



Brenton Way

# Client Case Study

**330% increase in SEO traffic  
for a dental cleaning product  
in the US**

## **Website**

[brentonway.com](https://brentonway.com)

## **Contact**

[sales@brentonway.com](mailto:sales@brentonway.com)

(424) 208-2521

# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.

# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Our primary objective was to improve the SEO presence to rank for important keywords and help create better content that was vital for organic search.

## Strategy

We focused on creating new backlink opportunities with partners and improving the website optimization & ranking factors.



## Company

Tepe USA

## Website

tepeusa.com

## Company Focus

Tepe USA provides interdental Brushes, Toothbrushes, Picks & Specialty Brushes to keep your teeth looking clean.



### Findings

The website structure required a redesign and optimization to be competitive against other leading brands in terms of User Experience & ranking factors.



### Findings

The entire website funnel had to be reworked from products to internal pages to properly rank for keywords.





# Our Market Strategies for Success

## Improving website usability

Helped put together the new website architecture to improve site speed, usability, and prepare for SEO improvements.

## Building better content funnel

Recreated the copy of the entire website flow from product, blog, resources, and internal pages.

## Outreach & backlinks for ranking factors

Created new partnerships with brands & bloggers to generate strong backlinks.





### TePe Interdental Brushes Original – TePe USA

TePe Interdental brushes are highly effective in removing dental plaque between teeth, plus interdental brushes are also often easier to use compared to other ...

<https://dentalofmc.com> › best-interdental-brushes

### 5 Best Interdental Brushes - Dentalofmc.com

Interdental brushes are really convenient and considered more thorough than flossing. Some people need the interdental brushes, in addition to flossing, to ...

<https://www.lion.co.jp> › oral › point

### How to Choose Dental Floss and Interdental Brushes | Lion ...

Use dental floss to clean between your teeth where toothbrush bristles cannot easily reach, use an interdental brush to clean between teeth with wide gaps ...

<https://www.tepeusa.com>

### TePe USA: A Global Leader in Preventive Oral Health Care ...

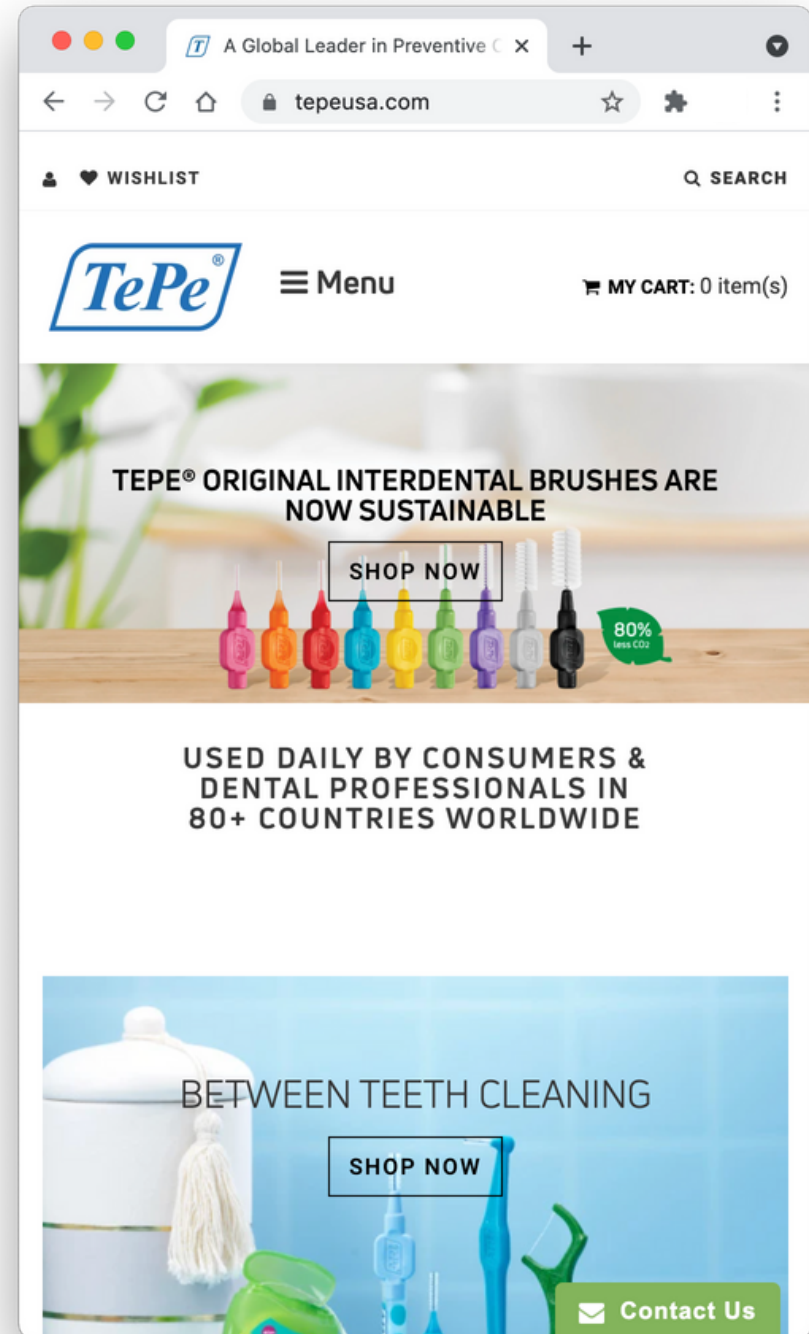
Complete Oral Health Care portfolio of Interdental Brushes, Toothbrushes & Picks used dai

# Targeted SEO traffic Converts

Optimized for Intent-  
based SEO keywords to  
increase CTR to the  
website by 25%.

# Intuitive SEO-focused Website

Executed SEO-best  
practices for mobile &  
desktop optimization  
to build



# Recap of our performance

## **330% increase in SEO traffic**

Drove 330% increase in SEO traffic within 12 months.

## **49% increase in product add-to-cart**

The website saw a 49% increase in product add-to-carts.

## **55% in sitewide engagement**

The new optimizations lead to a 55% in sitewide consumer engagement.

## **650+ new quarterly keywords ranked**

Averaged a consistent 650 new ranking keywords in SERPs.





# Interested? contact us

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