

Capistrano Dental Group - Portfolio

We are honored to call Capistrano Dental Group a dedicated client of Vizible Digital since 2024. As a local agency, we are thrilled to work directly with Marionette William, owner of this heartfelt family-owned business and head dentist.

Capistrano Dental Group offers a full range of services, including implants, pediatric care, orthodontics, and emergency dentistry—catering to all age groups. Our main objectives are lead generation, marketing, and website management to support their digital marketing strategy. As demonstrated below, we continue to schedule appointments and expand their digital footprint throughout Orange County.

Website Development

Initial research identified a new website as a key performance indicator for Capistrano Dental Group. In 2024, we launched a conversion-optimized and SEO-friendly website. To ensure best practices and client satisfaction, we continuously monitor website health and spam prevention. Visit Capistrano Dental Group’s website here.

<https://capistranodentalgroup.com/>

Meta Ads Lead Generation Campaign

Vizible Digital acquires approximately 30-35 dental meta leads (Facebook and Instagram) monthly by utilizing Instant Forms and targeting a specific radius around San Juan Capistrano and the surrounding areas. A three-month snapshot of key data is provided below.

Campaigns							
Capistrano Dental Group (...) Opportunity score							
All ads Actions Had delivery Active ads See more							
Search to filter by name, ID or metrics							
Campaigns Ad sets Ads							
Create Duplicate Edit A/B test More Columns: Custom							
Off / On	Campaign	Bid strategy	Budget	Results	Reach	Impressions	
	Pediatrics Campaign	Highest volume	\$15.00 Daily	28 Meta leads	28,808	123,958	
	Leads Campaign Instant Form 2	Highest volume	\$15.00 Daily	Meta leads	—	—	
	General Campaign	Highest volume	\$15.00 Daily	72 Meta leads	26,016	112,095	
	Results from 3 campaigns			100 Meta Leads	Accounts Center accounts	46,999	236,053 Total

Google Ads Lead Generation Search Campaign

Google Search plays a crucial role in the initial stages of consumer purchasing, even preceding social media. We assist Capistrano Dental Group in generating qualified leads through strategic implementation of ad groups, negative keywords, and location exclusions. To ensure our approach is both creative and effective, we develop compelling headlines and assets, including photos, site links, and extensions. Over a three-month period, these efforts resulted in 64 conversions with an expenditure of \$1,808.

Jun 1, 2025

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Add filter

☐	Ad group	Status	Target CPA	Conversions	Cost / conv.	Cost	Impr.	↓ Clicks
☐	Dental General	Not eligible Campaign is paused	—	47.00	\$27.46	\$1,290.69	8,301	279
☐	Pediatric Dentistry	Not eligible Campaign is paused	—	10.00	\$32.70	\$327.02	993	45
☐	Whitening	Not eligible Campaign is paused	—	7.00	\$24.44	\$171.11	444	38
☐	Orthodontics	Not eligible Campaign is paused	—	0.00	\$0.00	\$19.91	64	7
☐	Endodontics	Paused Campaign is paused	—	0.00	\$0.00	\$0.00	1	0
Total: All but removed ad groups in your c... ?				64.00	\$28.26	\$1,808.73	9,803	369
✓	Total: Campaign ?			64.00	\$28.26	\$1,808.73	9,803	369

Local SEO Campaign

For Capistrano Dental, a critical performance metric was achieving top-tier local visibility on Google Maps for high-intent search queries such as "dentist near me" and "dental practice San Juan Capistrano." Our multi-faceted local SEO strategy was meticulously designed to deliver this outcome through:

- Strategic submissions to prominent local business directories.
- Proactive review management to cultivate patient trust and elevate search engine rankings.
- Precision-targeted optimization ensuring maximum local search prominence.

Below is a screenshot of organic growth over the course of the campaign.

