



Tri-State Oral Surgery Case Study

Website & Listings

At a glance

Tri-State Oral Surgery, a trusted provider of oral and maxillofacial care, faced challenges with their digital visibility and user experience. With VIV's strategic solutions, Tri-State Oral Surgery saw a dramatic improvement in their online presence, customer engagement, and overall website performance within the **first 90 days**.

Key metrics

Tri-State Oral Surgery was able to achieve the following in the first 90 days with VIV.



19,014+

Impressions Generated



484+

Driving Direction Requests



1,336+

Phone Calls

CHALLENGES

- **Outdated Website:** The existing website was not optimized for modern user experiences.
- **Outdated Listings:** Inconsistent and outdated listings across various online platforms hurt local search visibility and patient trust.
- **Declining SEO Performance:** The practice experienced a significant drop in organic search ranking.

SOLUTIONS

- **Website Revamp:** VIV designed and launched a modern, mobile-friendly website tailored to enhance patient engagement and make scheduling appointments effortless.
- **Comprehensive SEO Improvements:** A strategic SEO plan was implemented, targeting local and service-specific keywords to improve search engine rankings and organic visibility.
- **Listings Management:** Tri-State Oral Surgery was listed on 100+ online platforms, ensuring accurate and consistent business information across the web to boost local visibility and trust.

BENEFITS

1 Increased Visibility and Traffic

The targeted SEO and listing improvements led to a dramatic boost in organic search traffic and local visibility, helping more patients find Tri-State Oral Surgery.

2 Improved User Experience

The newly designed website provided patients with an intuitive and efficient way to access services and schedule appointments, improving overall satisfaction.

3 Effective Lead Generation

Optimized listings and a robust online presence resulted in a significant increase in patient inquiries and new appointments, driving growth for the practice.



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