering general dentistry, cosmetic dentistry, preventive care, and specialist services. Despite being well-regarded locally, the practice struggled to convert their reputation into online visibility.

**Key Goals**


- ✓ Increase online visibility in local search
- ✓ Grow organic traffic to the website
- ✓ Drive more new patient bookings




## Challenges & Opportunities

**Low Local Search Visibility**


Website didn't rank for high-intent local keywords like "dentist Dunstable," "cosmetic dentist near me," or "teeth whitening in Dunstable."

**Under-Optimised Website**

Service pages lacked clear structure, meta titles and descriptions needed localisation, and internal linking was weak.

**Limited Off-Site Authority**

Few high-quality backlinks and inconsistent local citations (NAP) across directories, undermining trust and local SEO.

 Strategy

## Three-Pronged Approach

**A. On-Site SEO (Technical & On-Page)**

**SEO Audit & Keyword Research**

- Full technical SEO audit: page speed, mobile-friendliness, schema
- Keyword research focused on local, service-based terms
- Mapped keywords to site architecture and service pages

**Site Structure & Content**

- Optimised meta titles, descriptions, headers with local keywords
- Created content reflecting patient intent and FAQs
- Improved internal linking to guide users to booking pages

**B. Off-Site SEO (Local & Authority Building)**

**Google Business Profile**

- Claimed and verified GBP profile with accurate NAP
- Added high-quality images of clinic and team
- Implemented review request and management process

**Link Building & Citations**

- Submitted to high-quality healthcare directories
- Guest posts on dental and local health blogs
- Ensured NAP consistency across all platforms


**C. Content Marketing & Conversion Optimisation**

**Blog & Resource Content**

- Published regular blog posts on dental health topics
- Created hyper-local content for Dunstable area
- Included strong calls to action in all content

**Conversion Rate Optimisation**

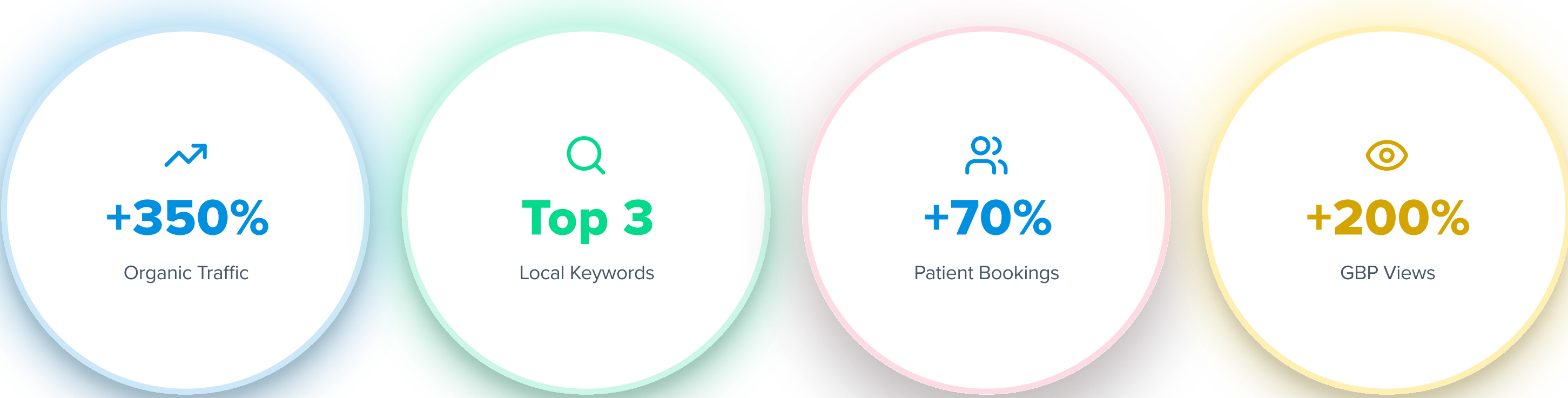
- Redesigned booking forms to reduce friction
- Added prominent CTAs on all service pages
- Inserted trust signals: testimonials and reviews


 Impact

## The Results

By running this SEO campaign over 12 months, Floss & Smile achieved measurable growth in organic visibility, traffic, and patient bookings


### Performance Metrics



 Rankings

## Top 3


positions achieved for major high-intent terms: "dentist Dunstable," "teeth whitening Dunstable," and "cosmetic dentist Dunstable."

 Growth


## +350%

increase in organic traffic over 12 months with consistent month-over-month growth across all service pages.


## Business Impact & ROI

**Sustainable Growth**


SEO led to a predictable, scalable source of new patient leads, reducing dependence on paid advertising over time.

**Brand Authority**

Steady stream of educational content and positive reviews established Floss & Smile as a thought leader locally.

**Increased Revenue**

More bookings translated to higher revenue, especially for high-value services like cosmetic dentistry and implants.

**Long-Term Value**

Backlink and content investments have compounding value, boosting visibility beyond the initial campaign.

The campaign not only increased organic traffic and search rankings but also translated into a meaningful uplift in new patient bookings, driving a strong ROI and positioning the clinic for long-term success.

## Lessons Learned & Best Practices

**1 Local SEO is Critical**

For dental clinics, showing up in Google Maps and local packs is often just as important as organic results.

**2 Content Must Reflect Patient Intent**

Educational blog posts and service pages help convert patients at different stages of their decision journey.

**3 Healthcare Link Building**

Focus on relevant, authoritative dental or health-related sites, and local partnerships for quality backlinks.

**4 Track Conversions, Not Just Traffic**

Booking numbers, calls, and form submissions are the real bottom-line metrics that matter.

**5 Continuous Iteration Wins**

SEO isn't "set and forget." Ongoing optimisation based on data is essential for sustained success and competitive advantage.

**www.flossandsmile.co.uk**

Case Study: 12-Month SEO Campaign | Dunstable, UK