



**With A 651.11%
Increase In
Organic Traffic**

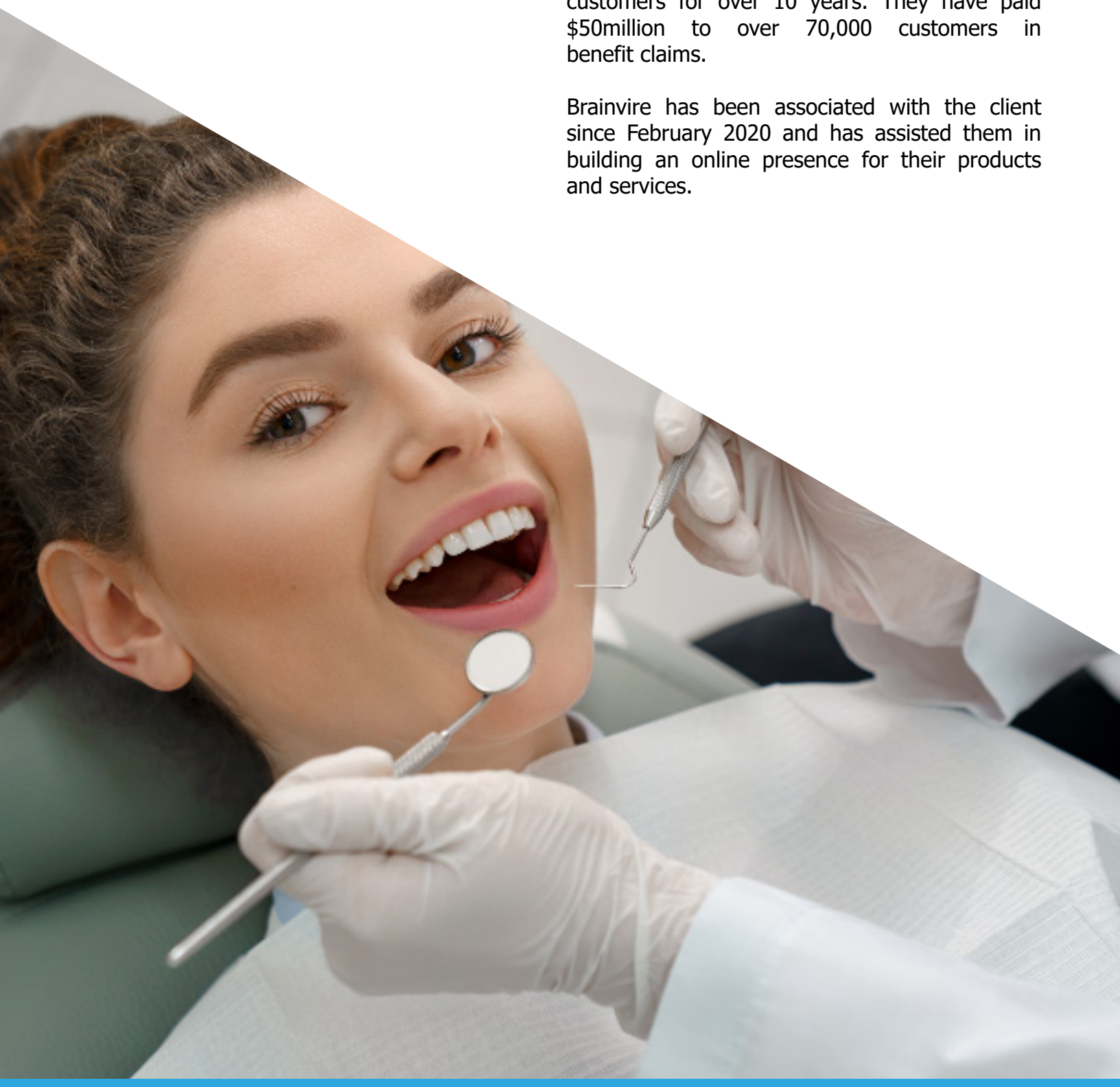
**The Encore Dental Websites
Were On Cloud Nine**

About Encore Dental

The client is a renowned dental insurance provider in the United States. They believe dental insurance should be available to everyone regardless of your employment status.

The client has been providing dental coverage to customers for over 10 years. They have paid \$50million to over 70,000 customers in benefit claims.

Brainvire has been associated with the client since February 2020 and has assisted them in building an online presence for their products and services.



Streamlining the micro websites was the biggest issue

9 different websites were not managed properly and were not updated on Google My Business pages. Due to a very slow speed, the performance of the website was not up to the mark.

Brainvire's digital marketing experts created Google My Business pages for each separate location, updated it, and optimized it with relevant keywords to improve local search rankings.

We optimized the main website by making its content SEO-friendly and targeting appropriate keywords for the business. Our experts streamlined the website by setting up relevant goals and integration of Google Analytics and other tools to measure the performance and results after making improvements.

Standardization with some customization was the approach

The client has 9 different offices situated in different locations. The major issue was to streamline their scattered online presence.

The first step Brainvire's digital executives took was to combine standardization with customization. Brainvire helped the client create a unique identity for each location along with standardization in workflow and management with some stability in conversions and rankings.

Customized and optimized paid campaigns were the next step

Google didn't crawl a few websites due to the poor web structure. Brainvire's designers and developers fixed these website issues for smooth and better performance. We started a rigorous content marketing campaign for the client.

Our focus was on targeting region-specific keywords and initiating location-based campaigns to improve traffic on the local pages. We created proper tags on the websites and conducted a thorough SEO analysis for better results.



The result after the hard work was worth the efforts

The client was happy with the in-depth SEO research done by our team and was impressed with the results we presented.

They gave us the responsibility of handling their paid ads too. So presently, we are handling Adwords campaigns for 10 different websites of the client seamlessly.

Our online marketers successfully fulfilled the client's requirements by establishing a firm online presence. Apart from that, the content marketing initiative for the website also increased traffic multifold.

We observed a good conversions rate from paid ads from the first week of the month. The optimization techniques and the campaigns run by our digital marketing experts showed excellent results. The keyword ranking saw drastic improvement from the first month itself.

The client saw tremendous improvements in organic traffic and ROI. Our digital marketing efforts exhibited a conversion of 651.55%. The ROI from different sites also increased multifold.

651.55%

Our digital marketing efforts exhibited a conversion of 651.55%.

	Conversion Rate (in %)	ROI (in %)
Branson	23.00	9.35
Navvaro	10.00	22.79
Tylor	3.00	21.73

Gentledentistrylc.com

60.29%

Increase in Organic Traffic

1245.45%

Goal Conversion

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	30.28% 469 vs 360	30.92% 453 vs 346	77.97% 735 vs 413	30.62% 32.93% vs 47.46%	21.01% 2.75 vs 2.27	44.47% 00:02:58 vs 00:02:03	656.02% 20.14% vs 2.66%	1,245.45% 148 vs 11	0.00% \$0.00 vs \$0.00

Kellertoothdoctor.com

651.11%

Increase in Organic Traffic

346.48%

Goal Conversion

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	95.02% 626 vs 321	94.17% 600 vs 309	120.10% 909 vs 413	1.06% 40.37% vs 39.95%	10.13% 2.47 vs 2.24	40.37% 00:02:19 vs 00:01:39	102.86% 34.87% vs 17.19%	346.48% 317 vs 71	0.00% \$0.00 vs \$0.00

Lubbockdentalcare.com

20.05%

Increase in Organic Traffic

18,800%

Goal Conversion

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	84.99% 801 vs 433	85.44% 777 vs 419	79.37% 1,017 vs 367	17.50% 39.43% vs 47.80%	32.86% 1.68 vs 2.30	2.41% 00:01:52 vs 00:01:34	10,437.17% 37.17% vs 0.33%	18,800.00% 378 vs 2	0.00% \$0.00 vs \$0.00