

SEO CASE STUDY

Taree Dental Care Commercial SEO Performance

A client-ready case study focused on high-intent search visibility, commercial keyword performance, and estimated lead generation from organic traffic.

Website
tareedentalcare.com.au

Data period
Oct 31, 2025 - Jun 04, 2026

3,596

ORGANIC CLICKS

2,383

COMMERCIAL CLICKS

119

ESTIMATED LEADS

66%

COMMERCIAL TRAFFIC
SHARE

This document presents Google Search Console results together with supporting third-party visibility snapshots. Estimated leads are calculated using the agreed 5% conversion rule on commercial keyword clicks only.

EXECUTIVE SUMMARY

High-intent local search visibility translated into measurable enquiry potential.

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COMMERCIAL CLICKS

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ESTIMATED LEADS

66%

COMMERCIAL TRAFFIC SHARE

What the campaign achieved

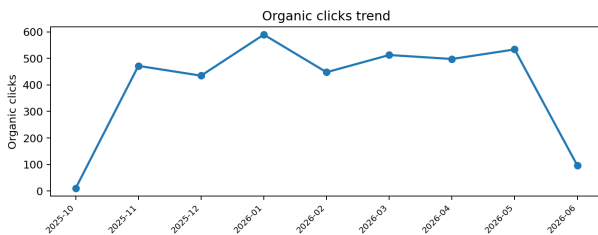
- ✓ The campaign generated 3,596 total organic clicks during the measured Search Console period.
- ✓ High-intent commercial queries accounted for 2,383 clicks, representing 66% of total organic clicks.
- ✓ Using the agreed 5% rule on commercial query clicks, the campaign produced an estimated 119 leads.
- ✓ The strongest demand came from local clinic terms, branded searches, emergency intent, affordability, implants, whitening, and orthodontic discovery searches.

Methodology

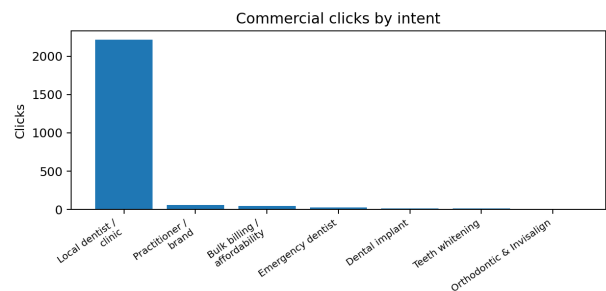
The lead estimate is based only on commercial query clicks. Informational searches were reviewed for context but were not used as the primary lead calculation base. This keeps the case study conservative and client-friendly.

Lead estimate rule:

2,383 commercial SEO clicks × 5% conversion assumption = **119 estimated leads**.



Organic clicks trend from the supplied Search Console export.



Commercial clicks by intent category, highlighting the dominance of local clinic and branded demand.

COMMERCIAL KEYWORD RESULTS

The strongest commercial demand came from branded, local, and urgent-care searches.

Commercial queries were prioritized because they signal stronger booking, clinic-selection, or service intent than general educational searches. The table below shows the leading commercial terms identified in the export.

Commercial Query	Clicks	Impressions	CTR	Avg. Position
taree dental care	1,269	5,335	23.8%	1.20
dentist taree	306	6,507	4.7%	12.51
taree dentist	167	2,053	8.1%	3.20
taree dental	166	1,214	13.7%	1.39
taree dental clinic	56	750	7.5%	4.52
dentists taree	38	434	8.8%	4.35
taree dentists	35	360	9.7%	4.96
dentist in taree	26	720	3.6%	4.78
emergency dentist taree	25	248	10.1%	7.63
dentist taree nsw	23	291	7.9%	6.66
taree dentist bulk bill	22	318	6.9%	5.73
dentist near me	22	280	7.9%	3.65

Challenge

- ✓ Compete for local dentist visibility in Taree and surrounding areas.
- ✓ Capture users searching for urgent and commercial dental services.
- ✓ Separate real patient-intent traffic from broader informational searches.

SEO strategy applied

- ✓ Commercial keyword targeting for local dentist and service queries.
- ✓ On-page optimization for dental service pages and local relevance.
- ✓ Technical SEO, metadata, internal linking, content optimization, and crawlability improvements.

LANDING PAGE PERFORMANCE

Homepage and profile-led pages captured the highest share of organic clicks.

Page	Clicks	Impressions	CTR	Avg. Position
/? utm_source=google&utm_medium=organic&utm_campaign=gmb	1,753	21,667	8.1%	2.29
/	919	27,341	3.4%	7.19
/meet-the-team/	500	17,880	2.8%	8.38

Lead Estimate Method

Estimated leads are derived from commercial SEO clicks only. This avoids overstating performance with broader educational traffic that is less likely to turn into immediate patient enquiries.

2,383COMMERCIAL
KEYWORD CLICKS**5%**ESTIMATED
CONVERSION RATE**119**ESTIMATED LEADS
GENERATED**66%**COMMERCIAL SHARE
OF TOTAL

SEO activities completed

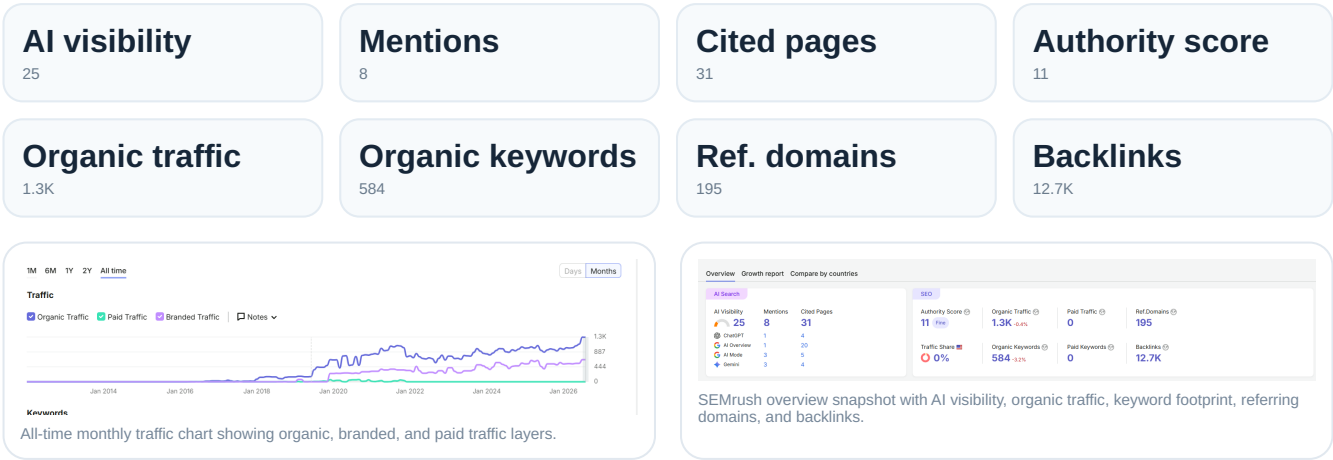
- ✓ Keyword research and commercial intent mapping
- ✓ On-page SEO optimization for location and service pages
- ✓ Meta title and description optimization
- ✓ Technical SEO audit and implementation support
- ✓ Internal linking and crawlability improvements
- ✓ Content optimization for dental service relevance
- ✓ Local SEO targeting for Taree-based patient searches
- ✓ Performance tracking through Google Search Console

Interpretation:

The work helped Taree Dental Care build visibility across high-intent local searches, especially terms around choosing a dentist, emergency care, affordability, whitening, implants, and clinic-brand discovery.

SUPPORTING VISIBILITY SNAPSHOTS

Supplementary SEMrush views show a longer-term traffic history and current SEO footprint.



Transparency Note

These third-party screenshots are included as supporting context rather than direct equivalents to Google Search Console. They help show broader visibility patterns, current authority signals, and emerging AI-search mentions around the site.

CASE STUDY SUMMARY

Commercial SEO visibility created measurable patient-acquisition value for Taree Dental Care.

The campaign delivered 3,596 organic clicks during the measured Search Console period and translated 2,383 of those clicks into clearly commercial, high-intent search demand. Using the agreed 5% conversion rule, this produced an estimated 119 leads from organic search.

3,596

TOTAL ORGANIC CLICKS

2,383

COMMERCIAL SEO CLICKS

119

ESTIMATED LEADS

584

SEMRUSH ORGANIC
KEYWORDS

KEY TAKEAWAY

The strongest opportunity came from local dentist and clinic searches, followed by branded, emergency, affordability, implant, whitening, and orthodontic discovery terms. The overall picture supports a clear SEO value story: Taree Dental Care reached people when they were actively looking for a dental provider or a treatment solution.