



Overview

Hamburg Expressions, a leading provider of cosmetic dental services, contacted WebiMax to help improve their reputation online. They had a number of bad reviews ranking highly for one of their dentists. Their goal was to improve their brand as image and their rating on RateMDs.com.

CLIENT

Hamburg Expressions

LOCATION

Lexington, KY

INDUSTRY

Cosmetic Dentistry

Project Summary Highlights- Brand & Reputation Management

- Conducted in-depth analysis identifying the root cause of Hamburg Expressions' problem.
- Formulated best plan of action for digital assets to rank for the focus terms.
- Orchestrated patient outreach to increase positive reviews.
- Expanded digital footprint to engage existing and prospective patients.
- Increased Google Ranking of key properties to Page 1 and 2 within 6 months
- Increased RateMDs.com rating to 4.0 out of 5.0 from 2.0.