



## A client that's all smiles about their search engine marketing

Client:  
Affordable Care, Inc.

SEARCH ENGINE MARKETING

### 1 The Challenge

Affordable Care, Inc., a healthcare practice management company that provides services in 29 states while continuing to grow, needed to expand its reach in search results pages for the key term "dental implants." To successfully meet the challenges for this highly competitive search term, Affordable Dentures chose to partner with VisionPoint Marketing to deliver effective paid search results. The term "dental implants" represented a core service offering and although the company was an industry leader for the key term "dentures," it was losing out on customers who were performing searches for the newer dental implants being offered in the industry and finding only competitor websites in the search results.

### 2 What we did

VisionPoint Marketing identified content and designed a page specific to the mini-dental implant product being offered by Affordable Care, Inc. During the development phase, the page was optimized to perform as a landing page for both paid search and organic search via the search engines. After researching and authoring thoughtful ad copy, VisionPoint rolled out the campaign on a national level – targeting locations across the states where Affordable Care had existing practices.

### 3 Results

The paid search campaign was a resounding success. Affordable Care, Inc. was able to capitalize on leads for new customers while edging online competition even further out of the marketplace. VisionPoint sent more than 611 potential customers to Affordable Care, Inc.'s customer service representatives while maintaining a 7.8% conversion rate on the paid search campaign. Most notably, VisionPoint was able to keep the cost of conversion controlled at a stunning \$24 per lead.

Not to be overshadowed by the highly successful paid search campaign, VisionPoint's organic campaign was flourishing as well. VisionPoint Marketing's optimization of the mini-dental implants page allowed Affordable Care, Inc. to rank in the top five organic results for "mini dental implants," further exposing the company's services to new customers. The organic listings increased traffic to the Affordable Care website for the entire year by 1.5% by driving approximately 8,000 new visitors through "dental implants" search terms. The mini dental implants page had a conversion rate well over 200% - a more successful rate than the entire Affordable Care website.

This success helped Affordable Care, Inc. realize that online marketing needed to be a paramount focus in future marketing efforts and have now engaged VisionPoint Marketing for a complete website redesign project and Search Engine Optimization engagement that will focus on improving messaging to customers and increasing search engine results

Web site url: <http://www.affordabledentures.com>

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#### Project tasks and deliverables include:

Search Engine Marketing Strategy	Keyword Research	Content Development
Organic SEO	National Paid Search Campaigns	Analytics Tracking and Reporting