

PSM
DIGITAL

Dental SEO Company

Grow Your Dental Practice with PSM Digital

Rank Higher. Attract More Patients. Dominate Search Results.

[Book a Free Strategy Session](#)

psmdigitalagency.com.au | 0484 301 243

**Australia's Leading
Dental SEO Agency**

200+

Practices Helped

97%

Client Retention

5★

Google Rating

02 About PSM Digital

Who We Are

PSM Digital Agency is Australia's award-winning digital marketing agency specialising exclusively in dental practices. We combine deep SEO expertise with an intimate understanding of the dental industry to deliver real, measurable results for clinics across Australia.

Our Mission

To help dental practices dominate their local search results, attract more high-quality patients, and build a sustainable, thriving business online.

Award-Winning

Dental SEO Agency

Dental-Only

Specialist Focus

50+ Clients

Across Australia

Data-Driven

Results & Reporting

03 Why Dental SEO Matters

Your future patients are searching Google right now. Are they finding you?

77%

of patients search
online before booking

#1

result gets 10x more
clicks than position 10

46%

of all Google searches
are for local services

28%

of local searches
lead to a booking

Without SEO, your competitors are taking the patients that should be yours.

04 Common Challenges Dental Practices Face Online



Low Search Visibility

Your practice doesn't appear when patients search for dentists in your area.



Losing Patients to Competitors

Rivals with better SEO are capturing patients who should be coming to you.



Poor Google Maps Ranking

Not appearing in the Google Local Pack means missing the most visible spots.



Outdated or Slow Website

A slow or unoptimised site drives visitors away before they can book.



No Content Strategy

Without regular, optimised content, Google won't see you as an authority.



No SEO Tracking or Reporting

Flying blind without data means you can't improve what's not working.

PSM Digital solves all of these — with a strategy built for your practice.

05 Our Dental SEO Services



Keyword Research & Optimisation

We identify the exact search terms patients use and target them strategically.



On-Page SEO

Optimising title tags, meta descriptions, headings & content for maximum visibility.



Local SEO & Google Business

Dominate local search results and the Google Maps Local Pack in your area.



Technical SEO

Site speed, mobile-friendliness, structured data & crawlability improvements.



Content Marketing

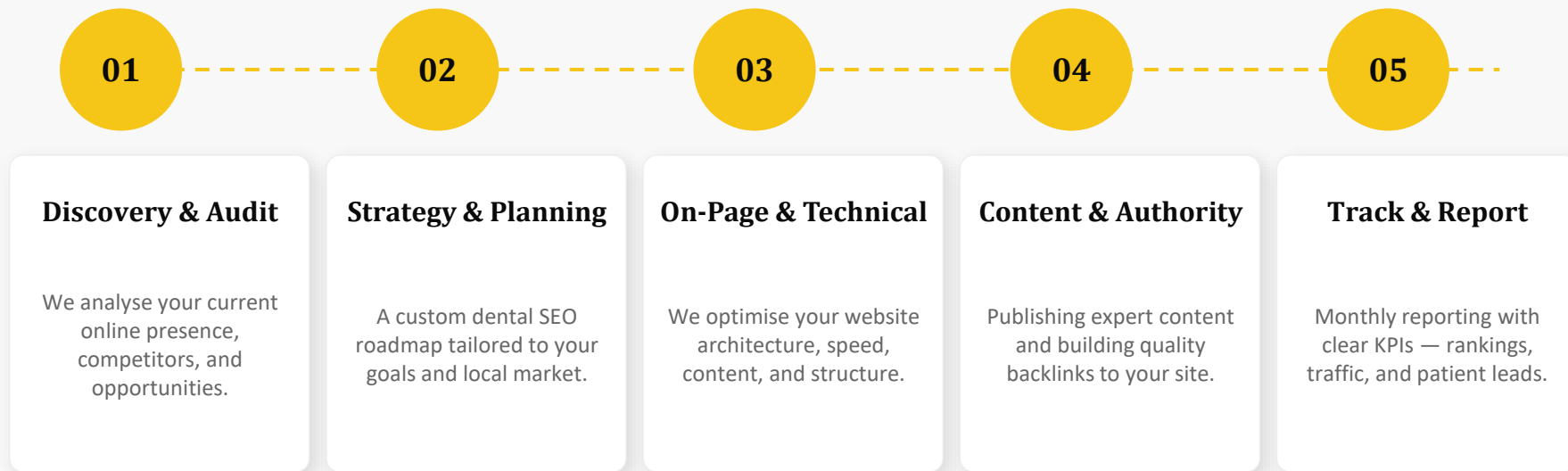
Informative blog posts, service pages, and patient education resources.



Link Building

High-quality backlinks from reputable dental and health industry sources.

06 How Our SEO Process Works



A proven 5-step system delivering consistent, long-term growth for your dental practice.

07 Benefits of Choosing PSM Digital



Dental-Specific Expertise

We only work with dental practices — our strategies are built around patient behaviour and the dental industry.



More Website Traffic

Targeted SEO drives qualified local patients to your website who are actively searching for a dentist.



More Patient Bookings

Convert website visitors into booked appointments with optimised landing pages and calls-to-action.



Long-Term, Sustainable Growth

Unlike paid ads, SEO builds lasting authority that keeps your rankings growing month after month.



Transparent Reporting

Clear monthly reports showing your rankings, traffic, leads, and ROI — no confusing jargon.



Dedicated Account Management

A dedicated point of contact who knows your practice and is always available when you need us.

08 Results & Success Metrics

What Our Clients Achieve

3-6x

Increase in organic website traffic

Top 3

Google rankings for core dental keywords

40%+

More patient enquiry calls and bookings

Page 1

Rankings within 3-6 months of launch

Case Study: Jane Clair Dental

↑ 320%

Organic Traffic Growth

↑ 4x

Patient Enquiry Volume

#1-3

Rankings for Key Terms

"PSM Digital significantly boosted our clinic's online presence and increased patient inquiries through targeted SEO strategies."

09 Why Choose PSM Digital Over Other Agencies

What Matters	Generic Agency	PSM Digital
Dental Industry Focus	✗ Generalist	✓ Dental-Only Specialists
Local SEO Expertise	⚠ Limited	✓ Advanced Local SEO
Transparent Reporting	✗ Vague & Confusing	✓ Clear Monthly Reports
Dedicated Account Manager	✗ Rotating Staff	✓ Dedicated Contact
Proven Results & Case Studies	⚠ Generic Claims	✓ Real Dental Results
Strategy Tailored To You	✗ Cookie-Cutter	✓ 100% Customised

10 Get More Patients with Dental SEO

Here's what your practice looks like when PSM Digital powers your SEO:



Patient Searches

"dentist near me"
"emergency dentist Sydney"



Finds YOU on Google

Page 1 rankings +
Google Maps Pack



Visits Your Website

Fast, optimised &
mobile-friendly



Books an Appointment

Calls or books
online instantly



More visibility in local search



More calls and online bookings



More revenue for your practice

PSM

DIGITAL AGENCY

Dental SEO Company



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5-Star Rated Agency

Ready to Grow Your Dental Practice?

Book your free strategy session today and discover exactly how PSM Digital can help your practice rank higher, attract more patients, and grow faster than ever before.

[Book a Strategy Session →](#)

No lock-in contracts. No jargon. Just real results.

Australia's Dental SEO Specialists