

SEO CASE STUDY

Dental Corner Organic Search Performance

A client-ready performance review focused on local dental visibility, commercial search intent, treatment discovery and estimated patient enquiries.

Prepared by
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Website
dentalcorner.com.au

Search Console period
03 Feb 2025 - 02 Jun 2026

6,615

ORGANIC CLICKS

1,578

COMMERCIAL CLICKS

79

ESTIMATED LEADS

1,698,112

IMPRESSIONS

EXECUTIVE SUMMARY

Organic search captured meaningful brand, local and treatment-led dental demand.

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IMPRESSIONS

What the Search Console data shows

- ✓ Dental Corner generated 6,615 organic clicks and 1,698,112 impressions during the available export period.
- ✓ 1,578 clicks came from commercial and local-intent queries, equal to 23.85% of total organic clicks.
- ✓ Using the agreed 5% benchmark, commercial traffic represents approximately 79 estimated patient leads.
- ✓ The strongest commercial themes were brand/clinic discovery, Wollongong dentist searches, treatment/service queries and cosmetic/whitening intent.

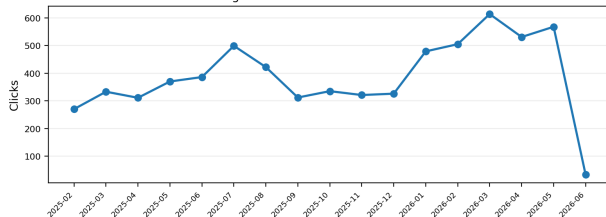
Methodology

The case study prioritizes searches closest to a patient decision: clinic discovery, local dentist intent, service research and treatment-specific queries.

Lead model:

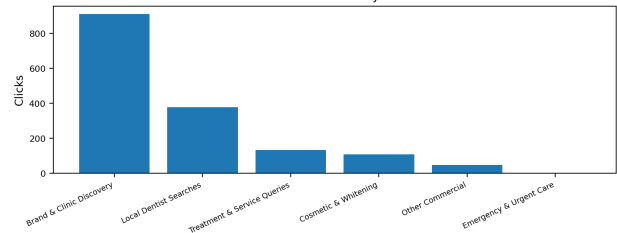
1,578 commercial clicks x 5% = **~79 estimated leads.**

Organic Clicks Trend - Last 16 Months



Organic clicks trend from the supplied Google Search Console data.

Commercial Clicks by Intent



Commercial clicks by search-intent segment.

CHALLENGE & EXECUTION

The strategy prioritized booking-ready local searches while building broader topical authority.

The SEO challenge

- ✓ Increase visibility for local dentist and clinic discovery searches in Wollongong.
- ✓ Capture searches around dental services with booking or treatment intent.
- ✓ Build trust through branded visibility and review-focused queries.
- ✓ Support commercial pages with technical, on-page, content and local SEO improvements.

Business context: Informational traffic supports topical authority, but the portfolio value is strongest when users are comparing clinics, searching for a dentist, or actively researching a specific treatment.

SEO work completed

- ✓ Technical SEO audit and crawlability improvements
- ✓ On-page optimization for dental service pages and local landing pages
- ✓ Commercial keyword targeting around dentist, dental clinic, whitening, implants, treatment, and emergency-related searches
- ✓ Meta title and description improvements to support better search visibility and click-through rate
- ✓ Internal linking between commercial service pages and supporting informational content
- ✓ Content optimization for patient education and high-intent service discovery
- ✓ Schema and local SEO improvements where applicable
- ✓ Ongoing Search Console review to identify keywords with lead potential

23.85%

COMMERCIAL TRAFFIC SHARE

911

BRAND/CLINIC CLICKS

378

LOCAL DENTIST CLICKS

241TREATMENT + COSMETIC
CLICKS

HIGH-INTENT SEARCH PERFORMANCE

Brand and clinic discovery generated the largest share of commercial clicks.

The exported query set identified 1,578 commercial clicks from local, branded, service and treatment-specific searches. These queries are the closest organic-search signals to patient enquiries and appointment opportunities.

Commercial Intent Segment	Clicks	Impressions	Est. Leads @ 5%
Brand & Clinic Discovery	911	8,934	46
Local Dentist Searches	378	113,116	19
Treatment & Service Queries	133	116,453	7
Cosmetic & Whitening	108	121,677	5
Other Commercial	47	44,340	2
Emergency & Urgent Care	1	4,751	0

Important Commercial Keywords

Query	Clicks	Impressions	CTR	Avg. Position
dental corner wollongong	459	3,663	12.53%	1.87
dental corner	346	3,357	10.31%	5.54
dentist wollongong	111	14,654	0.76%	6.61
wollongong dentist	54	6,437	0.84%	6.40
dentist near me	27	8,116	0.33%	31.30
ahmed bedeir	21	561	3.74%	4.64
gingivitis treatment	20	18,652	0.11%	15.11
dentists wollongong	20	3,231	0.62%	4.71
dental corner wollongong reviews	19	312	6.09%	2.40
best dentist wollongong	15	1,402	1.07%	4.87
the dental corner	14	198	7.07%	6.91
dr ahmed bedeir	12	419	2.86%	2.19

Portfolio insight: “Dental corner wollongong” and “dental corner” drove the strongest branded demand, while local dentist terms and service searches such as gingivitis treatment contributed additional commercial value.

SEMRUSH SNAPSHOT

Third-party visibility data adds context around keyword breadth, authority and AI-search presence.

21

AI VISIBILITY

5

AI MENTIONS

129

CITED PAGES

19

AUTHORITY SCORE

965

ORGANIC TRAFFIC

2.1K

ORGANIC KEYWORDS

144

REF. DOMAINS

422

BACKLINKS

Overview Growth report Compare by countries

AI Search

AI Visibility	Mentions	Cited Pages
21	5	129
ChatGPT	1	3
AI Overview	0	92
AI Mode	3	43
Gemini	1	15

SEO

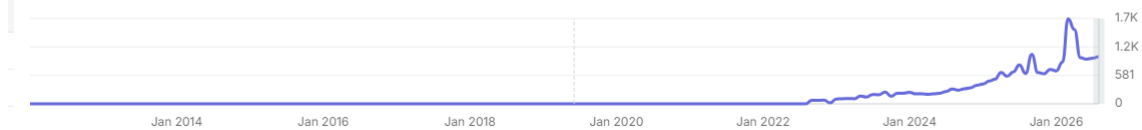
Authority Score	Organic Traffic	Paid Traffic	Ref.Domains
19 Average	965 +3.7%	0	144
Traffic Share	Organic Keywords	Paid Keywords	Backlinks
9%	2.1K +5.1%	0	422

Supplied SEMrush overview: AI Visibility 21, Authority Score 19, estimated organic traffic 965, 2.1K organic keywords, 144 referring domains and 422 backlinks.

1M 6M 1Y 2Y All time

Days Months

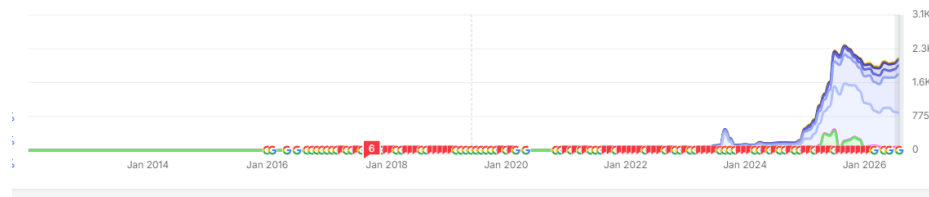
Traffic

☒ Organic Traffic ☐ Paid Traffic ☐ Branded Traffic Notes 

All-time SEMrush organic traffic snapshot showing the longer-term visibility pattern and recent acceleration.

Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features

All-time organic keyword visibility snapshot showing the distribution of ranking positions and SERP features.

Transparency note: SEMrush metrics are third-party estimates and are included as supporting context only. They are not direct equivalents of Google Search Console clicks and impressions and are not used to calculate the estimated lead figure.

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CASE STUDY SUMMARY

Local and branded visibility connected Dental Corner with patients actively choosing a clinic or dental treatment.

Dental Corner generated 6,615 organic clicks during the available Search Console period. Of those, 1,578 clicks were attributed to commercial and local-intent search demand. Using the agreed 5% benchmark, this equals approximately 79 estimated patient leads from organic search.

6,615

ORGANIC CLICKS

1,578

COMMERCIAL CLICKS

79

ESTIMATED LEADS

2.1K

SEMRUSH KEYWORDS

KEY TAKEAWAY

The strongest business value came from brand and clinic discovery searches, local Wollongong dentist terms, and treatment-led queries. The result demonstrates an SEO strategy aligned with local discovery, service demand and patient-intent search behaviour.

Important methodology note: No previous comparison dataset was supplied. All performance is presented as generated single-period results, and the lead figure is an estimate rather than confirmed CRM-booked appointments.

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