

STERLING CONTENT

How Sterling Content Boosted ABELDent's Unique Views by Nearly 500%

CASE STUDY PRESENTATION





Introduction

ABELDent, an award-winning, all-encompassing dental management software company, needed to increase site traffic, while also completely eliminating Google Ad spending.

Sterling Content was happy to help. Building ABELDent's organic Google presence with stellar blog content required a one-two punch: a fresh SEO strategy driven by industry-focused keyword research and A+ articles with an ear to the industry.

Without a single dime spent on Ad Words, **we increased their 2019 unique page views by nearly 500%.**

“

Sterling Content really blew us away with their keyword-centric approach and top-tier blog posts. Tyler really worked to ensure each article sounded like it was written by an industry expert.

Dental Management Software isn't the most exciting topic, but he made each blog post unique, topical and on-brand. And a 5x increase in traffic is hard to ignore!



Derek McCrone

Marketing Automation Manager at ABELDent, Inc.



Background

Consistent, fresh blog content leads to better search engine results, especially for highly competitive industries, but this only works when content quality matches content quantity.

With no investment in Google Ad Words, we needed to build ABELDent an SEO growth engine to identify and validate content ideas by targeting industry-specific keywords.

Our relevant, engaging, keyword-focused articles attracted potential ABELDent clients to content they actually wanted to read, leading them to software solutions they actually wanted to buy.



Approach

Turning more attention to ABELDent's site required sharp, relevant blog articles tailored to the interests of the industry.

To write content people truly wanted to read, we first identified the industry-specific Google search terms that ABELDent's prospective clients actually use every day.

Regular, fresh content with relevant keywords would mean a huge boost in traffic and overall engagement.



Goal



Improve ABELDent's organic Google rankings for relevant search terms, eliminating the need for paid Google Ad spending



Revitalize ABELDent's blog & produce regular, buzzworthy articles that target the exact keywords industry experts use daily



Solution

Our blog management and content creation campaign gave ABELDent a fresh, engaging voice that resonated with users and opened customer wallets, without any Google Ad Word spending.

These articles helped the client deliver industry expertise, important news, and product updates - all relevant to the interests of their users, which resulted in big metrics and even bigger savings compared to Ad Words.



**SEO keyword integration + metadata boosts +
dwell time improvements + killer content =
a 500% ABELDent brand awareness bump**



Results

01

Unique Page Views
Up by 487%

02

Average Time Spent on the
Site Up by 144%

03

Bounce Rate
Down by 31%

04

More customer Journeys Informed
by ABELDent's Industry Expertise

[READ SOME OF THE ARTICLES HERE](#)



ABELDent Quarterly Metrics By %

Unique Page Views

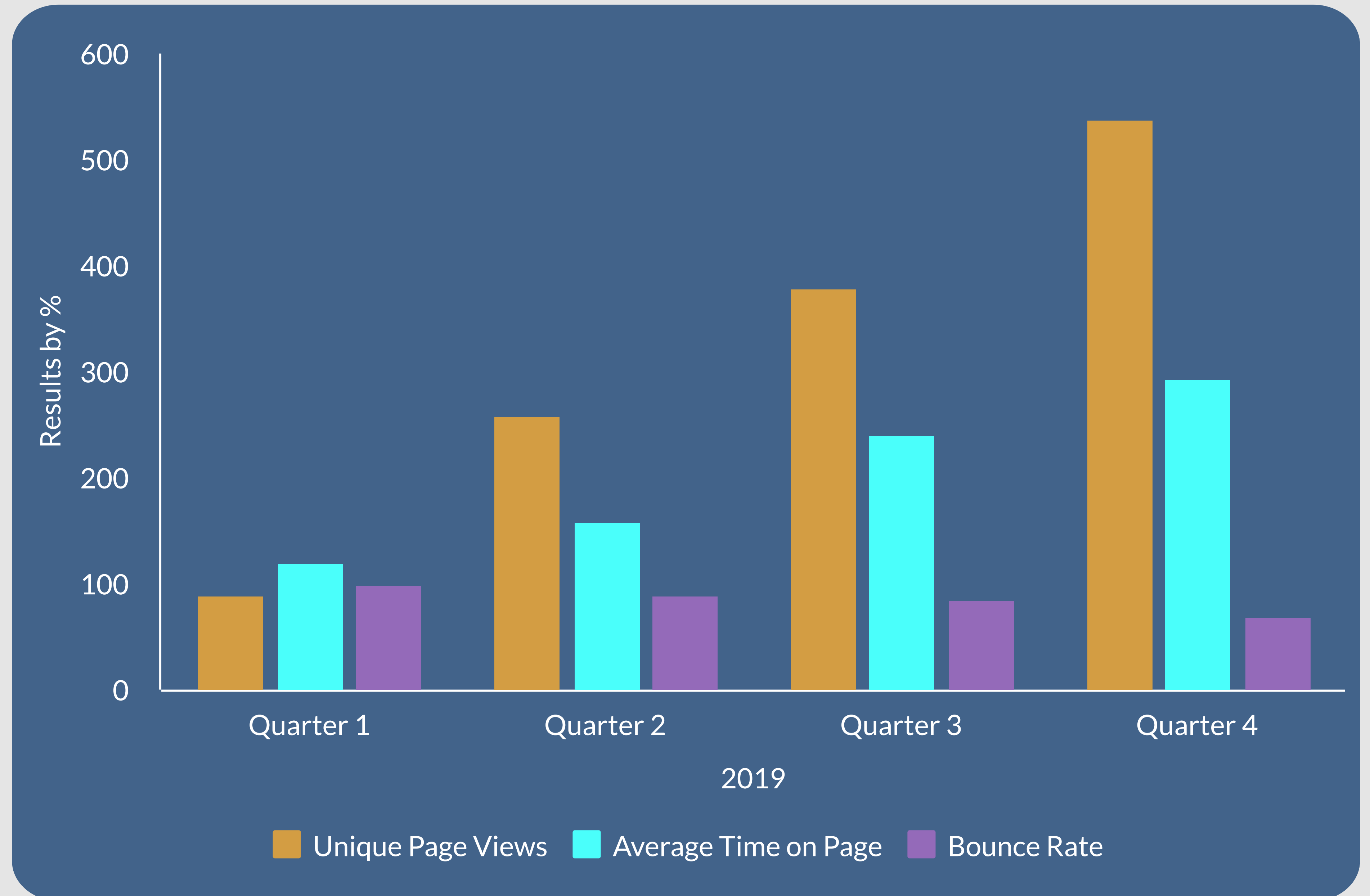
Up 487%

Average Visit Time

Up 144%

Bounce Rate

Down 31%



About Sterling Content

Founded in 2014, Sterling Content produces clear, engaging, search engine optimized content with one purpose in mind: to help customers better understand your business.

We develop the project strategies, target the keywords, write the articles, edit the documents, draft the presentations & optimize the web copy for businesses of every size in nearly every industry.

Give us a shout to find out how we can help you generate more leads and grow your business.



Get in Touch

Sterling Content HQ

41 Northcliffe Blvd,
Toronto, ON M6H 3G9

sterlingcontent.ca

greetings@sterlingcontent.ca

© 2023 Sterling Content. All rights reserved.