

Use Case: Palm Valley Dentistry

Faced with escalating competition and customer acquisition costs, Palm Valley Pediatric Dentistry was looking for solutions to reduce acquisition costs and increase customers, as well as continuing to build the brand. Do to the ever-rising cost of continuing a competitive pay-per-click advertising campaign, Palm Valley Pediatric Dentistry sought a more cost-effective marketing solution.



Recognizing the need for a more sustainable and financially viable approach, Palm Valley Pediatric Dentistry embraced the opportunity provided by Search Box Optimization (SBO) services. SBO offered a compelling alternative with its low fixed-local monthly fee, presenting a stark contrast to the variable and often high costs associated with traditional digital advertising methods. This shift to SBO not only promised to lower their overall marketing expenses but also provided a strategic advantage in online search visibility.

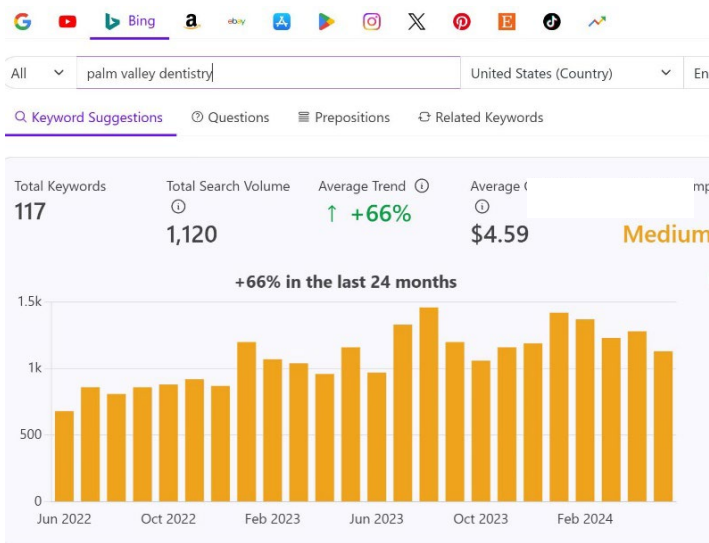
Palm Valley Pediatric Dentistry strategically invested a citywide keyword campaign, to emphasize their highest profit margin services. An example of some of the keywords are “**orthodontist Goodyear AZ palm valley pediatric**”, “**pediatric dentist Scottsdale Palm Valley**”, “**children’s dentistry Scottsdale Palm Valley**”, “**Invisalign Goodyear AZ Palm Valley Pediatric**”, and “**kids dentistry Scottsdale Palm Valley Pediatric**”, among other keyword phrases, aiming to maximize their reach and effectiveness in these targeted locations. By adopting SBO, they positioned themselves to achieve more efficient customer acquisition, leveraging the power of search engine autosuggestions to drive relevant traffic to their website at a substantially reduced cost. This strategic move marked a pivotal step in optimizing their marketing spend while enhancing their online presence in the competitive Scottsdale area.

Results and Impact

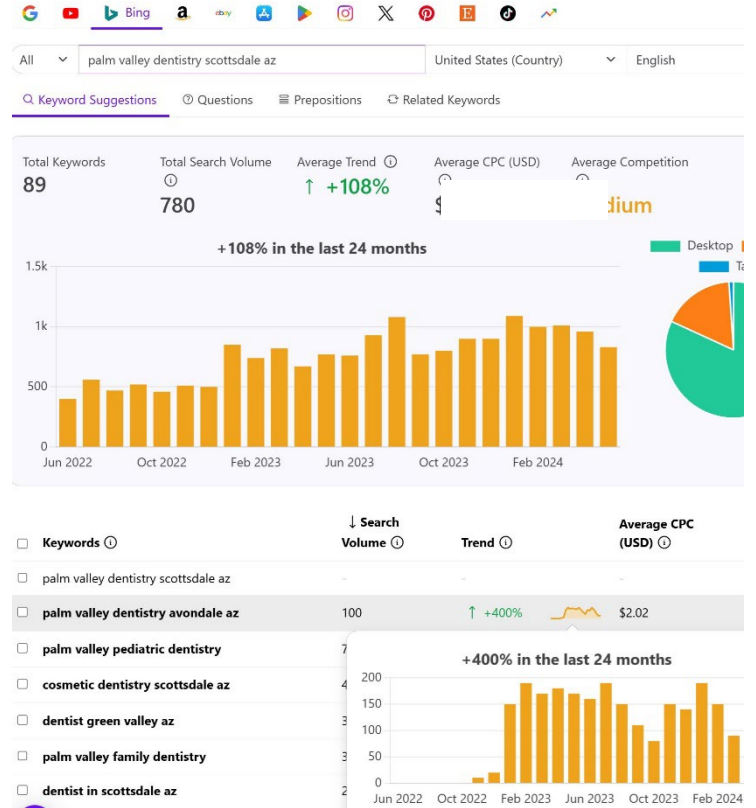
The implementation of Search Box Optimization (SBO) for Palm Valley Pediatric Dentistry yielded impressive results, significantly enhancing their online engagement metrics. The following key outcomes were observed:

- **Increase in Sessions:** There was a notable 20% increase in website sessions, with numbers climbing from 1,028 to 1,230. This substantial growth indicates that more potential customers interacted with the website, reflecting an enhanced online presence and visibility.
- **Growth in Users:** The number of unique users visiting Palm Valley Pediatric Dentistry's site saw a remarkable 66% rise since the implementation of the SBO marketing program. This indicates that the SBO campaign effectively attracted a larger audience, reaching more individuals seeking pediatric dental services.
- **Improvement in Bounce Rate:** The bounce rate significantly decreased from approximately 71% to about 54%. This major reduction suggests that the visitors were more engaged with the site's content and better qualified, spending more time and exploring more pages.

Overall website traffic up 66%



Search volume for Scottsdale AZ up 108%



Palm Valley Pediatric Dentistry realized an amazing increase in website traffic, they were able to drastically increase their brand awareness, and most importantly, increase customer engagement and service sales.

Conclusion

Client Testimonial: "Search Box Optimization is extremely important for our company because our marketing costs were getting out of control. I started with 4 cities and because of the success of the SBO program, I'm going to expand to more cities." CEO, Palm Valley Pediatric Dentistry.

These results collectively demonstrate the effectiveness of the SBO strategy in boosting Palm Valley Pediatric Dentistry's online engagement and reach. The increase in both sessions and users highlights the tool's ability to help clients attract and retain a larger, more engaged audience. The improved bounce rate is particularly telling, as it indicates that the users are more qualified when visiting the website, thus leading to more prolonged interactions. Overall, these metrics validate the success of the SBO campaign in achieving more meaningful interactions with potential customers, all while optimizing the marketing expenditure.