

SEO CASE STUDY

Ferny Hills Dental Commercial SEO Performance

A client-ready performance review focused on organic search visibility, commercial dental demand and estimated patient enquiries.

Website
www.fernrehillsdental.com.au

Search Console period
Mar 1, 2025 to Jan 1, 2026

7,158

ORGANIC CLICKS

1,654

COMMERCIAL CLICKS

83

ESTIMATED LEADS

1,831,446

IMPRESSIONS

Lead estimates use the agreed model of commercial organic clicks x 5%. No previous comparison period was supplied, so this report does not claim percentage growth.

EXECUTIVE SUMMARY

Organic search created a measurable pool of high-intent dental demand.

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IMPRESSIONS

What the data shows

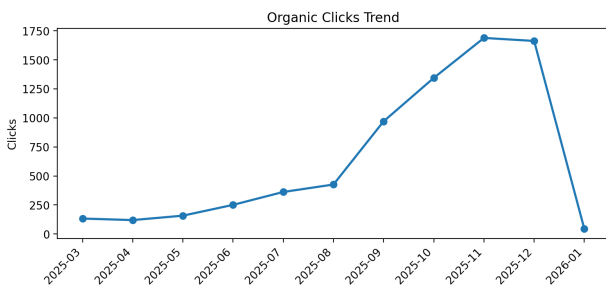
- ✓ Ferry Hills Dental generated 7,158 organic clicks and 1,831,446 impressions during the available Search Console period.
- ✓ 1,654 clicks came from high-intent commercial and local-service queries.
- ✓ Using the agreed 5% benchmark, commercial clicks represent approximately 83 estimated patient leads.
- ✓ The strongest commercial themes were branded/local dentist searches, wisdom tooth and extraction intent, screwless implants, and whitening.

Methodology

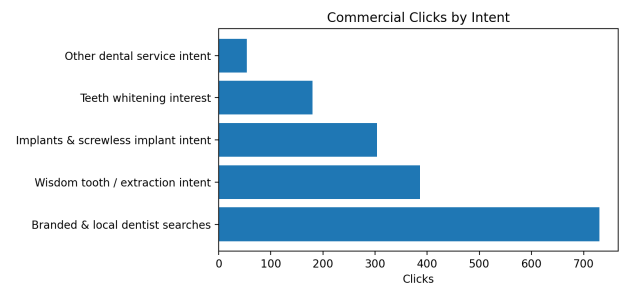
Commercial queries were separated from broader informational searches so the lead estimate reflects patient-intent traffic rather than general education traffic.

Lead model:

1,654 commercial clicks x 5% = **~83 estimated leads.**



Organic clicks trend from the supplied Google Search Console data.



Commercial clicks by intent group.

HIGH-INTENT SEARCH PERFORMANCE

Branded/local dentist searches produced the largest commercial click volume.

The commercial segment was built from queries showing stronger appointment, treatment, clinic-selection or location intent.

Commercial Intent Group	Clicks
Branded & local dentist searches	730
Wisdom tooth / extraction intent	386
Implants & screwless implant intent	304
Teeth whitening interest	180
Other dental service intent	54

Commercial intent mix

Local and branded searches led the commercial set with 730 clicks. Wisdom tooth/extraction intent contributed 386 clicks, while implant and screwless implant searches added 304 clicks.

Teeth whitening contributed another 180 clicks, reinforcing the value of treatment-specific visibility beyond branded demand.

Top Commercial Queries

Query	Clicks	Impressions	CTR	Position
ferny hills dental	452	3,057	14.79%	1.90
screwless dental implants	151	7,769	1.94%	6.05
ferny hills dentist	61	945	6.46%	1.95
dentist near me	44	138,526	0.03%	43.16
what are screwless dental implants	24	1,309	1.83%	5.26
ferny grove dental	23	845	2.72%	3.46
ferny way dentist	21	182	11.54%	1.99
wisdom tooth removal recovery	15	3,063	0.49%	11.54

Portfolio insight: Ferny Hills Dental ranked strongly for its main branded/local terms while also attracting meaningful high-intent traffic around screwless implants and wisdom tooth-related searches.

SEO STRATEGY & LANDING PAGES

Technical, local and content-led SEO supported both service discovery and educational visibility.

SEO strategy executed

- ✓ Technical SEO audit and crawlability improvements
- ✓ Commercial keyword research and mapping
- ✓ On-page SEO for service and location intent
- ✓ Metadata optimization for key pages
- ✓ Internal linking across service and blog content
- ✓ Content optimization around implants, wisdom teeth, gum health, and whitening
- ✓ Local SEO positioning for Ferny Hills and nearby suburbs
- ✓ Search Console performance monitoring and query refinement

Top Organic Landing Pages

Page	Clicks	Impressions	CTR	Position
/2025/08/23/how-long-does-a-wisdom-tooth-r...	1,066	176,340	0.60%	7.18
/	656	271,006	0.24%	41.30
/2025/05/13/how-to-stop-gum-bleeding-immed...	559	159,627	0.35%	15.91
/2025/07/22/how-to-relieve-pain-from-a-wis...	534	219,236	0.24%	11.12
/2025/07/20/how-long-does-wisdom-tooth-pai...	510	95,421	0.53%	6.66

How to read the landing-page data

The leading pages include both service-discovery pathways and educational content. The case study therefore keeps lead estimation anchored to the commercial query set rather than assuming every organic content click becomes a patient enquiry.

0.39%

AVERAGE CTR

730

LOCAL/BRANDED CLICKS

386

EXTRACTION INTENT CLICKS

304

IMPLANT INTENT CLICKS

SEMRUSH SNAPSHOT

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

23

AI VISIBILITY

15

AI MENTIONS

162

CITED PAGES

24

AUTHORITY SCORE

2.4K

ORGANIC TRAFFIC

2.9K

ORGANIC KEYWORDS

187

REF. DOMAINS

21.7K

BACKLINKS

Overview Growth report Compare by countries

AI Search

AI Visibility	Mentions	Cited Pages
 23	15	162
ChatGPT	5	7
AI Overview	1	98
AI Mode	7	70
Gemini	2	31

SEO

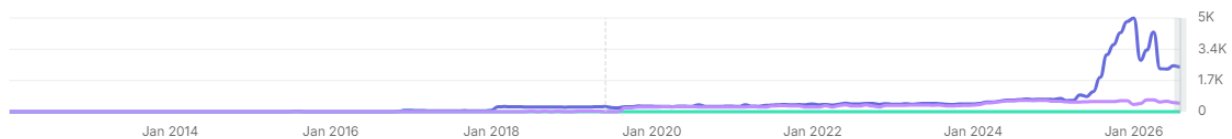
Authority Score  24 Good	Organic Traffic  2.4K -2.2%	Paid Traffic  0	Ref.Domains  187
Traffic Share  68%	Organic Keywords  2.9K +1.1%	Paid Keywords  0	Backlinks  21.7K

SEMrush overview supplied with the case study: Authority Score 24, estimated organic traffic 2.4K, 2.9K organic keywords, 187 referring domains, 21.7K backlinks, and AI Visibility 23.

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.

Transparency note: SEMrush metrics are third-party estimates and are presented as supporting context. They are not direct equivalents of Google Search Console clicks and impressions and should not be used to calculate confirmed leads.

CASE STUDY SUMMARY

Search visibility reached people actively looking for a dentist, treatment or local dental solution.

Ferry Hills Dental generated 7,158 organic clicks during the available Search Console period. Of those, 1,654 clicks were classified as high-intent commercial traffic. Using the agreed 5% benchmark, this equals approximately 83 estimated patient leads from organic search.

7,158

ORGANIC CLICKS

1,654

COMMERCIAL CLICKS

83

ESTIMATED LEADS

2.9K

SEMRUSH KEYWORDS

KEY TAKEAWAY

The strongest business value came from branded and local dentist searches, supported by wisdom tooth/extraction queries, screwless dental implant searches, and teeth whitening interest. The result demonstrates an SEO strategy aligned with both local discovery and treatment-level patient intent.