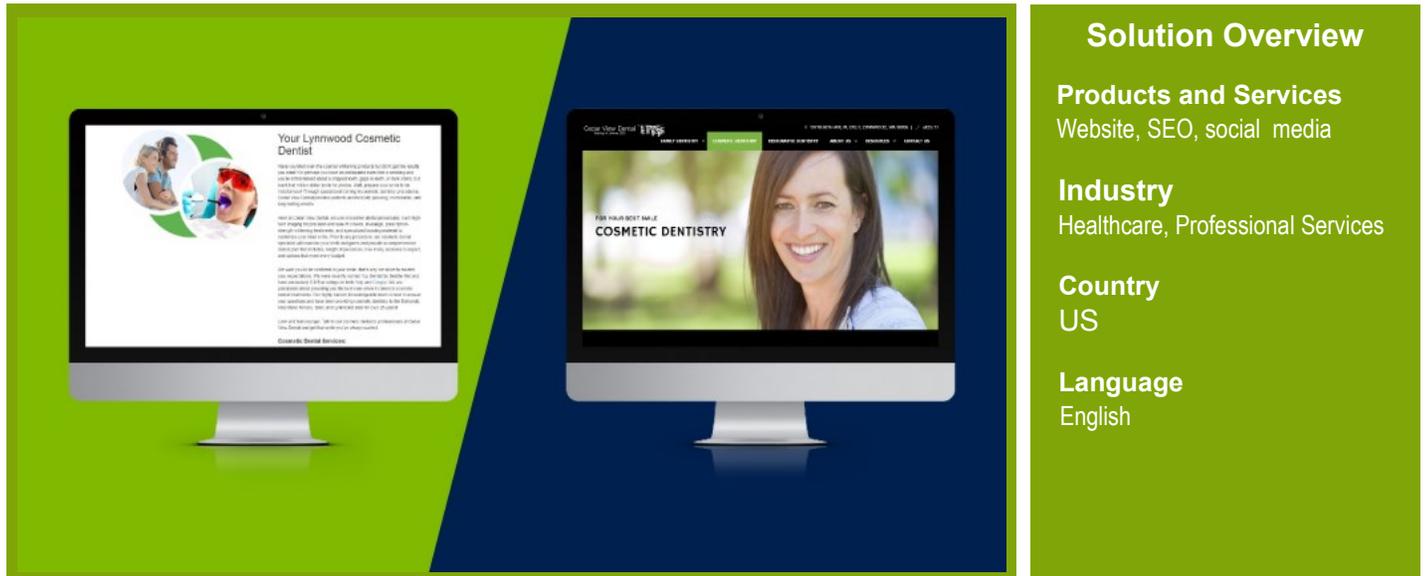


CUSTOMER STORY

Cedar View Dental



Solution Overview

Products and Services
Website, SEO, social media

Industry
Healthcare, Professional Services

Country
US

Language
English

Cedar View Dental Reaches New Patients with an Enhanced Website Experience and Social Media Campaign

Cedar View Dental sought to take their practice to the next level, generate new patients, and achieve an enhanced online patient experience. Extra Mile Marketing helped achieve this goal with a state-of-the-art website featuring interactive content, strategically built-in search engine optimization (SEO) content, and a refreshed social media campaign.

Understanding their needs:

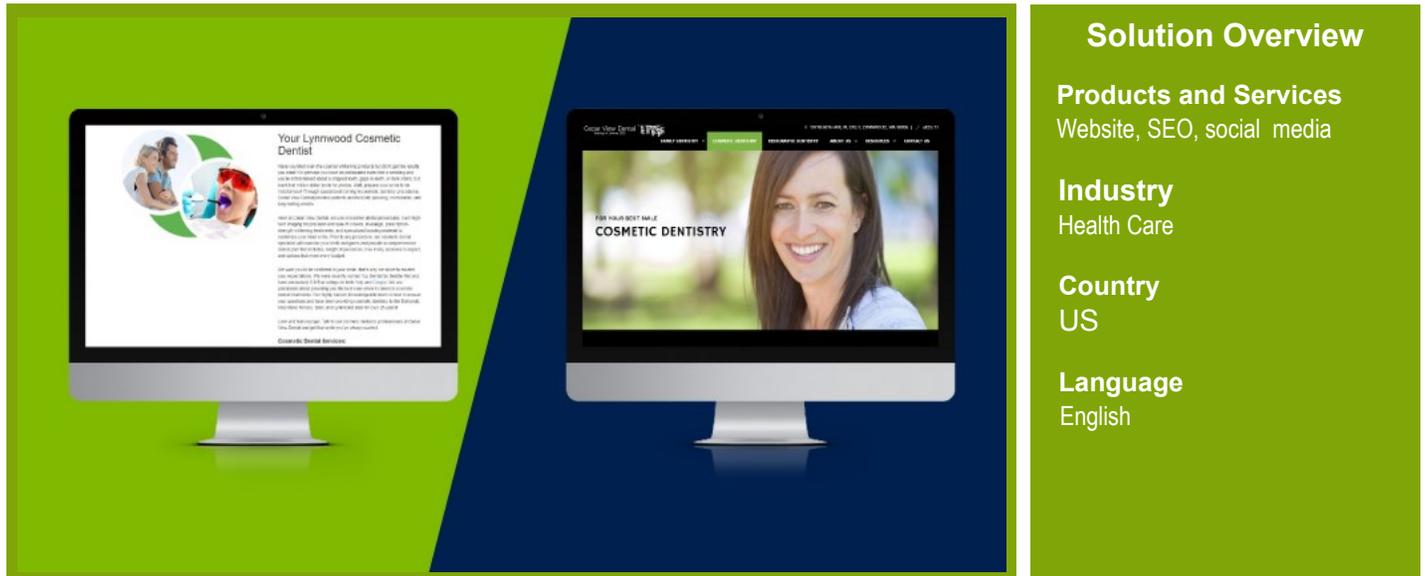
Cedar View Dental is one of the leading dental practices in Lynnwood, Washington. Looking to expand his dental practice, Dr. Brad Jonnes, DDS approached EMM with the goal of generating more business exposure and to increase new monthly patients. EMM created a GTM plan which included a website remodel, an enhanced mobile experience, and a personalized social media strategy for both Facebook and Instagram. We aimed to feature strong calls-to-action to encourage patients to increase their visits beyond the standard annual checkup. We also identified an SEO opportunity across all channels to drive more traffic to the Cedar View website and generate new patients in the local community.

How we helped:

EMM began by restructuring the Cedar View Dental website from the ground up. This included developing a targeted messaging framework with fresh content. From there, EMM created a more intuitive navigation, with dedicated landing pages for the range of dental services and offerings. To ensure the website generated online traffic, EMM applied search-optimized keywords throughout the website content, and updated back-end elements such as header-tags and meta descriptions. To enhance the user experience of the website, EMM implemented new interactive features—such as

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How we helped *(continued)*:

a self-updating review page to showcase over 120 5-star ratings, an improved online appointment-maker, and a video display home page banner.

After launching the enhanced website, page views increased by 63% and the average visitor now viewed 46% more website content. Moreover, the average time on the website nearly tripled, lowering the bounce rate by 10%, and entrances directly from social media grew by 62%. Finally, when tested against the top local competitors, the new website's home page SEO scored the highest.

The final phase of work for the Cedar View Dental's online brand revolved around growing their social media presence. With a goal of generating more followers, likes, shares, and engagement on their social platforms, EMM launched a strategic campaign contest – and it worked. Over the past 8 months, their Facebook has seen a 30% growth in page followers, as well as a 30% growth in page likes.

Current Site Link: <https://lynnwooddentistry.com/>

“It looks great! I love it! Thank you!!”

- Brad Jonnes, Owner and Dentist, Cedar View Dental