

SEO CASE STUDY

# Macquarie Dental Commercial SEO Performance

A client-ready review of organic search visibility, commercial keyword demand, treatment-led discovery and estimated patient lead value.

**Website**  
macquariedental.com.au

**Reporting period**  
05 Feb 2025 - 04 Jun 2026

**19,609**

ORGANIC CLICKS

**7,641**

COMMERCIAL CLICKS

**382**

ESTIMATED LEADS

**5%**

CONVERSION RULE

Lead estimates use the source document's agreed 5% conversion assumption on commercial organic clicks. No previous-period comparison was supplied, so this case study does not claim Search Console traffic growth.

## CASE STUDY SNAPSHOT

## Organic search captured both brand demand and high-intent treatment searches across Sydney.

**19,609**

TOTAL ORGANIC CLICKS

**11.79M**

TOTAL IMPRESSIONS

**7,641**

COMMERCIAL CLICKS

**382**

ESTIMATED LEADS

### Executive summary

Macquarie Dental generated 19,609 organic clicks during the available Google Search Console period. The commercial keyword set contributed 7,641 clicks from searches more likely to lead to enquiries, calls and bookings. At the agreed 5% conversion assumption, that commercial segment represents approximately 382 estimated leads.

Commercial visibility spanned branded clinic searches, Invisalign and orthodontics, local dentist terms, emergency and extraction intent, cleaning and plaque treatment, cosmetic dentistry, dental implants and facial / TMJ services.

### Measurement note

**7,641 commercial clicks x 5% = approximately 382 estimated leads.**

This is an estimate from search-click intent, not a direct CRM attribution count. The source does not provide a comparison period, so this document avoids unsupported before-and-after growth claims.

### Overall Search Console performance

- ✓ 19,609 total organic clicks
- ✓ 11,794,044 total impressions
- ✓ 0.17% average CTR
- ✓ 21.63 average position

### Patient-intent focus

- ✓ Brand and clinic searches
- ✓ Invisalign and orthodontics
- ✓ Emergency, root canal and extraction
- ✓ Cosmetic, implant and local dentist demand

## COMMERCIAL KEYWORD HIGHLIGHTS

## Branded terms were exceptionally strong, with meaningful demand also coming from treatment and cost searches.

The source prioritizes queries showing patient intent through brand, location, treatment, price, emergency or dentist-service language.

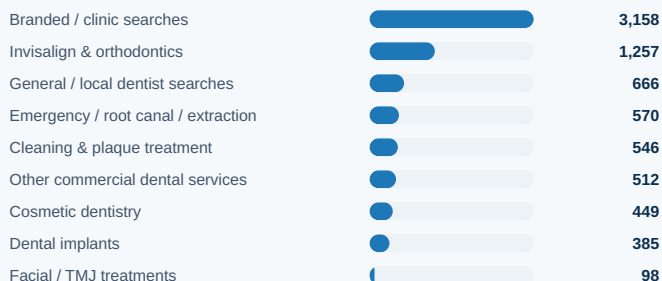
| Query                    | Clicks | Impressions | CTR    | Avg. Pos. | Intent                    |
|--------------------------|--------|-------------|--------|-----------|---------------------------|
| macquarie dental         | 2,184  | 7,996       | 27.31% | 2.49      | Branded / clinic          |
| invisalign cost          | 414    | 59,188      | 0.70%  | 9.56      | Invisalign / orthodontics |
| invisalign cost sydney   | 294    | 12,063      | 2.44%  | 5.16      | Invisalign / orthodontics |
| plaque removal           | 263    | 155,315     | 0.17%  | 4.05      | Cleaning / plaque         |
| macquarie dental sydney  | 202    | 552         | 36.59% | 1.04      | Branded / clinic          |
| macquarie dental cbd     | 148    | 383         | 38.64% | 1.01      | Branded / clinic          |
| tooth extraction cost    | 104    | 11,893      | 0.87%  | 13.66     | Emergency / extraction    |
| composite bonding sydney | 97     | 8,901       | 1.09%  | 7.21      | Cosmetic dentistry        |
| maquarie dental          | 84     | 791         | 10.62% | 4.13      | Branded / clinic          |
| dentist sydney           | 81     | 24,711      | 0.33%  | 16.10     | General / local           |
| dentist sydney cbd       | 80     | 12,824      | 0.62%  | 8.68      | General / local           |
| root canal pain          | 72     | 19,988      | 0.36%  | 40.09     | Emergency / root canal    |
| neil lutton              | 69     | 256         | 26.95% | 1.69      | Branded / clinic          |
| invisalign sydney        | 67     | 28,628      | 0.23%  | 11.28     | Invisalign / orthodontics |
| macquarie street dental  | 66     | 2,082       | 3.17%  | 3.75      | Branded / clinic          |
| dr neil lutton           | 53     | 146         | 36.30% | 1.47      | Branded / clinic          |

**Commercial highlights:** "macquarie dental" generated 2,184 clicks at an average position of 2.49. "invisalign cost" generated 414 clicks, while "invisalign cost sydney" produced 294 clicks at an average position of 5.16. Branded Sydney / CBD variations achieved particularly high CTRs in the source query set.

## COMMERCIAL INTENT BREAKDOWN

The commercial search mix extends well beyond brand terms into orthodontic, urgent, cosmetic and implant demand.

## Clicks by intent group



| Intent Group                        | Clicks | Est. Leads |
|-------------------------------------|--------|------------|
| Branded / clinic searches           | 3,158  | 158        |
| Invisalign & orthodontics           | 1,257  | 63         |
| General / local dentist searches    | 666    | 33         |
| Emergency / root canal / extraction | 570    | 28         |
| Cleaning & plaque treatment         | 546    | 27         |
| Other commercial dental services    | 512    | 26         |
| Cosmetic dentistry                  | 449    | 22         |
| Dental implants                     | 385    | 19         |
| Facial / TMJ treatments             | 98     | 5          |

## Largest commercial segments

- ✓ Branded / clinic: 3,158 clicks, 158 estimated leads
- ✓ Invisalign & orthodontics: 1,257 clicks, 63 estimated leads
- ✓ General / local dentist: 666 clicks, 33 estimated leads
- ✓ Emergency / root canal / extraction: 570 clicks, 28 estimated leads

## Additional treatment demand

- ✓ Cleaning & plaque treatment: 546 clicks
- ✓ Other commercial dental services: 512 clicks
- ✓ Cosmetic dentistry: 449 clicks
- ✓ Dental implants: 385 clicks
- ✓ Facial / TMJ treatments: 98 clicks

## TOP ORGANIC PAGES

## Service-cost and educational content supported large-scale discovery alongside the homepage and brand demand.

| Page                                                              | Clicks | Impressions | CTR   | Avg. Position |
|-------------------------------------------------------------------|--------|-------------|-------|---------------|
| /                                                                 | 5,247  | 581,339     | 0.90% | 25.03         |
| /the-cost-of-invisalign-in-sydney-australia/                      | 1,468  | 318,565     | 0.46% | 17.15         |
| /how-to-remove-plaque-from-teeth/                                 | 1,139  | 4,946,936   | 0.02% | 7.42          |
| /how-much-does-it-cost-to-get-a-tooth-filling-in-australia/       | 952    | 284,099     | 0.34% | 22.68         |
| /how-much-does-teeth-cleaning-cost/                               | 940    | 254,004     | 0.37% | 17.17         |
| /sinus-and-tooth-pain-what-sydney-dentists-want-you-to-know/      | 694    | 194,485     | 0.36% | 24.43         |
| /about-us/                                                        | 608    | 104,011     | 0.58% | 25.47         |
| /a-look-at-the-out-of-pocket-costs-of-tooth-extraction-in-sydney/ | 541    | 108,145     | 0.50% | 18.95         |

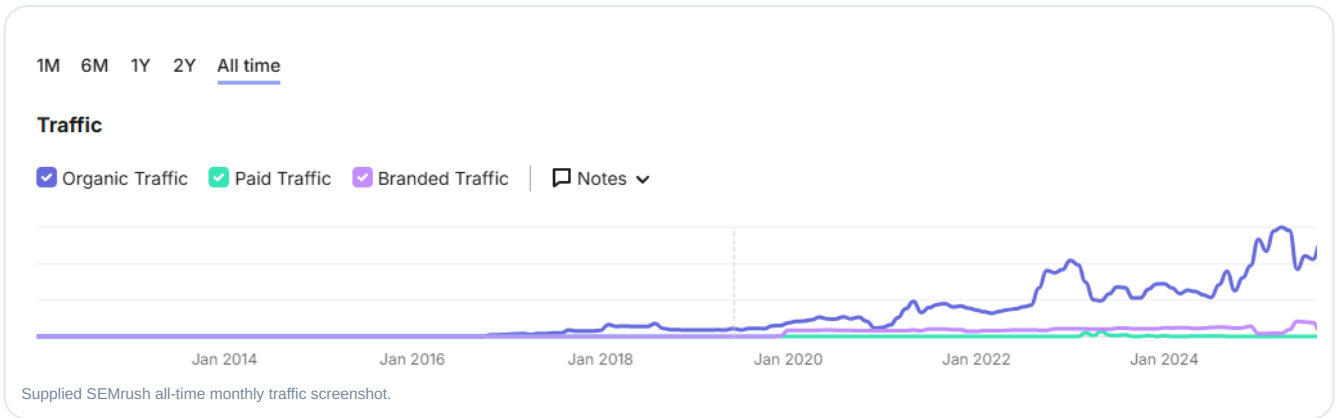
## SEO ACTIVITIES COMPLETED

| SEO Activity                                           | Purpose                                                                                            |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Technical SEO audit and crawlability improvements      | Improve technical health, crawlability and indexation.                                             |
| On-page SEO for core service and location pages        | Strengthen relevance for treatments and local searches.                                            |
| Commercial keyword targeting                           | Prioritize Invisalign, implants, veneers, bonding, root canal, emergency and Sydney dentist terms. |
| Meta title and meta description optimization           | Improve SERP relevance and presentation.                                                           |
| Internal linking                                       | Connect service pages, blogs and high-intent landing pages.                                        |
| Content optimization                                   | Support dental service and cost-related searches.                                                  |
| Local SEO alignment                                    | Strengthen Sydney and Sydney CBD search relevance.                                                 |
| Schema, page structure, UX and conversion improvements | Support search understanding and patient enquiry pathways.                                         |

**Interpretation:** The page mix shows SEO serving both immediate commercial searches and broader informational discovery. The source specifically identifies the Invisalign cost page, plaque-removal content, treatment-cost pages and the homepage among the leading organic landing pages.

## SEMRUSH SUPPORTING SCREENSHOT

## The all-time trend provides broader third-party context around organic, branded and paid search visibility.



### What the visual adds

The screenshot shows the long-run organic traffic trajectory and recent volatility across the domain. It is useful as supporting context alongside the Search Console case-study figures.

### Not used for unsupported growth claims

The Google Search Console source does not include a previous comparison period. For that reason, this third-party chart is shown as contextual evidence rather than used to calculate a Search Console growth percentage.

## CURRENT VISIBILITY SNAPSHOT

The supplied overview adds authority, organic keyword, backlink and AI-search visibility context.

1.8K

ORGANIC TRAFFIC

4.6K

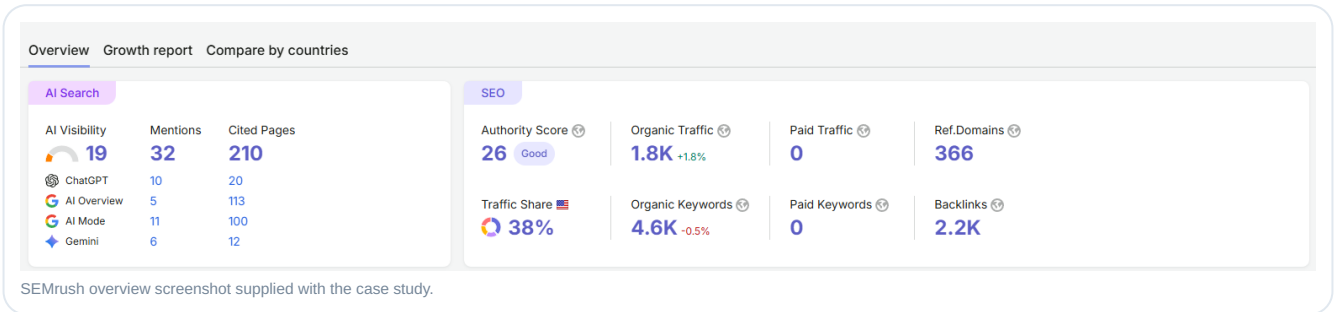
ORGANIC KEYWORDS

366

REF. DOMAINS

2.2K

BACKLINKS



19

AI VISIBILITY

32

AI MENTIONS

210

CITED PAGES

26

AUTHORITY SCORE

## SEO snapshot

The overview reports organic traffic of **1.8K (+1.8%)**, **4.6K organic keywords (-0.5%)**, 366 referring domains, 2.2K backlinks and an Authority Score of 26. Paid traffic and paid keywords are shown as zero.

## AI search snapshot

AI Visibility is shown as 19, with 32 mentions and 210 cited pages. The panel includes citation activity across ChatGPT, Google AI Overview, AI Mode and Gemini.

## CASE STUDY SUMMARY

# A commercially focused SEO footprint spanning brand, orthodontic, local and treatment-led dental demand.

Macquarie Dental generated **19,609 organic clicks** during the available Search Console period. Of these, **7,641 clicks** were classified as commercial, resulting in approximately **382 estimated leads** under the source document's 5% conversion assumption.

**19,609**

ORGANIC CLICKS

**7,641**

COMMERCIAL CLICKS

**382**

ESTIMATED LEADS

**5%**

CONVERSION ASSUMPTION

### KEY TAKEAWAY

The strongest commercial value came from branded / clinic demand, with substantial additional visibility across Invisalign, local dentist, emergency / extraction, plaque treatment, cosmetic and implant searches. The source does not provide a comparison period, so this case study deliberately reports generated traffic and estimated lead value rather than claiming Search Console growth.