

Case Study



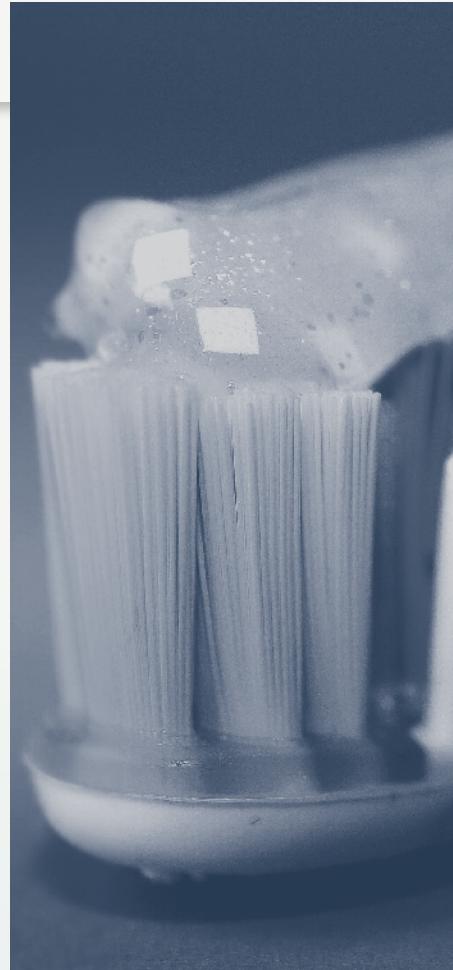
How a Dental Digital Marketing Company saved \$14,000 per year & improved results using BrightLocal

About Smile Savvy

Smile Savvy have been delivering online marketing services to dentists for nearly two decades, and pride themselves on having serviced 40% of pediatric dentists in the US. But their work doesn't stop there: their expertise stretches to clients in seven other countries, too.

The agency's 900+ clients receive a range of services that help with online marketing and visibility, including website design, local SEO, review building, and social media.

Smile Savvy really treat their clients like family, and bring a level of personal care that larger companies can't provide. This means that they always assess their clients' true needs and don't try to sell any unnecessary services.



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Without a doubt, one of the best choices we've made was to partner with BrightLocal.

Geoffrey Taylor
Local Search Manager
Smile Savvy

The Challenge

With so many clients, it's understandable that manual SEO reporting took a long time. Smile Savvy found themselves spending more time reporting SEO issues than resolving them.

Manual reporting can also be open to error, and Smile Savvy had difficulty curating data that met their high standards of accuracy and consistency. When building citations and business listings for clients, Smile Savvy found their tool too expensive and had noticed it was "tripling in price".

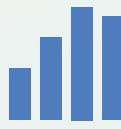


The Solution

Moving to BrightLocal, Smile Savvy saved time by automating all their reporting, and now use Local Search Rank Checker to produce white-labeled reports for every client. Using Citation Builder they get the dual benefit of widespread distribution of client data via data aggregators, and the pinpoint accuracy of manual citation building on key sites.

BrightLocal's Google My Business Audit enables Smile Savvy to stay on top of all their clients' GMB listings, monitor any changes in data, and see a full 18 months of GMB Insights.

The BrightLocal Tools Used



Local Search Rank Checker

Monitor your organic, mobile, and local search rankings, and react quickly to any changes.



Google My Business Audit

View key local ranking signals in one report and prioritize tasks that boost rankings.



Citation Builder

Manual citation building, clean-up, management, and aggregator submissions service to help improve local search performance.

The Results



\$14,000 saved per year on data aggregator citation building.



300 hours saved per quarter using automated, white-labeled reports.



Both agency and client can understand and investigate changes in visibility in a **more accurate way**.

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Without a doubt, one of the best choices we've made was to partner with BrightLocal. It continues to be the most reliable, indispensable tool in our SEO and reporting arsenal.



Geoffrey Taylor

Local Search Manager
Smile Savvy