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September: the best month for new-patient bookings so far

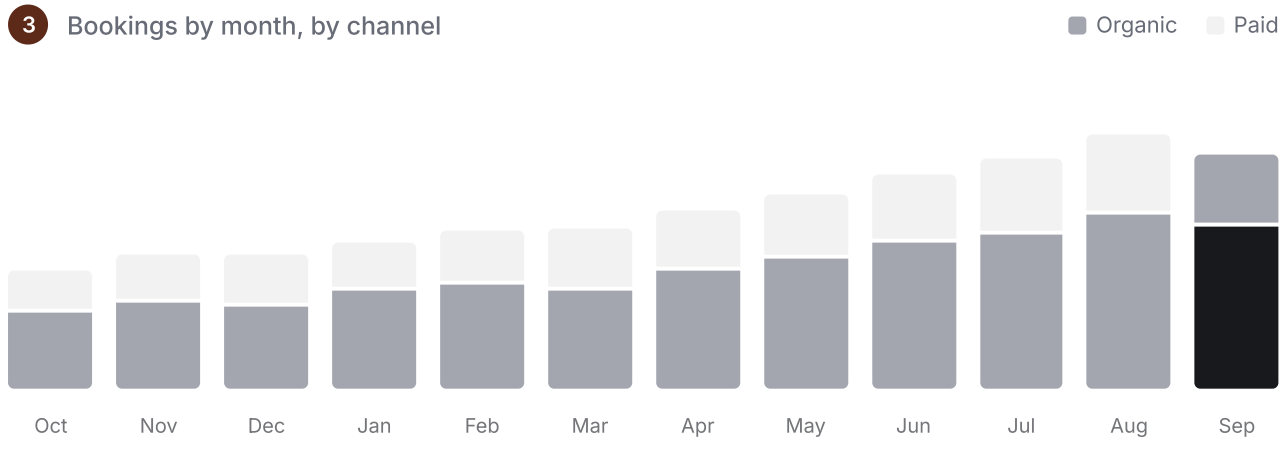
1 The short version

Best month for new-patient bookings since we started: 186, up 22% on August. Most of the lift came from the JLT emergency-dentist page we rewrote in July, which now ranks second on Google and gets named by ChatGPT for three of our four tracked emergency prompts. Paid search cost per lead fell to US$39 (AED 142) after we cut the broad-match campaigns. Next month we focus on the Arabic implant pages, which still trail.

2 Numbers that tie to bookings

New-patient bookings	Organic sessions	AI answers naming you	Paid cost per booking
186	48.2k	14 of 40	US$39
↑ 22% vs Aug	↑ 9% vs Aug	↑ 5 prompts	↓ 11% vs Aug · AED 142

3 Bookings by month, by channel



PAGE 2 OF 2 · WHAT WE'RE DOING NEXT

The October plan, and the detail behind it

4 October plan

- [ ] Rewrite four Arabic implant pages — Content team
- [ ] Pitch the JLT clinic story to Time Out Dubai — Digital PR
- [ ] Pause the Meta video ads, test carousels — Paid media
- [ ] Add Friday hours to every directory listing — Local SEO

5 The detail, channel by channel

Search

48.2k organic sessions · ↑ 9% vs Aug

The JLT emergency-dentist page we rewrote in July now ranks second on Google, and it brought in most of this month's new organic bookings. The Arabic implant pages still trail, so they are the main job for October.

AI answers

Named in 14 of 40 tracked prompts · ↑ 5

ChatGPT now names the clinic for three of our four emergency-dentist prompts. Implant prompts are still the weak spot, and the Arabic rewrite should help there too.

Paid

US$39 (AED 142) per booking · ↓ 11% vs Aug

We cut the broad-match campaigns, and cost per booking dropped the same month. The Meta video ads are next: we pause them in October and test carousels instead.

Leads

186 new-patient bookings · ↑ 22% vs Aug

The best month since we started. Emergency appointments made up most of the increase, which matches where the search and AI gains came from.

What happens next

We'll walk through this report on our 30-minute call on 8 October, agree the plan above, and check each task off in the November report.