

Page One in 12 Months. Booked a Month Out by Month 19.

A from-scratch general dental practice in a crowded Northeast city built its brand, website, and search visibility through the 2020 shutdowns, and has kept climbing to #1 since.

"So grateful for Grace and her all-star team. I have been working with them since I started my general dental practice from scratch approximately 2.5 years ago. They helped me with my branding, website development/maintenance, SEO, Facebook/IG ads, and most of all my sanity! Starting up is never easy, but I always knew they had my back from the very beginning."

PRACTICE OWNER & GENERAL DENTIST | 5-STAR GOOGLE REVIEW, POSTED ABOUT 2.5 YEARS AFTER OPENING

PRACTICE TYPE	MARKET	OPENED	COMPETITION
General dentistry, built from scratch	Dense urban city, Northeast US	July 2019, eight months before the 2020 shutdowns	18 dentists within 1.5 miles; 4,000+ within 15 miles

THE FIRST 19 MONTHS AT A GLANCE

12 mo to reach page one of Google (#5 for Invisalign + city)	~1 mo booking lead time by month 19, after opening part time	+756% monthly website users, launch to month 16	89% of today's monthly website traffic was already in place by month 16
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THE CHALLENGE

No Name, No Patients, and 20 Established Competitors

The doctor opened this general dental practice from scratch in July 2019 and partnered with Identity from day one. The practice had no brand, no website, no reviews, and no search history. It did not appear in Google's top 100 results for any of its main search terms.

The market is one of the most crowded in the country. The federal provider registry lists more than 4,000 dentists and about 1,400 dental practices within 15 miles of the office, and more than 150 dentists in the city itself, roughly one for every 750 residents. The doctor counted 18 other dentists within a mile and a half of his door. Identity's analysis found 20 general practices competing directly for the practice's main searches; nine had the city name in their business name, and the three most-reviewed each held close to 300 or more Google reviews. Then, eight months after opening, the 2020 shutdowns hit.

THE STRATEGY

Build the Brand Once, Then Win the Searches That Fill a Schedule

At launch, on a \$1,000 monthly budget, Identity named the practice and created its logo, tagline, and brand, and handled the website build, SEO, paid search and Facebook advertising, and in-office photography and video. Identity then built a 15-term keyword map around the most searched local terms and the general dentistry focus the doctor set during onboarding, grouped by the patient intent behind each search.

KEYWORD CLUSTER	TERMS	WHY IT MATTERS
City intent	6	The most searched dental terms in the market, led by “dentist + city”
ZIP code intent	3	Patients searching by neighborhood ZIP code
Near-me intent	2	Mobile, ready-to-book searches driven by proximity and reviews
Branded intent	4	Doctor and practice name searches, protecting the brand as it grows

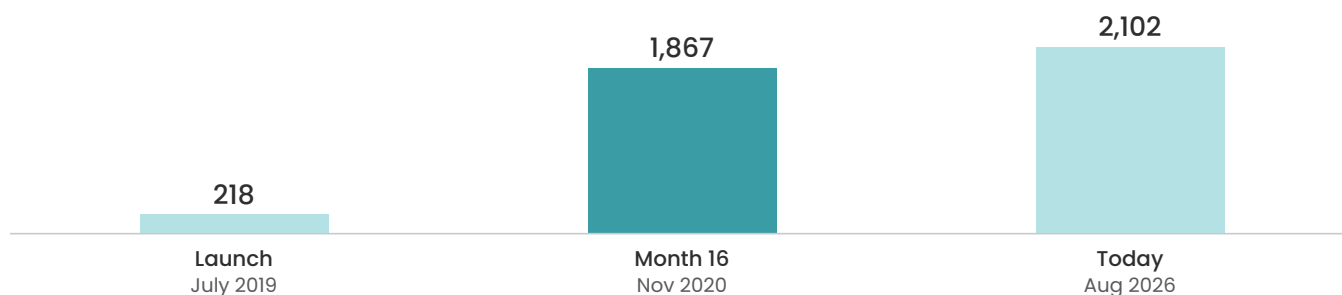
Service searches like Invisalign, cosmetic, and emergency dentistry tend to move faster than the broad “dentist + city” term, so they brought in patients early while the main term was still being built.

THE RESULTS

Traction in Year One, Momentum by Month 18

Most of the growth came early. By month 16 the website was already drawing 1,867 users a month. Today it draws 2,102, so close to 90% of today’s monthly traffic was in place before the practice’s second birthday.

Monthly Website Users



Milestones in the First 18 Months

MILESTONE	PROGRESS
Launch July 2019	Not in Google’s top 100 for any main search term. 218 website users in the first month.
Year one July 2020	Page one (#5) for “Invisalign dentist + city.” Climbed from outside the top 100 to #40 for “dentist + city, state.” 21 Google reviews.
Month 16 Oct–Nov 2020	Page one for “cosmetic dentist + city” (#4) and “emergency dentist + city” (#6). 1,867 monthly website users, up 756% from the first month. 31 Google reviews.

WHAT IT MEANT FOR THE PRACTICE

No Longer a Startup by Month 19

In a recorded interview about 19 months after opening, mid-pandemic, the doctor described where the practice stood:

AT OPENING, JULY 2019	BY MONTH 19, EARLY 2021
Open part time	Open full time
No patient base	Booked about a month out for routine visits, with room held for emergencies
Starting team	Recruiting a hygienist to keep up with demand
Braced for about five years of struggle	Described the practice as no longer a startup, but an established practice

Source: client video interview, published March 2021. Paraphrased to protect the client's identity.

WHERE IT STANDS TODAY

The Early Momentum Held, and Kept Building

The practice now ranks #1 on both Google Maps and Google search for its most valuable term, and its Google profile drives more than twice the patient actions it did in its second year. In 2026 Identity added Answer Engine Optimization (AEO), and the practice is now the first dentist named in Google's Gemini-powered AI Overview when someone asks who the best dentist in the city is.

#1	1st	393	488
Google Maps and Google search for "dentist + city, state" (Oct 2026)	practice named in Google's AI Overview for "best dentist in [city]" (Oct 2026)	Google reviews at 4.9 stars, up from 21 at year one	patient actions from the Google profile in one month (Aug 2026)

SEARCH TERM	JULY 2019	GOOGLE SEARCH, OCT 2026	GOOGLE MAPS, OCT 2026
Dentist + city, state	Not in top 100	#1	#1
City, state + dentist	Not in top 100	#10	#1
Dentist in + city, state	Not in top 100	#1	#2

GOOGLE BUSINESS PROFILE

More Than Twice the Patient Actions of Year Two

GOOGLE BUSINESS PROFILE, MONTHLY	JUNE 2021	AUG 2026	CHANGE
Phone calls	48	87	+81%
Direction requests	81	204	+152%
Website visits from the profile	89	197	+121%
Total patient actions	218	488	+124%

HOW THESE RESULTS WERE VERIFIED

Every Number Traces to a Record

Every figure in this case study comes from a dated record: the client's public Google review, two recorded video interviews dated by their publish dates, Identity's 2022 press release, the practice's own Google Analytics, Business Profile, and Google Ads accounts, Identity's rank tracking, live Google searches, and the federal provider registry.

Percentages are calculated from the figures shown, market counts are rounded down, and the doctor is quoted word for word only from his public review. Research and fact-checking were AI-assisted and reviewed by Identity.

A separate proof document, with links and screenshots for every source, is available to prospective clients on request, with the client's permission.

Opening or growing a practice?

See what the first 18 months could look like in your market. Book a strategy call at identitydental.com/grace

About this case study: the client's identity is withheld for privacy. Website users include all channels (2019–2020 from Universal Analytics, 2026 from Google Analytics 4, which count users slightly differently). Market counts include dental school faculty, so they show market density, not direct competitors. Results vary and are not guaranteed.