

SEO CASE STUDY

Dental Specialists Organic Search Performance

A client-ready performance review focused on specialist dental visibility, commercial search intent, local discovery and estimated patient enquiries.

Website
dentalspecialists.com.au

Search Console period
03 Feb 2025 - 02 Jun 2026

6,774

ORGANIC CLICKS

2,270

COMMERCIAL CLICKS

114

ESTIMATED LEADS

1,209,959

IMPRESSIONS

Lead estimates use the agreed model of commercial organic clicks x 5%. No comparison period was supplied, so this report presents generated performance rather than before-and-after growth claims.

EXECUTIVE SUMMARY

Organic search captured meaningful specialist, doctor-led and treatment-specific demand.

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IMPRESSIONS

What the Search Console data shows

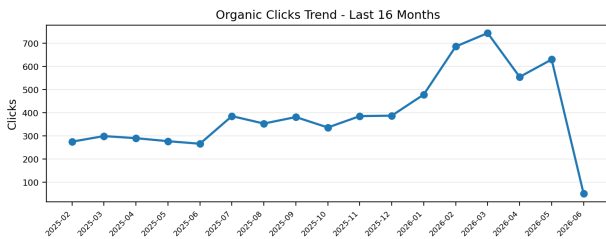
- ✓ Dental Specialists generated 6,774 organic clicks and 1,209,959 impressions during the available export period.
- ✓ 2,270 clicks came from commercial and local-intent specialist dental queries, equal to 33.51% of total organic clicks.
- ✓ Using the agreed 5% benchmark, commercial traffic represents approximately 114 estimated patient leads.
- ✓ The strongest commercial themes were doctor and brand discovery, local Turramurra specialist searches, crown/prosthetic treatments and orthodontic queries.

Methodology

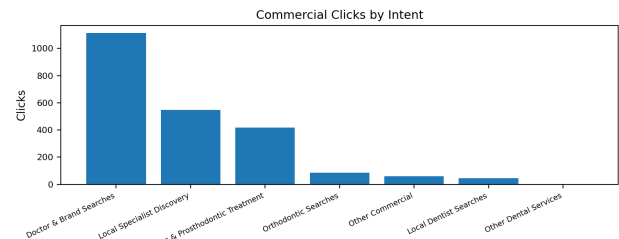
The case study prioritizes searches closest to a patient decision: doctor discovery, specialist clinic selection, local intent and treatment-specific research.

Lead model:

2,270 commercial clicks x 5% = **~114 estimated leads.**



Organic clicks trend from the supplied Google Search Console data.



Commercial clicks by intent segment.

CHALLENGE & EXECUTION

Specialist SEO was structured around trust, location relevance and treatment-level discovery.

The SEO challenge

- ✓ Improve visibility for Dental Specialists and doctor-led discovery searches.
- ✓ Capture local searches around Turrumurra dental specialists and dentists.
- ✓ Strengthen service visibility for orthodontics, crowns, zirconia crowns, prosthodontics, dentures and related treatments.
- ✓ Use technical, on-page, content and local SEO improvements to support commercial pages.

Business context: Informational queries support authority, but the portfolio value is strongest when users are evaluating a doctor, specialist practice, treatment option or local provider before booking.

SEO work completed

- ✓ Technical SEO audit and crawlability improvements
- ✓ On-page optimization for specialist service pages and location-focused pages
- ✓ Commercial keyword targeting around dental specialists, Turrumurra dentists, orthodontics, crowns, zirconia crowns, prosthodontics, dentures, and treatment-cost searches
- ✓ Meta title and description improvements to support search visibility and click-through rate
- ✓ Internal linking between commercial service pages and supporting educational content
- ✓ Content optimization for patient education and high-intent specialist service discovery
- ✓ Schema and local SEO improvements where applicable
- ✓ Ongoing Search Console review to identify keywords with patient lead potential

33.51%

COMMERCIAL TRAFFIC SHARE

1,114

DOCTOR/BRAND CLICKS

548

LOCAL SPECIALIST CLICKS

418CROWN/PROSTHODONTIC
CLICKS

HIGH-INTENT SEARCH PERFORMANCE

Doctor and brand discovery generated the largest share of commercial clicks.

The exported query set identified 2,270 commercial clicks from specialist, local, doctor-led and treatment-specific searches. These are the queries most closely aligned with patient enquiries and appointment opportunities.

Commercial Intent Segment	Clicks	Impressions	Est. Leads @ 5%
Doctor & Brand Searches	1,114	5,740	56
Local Specialist Discovery	548	19,167	27
Crown & Prosthodontic Treatment	418	250,788	21
Orthodontic Searches	86	42,509	4
Other Commercial	59	30,390	3
Local Dentist Searches	44	43,133	2
Other Dental Services	1	586	0

Important Commercial Keywords

Query	Clicks	Impressions	CTR	Avg. Position
dr anthony au	572	1,918	29.82%	2.24
anthony au	290	1,313	22.09%	2.86
dental specialists turramurra	280	2,092	13.38%	1.82
turramurra dental specialists	94	973	9.66%	1.67
anthony au turramurra	57	129	44.19%	1.53
dental specialists of turramurra	56	771	7.26%	1.84
dental specialist turramurra	51	457	11.16%	2.40
turramurra dental	42	3,686	1.14%	11.98
dr au	37	694	5.33%	8.58
dr tony au	36	468	7.69%	6.42
dr au turramurra	25	57	43.86%	1.72
orthodontist turramurra	22	285	7.72%	8.15

Portfolio insight: Searches around Dr Anthony Au and Dental Specialists Turramurra delivered the strongest branded/local demand, while orthodontic and crown-related terms added treatment-level commercial value.

SEMRUSH SNAPSHOT

Third-party data adds context around authority, keyword breadth, backlinks and AI-search visibility.

21

AI VISIBILITY

8

AI MENTIONS

115

CITED PAGES

16

AUTHORITY SCORE

787

ORGANIC TRAFFIC

1.9K

ORGANIC KEYWORDS

126

REF. DOMAINS

291

BACKLINKS

Overview Growth report Compare by countries

AI Search

AI Visibility	Mentions	Cited Pages
21	8	115
ChatGPT	1	15
AI Overview	4	58
AI Mode	2	57
Gemini	1	13

SEO

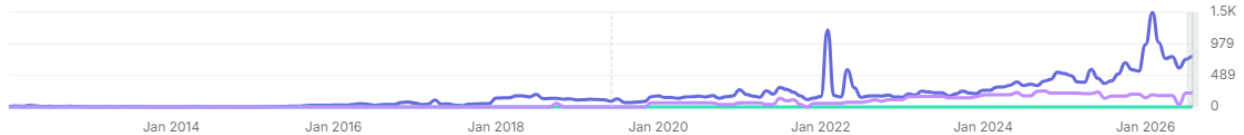
Authority Score 16 Average	Organic Traffic 787 +6.6%	Paid Traffic 0	Ref.Domains 126
Traffic Share 1%	Organic Keywords 1.9K +2.3%	Paid Keywords 0	Backlinks 291

Supplied SEMrush overview: Authority Score 16, estimated organic traffic 787, 1.9K organic keywords, 126 referring domains, 291 backlinks and AI Visibility 21.

1M 6M 1Y 2Y All time

Days Months

Traffic

☒ Organic Traffic
 ☒ Paid Traffic
 ☒ Branded Traffic
 Notes


All-time SEMrush traffic snapshot showing the longer-term visibility pattern and recent organic activity.

Transparency note: SEMrush metrics are third-party estimates and are included as supporting context only. They are not direct equivalents of Google Search Console clicks and impressions and are not used to calculate the estimated lead figure.

CASE STUDY SUMMARY

Specialist search visibility reached patients evaluating a doctor, local clinic and high-value dental treatments.

Dental Specialists generated 6,774 organic clicks during the available Search Console period. Of those, 2,270 clicks were attributed to commercial and local-intent search demand. Using the agreed 5% benchmark, this equals approximately 114 estimated patient leads from organic search.

6,774

ORGANIC CLICKS

2,270

COMMERCIAL CLICKS

114

ESTIMATED LEADS

1.9K

SEMRUSH KEYWORDS

KEY TAKEAWAY

The strongest business value came from doctor and brand discovery searches, local Turramurra specialist intent, and high-value crown/prosthetic treatment queries. The result demonstrates an SEO strategy aligned with specialist trust, local discovery and treatment-specific patient intent.

Important methodology note: No previous comparison dataset was supplied. All performance is presented as generated single-period results, and the lead figure is an estimate rather than confirmed CRM-booked appointments.