Case study

Clinical expertise gained broader search reach

Science of Smiles

October 14, 2026

Science of Smiles is a Pasadena dental practice focused on biomimetic and advanced restorative care. Growth Friday expanded non-branded discovery while preserving its education-led positioning [S1].

More than 230 keywords

Ranking organic keywords across local and national searches; period not stated [S1].

+26% organic traffic

Reported result-card increase; comparison period and baseline not stated [S1].

More than 16 cited pages

Pages cited across AI platforms; observation date not stated [S1].

The challenge

The practice's clinical distinction was not fully reflected in search. Non-branded local rankings were inconsistent, and educational content needed a clearer path to discovery and patient action [S1].

The connected strategy

Growth Friday coordinated organic search, AI visibility, educational content and website experience around the practice's specialty services [S1].

- Strengthened biomimetic dentistry, implant and other specialty service pages.
- Improved educational content for patient questions and AI discovery.
- Clarified page navigation and appointment pathways.

The results

The article also describes Top 3 rankings for biomimetic dentistry terms and says more than half of ranking keywords align with commercial intent. The published page does not quantify patient inquiries or specify when these results were measured [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-growth-360-amplified-biomimetic-authority-across-search-and-ai-discovery

Source and measurement

[S1] Growth Friday, 'How Growth 360 amplified authority across search and AI discovery.' Accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there unless specifically stated. PDF prepared October 14, 2026.