GROWTH FRIDAY

Case study

Clinical expertise reached more searchers

Foundation Dental Specialists

October 14, 2026

Foundation Dental Specialists is a Pasadena practice offering periodontics, endodontics, dental implants and full-arch restorations. Growth Friday connected organic search, content, AI visibility and user experience to improve discovery for advanced dental care [S1].

About 4,200 monthly visits

Approximate monthly organic-search traffic reported in the published case study; reporting dates not stated [S1].

More than 1,100 keywords

Ranking keywords across local and national searches; observation date not stated [S1].

More than 40 cited pages

Pages cited across AI platforms, including ChatGPT and AI Overviews; observation date not stated [S1].

The challenge

The practice's clinical reputation was not consistently translating into inbound digital demand. Service visibility was fragmented, content was not organized around decision-stage searches, and website journeys left conversion opportunities unclear [S1].

The connected strategy

Growth Friday describes a coordinated Growth 360 program spanning all four pillars, with content and site structure built around high-value procedures and clearer paths from education to inquiry [S1].

- Built topical coverage for implants, root canal therapy and full-arch restorations.
- Restructured content and site architecture for traditional search and AI-driven discovery.
- Refined service pages, navigation and conversion paths, then tracked visibility and intent metrics.

The results

The article reports approximately 4,200 monthly organic visits and more than 1,100 ranking keywords. It also reports more than 40 pages cited across AI platforms and 20 keywords in the Top 3 [S1].

Growth Friday describes sustained patient demand, but the page does not provide a patient-inquiry count or a reporting period for these figures. Result-card growth figures differ in scope from the body and are omitted here rather than combined with the article totals [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-growth-friday-turned-clinical-exprtise-into-high-intent-patient-demand

Source and measurement

[S1] Growth Friday, 'How Growth 360 turned clinical expertise into consistent high-intent patient demand,' accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there. PDF prepared October 14, 2026.