

SEO CASE STUDY

Tamworth Dental Care Commercial SEO Performance

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

Website
tamworthdentalcare.com.au

Reporting period
05 Feb 2025 - 04 Jun 2026

14,293

ORGANIC CLICKS

1,361

COMMERCIAL CLICKS

68

ESTIMATED LEADS

5%

CONVERSION RULE

The Google Search Console dataset contains no prior comparison period, so this case study does not claim Search Console percentage growth. Estimated leads use the stated 5% conversion assumption on commercial organic clicks only.

CASE STUDY SNAPSHOT

Organic search created a strong visibility base across local, branded, and treatment-driven dental searches.

14,293

ORGANIC CLICKS

1,361

COMMERCIAL CLICKS

68

ESTIMATED LEADS

5%

CONVERSION RATE

Executive summary

Tamworth Dental Care generated **14,293 organic clicks** during the selected Google Search Console period. The SEO focus was local, branded, and service-led demand from people looking for dental care, dentists, teeth whitening, implants, emergency care, and related treatments.

Of that visibility, **1,361 clicks** came from commercial dental queries. Using the agreed 5% conversion estimate, this represents approximately **68 potential patient enquiries**.

Methodology

Commercial queries were separated from informational searches so the lead estimate would not be inflated by educational traffic. The source document explicitly avoids growth claims because no Search Console comparison period was provided.

3,460,760

IMPRESSIONS

0.41%

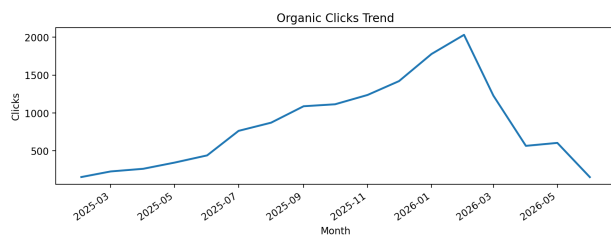
AVG. CTR

14.43

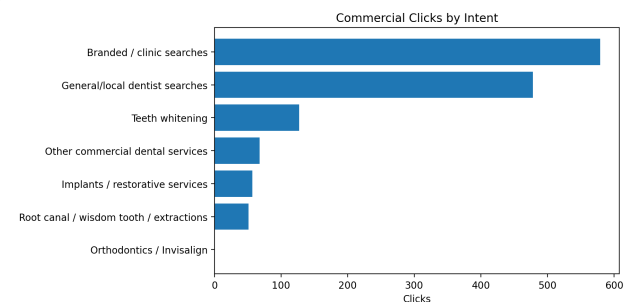
AVG. POSITION

1,361

COMMERCIAL CLICKS



Organic click trend from the supplied Search Console data.



Commercial click distribution by search intent.

COMMERCIAL KEYWORD PERFORMANCE

Branded clinic searches and local dentist terms were the clearest high-intent traffic drivers.

Commercial keywords were prioritized because they show stronger appointment, clinic, service, location, or provider intent. Informational searches were treated as supporting visibility rather than direct lead-driving traffic.

Query	Clicks	Impressions	CTR	Avg. Position	Intent
tamworth oral health and dental care	485	4,920	9.86%	2.03	Branded / clinic searches
tamworth dentist	96	6,926	1.39%	12.27	General/local dentist searches
dentist tamworth	84	11,357	0.74%	9.48	General/local dentist searches
teeth whitening tamworth	53	2,916	1.82%	12.87	Teeth whitening
tamworth dental care	47	685	6.86%	3.44	Branded / clinic searches
tamworth dental clinic	31	3,374	0.92%	4.72	General/local dentist searches
dr raghu dentist	24	133	18.05%	4.92	General/local dentist searches
tamworth oral health and dental care reviews	23	725	3.17%	2.02	Branded / clinic searches
tamworth dental	22	2,356	0.93%	9.54	General/local dentist searches
tamworth oral health	19	169	11.24%	2.10	Branded / clinic searches
dentists tamworth	18	2,160	0.83%	13.62	General/local dentist searches
dentist tamworth nsw	18	1,183	1.52%	7.74	General/local dentist searches
tamworth dental practice	17	604	2.81%	16.61	General/local dentist searches
tamworth dentists	16	1,794	0.89%	10.26	General/local dentist searches
bicarb soda teeth whitening	16	706	2.27%	5.64	Teeth whitening
dentist near me	15	74,708	0.02%	62.34	General/local dentist searches

What stands out: "tamworth oral health and dental care" generated 485 clicks at an average position of 2.03. Local dentist variations such as "tamworth dentist" and "dentist tamworth" also contributed meaningful commercial traffic, while teeth-whitening terms added treatment-specific demand.

ORGANIC LANDING PAGES

Informational content expanded reach while the campaign kept lead reporting focused on commercial search intent.

Page	Clicks	Impressions	CTR	Avg. Position
/blog/gum-swelling-causes-recovery-timeline/51427	3,040	389,786	0.78%	7.22
/blog/safe-baking-soda-teeth-whitening/49832	1,910	504,098	0.38%	10.00
/	1,285	278,174	0.46%	35.49
/blog/salt-water-reduce-swelling-gums-natural-remedies-work/51426	945	284,724	0.33%	7.09
/blog/regrow-teeth-gums/53056	673	94,549	0.71%	6.61
/blog/gums-swell-wisdom-teeth-signs-relief-tips/51104	475	166,348	0.29%	10.07
/blog/treat-swollen-gums-mouth/53204	341	133,409	0.26%	10.34
/blog/gum-swelling-causes--recovery-timeline/51427	315	41,742	0.75%	7.08

SEO activities completed

- ✓ Technical SEO audit and crawlability improvements
- ✓ On-page SEO for core service and location pages
- ✓ Commercial keyword targeting for Tamworth dentist, dental clinic, teeth whitening, dental implants, emergency dentist and treatment searches
- ✓ Meta title and meta description optimization
- ✓ Internal linking between service pages, blogs and high-intent landing pages
- ✓ Content optimization to support both commercial and educational search demand
- ✓ Local SEO alignment for Tamworth search intent
- ✓ Schema, page structure, UX and conversion-focused SEO improvements

Lead estimate

1,361

COMMERCIAL CLICKS

5%

CONVERSION RULE

68

ESTIMATED LEADS

14,293

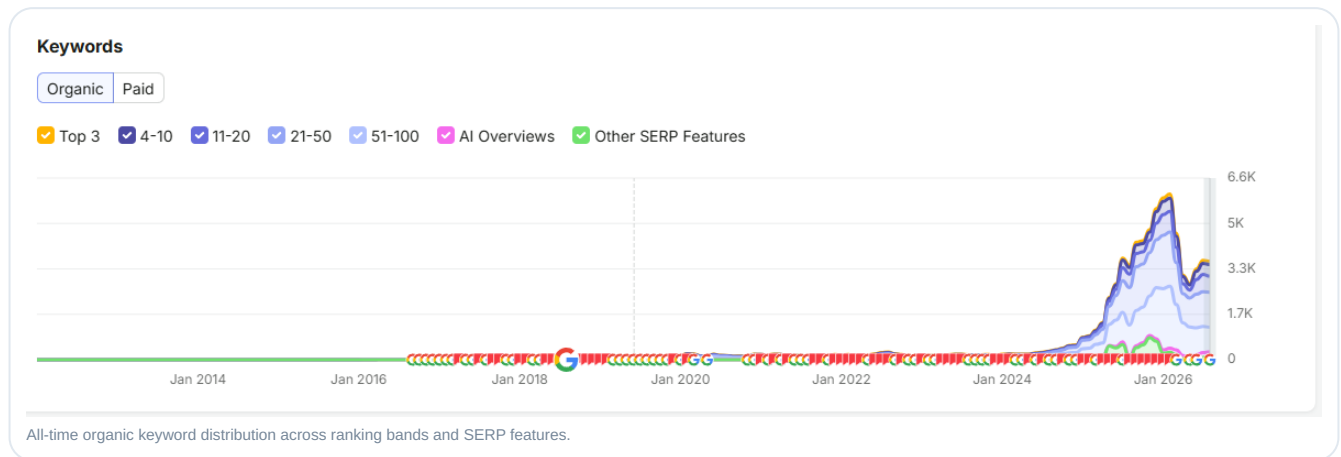
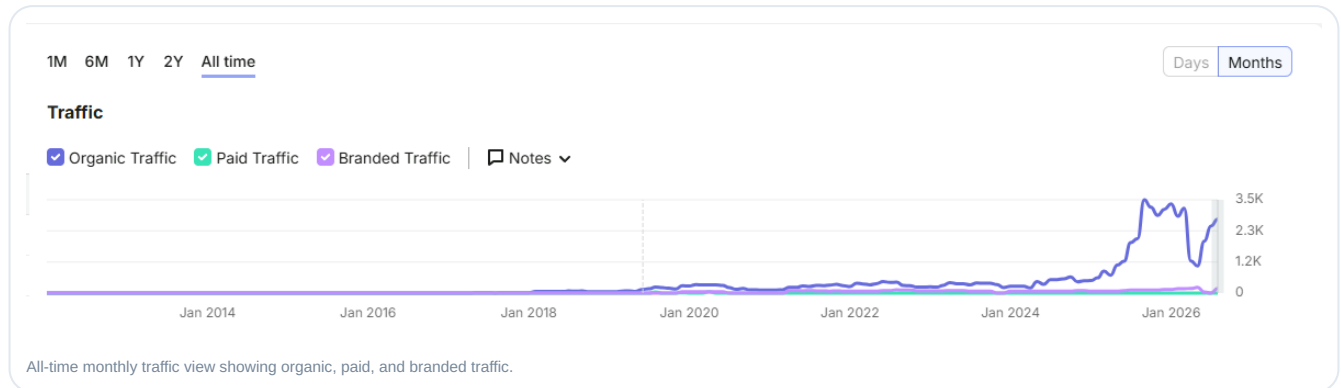
TOTAL ORGANIC CLICKS

The estimate is intentionally based on commercial traffic only, rather than total clicks or informational content performance.

Content value: The leading landing pages include multiple high-volume educational dental articles, which broaden organic reach and reinforce topical relevance even though those clicks are not counted directly toward the commercial lead estimate.

SEMRUSH SUPPORTING SCREENSHOTS

Third-party charts show the site's broader long-term traffic and keyword footprint.



How to read these: These SEMrush charts are supporting third-party snapshots, not direct substitutes for Search Console. They help illustrate the site's wider visibility pattern and current keyword footprint over time.

CURRENT VISIBILITY SNAPSHOT

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

2.8K

ORGANIC TRAFFIC

3.6K

ORGANIC KEYWORDS

153

REF. DOMAINS

418

BACKLINKS

Overview Growth report Compare by countries

AI Search

AI Visibility	Mentions	Cited Pages
 23	9	187
 ChatGPT	3	9
 AI Overview	1	125
 AI Mode	1	57
 Gemini	4	26

SEO

Authority Score 	Organic Traffic 	Paid Traffic 	Ref.Domains 
11 Fine	2.8K +10%	0	153
Traffic Share 	Organic Keywords 	Paid Keywords 	Backlinks 
11%	3.6K -0.9%	0	418

SEMrush overview supplied with the case study.

23

AI VISIBILITY

9

MENTIONS

187

CITED PAGES

11

AUTHORITY SCORE

SEO snapshot

The screenshot reports an Authority Score of 11, organic traffic of 2.8K, 3.6K organic keywords, 153 referring domains, and 418 backlinks. Paid traffic and paid keywords are shown as zero.

AI search snapshot

AI Visibility is shown as 23, with 9 mentions and 187 cited pages. The panel also displays citations across ChatGPT, Google AI Overview, AI Mode, and Gemini.

CASE STUDY SUMMARY

A measurable base of local and commercial organic visibility for Tamworth Dental Care.

The campaign generated 14,293 organic clicks during the reported period, including 1,361 clicks from commercial dental queries. At the agreed 5% conversion estimate, those commercial clicks represent approximately 68 potential patient enquiries from high-intent organic search.

14,293

ORGANIC CLICKS

1,361

COMMERCIAL CLICKS

68

ESTIMATED LEADS

2.8K

SEMRUSH TRAFFIC
SNAPSHOT

KEY TAKEAWAY

The strongest lead-driving visibility came from branded clinic searches, local dentist terms, and treatment-focused queries such as teeth whitening. Informational content also contributed substantial organic reach, while lead attribution remained conservative by using commercial clicks only.