Case Study: Hale Dentistry Website Redesign & Marketing Funnel

Background:

Client: Hale Dentistry, owned by Dr. John Hale
Location: Oak Hill, WV

Dr. Hale came to me facing several challenges:

- No-Show Appointments – His office was filling its schedule with patients who never showed up.
- Insurance Mismatch – Many patients had insurance plans he was no longer in-network with.
- Outdated Website – His existing WordPress site was poorly built, non-professional, and brought in no traffic.
- No Digital Marketing – Despite a long, successful career, Dr. Hale had never used paid advertising to reach new patients.

Challenges Identified:

After discovery conversations, it became clear that Hale Dentistry had a targeting problem.

- They weren't attracting their ideal patients.
- The website wasn't generating qualified leads.
- Appointment setters were wasting valuable time handling unqualified calls.

My Solution

1. Strategic Planning

- Defined Hale Dentistry's ideal client profile.
- Identified the most profitable services to promote.
- Designed a digital marketing funnel around these insights.

2. Website Redesign

- Built a brand-new WordPress website from scratch.
- Structured the site around 8 custom pages, including landing pages for major services.
- Designed each service page to act as a dedicated sales funnel.

3. Custom Lead Qualification System
- Replaced phone bookings with an online appointment request form.
- Built a filtering process to screen out unqualified patients.
- Form submissions are sent to the appointment setters, who decide whether to follow up — giving Hale Dentistry full control over their schedule.

4. Google Search Ad Campaign
- Designed and launched a targeted ad campaign.
- Focused on:
  - General dentist keywords within a 30-mile radius ("dentist in Oak Hill," "dentist near me").
  - Keywords targeting specific insurance providers to attract in-network patients.
- Organized campaigns into ad groups linked to 6 service landing pages.

Results
- 16 New Patient Appointments per Month from a $500 ad budget.

- Cost per Appointment: $31.25 (well below industry averages).

- ROI Example: The national average profit per dental appointment is $259.
  - With 16 new patients: $4,144 in profit from just $500 in ad spend.

- Reduced No-Shows by filtering out unqualified patients before they reach the schedule.

- Improved Efficiency – Appointment setters now spend time only on qualified leads.

- Modern, Mobile-Friendly Website that reflects the professionalism of the practice.

Project Investment
- Website & Funnel Build (8 Pages + Custom Form + Ad Setup): $5,000
- Ongoing Google Ads Management: $200/month

Problems Solved

✔ Targeting ideal patients
✔ Reduced no-call/no-show appointments
✔ Modernized online presence with a mobile-friendly website
✔ Increased website traffic
✔ Increased number & quality of bookings
✔ Profitable ad campaign delivering measurable ROI

Conclusion:
This project demonstrates my ability to:

- Understand a client's real business challenges (not just technical needs).
- Design strategic solutions that combine web design, marketing, and lead qualification.
- Deliver measurable business results — Hale Dentistry turned $500 in ad spend into over $4,000 in new patient revenue in the first month.

Total Project Value: $5,000 + $200/month ongoing

See the Website at: www.drjohnhale.com

References:

Dr. John Hale (dentist),
Dr. Morgan Kelley (dentist)
Ms. Rhonda (Office manager)
Ms. Jenni (office manager)

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Graphic design and Visuals

Custom Logos

Home Page