



NORTHWEST
ORAL & MAXILLOFACIAL SURGERY



Northwest Oral Surgery **CASE STUDY**

SMILES ALL AROUND

STREAMLINED MARKETING HELPS PRACTICE GROW

COMPANY PROFILE

Northwest Oral & Maxillofacial Surgery specializes in the removal of wisdom and diseased teeth and the preparation for and placement of dental implants. Its doctors diagnose and treat pathological and cosmetic problems, as well as other diseases and injuries of the face, mouth, dentition, jaws and neck. The practice consists of 8 board-certified doctors who practice at 6 different locations across the north Houston area.

www.texasoralsurgery.com

CHALLENGES

Northwest Oral & Maxillofacial Surgery did not have a responsive website. Its SEO score was poor and the online presence was not formidable. It also did not have an effective way to gather, store and access information on new leads.

SOLUTION

adWhite built and launched a new streamlined, responsive website and began implementing an inbound marketing strategy in July of 2017. We shifted the print ad budget toward HubSpot Marketing Software and ongoing Google Ad Campaigns. Additionally, we began creating and circulating unique online content in the form of blogs, landing pages and social media.



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“Northwest Oral & Maxillofacial Surgery loves adWhite. Taylor and his team are awesome — very knowledgeable, creative and super-responsive! Shortly after we started using HubSpot, we began to see outstanding benefits, including increased website traffic, increased number of leads that are specifically looking for our services and ultimately, an increased number of patients.”

— Tracey Carlson,
Northwest Oral & Maxillofacial Surgery

THE RESULTS

Over 12 Months (March 2018 to February 2019)

 **597.69%** increase in website visits

 **1,177.89%** increase in organic traffic

 **618** new contacts total

274 new contacts from organic search



That's enough to make anyone smile!