

Internet Marketing Case Study – Dr Cerny

Prepared by Francois Muscat for

8 August 2008

1 - Client Information

Dr Cerny is a local dental practice is a Johannesburg suburb.

Business Name: Dr Aleksandra Cerny

Contact Phone No: 011 465 6686

Contact Email Address: Aleksandra@drcerny.co.za

Website Address: www.drcerny.co.za

2 - Company profile

Dr Cerny owns a dental practice in Lonehill, Sandton, South Africa. She provides numerous dental services such as:

- Restorative dentistry
- Prosthetics
- Pedodontics
- Oral Surgery
- Dental Implants
- Cosmetic dentistry
- Endodontics
- Periodontology
- Oral Hygiene

3 - Business situation

Most dentist face the same problems when marketing their businesses and Dr Cerny was no different.

Dentists rely on “word of mouth” referral and Dr Cerny’s business was 100% word of mouth.

Dr Cerny’s husband recommended WSI to her as we had just completed his company’s website.

They were impressed but apprehensive about using a website and search engine marketing for their business.

‘We had a website but had not received any queries in the 2 years of creating it. WSI showed us example reports of some of their customer successes and convinced us to build a new website that was search engine friendly’ said Dr Cerny.

4 - Technical Situation

WSI evaluated Dr Cerny's current website and found it to be a "framed based" website which did not feature on search engines. In fact the website was invisible to Google.

We recommended creating a new website and apply our search engine essentials package to the website to ensure that it gets indexed by search engines.

"WSI were so confident that they would generate interested traffic to our website and provided us a monthly Internet marketing solution that included the cost of the website build." This made it attractive to us as we would get an entire solution right from the beginning.

The website would have forms from which customers could book their appointments.

5 - Solution

WSI create a website with separate web pages for each of the dental services that Dr Cerny provided. Each of these pages were optimized using information that we identified from our keyword research.

From the start we implemented a Google Pay Per Click campaign in order to achieve immediate results. We submitted the website to various Internet directories and wrote and submitted ads to a number of busy Internet classifieds websites.

We then started a link building campaign and created some specific blog links which rapidly increased the search engine positions for Dr Cerny's services.

We provide web analytics and from our interpretation we created a number of specific landing pages that further increased website traffic.

We used blogs, classified websites, directories and search engine marketing to promote the website.

Our efforts resulted in obtaining the first 9 of 11 positions in Google for her practice "Lonehill dentist

6 - Business Solution

Dr Cerny received immediate results and in the first week received 9 online bookings. At the end of the first month 21 bookings were made directly from the website, all of which came from search engine traffic.

On average a new client has three appointments and the average revenue value is \$300.

The website is 6 months old now and has generated 150 new clients with an average number of 450 appointments.

The 6 months revenue value from the website is \$45,000.

The website cost over the 6 month period was \$1,200 thus resulting in **return on investment of 3,750%**

Dr Cerny has also received around 20 International clients who had dental treatment while visiting South Africa.

Our future plans are to create a number of tourist web pages to target the International market.

Dr Cerny is now considering opening up another practice based on the new business achieved.


7 - Strategies that WSI used

WSI used the following Internet Marketing strategies:

- Website with search engine essentials to ensure a search engine friendly website
- Search engine optimized content to achieve search engine positioning
- Paid search marketing using Google PPC
- Directory submissions both local and international
- Posted advertising in busy classifieds web sites
- Created focused blog links to the website

8 - Examples of creative used

SEO Optimized copy for the keywords "Zoom teeth whitening"




Dr Aleksandra Cerny
DENTIST

+27 (0)11 465-6686
aleksandra@drcerny.co.za

Lonehill Dental Clinic

Home | About Us | Services and Cost | Clinic | Painless Dentistry | Testimonials | Bookings | Contact Us



Zoom teeth whitening in Gauteng

Are you looking for brighter, **whiter teeth** within 60 min? **Zoom teeth whitening** is one of the most advanced **dental procedures** that can dramatically change the colour of your teeth in under an hour! This teeth whitening system is a non-invasive whitening treatment that will give you the lasting results that you want.

Whitening your teeth with Zoom teeth whitening treatment

Your teeth are important and it is understandable that you want your smile to look its best. Certain foods and drinks can contribute to stained teeth, but this doesn't mean that you have to live with darker teeth forever. Get the perfect Hollywood smile that you want when you get your **professional Zoom teeth whitening treatment in Johannesburg.**

Benefits of Zoom teeth whitening:

- **Immediate results** – see your teeth go whiter within an hour!
- **Safe to use** – **Zoom teeth whitening** will not damage the enamel on your teeth
- **Lasting results** – some teeth whitening systems only whiten your teeth for a short period of time. The Zoom treatment will give you lasting results so that you
- **Performed by a dentist** – **Zoom teeth whitening** is performed by a **professional dentist** which ensures that you get the highest quality **teeth whitening** (as opposed to **teeth whitening kits** that you buy in stores)

Where to get Zoom teeth whitening in Johannesburg:

You can get your **professional Zoom teeth whitening treatment** at Dr Cerny's **dental clinic in Lonehill!** We have extensive experience in whitening our patients' teeth for the perfect bright smile! Fill out our [booking form](#) to set up an appointment for **Zoom teeth whitening in Johannesburg.**

Subscribe to Dr Cerny's


NEWSLETTER

Services
All services are delivered at Medical Aid Rates +5%
NB: Dr Cerny is contracted out. The account needs to be settled after service

- [Restorative Dentistry](#)
- [Prosthetics](#)
- [Pedodontics](#)
- [Oral Surgery](#)
- [Dental Implants](#)


Testimonials
Mr Arthur Steyn, Lonehill:
"Thank you for the excellent attention received from you and your staff, and it is a pleasure to have appointment kept on time"

[Read more](#) ↗



Painfree & Preventative Treatment

PPC landing pages



Dr Aleksandra Cerny
DENTIST

+27 (0)11 465-6686
aleksandra@drcerny.co.za

Lonehill Dental Clinic

Home | About Us | Services and Cost | Clinic | Painless Dentistry | Testimonials | Bookings | Contact Us

What would painless dentistry mean for you?

For most people, the sound of a drill and the thought of a needle in your cheek is enough to put off a dentist appointment for years.

However, the experience that you go through to fix your teeth doesn't have to be awful.

At **Dr Aleksandra Cerny's practice in Lonehill**, the focus isn't only on **painless dental treatments**, it is also on giving people a chance to afford their perfect smiles and on preventative dentistry

Although some people don't go to the dentist because of the discomfort and pain they associate with dentistry, many people don't go because it can really break your bank.

What makes Dr Cerny's service the wise choice is that all the **services are delivered at Medical Aid Rates +5%**. Dr Cerny is contracted out. The account needs to be settled after service.

- Restorative Dentistry
- Prosthodontics
- Pedodontics
- Oral Surgery
- Dental Implants
- Endodontics

What would it do to your self confidence if you could get that Hollywood smile - without saving up for months? Contact Dr Cerny for a **teeth whitening treatment**.

*Good service at competitive pricing, and all this in Sandton!
- Mr Terence Delaney, Bordeaux

Contact Dr Cerny

Telephone:	+27 11 465-6686
Cell:	+27 83 314 1717
E-mail:	aleksandra@drcerny.co.za
Address:	Lonehill Dental Clinic: Dr Aleksandra Cerny Suite 100A Lonehill Shopping Centre

Fill in the form below and we will contact you

Name * :	<input type="text"/>
Telephone * :	<input type="text"/>
Email * :	<input type="text"/>
Additional information * :	<input type="text"/>
<input type="button" value="Submit"/> <input type="button" value="Reset"/>	

Home | About Us | Services and Cost | Clinic | Painless Dentistry | Testimonials | Bookings | Contact Us | Sitemap
Copyright © All Material Dr Aleksandra Cerny Created and Maintained by W&I



Dr Aleksandra Cerny
DENTIST

+27 (0)11 465-6686
aleksandra@drcerny.co.za

Lonehill Dental Clinic

Home | About Us | Services and Cost | Clinic | Painless Dentistry | Testimonials | Bookings | Contact Us

We offer the New Ozone Treatment!

Get the new dental breakthrough right here in Sandton!

Dr Aleksandra Cerny can deactivate 99% of all bacteria in your mouth by using the **new Ozone treatment**.

Let ozone gas treatment replace everything that you hate most at a dentist - injections, drillings and fillings!

This means that you will be halting the decay process that bacteria would've been able to cause in your mouth.

As a patient, you will also be equipped with a Patient Kit so that you can add the necessary minerals to your teeth without having to take time out of your busy schedule to make dentist appointments.

- The complete remineralisation process will take between 4 and 12 weeks.

It is easy for a person to ignore messages about oral care, but this means that we risk leaving our teeth to depreciate until it becomes a huge problem.

By **booking an appointment at Dr Cerny's practice in Lonehill**, you are not only going to transform your smile, you are also making a serious investment to prevent big teeth problems later on in life.

Book your new Ozone Treatment today!

Contact Dr Cerny

Telephone:	+27 11 465-6686
Cell:	+27 83 314 1717
E-mail:	aleksandra@drcerny.co.za
Address:	Lonehill Dental Clinic: Dr Aleksandra Cerny Suite 100A Lonehill Shopping Centre

Fill in the form below and we will contact you

Name * :	<input type="text"/>
Telephone * :	<input type="text"/>
Email * :	<input type="text"/>
Book Ozone Treatment * :	<input type="text"/>
<input type="button" value="Submit"/> <input type="button" value="Reset"/>	

Home | About Us | Services and Cost | Clinic | Painless Dentistry | Testimonials | Bookings | Contact Us | Sitemap
Copyright © All Material Dr Aleksandra Cerny Created and Maintained by W&I

Blog posts using focused keyword links to improve search engine rankings

Article Announcements

Announcements services and publicity for articles and press releases

Teeth whitening in Sandton

February 17th, 2008

You may think that you can't have whiter teeth because your teeth are already too discoloured. But now you can see amazing results when you book your appointment for tooth whitening with a professional dentist in Sandton!

At Dr Cerny's dental clinic in Lonehill, Johannesburg, your teeth can be whitened by several shades within 45 minutes. This can dramatically improve your appearance and give you the self confidence that you need to flash your bright smile. Find out more about [teeth whitening!](#)

Posted in [Womens Health](#) | [No Comments](#) »

Article Announcements

Announcements services and publicity for articles and press releases

Teeth whitening in Jhb

February 17th, 2008

Many people are spending a lot of money on do-it-yourself teeth bleaching kits. These at home teeth whitening systems are known to damage your tooth enamel and not give you a noticeably w smile. These are some of the benefits that professional teeth whitening will have for you:

Your teeth will be **whitened by a professional dentist** who guarantees results

Tooth whitening will be done quickly and you will see **immediate improvement**

You won't have to shop around for teeth bleaching kits and gum trays that waste your time and damage your teeth

At Dr Cerny's dental clinic in Lonehill, Jhb, your teeth can be whitened by several shades within 45 minutes. Find out more about [teeth whitening!](#)

Posted in [Health, Arts & Crafts](#) | [No Comments](#) »

Ads placed in classifieds websites

Johannesburg health & beauty / well-being

[post an ad](#)

[edit/delete an ad](#)

[repost an ad](#)

[subscribe free](#)

[unsubscribe](#)

[my saved ads](#)

[details](#)

[E Mail this posting to a friend](#)

Teeth Whitening

[save it!](#)

Reply to: [Click here](#) to email the poster

Date: Monday 25th February

Looking for teeth whitening in Johannesburg?

At Dr Cerny's dental clinic in Lonehill, your teeth can be whitened by several shades within 45 minutes. This can dramatically improve your appearance and give you the self confidence that you need to flash your bright smile.

Have your teeth whitened by a professional dentist in Lonehill, book your appointment online at www.drcerny.co.za!

Anti spam: Do **NOT** contact me offering services or anything of a commercial nature.

Location: Lonehill

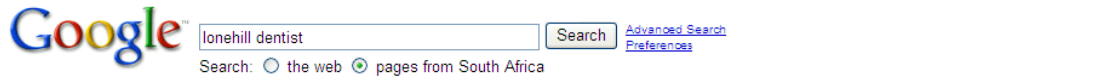
Posting ref: 20516679

[Report this posting for review by Gumtree admin](#)

Teeth Whitening


Search engine positions achieved for keyword phrase “Lonehill dentist”

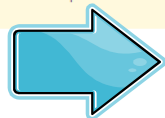
Achieved 8 of the top 10 Google positions



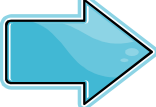
Web Results 1 - 10 of about 234 for lonehill dentist (0.35 sec)

Dentist Sponsored Link
www.YellowPages.co.za/Dentists Need a dentist? Quick and easy: Yellow Pages.

73 results stored on your computer - Hide - About
 Is your website generatin... - Dr Cerny (Lonehill Dentist) We receive



Sponsored Links
Affordable dentistry
Experience no pain. Affordable dental treatments in Lonehill DrCerny.co.za



Painless dentistry treatments Lonehill, Sandton, Johannesburg.
Painless dentistry in Lonehill, Sandton. Contact Dr Cerny for teeth whitening, cosmetic and restorative dentistry and have all your dental treatments done in ...
www.drcerny.co.za/ - 19k - [Cached](#) - [Similar pages](#)



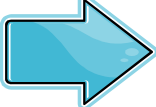
Lonehill Dental Clinic
Painless dentistry treatments at Lonehill shopping centre.
www.drcerny.co.za/marketing/ozonetreatment.html - 13k - [Cached](#) - [Similar pages](#)
[More results from www.drcerny.co.za »](#)



Teeth Whitening Lonehill Johannesburg health beauty well-being
Have your teeth whitened by a professional dentist in Lonehill, book your appointment online at www.drcerny.co.za! Anti spam: Do NOT contact me offering ...
johannesburg.gumtree.co.za/johannesburg/79/20516679.html - 12k - [Cached](#) - [Similar pages](#)

WebInfo - Beauty.
Lonehill Dispensary Lonehill Shop Ctr Lonehill Blvd, Lonehill. Phone: 011 7052711 Fax: 011 4655331. [Pharmacy , Health , Medical , Chemist] ...
www.webinfo.co.za/html/Eng_search_0_0_6_30.htm - 96k - [Cached](#) - [Similar pages](#)

WebInfo - Lonehill Dispensary
... Dating, Decorating, Dentist, Department Store, Design, Desktop Publishing Business Address: Lonehill Shop Ctr Lonehill Blvd, Lonehill, Sandton ...
www.webinfo.co.za/html/Eng_BusinessInfo_4652_1_0_0.htm - 61k - [Cached](#) - [Similar pages](#)
[More results from www.webinfo.co.za »](#)



Ananzi Directory - /Health & Beauty/Health & Medical/Medical Services
Dr Cerny - Lonehill Dental Clinic Dental services at medical aid rates. Dr Dekenah Dentist practicing in Claremont, Cape Town, South Africa. ...
www.ananzi.co.za/catalog/HealthandBeauty/HealthandMedical/MedicalServices/ - 52k - [Cached](#) - [Similar pages](#)

Clubbers Guide Your Online Entertainment Website - CAPPELLO's ...
RYAN DENT. Where: Cappello's - Lonehill - Lonehill. Category: Johannesburg. Event description: RYAN DENT aka THE DENTIST ...
www.clubbersguide.co.za/component/option,com_eventlist/Itemid,99999999/func,details/did,1952/ - 41k - [Cached](#) - [Similar pages](#)



Untitled Document
Dr A. Cerny - Lonehill, Lonehill Dental Clinic Dr Tony Wright - Dentist, Private Dentist, specializing in dental Crowns, veneers, bridgework, ...
www.southafricanwebsites.com/html_links/D.htm - 633k - [Cached](#) - [Similar pages](#)



Doctors
Dr Cerny - Lonehill Dental Clinic Dental services at Medical Aid Rates (Scale of Benefits).
http://www.drcerny.co.za. Dr John Hill Eye Laser Centre ...
www.aardvark.co.za/search/directory.php?search=cat&category=167%2F&page=1&hpp=20 - 33k - [Cached](#) - [Similar pages](#)



Teeth whitening
At Dr Cerny's dental clinic in Lonehill, Johannesburg, your teeth can be ... Location: Lonehill: it's NOT ok to contact this poster with services or other ...
johannesburg.craigslist.co.za/bts/585789274.html - [Similar pages](#)