

Curve Dental

QUICK FACTS

Company Name
Curve Dental

Location
Orem, UT

Website
www.CurveDental.com

Industry
Web-Based Dental
Practice Management

Key Challenges
1. Find leads; dentists who are looking for practice management solutions.

2. Make them comfortable with web-based solutions and show how they're better than traditional client-server solutions.

Solution
SEO, Link-Building, Paid Search Management

Result

- Cut cost per acquisition (CPA) by 20%
- Increased leads by 27x
- 200% improvement in traffic from organic search

Matt Dorey founded Curve Dental at the ripe old age of 18. It was the second company he founded. He started his first company at age 16—an IT company serving dentist offices—and sold it off. The concept of Curve Dental came when he realized he could offer everything a dentist needs to operate a practice using web-based software.

Curve Dental was truly innovative in that it was one of the first companies to take dental practice management to the cloud. Scheduling, billing, charting, patient education, notes, reporting, training, backup, and more are all handled in an online environment safe from crashes, data loss, and viruses. Matt and a team of crack developers made it happen with the support of a few well-positioned investors. Once Matt was ready to take his sexy new product to the dental market at large, he brought on some experienced business professionals.

Jim Pack, the man Matt picked for CEO, had worked in businesses that served the dental and medical professions for several years. He and the team he hired to take Matt's product to market knew that they needed a great website with SEO built into it from the beginning.

Success Online

Fortunately, Jim knew Parker Garlitz at Crexendo. Parker is a Web marketing expert and the VP of Web Marketing for Crexendo. Jim and his team had Parker sit in on every meeting during the planning, building, and modification of the new Curve Dental website.

“One of our biggest challenges was the current thinking within the dental market,” said Curve Dental's VP Marketing, Andy Jensen. “We had to sort of drag our prospects out of



client/server thinking and get them comfortable with web-based computing.” Not only did Curve Dental have to compete with other web-based solutions, they had to break prospects free from concepts they’d learned over years from large, well-staffed software competitors with which dentists are more familiar.

With Crexendo’s help, Curve Dental built a site that was optimized to capture dentists looking for practice management solutions; a very competitive field. It involved some trial and testing to get the right combination but it didn’t take long to get it humming. Additionally, Crexendo did a high volume of link-building for the website. That keeps their traffic from organic search high. Crexendo also manages Curve Dental’s paid search campaign.

“Crexendo manages all our SEM. Parker is amazing. His ‘nuts and bolts’ scientific approach has given us a great track record online,” Andy said.

Future Success

Andy says the key to Curve Dental’s success in the future will be their product road map. With digital x-ray coming soon and other exciting additions in the works, they’ll not only have the coolest odontogram and the slickest user interface (both of which they have), they’ll also entice dentists with additional ground-breaking features their competitors won’t have.

“Naturally, we want more customers,” Andy said, “but we’re doing very well in a market that’s difficult to break into and has a lot of big, well-established competitors.”



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1.888.910.4376



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