

SEO CASE STUDY

Torquay Dental Commercial Keyword Performance

A client-ready performance review focused on high-intent organic search visibility, commercial keyword demand and estimated lead contribution.

Prepared by
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Website
torquaydental.com.au

23,973

TOTAL ORGANIC CLICKS

3,545

COMMERCIAL KEYWORD CLICKS

~177

ESTIMATED LEADS*

*Estimated using the source document's agreed conversion rule: 5% of commercial keyword clicks. No percentage growth is claimed because the source uses a single Google Search Console export with no previous comparison period.

GOOGLE SEARCH CONSOLE PERFORMANCE

Organic search created measurable commercial demand

Torquay Dental generated visibility across local dental searches, branded clinic terms and treatment-focused queries. The strongest SEO value came from commercial searches where users were actively looking for a dentist, dental clinic, reviews or a specific treatment service.

23,973

TOTAL ORGANIC CLICKS

5.59M

ORGANIC IMPRESSIONS

3,545

COMMERCIAL CLICKS

~177

ESTIMATED LEADS

COMMERCIAL SEARCH PERFORMANCE

301,934 COMMERCIAL IMPRESSIONS

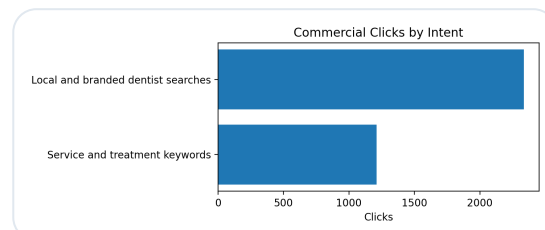
Commercial-intent keywords produced **3,545 clicks** from **301,934 impressions**, with an estimated commercial CTR of **1.17%** and an impression-weighted average position of **43.07**.

LEAD ESTIMATE

 $3,545 \times 5\% = \sim 177$

A directional lead estimate based on the agreed rule in the source case study
- not CRM-attributed conversions.

COMMERCIAL CLICK MIX



Source chart from the supplied case study. Local/branded searches represent the larger share of commercial clicks, supported by treatment-specific demand.

WHAT THIS MEANS

The campaign was not only generating visibility - it was capturing searches with direct patient-acquisition intent. Branded/local terms achieved strong positions, while treatment terms such as **screwless dental implants** expanded reach beyond clinic-name searches.

HIGH-INTENT KEYWORD VISIBILITY

Top commercial queries driving search demand

The table below preserves the commercial query data from the supplied case study. It shows where Torquay Dental already performs strongly and where larger untapped impression pools remain.

Commercial query	Clicks	Impressions	CTR	Avg. position
torquay dental	1,787	10,937	16.34%	2.00
screwless dental implants	554	23,642	2.34%	5.57
torquay dentist	146	4,698	3.11%	7.44
dentist torquay	136	8,902	1.53%	14.19
schraubenlose zahnimplantate	50	1,473	3.39%	1.82
screwless dental implants australia	45	686	6.56%	2.24
screwless implants	41	1,516	2.70%	3.59
gummy smile	33	8,662	0.38%	14.31
torquay dental reviews	28	567	4.94%	3.22
torquay dental practice	25	190	13.16%	2.88
dental probiotics australia	19	795	2.39%	4.69
dentist near me	18	113,383	0.02%	59.21

Brand demand

"torquay dental"

1,787 clicks

16.34% CTR at an average position of 2.00.

Treatment intent

"screwless dental implants"

554 clicks

23,642 impressions at an average position of 5.57.

Opportunity

"dentist near me"

113,383 impressions

Large visibility pool, but only 18 clicks at position 59.21 - a clear future optimization opportunity.

Commercial takeaway: The strongest existing value is concentrated in high-ranking branded and treatment terms, while broad local discovery queries offer additional headroom if rankings improve.

SEO WORK COMPLETED

Execution across technical, on-page, local and conversion SEO

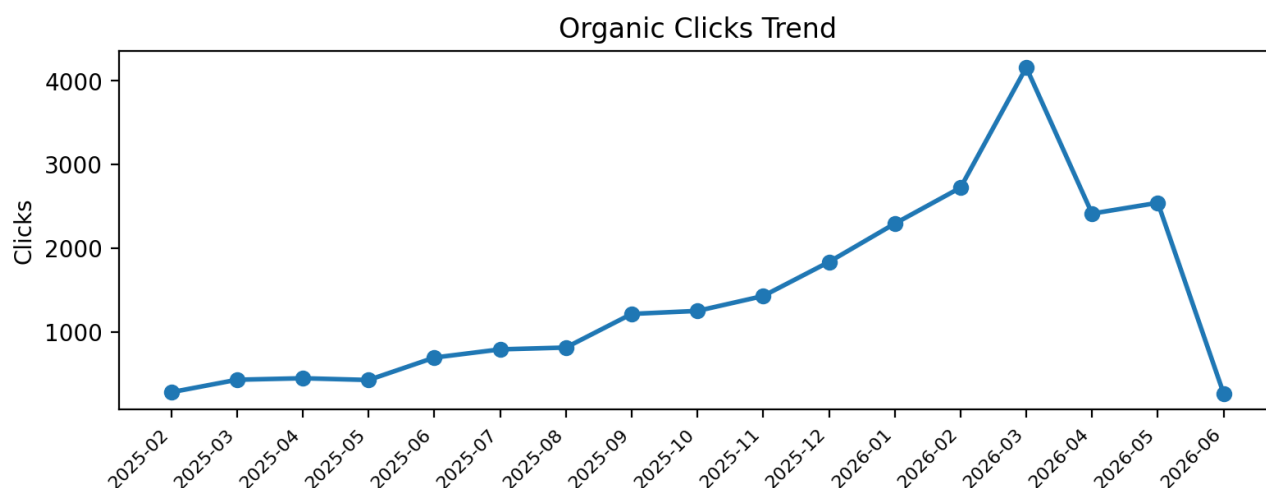
- ✓ **Commercial keyword targeting** around local dentist and treatment-intent searches.
- ✓ **On-page optimization** for service pages, metadata, heading structure and internal linking.
- ✓ **Technical SEO improvements** for crawlability, indexability, page quality and performance signals.
- ✓ **Local SEO support** for suburb/location relevance and dental service intent.
- ✓ **Content optimization** to capture both branded demand and treatment-related search visibility.
- ✓ **Conversion-focused SEO planning** to push high-intent visitors toward enquiries and bookings.

CAMPAIGN FOCUS

Build visibility where search intent is closest to a real patient decision, while strengthening the technical and content foundation needed to expand non-branded reach.

Local SEO Technical SEO Service Pages Internal Linking
Commercial Intent

ORGANIC CLICK TREND



Organic clicks trend chart from the supplied case study, covering Feb 2025 through Jun 2026.

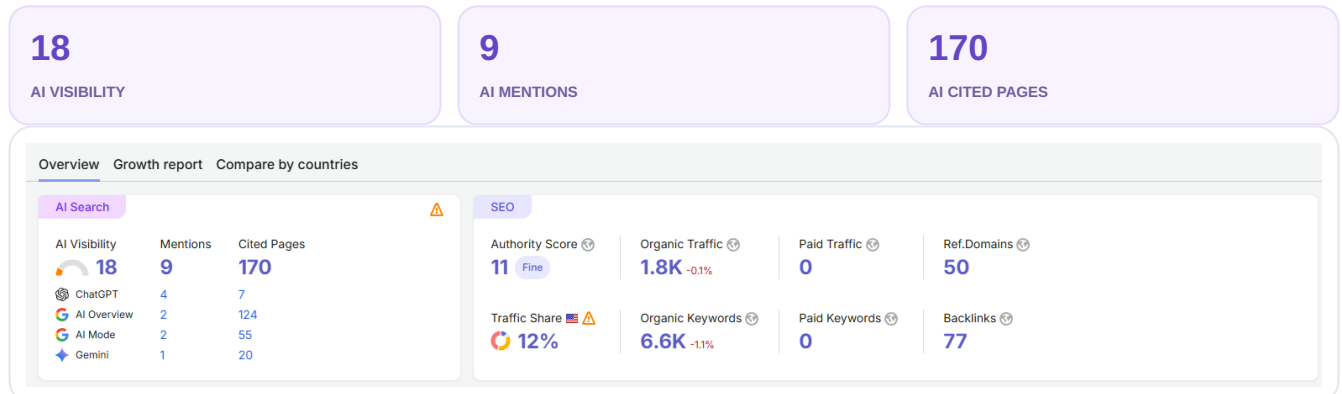
KEY TAKEAWAY

The SEO campaign created meaningful organic search value by capturing high-intent dental users in Torquay and surrounding search markets. With **3,545 commercial clicks** and an estimated **177 leads**, the case study demonstrates how local SEO and treatment-specific keyword visibility can support patient acquisition for Australian dental clinics.

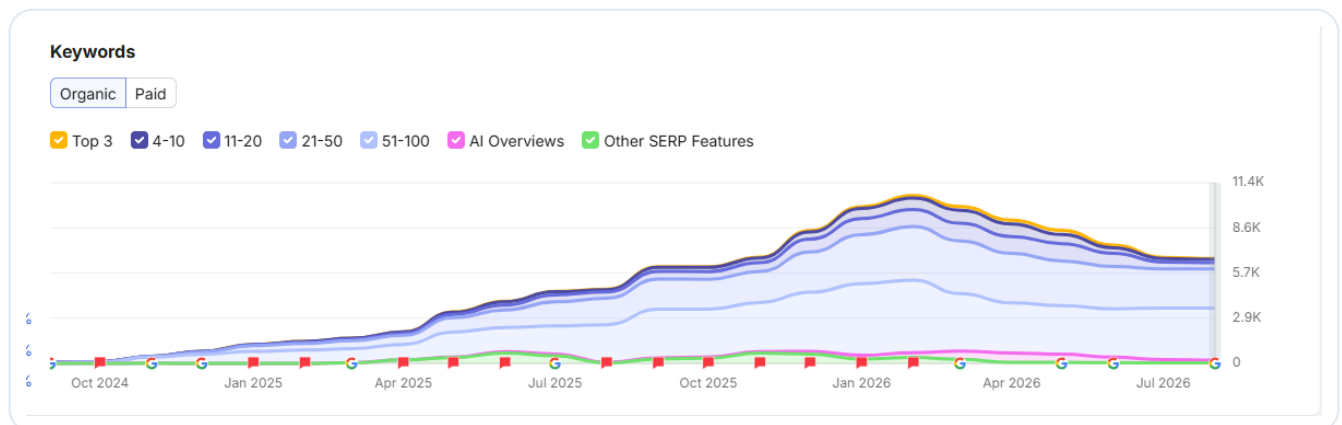
SEMRUSH + AI SEARCH SNAPSHOT

Broader visibility signals support the organic search story

The screenshots supplied alongside the case study add a third-party view of keyword footprint, authority, backlinks and emerging AI-search visibility. These metrics are useful context but should not be compared directly with Google Search Console totals because the platforms use different data models.



Supplied SEMrush overview screenshot: Authority Score 11, organic traffic 1.8K, organic keywords 6.6K, 50 referring domains and 77 backlinks; AI-search panel shows visibility 18, 9 mentions and 170 cited pages.



Supplied SEMrush organic keyword trend screenshot. The keyword footprint climbs strongly through 2025, peaks in early 2026, then settles at the current ~6.6K organic keyword level shown in the overview.

CURRENT SEO SNAPSHOT

1.8K organic traffic | 6.6K organic keywords
50 referring domains | 77 backlinks
12% traffic share (US indicator shown in supplied screenshot)

AI SEARCH DETAIL

ChatGPT: 4 mentions / 7 cited pages
AI Overview: 2 / 124 | AI Mode: 2 / 55
Gemini: 1 / 20

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CASE STUDY SUMMARY

Search visibility that reaches people when they are actively choosing a dentist.

This case study shows a strong base of branded/local visibility, meaningful treatment-level reach and a measurable pool of high-intent organic clicks. The supplied SEMrush screenshots also show a substantial keyword footprint and early AI-search citation activity.

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ORGANIC CLICKS

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ESTIMATED LEADS

6.6K

SEMRUSH KEYWORDS

TRANSPARENCY NOTE

The Google Search Console figures come from a single export with no previous comparison period, so this document does not claim percentage growth. Estimated leads use the stated 5% commercial-click rule. SEMrush and AI-search figures are shown as supporting third-party snapshots rather than direct equivalents to Search Console data.

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