

SEO CASE STUDY

Pymble Dental Commercial SEO Performance

A polished client-facing review of organic search visibility, commercial keyword demand, and estimated lead value.

Prepared by
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Website
pymbledental.com.au

Reporting period
05 Feb 2025 - 04 Jun 2026

8,780

ORGANIC CLICKS

1,360

COMMERCIAL CLICKS

68

ESTIMATED LEADS

5%

CONVERSION RULE

No comparison period was provided in the source export, so this case study does not claim percentage growth, ranking improvement, or period-over-period traffic increases. Estimated leads use the stated 5% conversion assumption on commercial clicks only.

CASE STUDY OVERVIEW

Organic search created a measurable pool of high-intent patient-acquisition opportunities.

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Executive summary

Pymble Dental generated **8,780 organic clicks** from Google Search during the available reporting period. The commercial keyword analysis identified **1,360 clicks** from local, branded, service, appointment, and treatment-intent searches.

Using the agreed **5% conversion assumption**, those commercial clicks represent approximately **68 estimated leads** from high-intent organic search traffic.

SEO Challenge

The challenge was to turn organic visibility into meaningful patient-acquisition value. The source separates commercial intent from broad informational dental traffic so the performance story remains focused on searches more likely to influence clinic choice or treatment enquiries.

Organic Clicks Trend

Month	Clicks
2025-02	400
2025-03	480
2025-04	400
2025-05	400
2025-06	400
2025-07	450
2025-08	420
2025-09	450
2025-10	480
2025-11	480
2025-12	550
2026-01	650
2026-02	750
2026-03	880
2026-04	780
2026-05	780
2026-06	100

Organic clicks trend from the supplied Google Search Console data.

Commercial Clicks by Intent Type

Intent Type	Clicks
Local/brand dentist searches	780
Other commercial dental searches	550
Near-me dentist searches	20
Cost / pricing searches	10
Emergency / pain intent	10
Dental implants	10
Tooth extraction & wisdom teeth	10
Teeth whitening	10

Commercial clicks by intent type, led by local/brand and other commercial dental searches.

TOP COMMERCIAL KEYWORDS

Branded clinic searches and Pymble dentist terms produced the clearest commercial demand.

Commercial keywords were identified by prioritizing local dentist, clinic, near-me, service, treatment, and brand-intent searches while reducing reliance on broad informational queries.

Commercial Query	Clicks	Impressions	CTR	Avg. Position
pymble dental practice	506	4,016	12.60%	1.51
david farrington dentist	117	355	32.96%	1.24
pymble dentist	96	10,216	0.94%	17.90
pymble dental	59	787	7.50%	2.47
dentist pymble	53	7,802	0.68%	11.58
biomimetic dentistry sydney	35	310	11.29%	4.09
pymble family dentist	33	6,730	0.49%	13.09
dental night splint	22	506	4.35%	3.69
pymble dentists	18	444	4.05%	5.12
can dentists tell if you vape	17	1,092	1.56%	2.48
night splint dental	15	741	2.02%	4.32
dental splint	14	15,156	0.09%	16.23

What stands out: "pymble dental practice" generated 506 clicks at an average position of 1.51. "david farrington dentist" recorded a 32.96% CTR at an average position of 1.24, while broader local terms such as "pymble dentist" and "dentist pymble" expanded non-branded demand.

COMMERCIAL INTENT BREAKDOWN

Local, branded, and service-led searches made up nearly all identified commercial traffic.

Intent Group	Clicks	Est. Leads @ 5%
Local/brand dentist searches	786	39
Other commercial dental searches	544	27
Near-me dentist searches	15	1
Cost / pricing searches	8	0
Emergency / pain intent	3	0
Dental implants	3	0
Tooth extraction & wisdom teeth	1	0
Teeth whitening	0	0

SEO strategy & activities completed

- ✓ Commercial keyword targeting for local dental searches
- ✓ On-page SEO for service and location relevance
- ✓ Technical SEO improvements for crawlability and indexation
- ✓ Meta title and description optimization
- ✓ Internal linking between service, location, and educational content
- ✓ Content optimization to support both patient education and treatment discovery
- ✓ Local SEO improvements to strengthen Pymble and North Shore search relevance
- ✓ Schema and structured content improvements where applicable

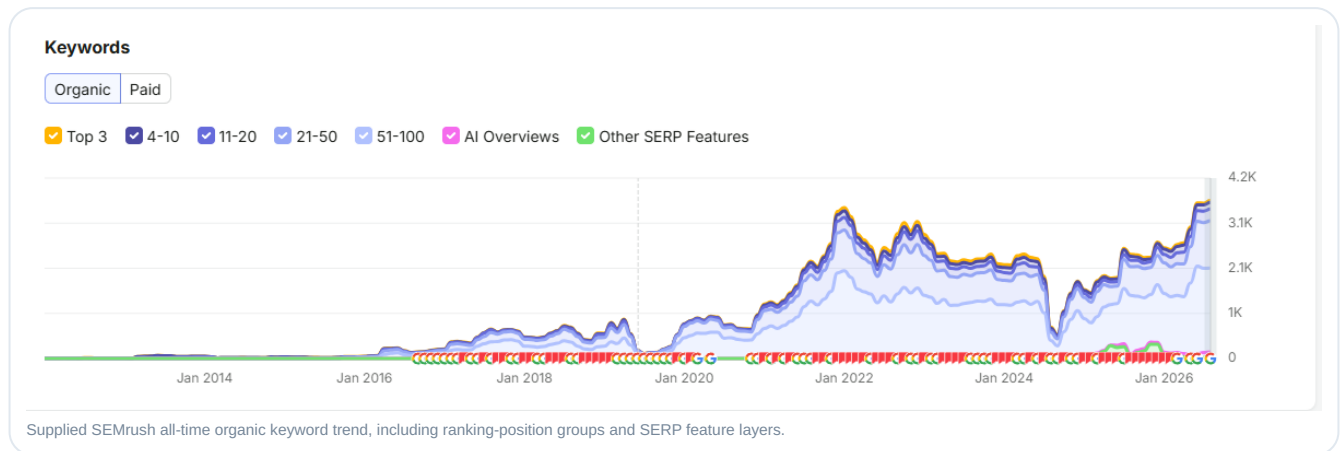
TOP ORGANIC LANDING PAGES

Page	Clicks	Impressions	Avg. Position
/can-a-sinus-infection-cause-gum-swelling/	1,845	255,156	5.74
/services/occlusal-splints-nightguards/	1,273	293,911	15.83
/	1,000	117,232	30.39
/our-dentists/dr-david-h-farrington/	548	33,766	10.05
/can-dentists-tell-if-you-vape/	346	63,813	3.93
/best-flossing-method-for-you/	286	40,936	12.08

Interpretation: Informational and service pages generated substantial organic traffic, including sinus/gum swelling content and occlusal splint/nightguard pages. Lead estimation remains deliberately tied to commercial query intent rather than all landing-page traffic.

SEMRUSH SUPPORTING SCREENSHOT

The all-time keyword footprint shows a substantial organic ranking base across multiple position bands.

**What the screenshot shows**

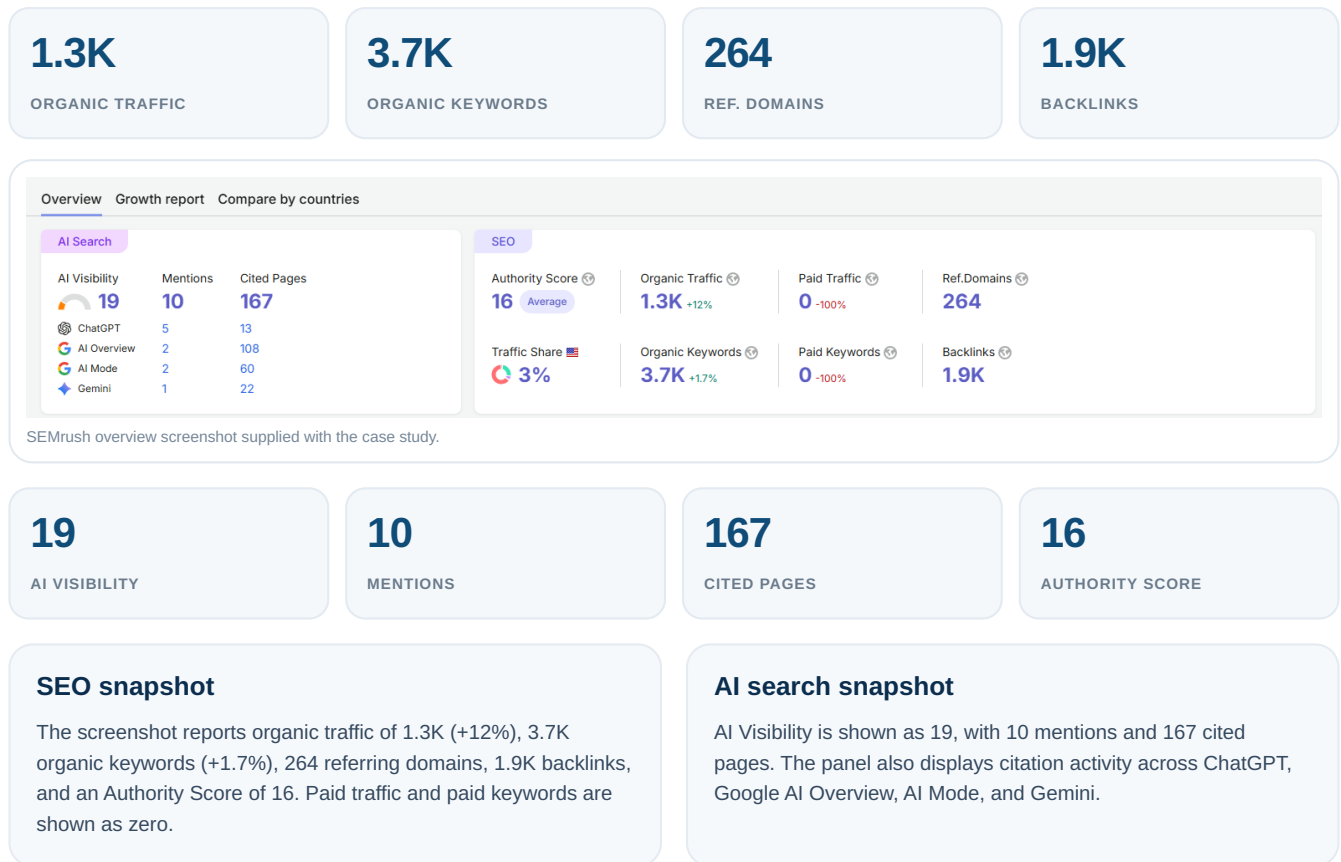
The supplied trend shows a broad keyword footprint established over several years, with major expansion visible around 2021-2022, a sharp contraction around 2024, and a later recovery into 2025-2026. The latest view reaches roughly the mid-3,000s in total organic keywords.

Use as supporting context

This third-party trend is included as supplementary evidence. It is not treated as a direct substitute for Google Search Console and is not used to claim period-over-period growth within the reporting window.

CURRENT VISIBILITY SNAPSHOT

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



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CASE STUDY SUMMARY

A strong commercial SEO footprint centered on local, branded, and service-level dental demand.

The SEO work helped Pymble Dental capture meaningful organic demand across local dentist, branded clinic, near-me, implant, extraction, splint, and treatment-related searches. From 1,360 identified commercial clicks, the agreed 5% conversion estimate produces approximately 68 potential leads.

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KEY TAKEAWAY

The strongest commercial opportunity came from local and branded searches, supported by additional service-level visibility. The source does not provide comparison data, so this case study intentionally avoids claims of percentage growth or ranking improvement.

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