



CASE STUDY
ORGANIC SEARCH (SEO)

ABOUT THE CLIENT

DenTek is a world leading dental accessories company and has a strong presence in the USA. (claim to be no.1) Since its establishment, DenTek has grown rapidly by continuing to innovate providing high quality oral care products that are loved by customers globally. DenTek are the only dental accessories specialists with an extensive range across floss picks, interdental brushes, dental repair, tongue cleaning and mouth guards – and with a range especially designed for children.

DenTek is one of the many brands that feature in the portfolio of Prestige Consumer Healthcare Inc. along with other reputable names such as Ultra Chloraseptic and Ludens

OBJECTIVES

DenTek contacted Click to help them develop a long term SEO strategy that was geared towards driving the brand awareness of DenTek with the UK market. We also helped design, develop and build a new mobile friendly website, that showcases the full catalogue of DenTek products that are available in the UK.

Key areas for focus:

- Increase Keyword Ranking for (top terms) * see attached Keyword Ranking report for ref:
- Drive volume of Organic sessions to website
- Increase existing Organic visibility

One of the main aims was to help position DenTek as a thought leader and innovator in the sector, by helping create new web content and UFC on the site.

HOW WE HELPED

Firstly, we began by reviewing the existing website and deconstructing this based on the various SKUs which needed to be present on the site. Following this we carried out in-depth keyword research that helped us identify the highest volume keywords associated with DenTeks service offering. Once this was complete and agreed we set about structuring the site and identifying the most optimised, metas, titles and descriptions for each page whilst also highlighting the new page content requirements.

As we progressed the technical requirements for the site we created detailed wireframes purpose built for mobile optimised viewing.

Once we'd concluded the research and the wireframes were agreed, the content was written and the full scale development began.

Current Website -<https://dentek-eu.com/>

TASK SUMMARY

- Keyword Research
- Keyword Strategy planning document
- Wireframing /concepts
- Design & developed high resolution web concepts upto 50 pages
- User Focused Content Research (incl briefs)
- UFC content pieces x2 p/m
- New Web Content x50

RESULTS

Based on their latest Monthly Report (Jan 21) the following stats have been taken.

Sessions up 17.2% vs month before with +18.8% those being new users

19 of DenTek's top keywords are now appearing on page 1 on Google with several driving high search volumes each month.

On average visitors are spending more time on the website and viewing more pages

Mobile remains the most popular platform to view our website on with 64.8% of traffic.

DenTek have improved their position on Google for trophy keywords such as 'Dental First Aid kit' by + 2 places.

+17.2%

vs month before

+18.8%

those being new users

+64.8

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