

DHINGRA
ORTHODONTICS

case study

Dominating Top of Search Results

Our Challenge

Dhingra Orthodontics was struggling to rank for key Google and AI-driven searches across its 3 Ohio markets: Springfield, Beavercreek, and Bellefontaine.



Our Goal

- Top AI and Google Search
- Drive non-brand organic visibility + attract new patients in each of the 3 local markets



Our Approach

- Implemented a targeted local SEO strategy
- Optimized city-specific landing pages + added supporting pages for high-intent keywords
- Built EEAT (Experience, Expertise, Authority, Trust) content to boost credibility in the space

SPOILER: IT WORKED!➔

See for yourself on the next page.

the results?

Dominance across every corner of the search results



Featured snippet placement in Google's AI-powered search results



Homepage ranking #1 organically

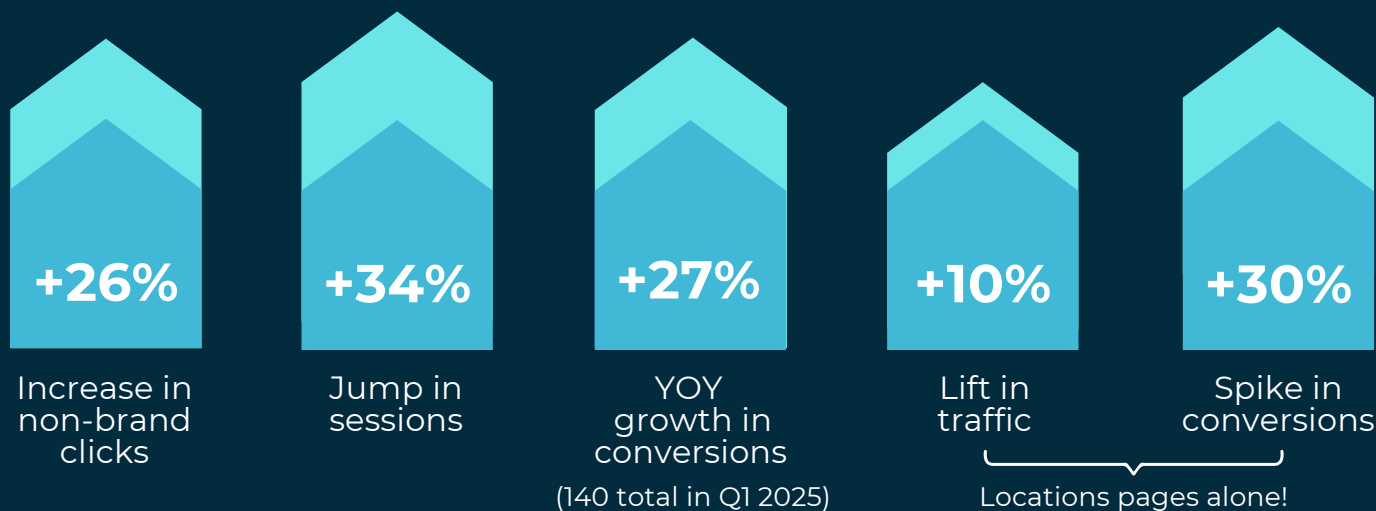


Bellefontaine location page ranking #2 organically



#1 placement in Maps via Google Business Profile

And the metrics prove it:



the takeaway...

By building a smart, scalable location strategy, we helped Dhingra Orthodontics secure market leadership, zip code by zip code.



LET'S DO THE SAME FOR YOUR PRACTICE.

Schedule your free assessment - no strings attached!

