

SEO CASE STUDY

Southlakes Dental Commercial SEO Performance

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

Prepared by
Hammad Abid

Website
southlakesdental.com.au

Reporting period
05 Feb 2025 - 04 Jun 2026

3,641

ORGANIC CLICKS

1,803

COMMERCIAL CLICKS

90

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 generated a measurable pool of high-intent patient-acquisition opportunities.

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Executive summary

Southlakes Dental generated **3,641 organic clicks** from Google Search during the available reporting period. The commercial keyword analysis identified **1,803 clicks** from local, branded, service, appointment, and treatment-intent searches.

Using the agreed **5% conversion assumption**, those commercial clicks represent approximately **90 estimated leads** from high-intent organic search traffic.

SEO Challenge

The main challenge was to convert visibility into meaningful patient acquisition opportunities. The source distinguishes commercial searches from broad informational dental content so the portfolio value remains focused on likely patient intent.

Organic Clicks Trend

Month	Clicks
2025-02	180
2025-03	210
2025-04	190
2025-05	240
2025-06	230
2025-07	250
2025-08	220
2025-09	220
2025-10	220
2025-11	180
2025-12	170
2026-01	260
2026-02	240
2026-03	260
2026-04	240
2026-05	250
2026-06	40

Organic clicks trend from the supplied Google Search Console data.

Commercial Clicks by Intent Type

Intent Type	Clicks
Local/brand dentist searches	1450
Other commercial dental searches	200
Teeth whitening	50
Dental implants	20
Near-me dentist searches	10
Tooth extraction & wisdom teeth	10
Emergency / pain intent	10
Cost / pricing searches	10

Commercial clicks by intent type, led overwhelmingly by local and branded dentist searches.

TOP COMMERCIAL KEYWORDS

Branded Southlakes searches and local Dubbo dentist terms drove 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
southlakes dental	633	3,449	18.35%	1.99
south lakes dental	255	1,805	14.13%	2.13
dentist dubbo	204	12,844	1.59%	6.06
southlakes dental dubbo	171	1,124	15.21%	1.75
dubbo dentist	90	8,116	1.11%	7.52
teeth whitening dubbo	51	2,799	1.82%	7.97
dubbo dentists	39	1,826	2.14%	6.81
dentists dubbo	34	2,033	1.67%	5.85
southlake dental	33	324	10.19%	4.73
dentists in dubbo	26	490	5.31%	4.66
dentist in dubbo	19	1,865	1.02%	8.86
dentures dubbo	19	1,772	1.07%	6.19

What stands out: “southlakes dental” generated 633 clicks at an average position of 1.99. “south lakes dental” and “southlakes dental dubbo” also performed strongly, while “dentist dubbo” added substantial non-branded local demand.

COMMERCIAL INTENT BREAKDOWN

Local and branded dentist searches accounted for the vast majority of commercial opportunity.

Intent Group	Clicks	Est. Leads @ 5%
Local/brand dentist searches	1,509	75
Other commercial dental searches	213	11
Teeth whitening	52	3
Dental implants	15	1
Near-me dentist searches	7	0
Tooth extraction & wisdom teeth	3	0
Emergency / pain intent	2	0
Cost / pricing searches	2	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 Dubbo and Southlakes search relevance
- ✓ Schema and structured content improvements where applicable

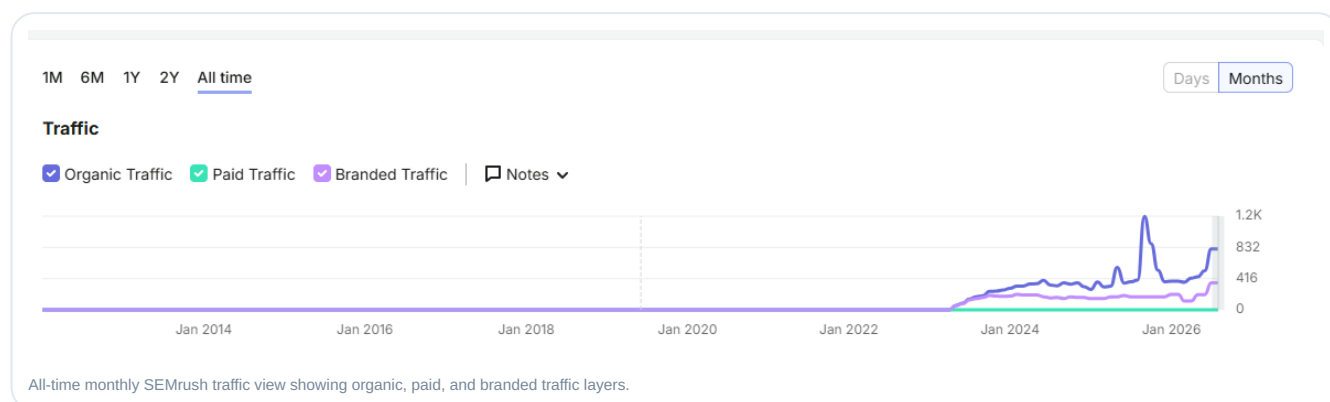
TOP ORGANIC LANDING PAGES

Page	Clicks	Impressions	Avg. Position
/	1,714	77,280	9.92
/our-team	741	43,036	8.94
/contact-us	157	36,716	6.96
/dubbo/dentures	119	12,818	13.24
/services	85	19,648	7.82
/blog/aghxmqv4cp1l2fprxmhyaujwvcr2r5	82	23,631	24.24

Interpretation: The homepage produced 1,714 clicks, followed by the team and contact pages. Service and dentures pages also contributed organic visibility, while lead attribution remained deliberately based on commercial query intent rather than all landing-page traffic.

SEMRUSH SUPPORTING SCREENSHOT

The all-time traffic view shows a broader long-term visibility pattern beyond the Search Console export.



What the screenshot shows

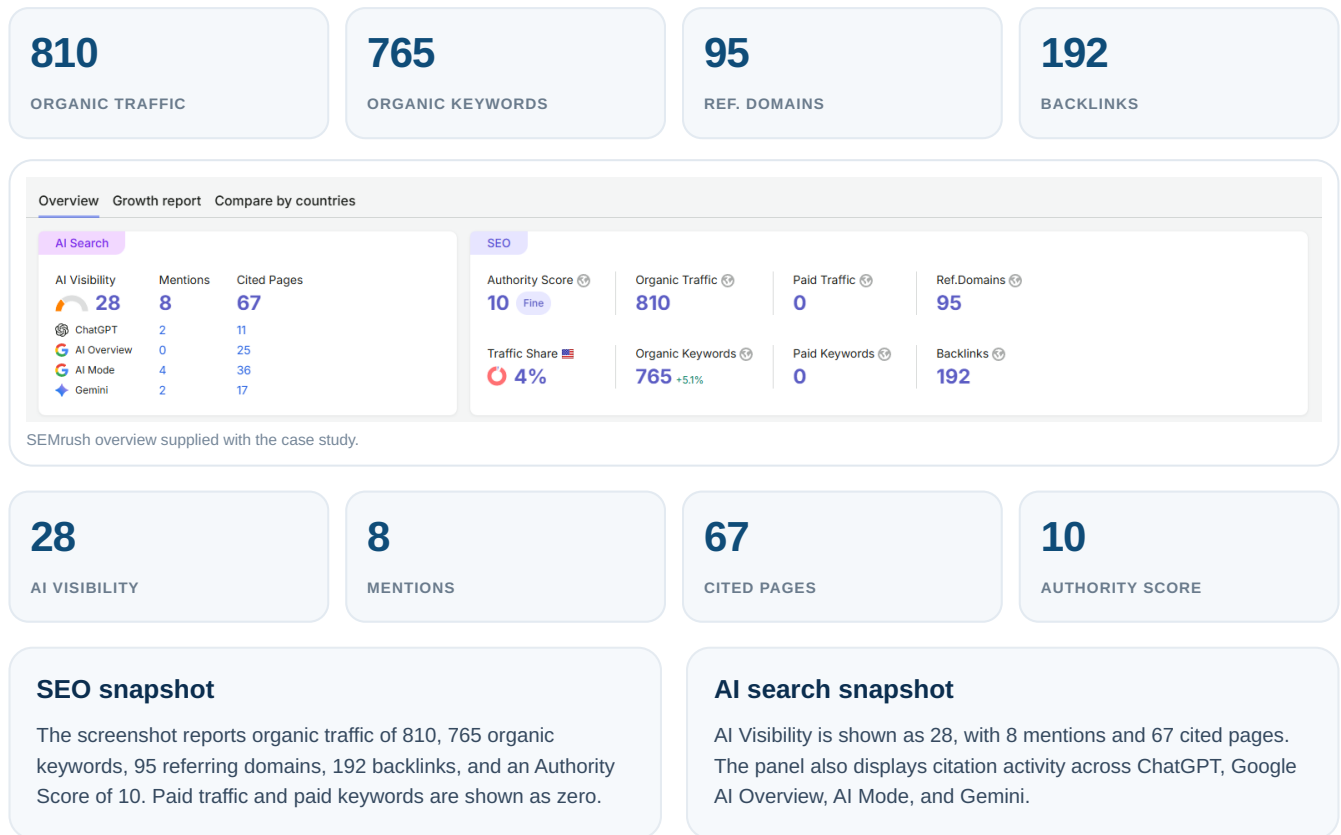
The supplied SEMrush chart shows limited visibility before 2023, followed by a more established organic traffic footprint through 2024-2026. A visible spike appears in the later period before traffic settles and rises again toward the latest months.

Use as supporting context

This third-party view is included as supplementary evidence only. It is not treated as a direct substitute for Google Search Console and is not used to make period-over-period claims in this case study.

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 and branded dental demand.

The SEO work helped Southlakes Dental capture meaningful organic demand across local dentist, branded clinic, near-me, whitening, dentures, implant, emergency, and treatment-related searches. From 1,803 identified commercial clicks, the agreed 5% conversion estimate produces approximately 90 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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