



# CASE STUDIES

FOR DENTAL MEDICAL PRACTICES













### CASE STUDY 1

### https://www.tuniohairtransplant.com

A hair transplant clinic struggled to move it's website to the first page of Google. Within 6 months of our engagement we were able to move the website to the most competitive keywords in their city, increasing their traffic by over 250%. Despite the high competition from other hair transplant clinics at much lower rates, the client has remained profitable covering the high cost of operating in Dubai Healthcare City. The surgeon flies to Suadi Arabia, United Arab Emirates, and other middle eastern countries.

### INITIAL YEARLY TRAFFIC

### https://www.tuniohairtransplant.com

The website received a yearly traffic of 5,922 users prior to our engagement.
We started our digital marketing Campaigns in August, 2016.

### **AFTER 1 YEAR**

#### 1 year into the campaign

☐ Traffic to the site more than doubled in just 1 year.

New Users	Sessions
5,920	8,458
Pageviews	Pages / Session
33,015	3.90
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Bounce Rate	
8.96%	
الماسلىن المسامل المسا	
	5,920  Pageviews 33,015  Bounce Rate 8.96%

Users	New Users	Sessions
13,862	13,781	18,587
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Number of Sessions per User	Pageviews	Pages / Session
1.34	57,686	3.10
and the second second second second		plus particular de mandring de la company de
Avg. Session Duration	Bounce Rate	
00:02:10	21.20%	
bully make many	21.2070	

### AFTER 3 YEARS

#### 3 years into the campaign

Traffic to the site almost quadrupled in 3 years with effective digital marketing techniques.

Users	New Users	Sessions
20,445	20,214	25,947
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Number of Sessions per User	Pageviews	Pages / Session
1.27	43,828	1.69
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Avg. Session Duration	Bounce Rate	
•	0.53%	
00:02:19		
museuph reduciblement	المالية	

# RETURN ON INVESTMENT CASE STUDY 1

### https://www.tuniohairtransplant.com

A hair transplant clinic struggled to move their website to the first page of Google. Within 6 months of our engagement were able to move the website to the most competitive keywords in their city, increasing their traffic by over **250**%.

**CUMULATIVE TRAFFIC** 

51,400

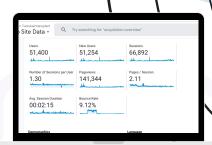
TRAFFIC VALUE FOR HAIR TRANSPLANT CLINICS

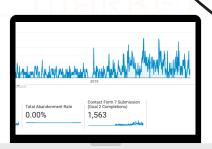
@USD 5000/HAIR TRANSLANT

\$257M

**VALUE OF GENERATED LEADS** 

\$7.8M







RETURN ON INVESTMENY

48%

### CASE STUDY 2

The clinic was getting no traffic until July 2018. Within one year of starting our SEO campaign, in August 2018, we were able to boost the traffic to 1300+ per month from Google. The number of patients increased by 1200/month for their brand new branch located in a residential area, just with 30 keywords. The client is now increasing the number of keywords to increase their patient footfall even more and hit new milestones, for their other services and branches.

### INITIAL MONTHLY TRAFFIC

### https://www.drismailhealthcaregroup.com

Started Marketing Campaign in August, 2016 Initial traffic to the site from August, 2016 to August 2017 - 5,922 with 8,458 sessions.

# MONTHLY TRAFFIC AFTER 1 YEAR

#### 1 year into the campaign

☐ The Monthly Traffic to the site rose by 276% in one year

#### 

New Users

Pageviews

2,566

36.44%

614

Sessions

804

3.19

Pages / Session

Users

614

1.31

Avg. Session Duratio

00:02:59

### YEARLY TRAFFIC AFTER 1 YEAR

#### 2 years into the campaign

Traffic to the site in September, 2013 - 10,116 visits with 19,432 page views

☐ Increase in traffic by 57%

Users	New Users	Sessions
12,705	12,742	17,120
Number of Sessions per User	Pageviews	Pages / Session
1.35	48,119	2.81
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Avg. Session Duration	Bounce Rate	
00:02:24	44.19%	
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## RETURN ON INVESTMENT CASE STUDY 2

https://www.drismailhealthcaregroup.com

The new branch has grown drastically within 12 months. Here are the mind-boggling stats for a brand new branch. Now we are encouraging the client to add more blog posts to take over the bigger clinics in the city.

**CUMULATIVE TRAFFIC IN 1 YEAR** 

12,752

TRAFFIC VALUE FOR CONSULTATION

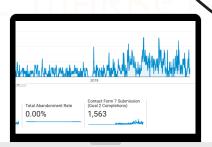
@USD 60 CONSULTATION FEE

\$714,400

**VALUE OF GENERATED LEADS** 

\$511,000







RETURN ON INVESTMENY

54%

CASE STUDIES

# \$300 K to \$7 Million





### **Ultimate Dominance Plan**

High speed Website Development

Digital Marketing Consulting with top Marketing coaches for medical practices

Search Engine Optimization (SEO)

Pay Per Click (PPC)
Advertising for quick patient in-flow

Mobile App Development to engage with your existing patients

Regular Blog Posting todeliver timely useful information to the patients

