

Digital presence Beyond India

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ABC dental care

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Current status

- Excellent work done already in terms of local SEO.
- There is no nearest competitor in Online searches at local level
- Ranks No.1 across all possible combination of searches for ABC city and first page ranking for TN level searches
- Health score of website is very good in terms technical buiid quality

Going forward

- AS an established leader in the city, few challenges are listed below, when we have to take the brand beyond regional boundaries.
 - 1) There is very little brand searches. i.e People still don't search the hospital by it's name.
 - 2) The term "LMN hospital" is also getting searched widely but not ends up in our hospital. Lots of drop

Implications

- 1) Can be interpreted as less referrals or repeat patients
- 2) High Dependency on unintended prospects
- 3) Important to register the name (spelling) correctly to take brand beyond karaikudi/Tamil nadu.

Solutions to challenges

- Existing digital Strategy targets customers only at the bottom of funnel below.












- Current keywords like best dental care, dentist near me, dental hospital etc are effectively covers the final stage of the funnel.
- Huge opportunity to convert prospects from earlier stages with targeted content strategies.
- Top keyword searches related to other stages of funnel have been identified which has potential to convert as patients

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Content ideas targeted at Top and mid funnel prospects

- Below are the content ideas which huge search volumes (mentioned volumes are TN only, can assume exponential search volumes internationally)
- We need to create short articles particularly in Q&A format which is easy to read and understandable by even lay men. Though current dental section in website covers all of these but it uses too many industry specific and technical jargons.
- Videos on these questions performed extremely well in social media platforms and YouTube.

Root Canal Treatment	Tooth Decay	Dental Implants
Volume: 27.1k	Volume: 12.1k	Volume: 12.1k
 Root Canal Treatment	 Tooth decay	 What are Dental Implants?
 What is a Root Canal?	 Cavities/tooth decay - Symptoms and causes	 Dental implant surgery
 Root Canal Explained	 Tooth Decay Prevention: 8 Daily Dental Ca...	 Dental Implants Procedure, Cost, Types, P...
Show more ▼	Show more ▼	Show more ▼

Top 10 Related searches

root canal treatment steps	tooth decay treatment	types of dental implants	dental insurance	dental surgery procedures	dental hygienist degree
types of dental treatment	oral hygiene routine	dental health wikipedia	cheap and best dental hospital in chennai		

Content ideas targeted at Top and mid funnel prospects

Top 10 Headlines by backlinks

Oral hygiene [↗](#)



Tooth Extraction: Cost, Procedure, Risks, and Recovery [↗](#)



Delta Dental: Affordable Dental Insurance [↗](#)



Dentistry [↗](#)



Dental Care Information for Professionals [↗](#)



Delta Dental Insurance [↗](#)



Best Dentists and Dental Clinics Near You [↗](#)



Dr Yojna's Dental Clinic [↗](#)



10 Interesting Questions

What is a root canal treatment?

How does tooth decay occur?

How to choose the right dentist for dental implants?

What is dental care?

What is the difference between a dentist and a dental surgeon?

How long does it take a dental hygienist to become a dentist?

How much does dental surgery cost in India?

What is the ideal oral health routine?

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Best practices by **competition**

- Below are some of the best practices by competition which gets lots boundary less traffic to their website
- 1) Patient testimonials particularly - international patients
 - 2) Identify and how to respond emergency situations, and when to reach out to hospital
 - 3) Loyalty/referral programs, Information on insurance claim related services and how we would support patients to get it done.
 - 4) Above ideas will also help in terms getting word of mouth referrals, repeat customers and ultimately register properly register brand name in the minds of future prospects (which was already identified as one of the area to work on)

Expansion Idea – Dental tourism

Current market status

- Lot of dental clinics in india including us already putting lot of efforts on this
- Most of the websites cover the topics like infection control, types of services, locations to visit etc
- US, Australia and GB are the top contributing countries.
- Top players who are getting real website traffic from these countries are xyz dental (chennai), Punyam dental and delhi dental (delhi).
- xyz dental is the toper as of now in searches emerging from all the above mentioned countries.
- Have identified certain best practices xyz dental in the next slide

Competition mapping xyz dental

- They focus on entire funnel of prospective clients with their simple yet informative articles
- Instead of mentioning the locations to visit etc, detailed process on how to approach them, book appointment, online consultation, apply visa, services offered on arrival is mentioned
- One of the key negative propaganda against dental tourism is difficulty in follow up visits and they have mentioned their local servicing network hospital in respective countries.
- Detailed price comparison chart in dollars
- Regularly spending money on Google ads words (almost 97 Ads in last one year) in USA which helped them definitely as they are ranking in first page of the Google search results.

Our opportunity

- Have identified specific keywords the competition is ranking and to our surprise these low hanging fruits. i.e good search volume with low difficulty. Can outrank easily
- Though xyz hospital spending in Adwords it is not getting clicked much, primary reason being poorly written advertisement copy (as per data) and inappropriate landing pages.
- We can implement best practices in our websites with content on the targeted keyword and identified areas identified earlier.
- A better written copy along with separate landing page for international patients will do the magic.

Actual ad copies of xyz

Dental used in US

- We can thoroughly analyze the AD copies below and come up with better Copy.

Dental Implants India | Best Dental Implants Overseas | rajandental.com
Affordable Dental implants price in India - Book Today! International Support. Dental Material. Services: Rootcanal Treatment, All-on-4 Treatment, Sedation Dentistry, Cosmetic Dentistry, Teeth Whitening

Dental Implants India | Best Dental Implants Overseas
Affordable Dental implants price in India - Book Today! International Support. Dental Material. Services: Rootcanal Treatment, All-on-4 Treatment, Sedation Dentistry, Cosmetic Dentistry, Teeth Whitening

Dental Tourism Packages India | Affordable Dental Tourism
Experience the difference of patient care by our expert dental team. Call us! Dental Material. International Support. Services: Rootcanal Treatment, All-on-4 Treatment, Sedation Dentistry, Cosmetic Dentistry, Teeth Whitening

Dental Implants India | Best Dental Implants Overseas | rajandental.com
Affordable Dental implants price in India - Book Today! International Support. Dental Material. Services: Rootcanal Treatment, All-on-4 Treatment, Sedation Dentistry, Cosmetic Dentistry.

Best Dental Treatment Abroad | Compare Prices & Read Reviews
Affordable Dental Treatment in India - Dental Packages India Book Today! World class dental implant centre. All expert & Trained dentists. Dental Material. International Support. Services: Root Canal

Dental Implants India | Best Dental Implants Overseas
Affordable Dental implants price in India - Book Today! Dental Material. International Support. Services: Rootcanal Treatment, All-on-4 Treatment, Sedation Dentistry, Cosmetic Dentistry, Teeth Whitening

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Target keywords for dental tourism

- Top Keywords used xyz dental

Keyword	Montly Volume	Positi on	EST Visits to websit e	SEO Difficult y
india dental implants	260	3	25	36
dental implant india	260	6	9	38
dental implants india cost	320	6	11	26
dental implantation cost in india	320	5	15	26
cost dental implants india	320	7	8	26
tooth implant in india cost	320	9	5	28
teeth implants cost india	390	7	10	27
cost of dental				

Target keywords for dental tourism

- Content/Article ideas- Top question searches

KEYWORD ?		TREND ?	VOLUME ?	CPC ?
how much dental implant cost in india			70	₹27.92
how many dental colleges in india			50	₹14.39
how to start dental tourism in india			50	₹4.85
how much do dental implants cost in india			30	₹25.61
how much does dental implant cost in india			30	₹2,090.88
how to increase dental practice in india			20	₹10.18
are dental bills tax deductible in india			20	₹0

Target Keywords for US market

Lucrative keyword ideas for US market. Good idea is to support the SEO efforts with **Google ads** for atleast 3-6 months for same keywords.

No	Keyword	Volume	SEO Difficulty
1	the cost of dental implants	3600	35
4	implant teeth cost in india	2900	23
3	cost of tooth implant in india	2900	23
7	tooth implant india cost	2400	21
6	cost for tooth implants	2400	32
5	cost dental implants india	2400	34
8	root canal cost india	1600	20
17	root canal treatment cost india	1000	10
16	india best dental hospital	1000	15
15	best dental hospital in india	1000	15