

SEO CASE STUDY

Macquarie Dental Commercial SEO Performance

A client-ready review of organic search visibility, commercial keyword demand, treatment-led discovery and estimated patient lead value.

Prepared by
Hammad Abid

Website
macquariedental.com.au

Reporting period
05 Feb 2025 - 04 Jun 2026

19,609

ORGANIC CLICKS

7,641

COMMERCIAL CLICKS

382

ESTIMATED LEADS

5%

CONVERSION RULE

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 Search Console traffic growth.

CASE STUDY SNAPSHOT

Organic search captured both brand demand and high-intent treatment searches across Sydney.

19,609

TOTAL ORGANIC CLICKS

11.79M

TOTAL IMPRESSIONS

7,641

COMMERCIAL CLICKS

382

ESTIMATED LEADS

Executive summary

Macquarie Dental generated 19,609 organic clicks during the available Google Search Console period. The commercial keyword set contributed 7,641 clicks from searches more likely to lead to enquiries, calls and bookings. At the agreed 5% conversion assumption, that commercial segment represents approximately 382 estimated leads.

Commercial visibility spanned branded clinic searches, Invisalign and orthodontics, local dentist terms, emergency and extraction intent, cleaning and plaque treatment, cosmetic dentistry, dental implants and facial / TMJ services.

Measurement note

7,641 commercial clicks x 5% = approximately 382 estimated leads.

This is an estimate from search-click intent, not a direct CRM attribution count. The source does not provide a comparison period, so this document avoids unsupported before-and-after growth claims.

Overall Search Console performance

- ✓ 19,609 total organic clicks
- ✓ 11,794,044 total impressions
- ✓ 0.17% average CTR
- ✓ 21.63 average position

Patient-intent focus

- ✓ Brand and clinic searches
- ✓ Invisalign and orthodontics
- ✓ Emergency, root canal and extraction
- ✓ Cosmetic, implant and local dentist demand

COMMERCIAL KEYWORD HIGHLIGHTS

Branded terms were exceptionally strong, with meaningful demand also coming from treatment and cost searches.

The source prioritizes queries showing patient intent through brand, location, treatment, price, emergency or dentist-service language.

Query	Clicks	Impressions	CTR	Avg. Pos.	Intent
macquarie dental	2,184	7,996	27.31%	2.49	Branded / clinic
invisalign cost	414	59,188	0.70%	9.56	Invisalign / orthodontics
invisalign cost sydney	294	12,063	2.44%	5.16	Invisalign / orthodontics
plaque removal	263	155,315	0.17%	4.05	Cleaning / plaque
macquarie dental sydney	202	552	36.59%	1.04	Branded / clinic
macquarie dental cbd	148	383	38.64%	1.01	Branded / clinic
tooth extraction cost	104	11,893	0.87%	13.66	Emergency / extraction
composite bonding sydney	97	8,901	1.09%	7.21	Cosmetic dentistry
maquarie dental	84	791	10.62%	4.13	Branded / clinic
dentist sydney	81	24,711	0.33%	16.10	General / local
dentist sydney cbd	80	12,824	0.62%	8.68	General / local
root canal pain	72	19,988	0.36%	40.09	Emergency / root canal
neil lutton	69	256	26.95%	1.69	Branded / clinic
invisalign sydney	67	28,628	0.23%	11.28	Invisalign / orthodontics
macquarie street dental	66	2,082	3.17%	3.75	Branded / clinic
dr neil lutton	53	146	36.30%	1.47	Branded / clinic

Commercial highlights: "macquarie dental" generated 2,184 clicks at an average position of 2.49. "invisalign cost" generated 414 clicks, while "invisalign cost sydney" produced 294 clicks at an average position of 5.16. Branded Sydney / CBD variations achieved particularly high CTRs in the source query set.

COMMERCIAL INTENT BREAKDOWN

The commercial search mix extends well beyond brand terms into orthodontic, urgent, cosmetic and implant demand.

Clicks by intent group

Branded / clinic searches		3,158
Invisalign & orthodontics		1,257
General / local dentist searches		666
Emergency / root canal / extraction		570
Cleaning & plaque treatment		546
Other commercial dental services		512
Cosmetic dentistry		449
Dental implants		385
Facial / TMJ treatments		98

Intent Group	Clicks	Est. Leads
Branded / clinic searches	3,158	158
Invisalign & orthodontics	1,257	63
General / local dentist searches	666	33
Emergency / root canal / extraction	570	28
Cleaning & plaque treatment	546	27
Other commercial dental services	512	26
Cosmetic dentistry	449	22
Dental implants	385	19
Facial / TMJ treatments	98	5

Largest commercial segments

- ✓ Branded / clinic: 3,158 clicks, 158 estimated leads
- ✓ Invisalign & orthodontics: 1,257 clicks, 63 estimated leads
- ✓ General / local dentist: 666 clicks, 33 estimated leads
- ✓ Emergency / root canal / extraction: 570 clicks, 28 estimated leads

Additional treatment demand

- ✓ Cleaning & plaque treatment: 546 clicks
- ✓ Other commercial dental services: 512 clicks
- ✓ Cosmetic dentistry: 449 clicks
- ✓ Dental implants: 385 clicks
- ✓ Facial / TMJ treatments: 98 clicks

TOP ORGANIC PAGES

Service-cost and educational content supported large-scale discovery alongside the homepage and brand demand.

Page	Clicks	Impressions	CTR	Avg. Position
/	5,247	581,339	0.90%	25.03
/the-cost-of-invisalign-in-sydney-australia/	1,468	318,565	0.46%	17.15
/how-to-remove-plaque-from-teeth/	1,139	4,946,936	0.02%	7.42
/how-much-does-it-cost-to-get-a-tooth-filling-in-australia/	952	284,099	0.34%	22.68
/how-much-does-teeth-cleaning-cost/	940	254,004	0.37%	17.17
/sinus-and-tooth-pain-what-sydney-dentists-want-you-to-know/	694	194,485	0.36%	24.43
/about-us/	608	104,011	0.58%	25.47
/a-look-at-the-out-of-pocket-costs-of-tooth-extraction-in-sydney/	541	108,145	0.50%	18.95

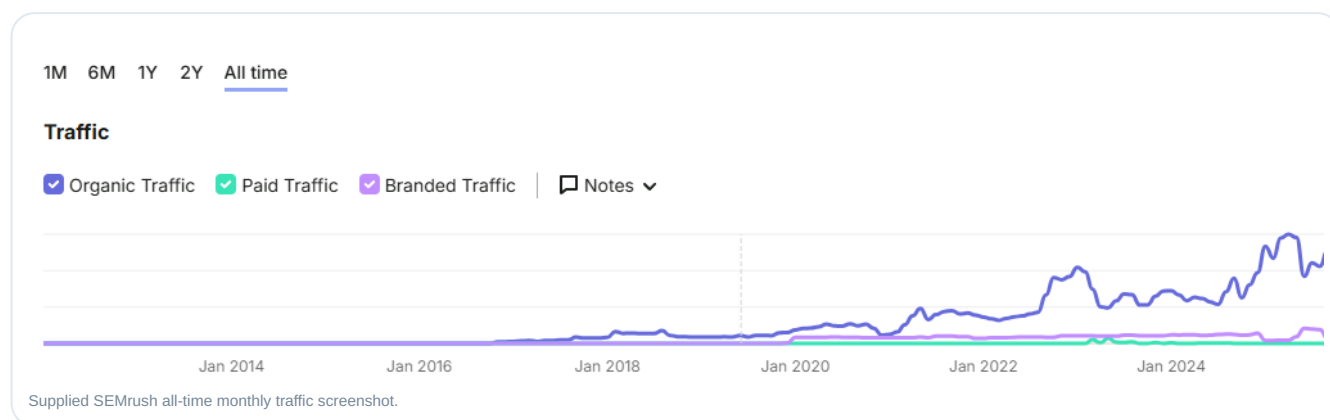
SEO ACTIVITIES COMPLETED

SEO Activity	Purpose
Technical SEO audit and crawlability improvements	Improve technical health, crawlability and indexation.
On-page SEO for core service and location pages	Strengthen relevance for treatments and local searches.
Commercial keyword targeting	Prioritize Invisalign, implants, veneers, bonding, root canal, emergency and Sydney dentist terms.
Meta title and meta description optimization	Improve SERP relevance and presentation.
Internal linking	Connect service pages, blogs and high-intent landing pages.
Content optimization	Support dental service and cost-related searches.
Local SEO alignment	Strengthen Sydney and Sydney CBD search relevance.
Schema, page structure, UX and conversion improvements	Support search understanding and patient enquiry pathways.

Interpretation: The page mix shows SEO serving both immediate commercial searches and broader informational discovery. The source specifically identifies the Invisalign cost page, plaque-removal content, treatment-cost pages and the homepage among the leading organic landing pages.

SEMRUSH SUPPORTING SCREENSHOT

The all-time trend provides broader third-party context around organic, branded and paid search visibility.

**What the visual adds**

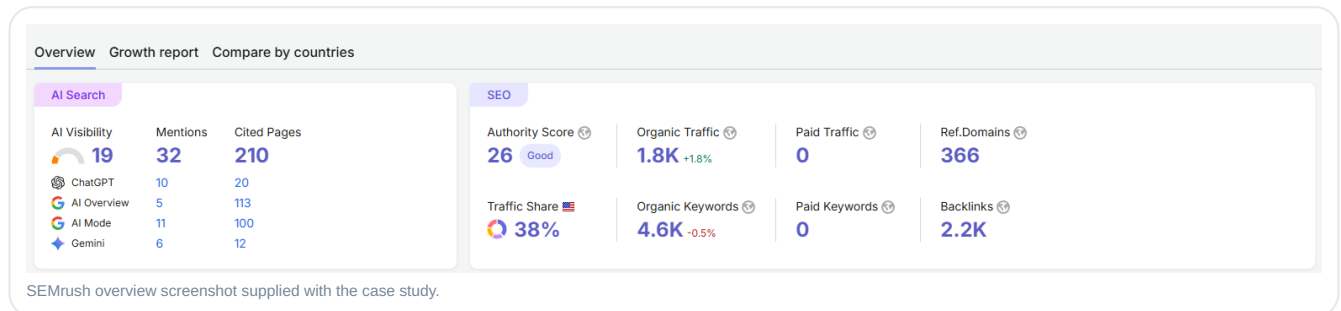
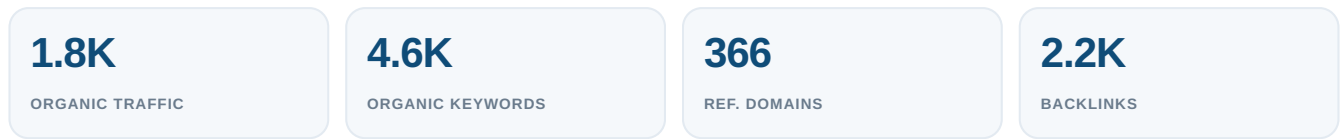
The screenshot shows the long-run organic traffic trajectory and recent volatility across the domain. It is useful as supporting context alongside the Search Console case-study figures.

Not used for unsupported growth claims

The Google Search Console source does not include a previous comparison period. For that reason, this third-party chart is shown as contextual evidence rather than used to calculate a Search Console growth percentage.

CURRENT VISIBILITY SNAPSHOT

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



SEO snapshot

The overview reports organic traffic of **1.8K (+1.8%)**, **4.6K organic keywords (-0.5%)**, 366 referring domains, 2.2K backlinks and an Authority Score of 26. Paid traffic and paid keywords are shown as zero.

AI search snapshot

AI Visibility is shown as 19, with 32 mentions and 210 cited pages. The panel includes citation activity across ChatGPT, Google AI Overview, AI Mode and Gemini.

HAMMAD ABID

CASE STUDY SUMMARY

A commercially focused SEO footprint spanning brand, orthodontic, local and treatment-led dental demand.

Macquarie Dental generated **19,609 organic clicks** during the available Search Console period. Of these, **7,641 clicks** were classified as commercial, resulting in approximately **382 estimated leads** under the source document's 5% conversion assumption.

19,609

ORGANIC CLICKS

7,641

COMMERCIAL CLICKS

382

ESTIMATED LEADS

5%

CONVERSION ASSUMPTION

KEY TAKEAWAY

The strongest commercial value came from branded / clinic demand, with substantial additional visibility across Invisalign, local dentist, emergency / extraction, plaque treatment, cosmetic and implant searches. The source does not provide a comparison period, so this case study deliberately reports generated traffic and estimated lead value rather than claiming Search Console growth.

Prepared by Hammad Abid