

SEO CASE STUDY

My Dentist Alderley / Newmarket Commercial SEO Performance

A polished client-facing review of organic search visibility, commercial keyword demand, and estimated patient lead value.

Website
dentist-alderley-newmarket.com.au

Reporting period
Last 16 months

38,567

ORGANIC CLICKS

5.61M

IMPRESSIONS

3,450

COMMERCIAL CLICKS

173

ESTIMATED LEADS

No previous-period comparison data was supplied in the source file. This case study therefore avoids percentage-growth claims and focuses on actual traffic generated, commercial patient-intent clicks, and estimated lead value. Estimated leads use the stated 5% conversion benchmark.

EXECUTIVE SUMMARY

A substantial organic footprint produced a measurable pool of booking-intent search demand.

38,567

ORGANIC CLICKS

3,450

COMMERCIAL CLICKS

173

ESTIMATED LEADS

5%

CONVERSION RULE

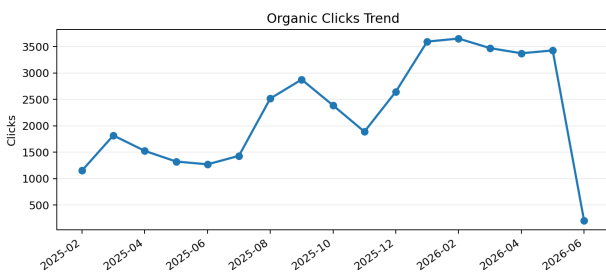
Performance story

My Dentist Alderley / Newmarket generated **38,567 organic clicks** and **5,606,129 impressions** during the available Google Search Console period. From the query set, **3,450 clicks** were classified as commercial or patient-intent searches, including branded clinic, local dentist, urgent care, and treatment/service queries.

Using the agreed **5% conversion benchmark**, this commercial segment represents approximately **173 estimated patient leads**.

Reporting principle

High informational traffic was reviewed but was not treated as the main lead driver unless a query showed clear patient intent. This keeps the lead estimate focused on searches more likely to influence clinic selection, urgent care, or treatment enquiries.



GOOGLE SEARCH CONSOLE

The source data separates overall visibility from the commercial segment that is most relevant to patient acquisition.

Metric	Result	Meaning	Source / Logic	Priority
Total organic clicks	38,567	Total clicks generated from organic search.	Search Console chart sheet	High
Total impressions	5,606,129	Search visibility across Google results.	Search Console chart sheet	High
Average CTR	0.69%	Overall click-through rate across all queries.	Weighted from total clicks/impressions	Medium
Avg. position	14.5	Average ranking position across all impressions.	Weighted by impressions	Medium
Commercial clicks	3,450	Clicks from local, branded and treatment-intent keywords.	Commercial query classification	Very High
Estimated leads	173	Estimated patient enquiries/bookings from commercial search clicks.	Commercial clicks x 5%	Very High

Commercial intent first

The case study prioritizes queries that indicate a potential patient is looking for a dentist, clinic, urgent dental care, or a specific treatment. Local searches around Alderley, Newmarket, Brisbane, and nearby suburbs are treated as strong booking-intent opportunities.

Lead estimate model

3,450 commercial clicks x 5% = approximately 173 estimated leads. This is an estimate rather than a direct CRM-attributed conversion count.

COMMERCIAL KEYWORD ANALYSIS

Branded and location-led searches generated the majority of identified commercial clicks.

Intent Group	Commercial Clicks	Estimated Leads
Branded / clinic searches	2,425	121
Local dentist searches	380	19
Treatment/service searches	373	19
Urgent dental care	179	9
General dental services	75	4
Cosmetic / orthodontic services	14	1
Other commercial	4	1

What stands out

- ✓ Branded / clinic searches generated 2,425 commercial clicks and an estimated 121 leads.
- ✓ Local dentist searches contributed 380 clicks, while treatment/service searches contributed 373.
- ✓ Urgent dental care added 179 high-intent clicks.
- ✓ Smaller commercial segments included general dental services, cosmetic / orthodontic services, and other commercial terms.

IMPORTANT COMMERCIAL QUERIES

Query	Clicks	Impr.	CTR	Avg. Pos.	Est. Leads
my dentist alderley	1,270	3,717	34.17%	1.32	64
my dentist	439	3,861	11.37%	7.34	22
mydentist alderley	363	675	53.78%	1.22	19
my dentist brisbane	196	528	37.12%	1.06	10
toothache after filling getting worse	113	8,788	1.29%	4.61	6
mydentist	103	821	12.55%	4.50	6
dentist alderley	90	2,001	4.50%	13.40	5
alderley dentist	56	1,345	4.16%	12.69	3

Commercial signal: "my dentist alderley" generated 1,270 clicks at an average position of 1.32, while "mydentist alderley" recorded a 53.78% CTR at an average position of 1.22. The query set also includes non-branded local demand such as "dentist alderley" and "alderley dentist".

SEO STRATEGY & DELIVERY

The campaign combined technical health, on-page relevance, local targeting, content pathways, and conversion-aware prioritization.

SEO Activity	Purpose
Technical SEO audit and crawlability checks	Improve technical health and indexability
On-page SEO for core dental service pages	Strengthen relevance for dental services
Meta title and description optimization	Improve SERP presentation and CTR
Commercial keyword targeting for local dental searches	Capture booking-ready local searches
Internal linking improvements across service and blog pages	Guide users and crawlers to service pages
Content optimization for patient-intent queries	Convert informational demand into patient pathways
Local SEO alignment for Alderley, Newmarket and Brisbane search demand	Build suburb-level relevance
Schema and page structure improvements where applicable	Improve page understanding for search engines
Performance monitoring through Google Search Console	Track performance and opportunity gaps
Conversion-focused prioritization of commercial and booking-intent keywords	Prioritize keywords likely to generate enquiries

Local visibility

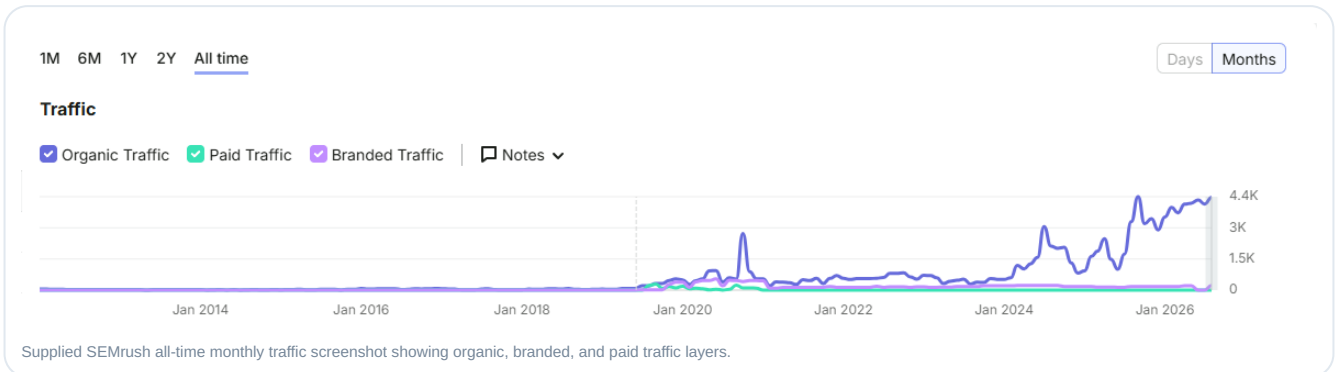
Local SEO alignment focused on Alderley, Newmarket, Brisbane, and nearby search demand, with commercial keywords prioritized where users showed stronger clinic-selection or booking intent.

Conversion-aware SEO

Internal linking, patient-intent content, metadata, page structure, and service-page optimization were used to move users from search discovery toward relevant treatment pages and enquiry paths.

SEMRUSH SUPPORTING SCREENSHOT

The all-time traffic view shows a broader third-party trend alongside the Search Console case-study figures.



What the screenshot shows

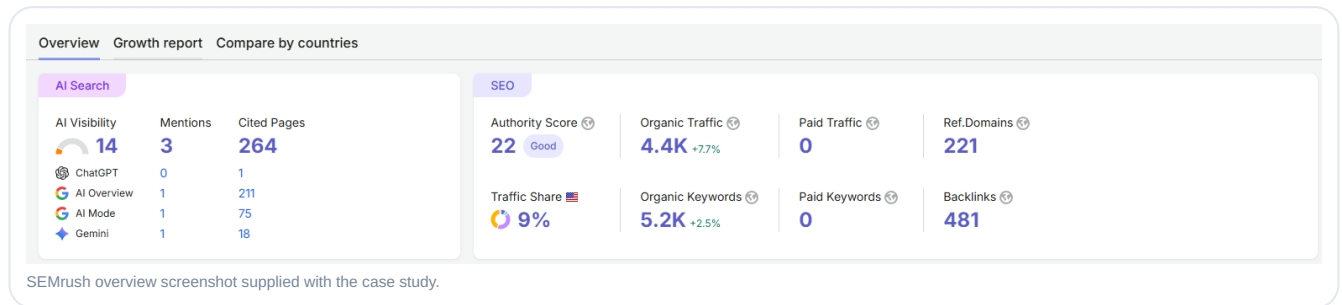
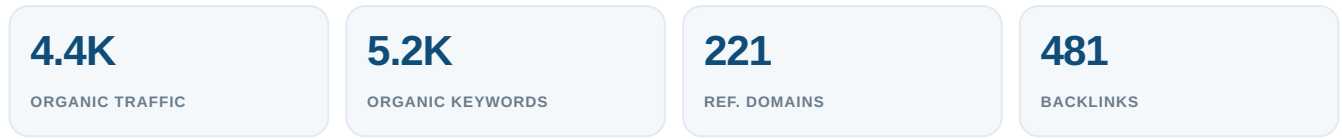
The supplied all-time trend shows organic visibility building materially from 2023 onward, with stronger fluctuations across 2024-2026 and the latest organic traffic level approaching the 4.4K scale shown in the overview panel.

Supporting context only

This third-party chart is included as supplementary evidence. It is not used to replace Google Search Console or to create an unsupported before-and-after growth claim for the case-study reporting period.

CURRENT VISIBILITY SNAPSHOT

The supporting overview adds current organic, backlink, authority, and AI-search context.



SEO snapshot

The screenshot reports organic traffic of **4.4K (+7.7%)**, **5.2K organic keywords (+2.5%)**, 221 referring domains, 481 backlinks, and an Authority Score of 22. Paid traffic and paid keywords are shown as zero.

AI search snapshot

AI Visibility is shown as 14, with 3 mentions and 264 cited pages. The panel also displays citation activity across ChatGPT, Google AI Overview, AI Mode, and Gemini.

CASE STUDY SUMMARY

A strong organic footprint with clear commercial value in branded, local, urgent, and treatment-led dental searches.

The most valuable portfolio result is the commercial segment: **3,450 booking-intent clicks** and approximately **173 estimated patient leads** from organic search using the agreed 5% conversion model. Overall Search Console visibility reached 38,567 clicks and more than 5.6 million impressions.

38,567

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COMMERCIAL CLICKS

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ESTIMATED LEADS

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CONVERSION RULE

KEY TAKEAWAY

The strongest commercial value came from branded / clinic searches, supported by local dentist demand, treatment/service searches, and urgent dental care terms. Because no previous-period comparison file was supplied, the case study intentionally avoids unsupported percentage-growth claims.