

# SEO Discovery & Strategy

September 2023

[Meridianendo.com](https://Meridianendo.com)

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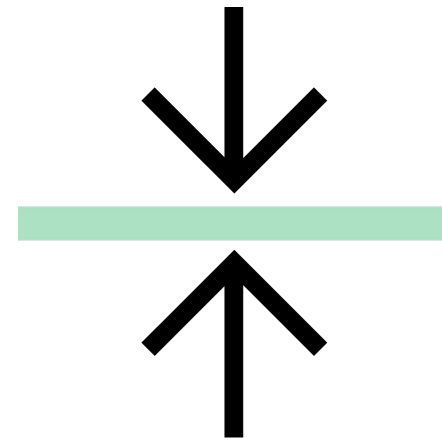
### STRATEGY

The path forward

# Goals

Business & SEO Goals

01



# Business Goals

- More “esthetic” (D2C) patients
- More referral patients
- More locations
- Leader in knowledge sharing for industry



# Achieving Business Goals

- We will get more Online Appointments by getting more SEO traffic for “cosmetic” topics
- We will drive more referrals by producing industry-leading content
- We will open new locations with more appointments and a larger, more engaged audience (sign-ups).



# SEO KPIs

- Online Appointments
- Sign-ups
- Traffic



## Dental Implants Milwaukee

Dental implants are designed to provide a foundation for replacement teeth that look, feel, and function like natural teeth. The person who has lost teeth regains the ability to eat virtually anything and can smile with confidence, knowing that teeth appear natural and that facial contours will be preserved.

**Dental implants** are changing the way people live. With them, people are rediscovering the comfort and confidence to eat, speak, laugh and enjoy life.



Dental Implants Cost and Insurance Why EON Clinics Locations & Doctors (866) 858-3387

Schedule Free Consultation

### Visit EON in Milwaukee

20700 Swenson Dr Ste 150,  
Waukesha, WI 53186

p: 866-858-3387 | e: [intouch@eonclinics.com](mailto:intouch@eonclinics.com)

**HOURS**

Monday - Friday: 8am - 5pm | Saturday & Sunday: Closed

Get Directions

Schedule Free Consultation



ice. Learn more here!

2023 ~ Key Phrases: oral surgeon Madison WI ~

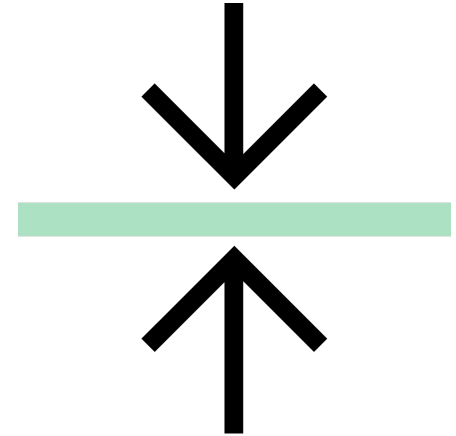
# We will not achieve business goals doing SEO like everyone else.



# Alignment

Approach & alignment for a  
scalable SEO foundation

02





# 2 phrases to simplify our approach

## ENTITY

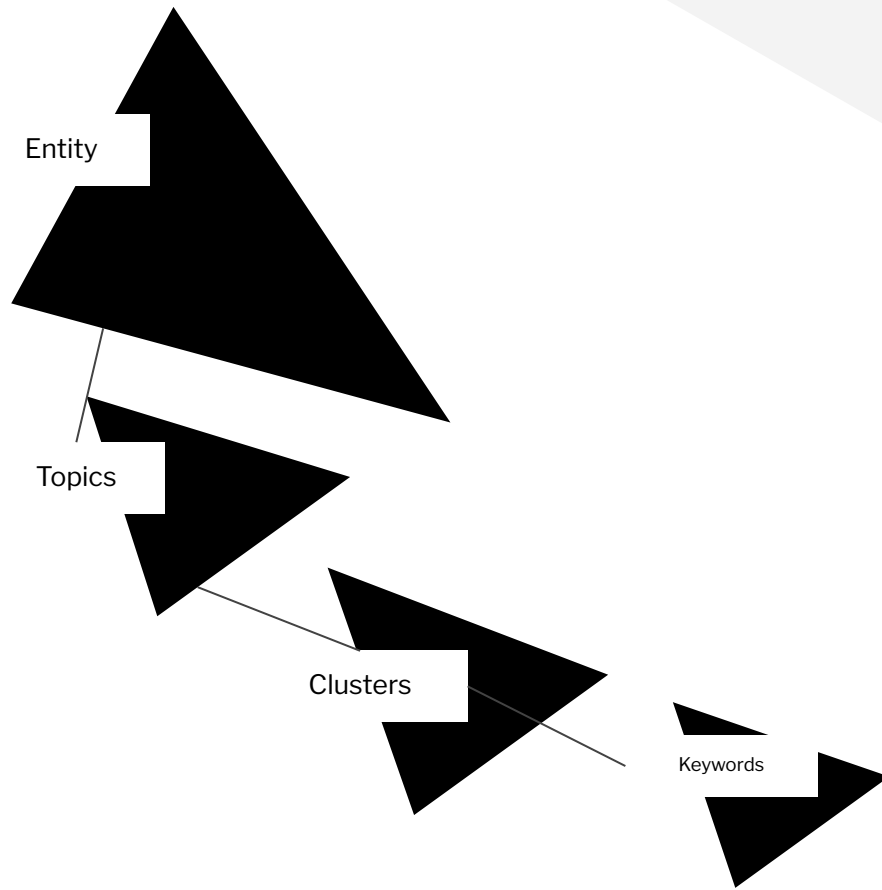


A thing or concept that is singular, unique, well-defined, and distinguishable

## ENTITY HOME

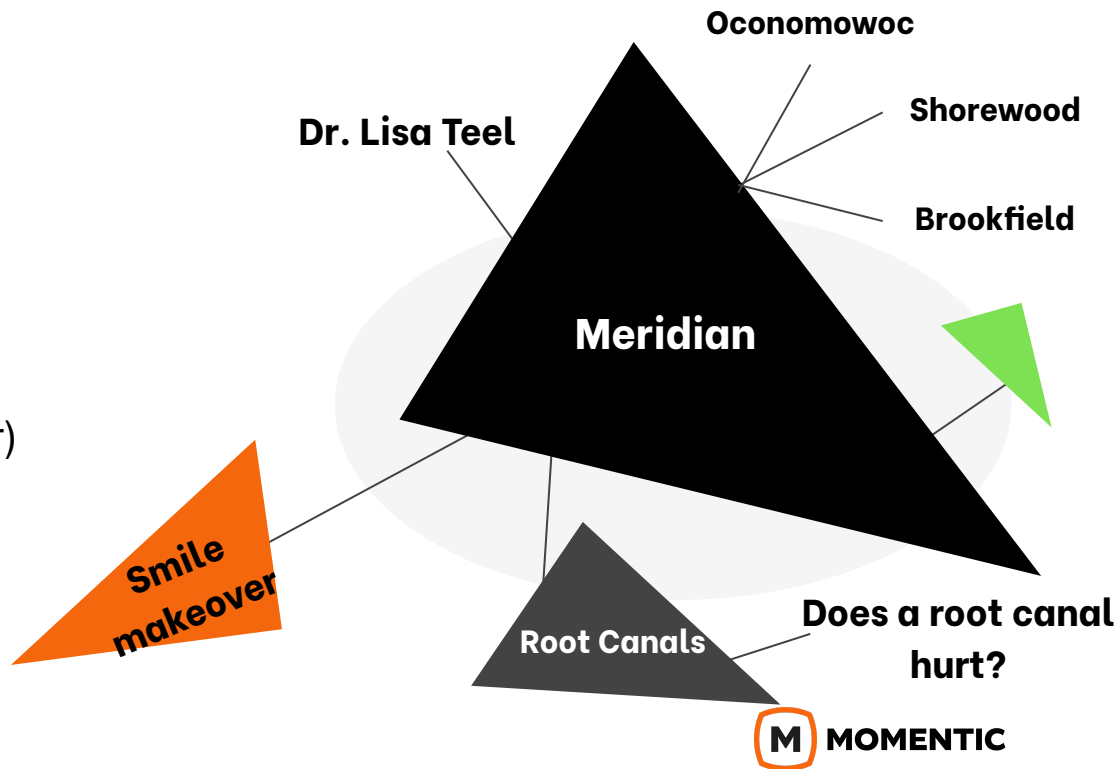


A web page that is the canonical source of our information about a given entity



# Meridian's Entities

- The brand
- Offices
- Providers
- Services
- Outcomes (Before / After)
- Educational topics
- Individual articles



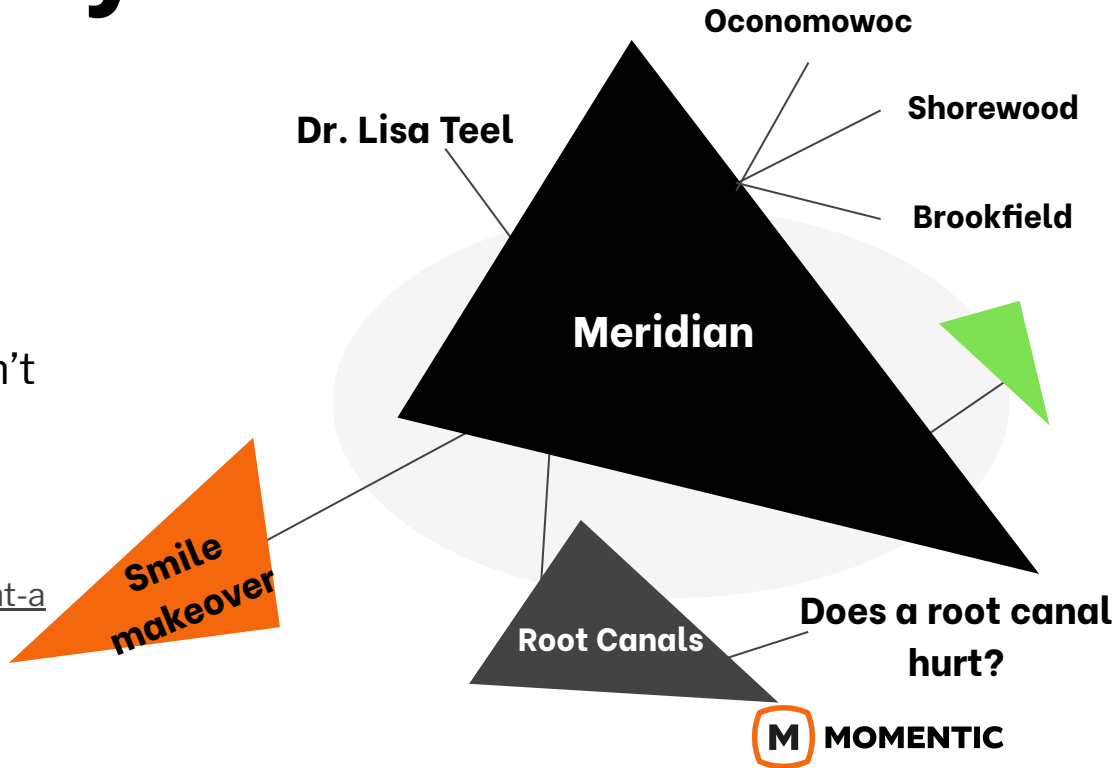
# 1. Every 'Entity' Needs a Home

## Why?

Search engines are semantic now. To be a leader in your vertical, the SEO approach can't be like everyone else

Read more:

<https://momenticmarketing.com/content-academy/seo-topics-keywords>



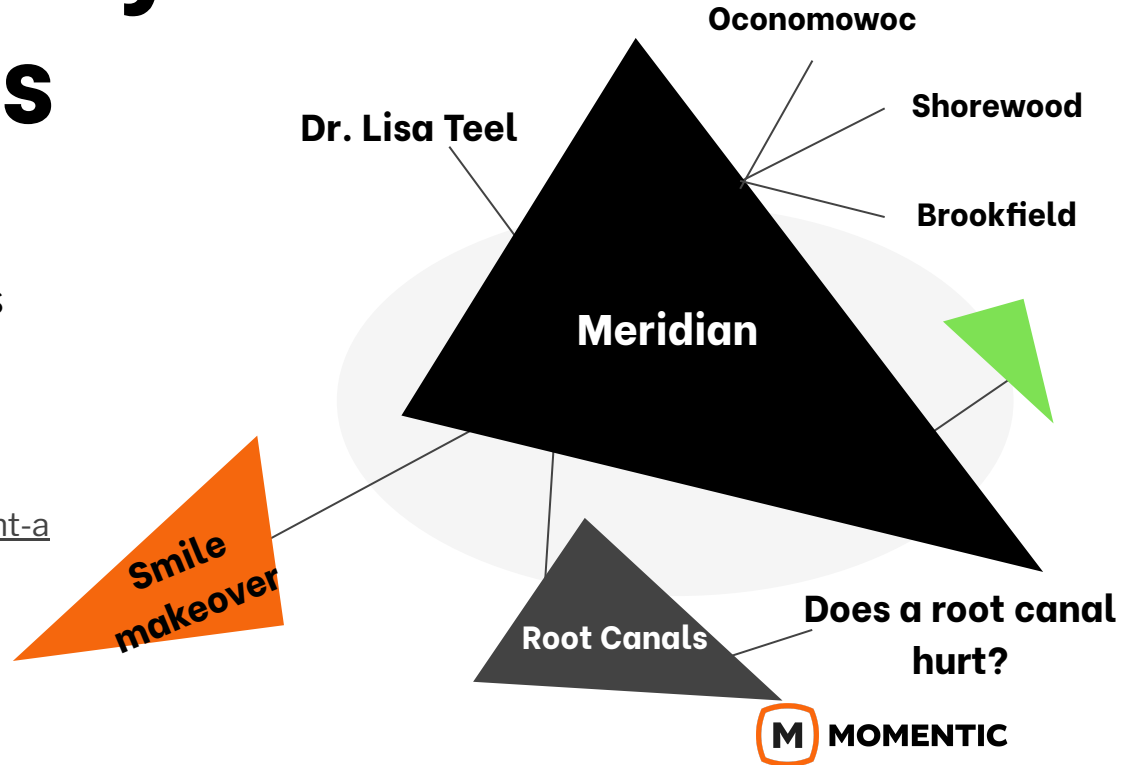
# 2. Every 'Entity' Needs Connections

## Why?

To show how all of the entities are connected.

Read more:

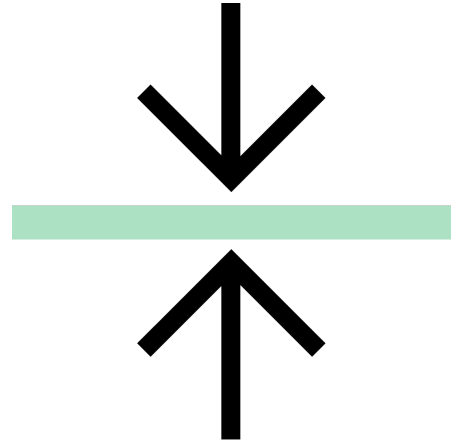
<https://momenticmarketing.com/content-academy/seo-topics-keywords>



# The Market

Meridian vs. competitors /  
audience(s)

03



# MeridianEndo.com

## Branded search

Brand name  
Provider names  
(sometimes)

96%

39

Est. traffic  
per month  
form  
non-brand

“Endodontist  
Oconomowoc”

# Key Benchmarks

## **Meridianendo.com**

- Organic Traffic: 1,022/month
- Ranking Keywords: 516
- Authority Score: 14
- Mostly branded traffic



# Competitors

Aside from Clear Choice, no one is doing anything particularly well.

Most websites use spammy SEO techniques.

Periodontalmedicine.org has the right idea, but SEO oversight in execution is lacking.

Domain	Audit Link	Competitive service	Top SEO Keyword
<a href="http://meridianendo.com">meridianendo.com</a>	<a href="#">LINK</a>	This is us	N/A
<a href="http://periodontalmedicine.org">periodontalmedicine.org</a>	<a href="#">LINK</a>	Periodontic	periodontal medicine
<a href="http://wisnova.com">wisnova.com</a>	<a href="#">LINK</a>	Periodontic	N/A
<a href="http://lakecountryperio.com">lakecountryperio.com</a>	<a href="#">LINK</a>	Periodontic	periodontist waukesha
<a href="http://omsdr.com">omsdr.com</a>	<a href="#">LINK</a>	Periodontic	milwaukee oral surgery
<a href="http://burkeperio.com">burkeperio.com</a>	<a href="#">LINK</a>	Periodontic	N/A
<a href="http://eonclinics.com">eonclinics.com</a>	<a href="#">LINK</a>	Periodontic	implant dentistry
<a href="http://premierperio.com">premierperio.com</a>	<a href="#">LINK</a>	Periodontic	N/A
<a href="http://clearchoice.com">clearchoice.com</a>	<a href="#">LINK</a>	Periodontic	dental implants
<a href="http://madisonoralsurgeons.com">madisonoralsurgeons.com</a>	<a href="#">LINK</a>	Periodontic	madison oral surgery
<a href="http://endodonticspecialists-wi.com">endodonticspecialists-wi.com</a>	<a href="#">LINK</a>	Endodontic	endodontic specialists
<a href="http://wiendogroup.com">wiendogroup.com</a>	<a href="#">LINK</a>	Endodontic	emergency endodontist
<a href="http://endodds.com">endodds.com</a>	<a href="#">LINK</a>	Endodontic	N/A
<a href="http://rctdocs.com">rctdocs.com</a>	<a href="#">LINK</a>	Endodontic	endodontist waukesha
<a href="http://advanceddentalspecialists.com">advanceddentalspecialists.com</a>	<a href="#">LINK</a>	Endodontic	N/A
<a href="http://accessendodonticswi.com">accessendodonticswi.com</a>	<a href="#">LINK</a>	Endodontic	mukwonago endodontics
<a href="http://stohlerendo.com">stohlerendo.com</a>	<a href="#">LINK</a>	Endodontic	endodontist milwaukee

# Of the competitors

## Clearchoice.com

- Organic Traffic: 272,900/month
- Ranking Keywords: 26,420
- Authority Score: 43
- Rationale: Clearchoice.com stands as an industry leader in dental implants. They reach a more niche and less regional audience. Most SEO success is driven by the brand. Clear Choice Dental Implants gets 45K searches on Google every month.

## Madisonoralsurgeons.com

- Organic Traffic: 3,015/month
- Ranking Keywords: 5,283
- Authority Score: 12
- Rationale: The site performs better in organic and non-branded traffic, as well as keyword rankings. Semi-balanced strategy for local growth in a smaller market. Most benefit comes from their brand name.

## Eonclinics.com

- Organic Traffic: 2,987/month
- Ranking Keywords: 1,400
- Authority Score: 25
- Rationale: Eonclinics.com offers a blend of quality and quantity, with a higher authority score. They benefit from being more niche than Meridian and also benefit from bait-and-switch, which we do not recommend.

## Omsdr.com

- Organic Traffic: 2,337/month
- Ranking Keywords: 1,591
- Authority Score: 15
- Rationale: This competitor is close to Meridian in several metrics but outperforms in non-branded traffic and backlinks. Outdated SEO tactics are surely not sustainable.

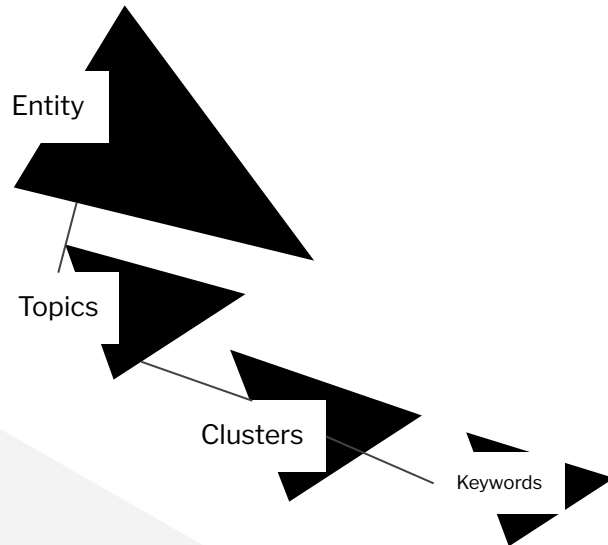
# Good News

There is a simple path to grow non-brand SEO traffic through good website and off-page structure/content!

The most onerous task is planning the structure, maintaining consistency across channels, and prioritizing future content to support business goals.

# Topics

Topics serve as the building blocks for a multi-faceted SEO strategy designed to attract various customer segments seeking specialized care.



## Key Takeaways:

- **"Root Canal" and "Dental Implants"** are the most popular topics searched in the US
- **High search volume correlates with high cluster difficulty.** Easier topics are less sought after—we should prioritize content strategy from bottom up.

# Issues audience searches

Issues	Short Description of Issue	Common Terms	Layman Terms
Gum Recession	Shrinkage of the gum tissue.	receding gums, gum shrinkage	gums pulling back, shrinking gums
Periodontitis (Gum Disease)	Inflammation and infection of the gums.	gum infection, periodontal disease	bleeding gums, swollen gums
Tooth Loss	Missing one or more teeth.	missing teeth, edentulism	gap in teeth, no teeth
Anxiety During Dental Procedures	Fear or stress related to dental visits.	dental anxiety, dental phobia	scared of dentist, dental fear
Fractured or Hopeless Teeth	Broken or severely damaged teeth.	broken tooth, damaged tooth	cracked tooth, bad tooth
Tooth Pain	Pain in or around a tooth.	toothache, dental pain	hurting tooth, sore tooth
Cracked/Fractured Teeth	Partially broken or damaged teeth.	broken tooth, damaged tooth	cracked tooth, chipped tooth
Traumatic Injuries	Physical damage to teeth from impact.	dental trauma, knocked-out tooth	hit in the mouth, tooth knocked out

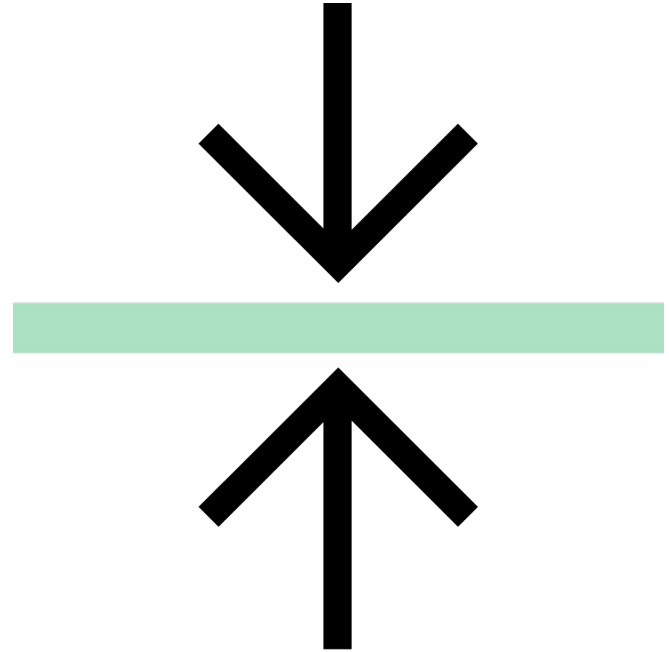
# Solutions audience searches

Treatment	Short Description of Treatment	Common Terms	Layman Terms
Recession Treatment	Surgical grafting to treat gum recession.	gum graft, connective tissue graft	gum surgery, fixing receding gums
Scaling and Root Planing	Deep cleaning of the gums.	deep cleaning, periodontal cleaning	gum cleaning, tartar removal
Dental Implants	Artificial tooth root replacements.	tooth replacement, implant surgery	fake tooth, screw-in tooth
Oral and IV Sedation	Methods to relieve dental anxiety.	conscious sedation, nitrous oxide	laughing gas, dental relaxation
Tooth Extraction	Removal of a tooth.	tooth removal, dental extraction	pulling tooth, taking out tooth
Root Canal	Removal of infected tooth pulp.	endodontic therapy, pulp treatment	tooth nerve treatment, fix tooth pain
Retreatment	Redoing a failed root canal.	root canal retreatment, endodontic revision	redoing root canal, fixing failed root canal
Apicoectomy	Surgical removal of the root tip.	root-end resection, endodontic surgery	tooth root surgery, cutting tooth root
Smile Design	Improving the aesthetic appearance of the smile.	cosmetic dentistry, smile makeover	teeth beautification, smile fix
Bone Augmentation/Grafting	Adding or encouraging bone in the jaw.	bone graft, alveolar ridge augmentation	jawbone repair, bone build-up
Occlusal/Bite Evaluation	Assessment of the bite and jaw alignment.	bite analysis, occlusal assessment	bite check, jaw alignment test
Aesthetic Crown Lengthening	Altering the gum line for aesthetic purposes.	gum contouring, crown exposure	gum reshaping, tooth elongation

# Simple Wins

Easy ways to leverage the brand today

04





**Each provider  
should have their  
own profile page**



Opportunity for the website to rank organically in two places.

- “Standard” SERP listing
- Website link in Google Business

The screenshot shows a Google search for "dr jared frisbie". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar are tabs for Images, Videos, News, Shopping, Maps, Books, Flights, and Finance. The search results are displayed below, showing "About 99,000 results (0.59 seconds)".

The first result is a LinkedIn profile for "Jared Frisbie-Teel - Endodontist and Owner". The URL is <https://www.linkedin.com/company/jared-frisbie-teel-b2235439>. The profile description includes: "Brookfield, Wisconsin, United States · Endodontist and Owner · Meridian Endodontics, Periodontics and Implant Dentistry".

The second result is from the American Association of Endodontists, with the URL <https://www.aae.org/Patients/Individuals>. The title is "Jared C. Frisbie-Teel". The description states: "Dr. Frisbie is a respected leader in endodontics, having conducted research and published multiple articles in the field's most prestigious research journal (...)"

The third result is from Vitals, with the URL <https://www.vitals.com/.../WI/Brookfield>. The title is "Dr. Jared C. Frisbie-Teel, DDS | Brookfield, WI". The description states: "Dr. Jared C. Frisbie-Teel, DDS, is a specialist in general dentistry who treats patients in Brookfield, WI. This provider has 20 years of experience."

The fourth result is from WebMD, with the URL <https://doctor.webmd.com/.../WI/Brookfield>. The title is "Dr. Jared C Frisbie-Teel, DDS - General Dentistry". The description states: "Dr. Jared Frisbie-Teel, DDS, is a General Dentistry specialist practicing in Brookfield, WI with 20 years of experience. Including Medical."

On the right side of the search results, there is a Google Business listing for "Dr. Jared Frisbie-Teel". The listing includes a photo of the office building, a map showing the location in Brookfield, WI, and contact information: "Address: 20350 Water Tower Blvd Ste 10, Brookfield, WI 53045" and "Phone: (262) 327-6100". There are buttons for "Directions", "Save", and "Call". A "Check insurance info" link is also present. A red box highlights the "Suggest an edit · Own this business?" link.

About 937,000 results (0.46 seconds)

**ADVENT Knows**  
<https://adventknows.com/providers/ethan-handler-...>

**Ethan Handler, MD | Milwaukee, WI - Snoring & Sleep ...**

Dr. Handler brings dual board certification in Otolaryngology and Cosmetic Surgery to ADVENT. He received his MD from the Medical College of Wisconsin ...

**Ascension**  
<https://healthcare.ascension.org/.../Home>

**Ethan B. Handler, MD - Otolaryngology**

Ethan B Handler, The American Board of Otolaryngology Head and Neck Surgery - Otolaryngology provides Otolaryngology - Ear, Nose & Throat (ENT) care at ...

**Healthgrades**  
<https://www.healthgrades.com/.../Wauwatosa, WI>

**Dr. Ethan Handler, MD - Wauwatosa, WI**

Dr. Ethan Handler, MD is an otolaryngology (ear, nose & throat) specialist in Wauwatosa, WI and has over 14 years of experience in the medical field.

★★★★★ Rating: 4.8 · 67 reviews

**US News Health**  
<https://health.usnews.com/Doctors>

**Dr. Ethan B. Handler, MD | Milwaukee, WI**

Ethan B. Handler is an ENT-otolaryngologist in Milwaukee, Wisconsin. He received his medical degree from Medical College of Wisconsin and has been in practice ...

★★★★★ Rating: 5 · 78 reviews

**LinkedIn**  
<https://www.linkedin.com/ethanhandlermd>

**Ethan Handler, MD - Director of Medical Affairs / Surgeon ...**



**Dr. Ethan Handler, MD**

Website Directions Save Call

5.0 ★★★★★ 2 Google reviews

Otolaryngologist in Wauwatosa, Wisconsin

**Address:** 2885 N Mayfair Rd, Wauwatosa, WI 53222

**Hours:** Open · Closes 4:30 PM

**Phone:** (888) 938-3838

**Appointments:** adventknows.com Providers

Check insurance info

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

4.8/5 Sharecare · 67 reviews



[Home](#) > [Providers](#) > [Ethan Handler, MD](#)

# Ethan Handler, MD

Otolaryngology — Board-Certified ENT

Milwaukee, WI

Pleasant Prairie, WI

[Schedule Now](#) >

- ✓ Milwaukee clinic accepting new patients
- ✓ In-network for most insurance



**NO** - show/hide bio on /providers

**YES** - create profile pages for ALL providers linked from /providers

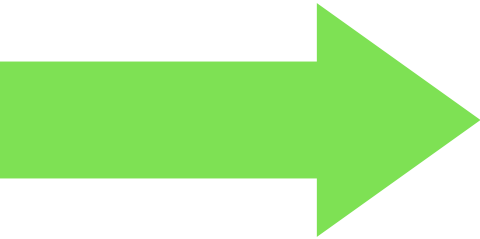


These containers should link to new provider profile URLs with <a> tags



# Provider URL Structure

- /providers/jared-frisbie
- /providers/lisa-teel
- /providers/michael-zielinski
- /providers/charles-stoianovici
- /providers/thomas-jahnke
- /providers/juliana-sardenberg
- etc



**Each location  
should have its own  
page**

# Location pages

H1: Meridian {{City Name}}

**Subheading:** Endodontics, Periodontics & Implant Dentistry

CTA: Schedule Now | Phone number

Image: With ALT text "Meridian Clinic in {{City Name}}"

Brief intro: Who Meridian is, what services are offered, and office location details.

**(more in speaker notes below)**



**Offsite signals need  
to be cleaned &  
built out**



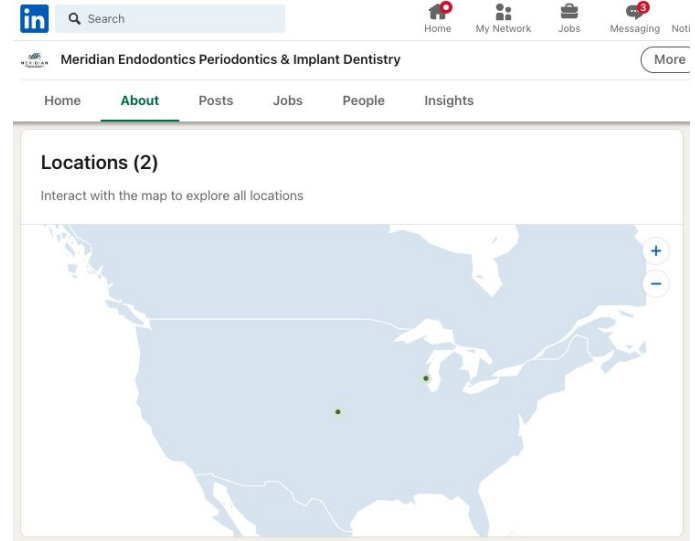
# Offsite signals – not consistent

## NAP + WH

Name - Address - Phone - Website Link -  
Business Hours - Services - Description

Every location mapped back to its entity home:

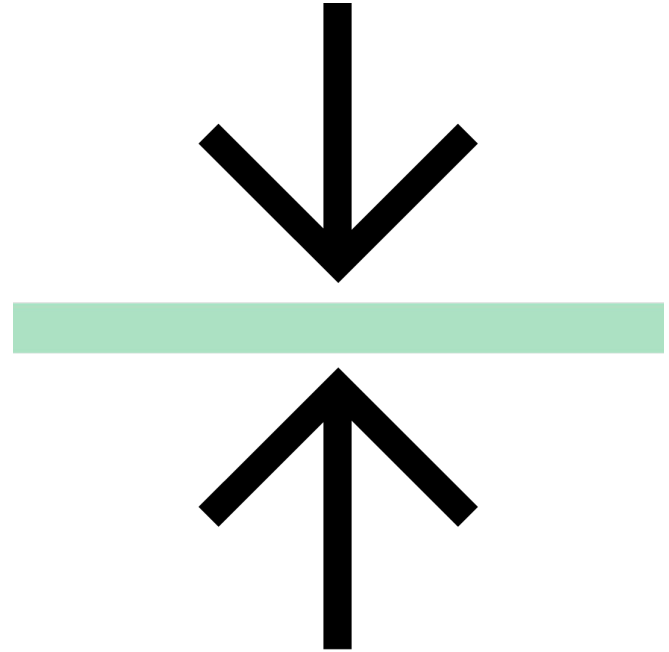
- **Maps** (e.g. Google Business, Bing Places, Apple Maps, Waze)
- **LinkedIn** & Other social
- **Industry listings** (e.g. healthgrades)
- **Authoritative data aggregators** (e.g. Crunchbase, Wikidata)
- **Local aggregators** (e.g. yellowpages, A



# Cornerstones

Essential pieces to the bigger picture

05





**Each service should  
have its own pages**

# Each service should have its own pages

To fully cover any service topic, the website should address a diverse range of sub-topics, including the issue it solves, alternatives, procedure, cost, insurance, and Meridian's expertise.

# Phase 1 - Core Pages

## **Page A: {{Service}} near Milwaukee, WI**

- URI: /services/service-name
- The purpose of this page is to rank for (and support) local searches

## **Page B: {{Service}}: Everything you should know**

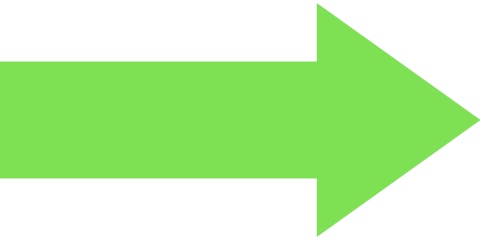
- URI: /blog/service-name-101
- The purpose of this page is to rank for (and support) informational searches

# Phase 2 - Build topic clusters

**Each post should cover each sub-section of Page B in detail**

- Before / after
- Use of technology
- Comfort
- Alternatives, e.g. “Dental implants vs. dentures”

Note that phase 2 should be ongoing and iterative, and is best when supported by an E-E-A-T-focused SEO team.

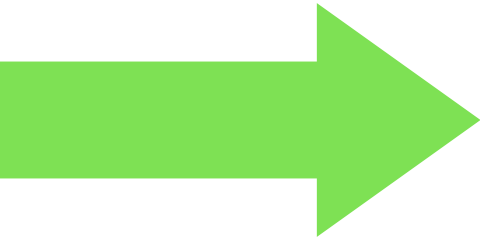



**Each 'service' should be  
communicated how your  
audience searches for it**



**Blog posts need to be  
HTML pages and  
template structure  
should have SEO  
oversight**





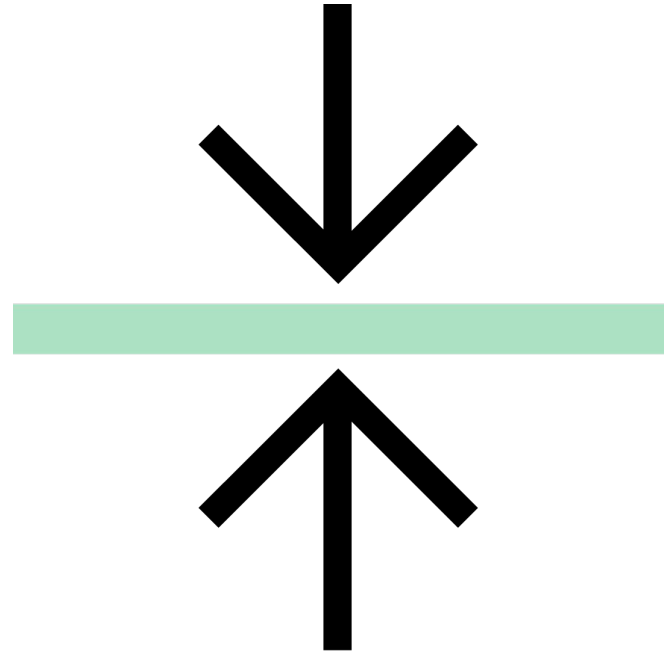
# **Blog content should be expertly reviewed and advertised as such**

- Bylines for reviewer and writer
- Publish date
- Modified date
- Medical Reviewer bio snippet
- Supporting Schema.org structured data
- Content integrity statement

# Strategy

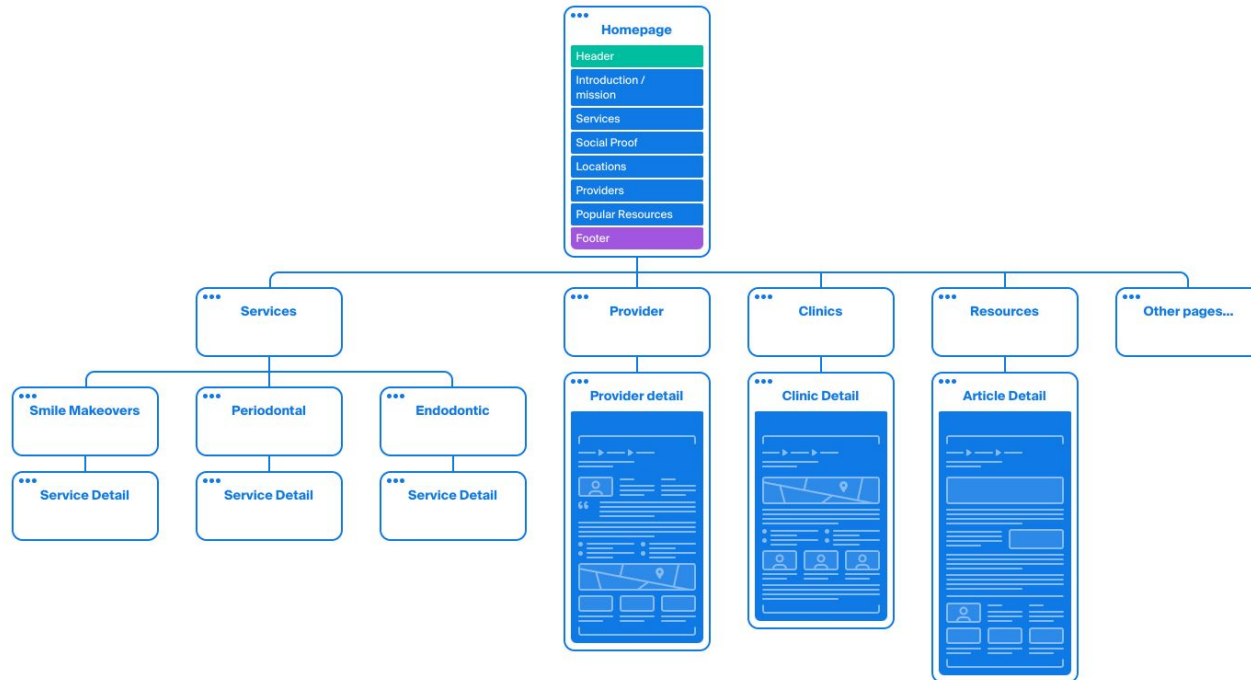
Our path forward

06



# IA Recommendation

<https://octopus.do/j0xxio1t7r>



# Next steps

## Pre-launch

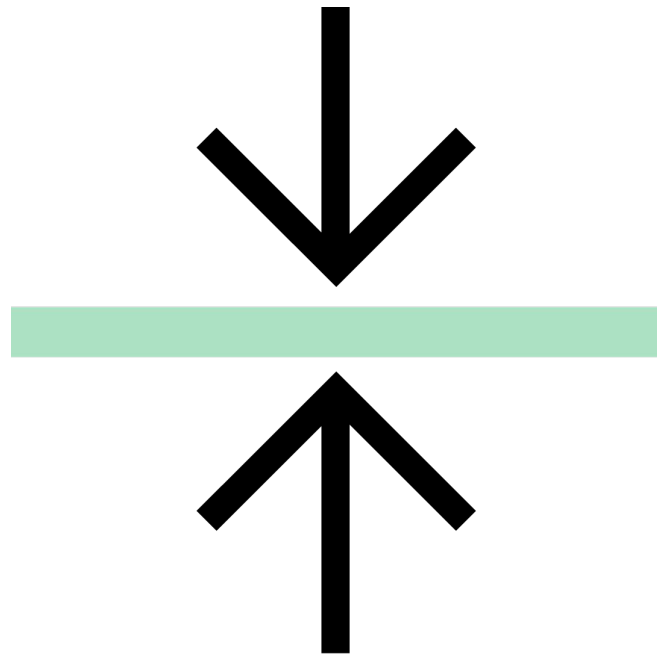
- SEO consulting as pages are designed and written
- Assistance with implementation
- GSC, Bing WT, Analytics(?) config
- Offsite signal clean-up / optimization
- Write page titles / meta
- Pre-launch crawling, rendering, indexing checks

## Post-launch

- Content strategy for phase 2
- Iterative strategy to help achieve business goals
- Reporting, analysis, dashboard

# Your SEO Team

07





# Momentic

- Highly-specialized boutique SEO agency in Milwaukee
- Founded 2018
- <https://momenticmarketing.com/>



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