

SEO CASE STUDY

Glenroy Smiles Dental Commercial SEO Performance

A client-ready review of organic search visibility, local dental demand, treatment-led keywords and estimated patient lead value.

Prepared by
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Website
glenroysmilesdental.com.au

Reporting period
05 Feb 2025 - 04 Jun 2026

1,453

ORGANIC CLICKS

1,066

COMMERCIAL CLICKS

53

ESTIMATED LEADS

741.6K

IMPRESSIONS

Lead estimates use the source document's agreed 5% conversion assumption on commercial organic clicks. No previous-period comparison was supplied, so this case study does not claim Google Search Console growth.

PERFORMANCE SNAPSHOT

Organic visibility reached users searching for the clinic, local dentists and treatment-specific services.

1,453

TOTAL ORGANIC CLICKS

741,631

TOTAL IMPRESSIONS

1,066

COMMERCIAL CLICKS

53

ESTIMATED LEADS

Case study overview

Glenroy Smiles Dental is an Australian dental clinic with organic visibility across branded clinic searches, Glenroy dentist terms, nearby suburb searches, tooth extraction cost queries, cosmetic dentistry and veneers, dentures, whitening and other dental service terms.

The commercial keyword analysis identified 1,066 clicks from high-intent and local-service queries. Using the agreed 5% conversion assumption, that traffic represents approximately 53 estimated patient leads.

Measurement note

1,066 commercial clicks x 5% = approximately 53 estimated leads.

This is an estimated lead figure rather than confirmed CRM, phone-call or form-submission attribution. The report avoids before-and-after claims because no comparison period was provided.

SEO objectives

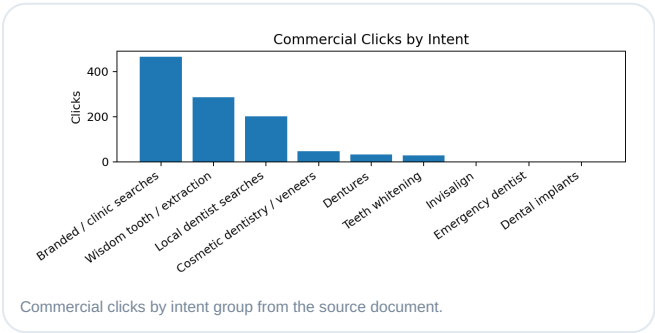
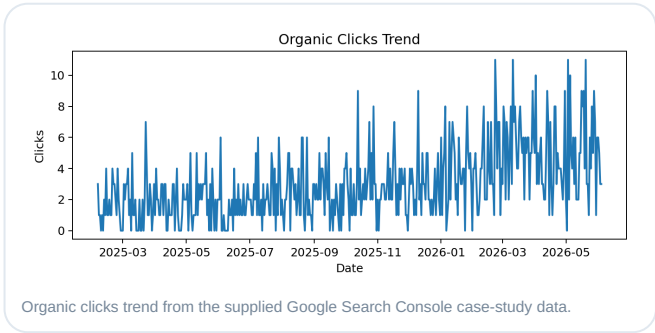
- ✓ Increase visibility for branded clinic and Glenroy dentist searches.
- ✓ Capture high-intent treatment traffic around extraction, dentures and cosmetic dentistry.
- ✓ Prioritise local-service queries that can convert into patient enquiries.

Commercial search focus

- ✓ Branded and clinic terms
- ✓ Wisdom tooth / extraction searches
- ✓ Local dentist searches
- ✓ Cosmetic dentistry, veneers, dentures and whitening

ORGANIC PERFORMANCE SNAPSHOT

Search Console shows an upward click pattern and a commercial mix led by brand, extraction and local dentist demand.



How to read the charts

The click trend becomes stronger toward the later portion of the available reporting window. Because no matched previous-period dataset was supplied, the visual is presented as a performance pattern rather than a quantified growth claim.

The commercial-intent breakdown is dominated by branded / clinic queries, followed by wisdom tooth and extraction searches and local dentist queries - the terms most closely aligned with active patient discovery.

467	287	201	73
BRAND / CLINIC CLICKS	EXTRACTION CLICKS	LOCAL DENTIST CLICKS	COSMETIC + DENTURE CLICKS

TOP COMMERCIAL QUERIES

Branded searches rank strongly, while local dentist and extraction-cost terms broaden patient acquisition opportunities.

Commercial queries were selected from the supplied export because they show brand, local, treatment, cost or service intent more closely connected to a patient enquiry.

Commercial Query	Clicks	Impressions	CTR	Avg. Position
glenroy smiles dental	357	3,741	9.54%	1.79
glenroy smiles	67	700	9.57%	1.87
glenroy dentist	41	2,578	1.59%	5.31
dentist glenroy	33	5,928	0.56%	5.99
glenroy smiles dental reviews	29	1,767	1.64%	2.53
dentist near me	25	32,116	0.08%	36.44
tooth extraction cost medicare	22	1,352	1.63%	5.15
tooth extraction cost	21	13,887	0.15%	9.61
does medicare cover tooth extraction	18	1,070	1.68%	23.12
is tooth extraction covered by medicare	16	485	3.30%	9.39
medicare tooth extraction	16	276	5.80%	7.30
dentist in glenroy	15	1,305	1.15%	5.02

Brand demand

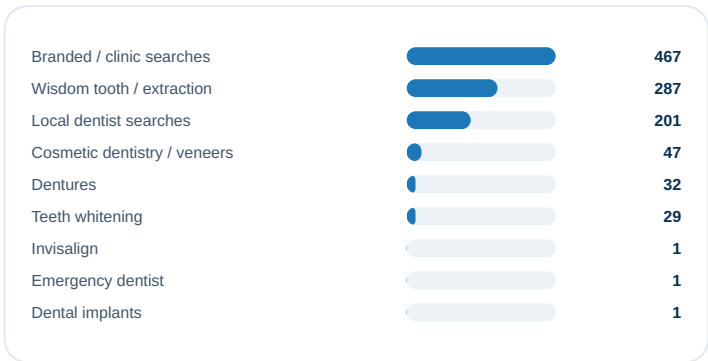
“**glenroy smiles dental**” delivered 357 clicks at an average position of 1.79, while “**glenroy smiles**” added another 67 clicks at an average position of 1.87.

Local and treatment intent

Local dentist terms and extraction-cost queries expand the commercial footprint beyond brand demand, giving the clinic visibility when users are actively comparing providers or treatment costs.

COMMERCIAL INTENT BREAKDOWN

Most commercial clicks came from clinic, extraction and local dentist searches.



Intent Group	Clicks	Est. Leads
Branded / clinic searches	467	23
Wisdom tooth / extraction	287	14
Local dentist searches	201	10
Cosmetic dentistry / veneers	47	2
Dentures	32	2
Teeth whitening	29	1
Invisalign	1	0
Emergency dentist	1	0
Dental implants	1	0

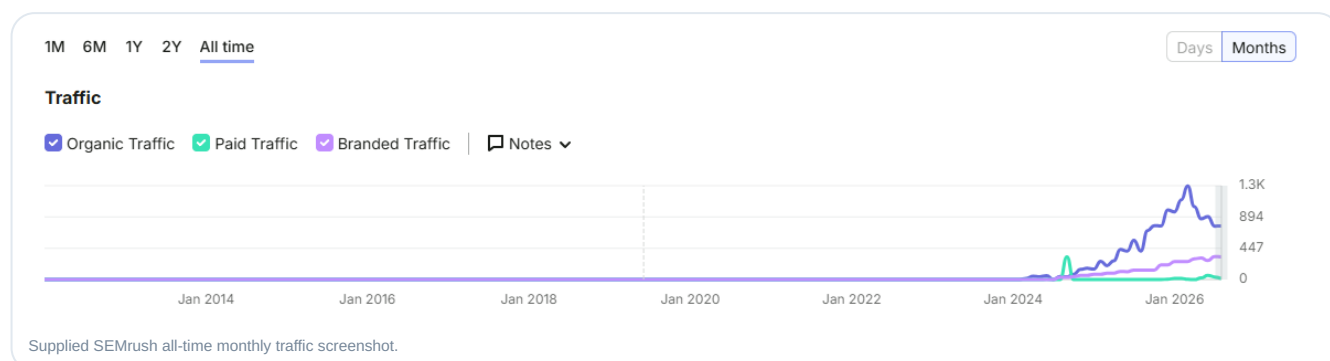
SEO WORK COMPLETED

SEO Activity	How It Supported Results
Technical SEO audit and site health	Indexing checks, crawlability review and technical health improvements.
On-page SEO for key service pages	Titles, meta descriptions, headings, internal linking and content structure.
Commercial keyword targeting	Local dentist, extraction, dentures, cosmetic dentistry, emergency and treatment-specific searches.
Content optimisation	Strengthened treatment relevance while supporting broader dental topical authority.
Local SEO improvements	Focused on suburb-level relevance and patient search intent around Glenroy and nearby Melbourne suburbs.
Schema, page structure and UX	Improved search understanding and conversion-focused page pathways where applicable.

Portfolio interpretation: The campaign did not rely on broad informational traffic alone. The strongest business-facing value comes from 1,066 commercial-intent clicks across brand, local dentist and treatment-led searches.

SEMRUSH SUPPORTING SCREENSHOT

The all-time trend adds broader context around the domain's organic, branded and paid search visibility.



What the visual adds

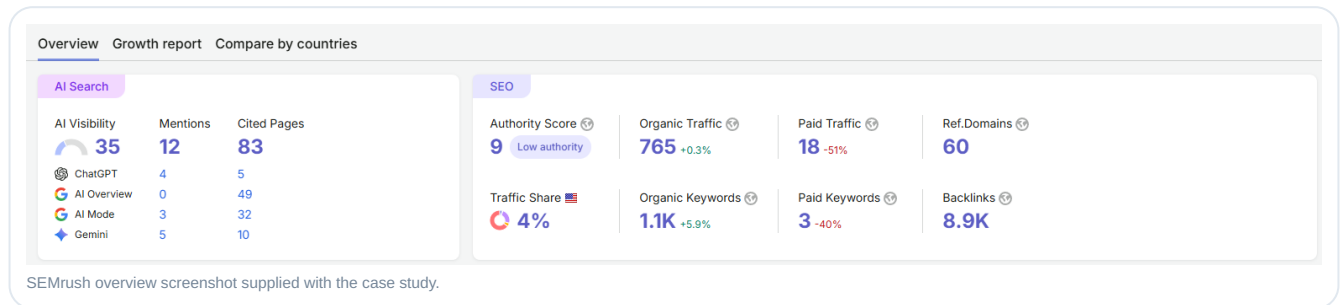
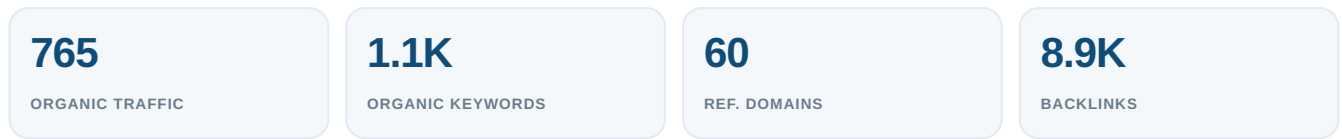
The third-party traffic view shows organic visibility emerging from 2024 and accelerating into 2025-2026, with branded traffic also becoming more visible. It provides useful market context alongside the Search Console figures in this case study.

Transparency

The SEMrush chart is supporting evidence and is not used to calculate the Search Console lead estimate. Because the source does not contain a matched prior Search Console period, no percentage growth claim is made from this visual.

CURRENT VISIBILITY SNAPSHOT

The supplied overview adds authority, keyword, backlink and AI-search visibility context.

**SEO snapshot**

The overview reports **765 organic traffic (+0.3%)**, **1.1K organic keywords (+5.9%)**, 60 referring domains, 8.9K backlinks and an Authority Score of 9. Paid traffic is shown as 18 and paid keywords as 3.

AI search snapshot

AI Visibility is shown as 35, with 12 mentions and 83 cited pages. The panel shows citation activity across ChatGPT, Google AI Mode and Gemini, while Google AI Overview shows cited-page visibility without a listed mention in the snapshot.

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CASE STUDY SUMMARY

A commercially focused local SEO footprint built around brand, dentist and treatment-led demand.

Glenroy Smiles Dental generated **1,453 organic clicks** during the available Search Console period. Of these, **1,066 clicks** were classified as commercial or local-service intent, resulting in approximately **53 estimated leads** under the source document's 5% conversion assumption.

1,453

ORGANIC CLICKS

1,066

COMMERCIAL CLICKS

53

ESTIMATED LEADS

5%

CONVERSION ASSUMPTION

KEY TAKEAWAY

The strongest commercial value came from branded clinic demand, followed by wisdom tooth / extraction and local dentist searches. Treatment-led visibility across cosmetic dentistry, veneers, dentures and whitening adds further patient-intent coverage. The source does not provide a comparison period, so the case study reports generated traffic and estimated lead value rather than claiming Search Console growth.

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