

Search Engine Optimisation: An Essential Ingredient for Success

In 2017/18 the UK dentistry market grew by 0.2% to reach a value of £7.1bn. As the NHS reduced dentistry spend this figure hides much more impressive levels of growth amongst private dental patients. Much of this was down to demand for specialist treatments including cosmetic dentistry, facial aesthetics and hygiene services and, to a lesser extent, NHS patients paying for private treatment upgrades. In addition, demand for corporate dentistry is also expected to increase. This vibrant market is great news for dental surgeries, but to tap into these growth opportunities it is really important to make sure people can find your surgery when they are looking for a new family dentist, corporate packages or specialist dental treatment. **That's where a digital agency can really help make a difference.**

“Demand for dental services is expected to continue to increase over the next few years”

Haslers.com

90%

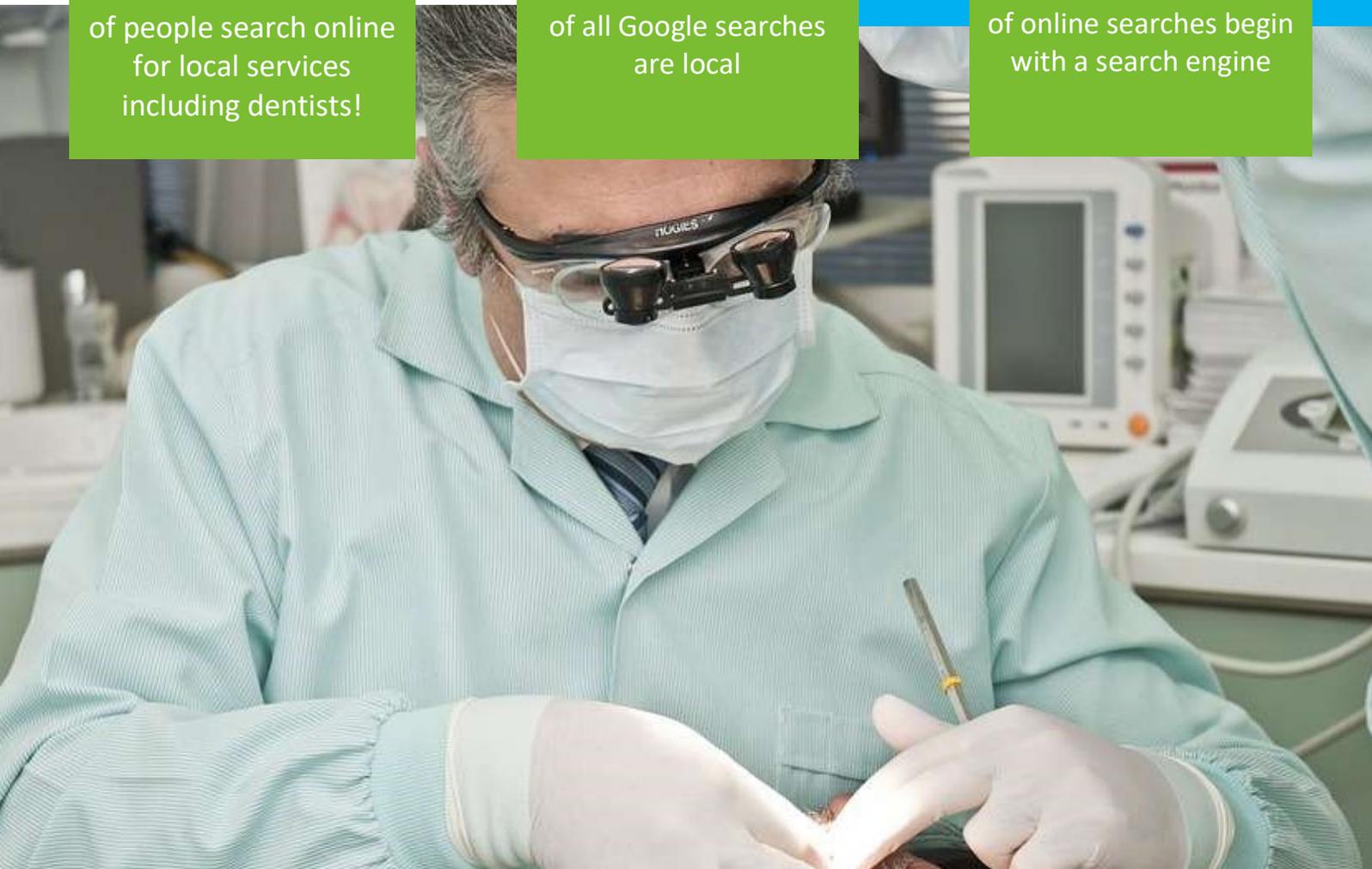
of people search online for local services including dentists!

46%

of all Google searches are local

93%

of online searches begin with a search engine



A Missed Opportunity

On average 100,000 people a month in the UK move house. Many of these will be moving to a new area, so they're going to need a new doctor, new vet, new electricity supplier and new dentist. Registering at the local doctors is easy – just a quick search on the NHS website. A price comparison site will quickly identify the best utilities providers. However, it's different when looking for a dentist, especially a private provider. Most people (90% according to the statistics) start by looking online, and they'll probably start by looking for 'dentist in our new town'.

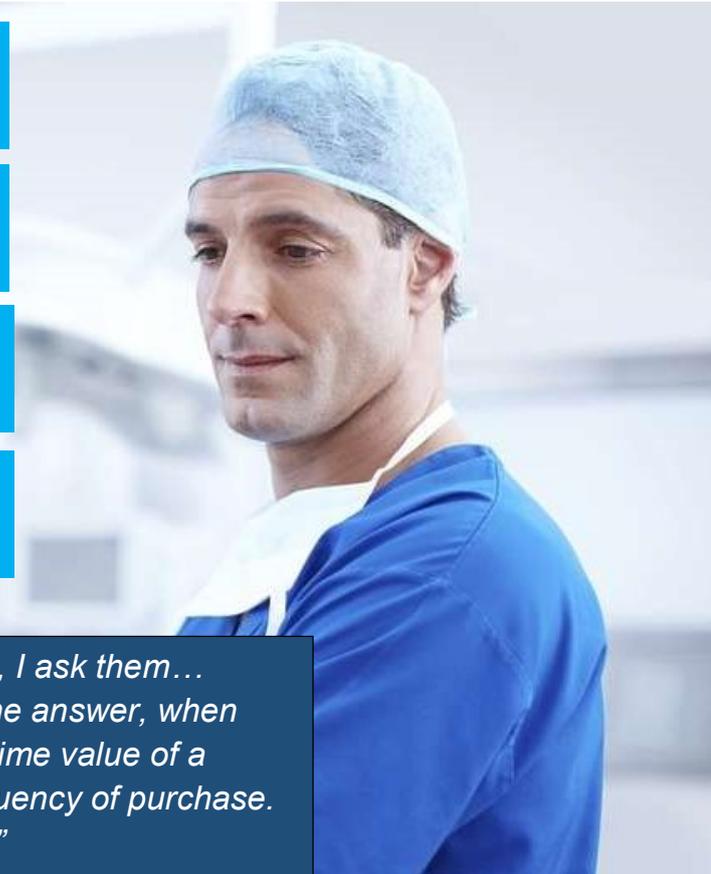
Google then provides the most relevant results based on its own algorithms, which look for trust, reliability and accuracy. Websites which are well designed with effective search engine optimisation (SEO) will be at the top of the list. And even if you're already in that position it takes hard work and careful SEO strategizing to maintain that top position. If you're not on the first page you have little chance of securing that new patient's business.

400 people every month look for a dentist in Nottingham.
Equivalent to 4,000 people across the East Midlands

An average 300 people every month living in major UK cities
are searching for dentists

Demand for dentists is growing all the time as the NHS
struggles to meet demand

Demand for cosmetic dentistry has increased by 50% over
the last five years, a rate which is set to continue!



"When people ask me what's the ROI of Digital Marketing, I ask them... what's the ROI of Trust, and what's the ROI of Loyalty. The answer, when used to build relationships the results will be... longer lifetime value of a customer, larger average order value, and increased frequency of purchase. All measurable and all lead to increased sales and profits"

Compared to other marketing spend SEO delivers a great return on investment. It plays a part in continually improving your website and ensures that you are in the best possible page position, ready to be viewed by 90% of everyone looking for a dentist in your area!

CASE STUDY

What is SEO?

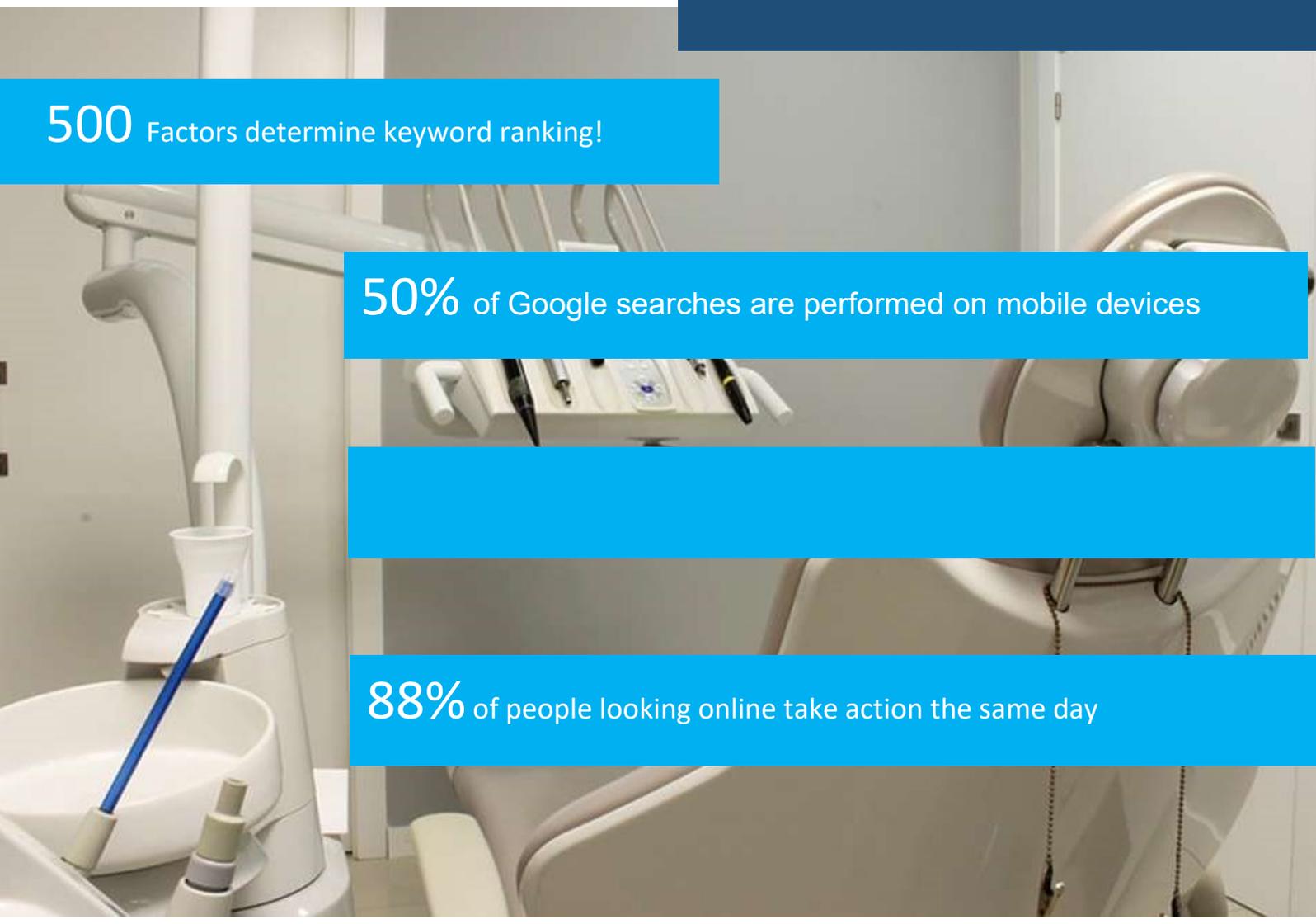
SEO or Search Engine Optimisation is a mechanism to improve the position of a website within the search results from search engines such as Google.

SEO is particularly important for Google rankings because Google's Bots, which search the internet for information, use complex algorithms to identify pages that are considered to be relevant and authoritative.

Making sure your business appears on the first page is essential – but this is only part of the story. Reviews, feedback, maps, accessibility and a host of other information is essential to encourage consumers to walk through your door!

Good SEO isn't just about securing a first page position on Google:

1. Customers search for local businesses. Does your website appear on the front page for local searches?
2. Information online needs to be accurate and up to date.
3. Dedicated pages for different services provide an opportunity to further enhance SEO
4. Great online reviews help to enhance the impact of great SEO
5. SEO is great for brand affirmation and recognition
6. A well-optimized Google My Business Page can increase the chance of someone clicking through to your business
7. Effective SEO delivers new business and that means an increase in revenue



500 Factors determine keyword ranking!

50% of Google searches are performed on mobile devices

88% of people looking online take action the same day

Our Approach

Creating Better Content

For all our clients we focus on building content assets which support search engine optimisation activities. These include work on the core website pages, blog content and off-page content which includes inbound link building. Ensuring that the content is relevant for the target audience is essential.

Optimization: Creating Content for Two Audiences

As part of our initial review of a client's website we carry out an audit to assess coding, design, and page-load speed as these are all factors which negatively impact a domain's Google performance. We ensure that across an extensive range of measures that Google's bots are able to find and interpret client website content.

Building Authority and Trust

To ensure that a website is seen as a trustworthy and relevant site for Google's Bots it is essential to identify other high-performing sites with related content to be able to develop relationships with each publisher, providing content containing links back to our client's blogs pages and core content pages.

Measurable Results

It is essential that the results of our work can be measured. We achieve this through Google Analytics and Google Search console.

Atastic Makes You Appear On the Front Page of Google!

Atastic offers professional SEO services that help websites increase their organic search score drastically in order to compete for the highest rankings - even when it comes to highly competitive keywords.

With Atastic, you are in good hands. Our expertise and knowledge means we can guarantee delivery of great results for our clients. Now, you don't need to worry about digital growth anymore. Our team is trustworthy and reliable and with our combined experience we can ensure you see an increase in visibility and make your digital marketing strive!



Email Marketing

Our custom Email Marketing services can help you save time and money.



Pay Per Click

Pay-Per-Click marketing is easy and cost-effective. We know everything about PPC!



Content Strategy

Engage with your audience through great, original content.



Social Media Marketing

Customers are interacting with brands through social media. If implemented correctly, SMM can bring remarkable success to your business.



Search Engine Optimization

Search Engine Optimization is fundamental. Our SEO strategies can grant you a high-ranking placement in search results.



Advanced Web Analytics

Our services cover all aspects of Google Analytics, from initial setup to training, advanced tracking solutions and custom features.