



Dr Dudley Lai
Dental Surgery

Family Dentist

Customer Success Stories: Dr Dudley Lai Dental Surgery

Website Redesign & Custom Booking Solution

Targeted updates enhance UI/UX and technical SEO for faster, smoother, more discoverable site with a custom form submission and booking solution.



Dudley Lai Dental

December-January 2026

We Worked on:

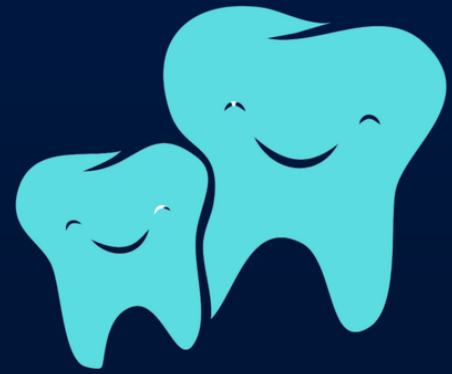
NEXT.js

 React

 tailwindcss

CASE STUDY

Client Background & Challenges



Industry
Mental Health & Counselling Service

Location
New South Wales, Sydney

dudleylaidentalsurgery.com.au

Dudley Lai Dental Surgery is a family-friendly dental clinic in Helensburgh, offering comprehensive care across preventative, restorative, cosmetic, periodontal, and orthodontic services.

THE CHALLENGE

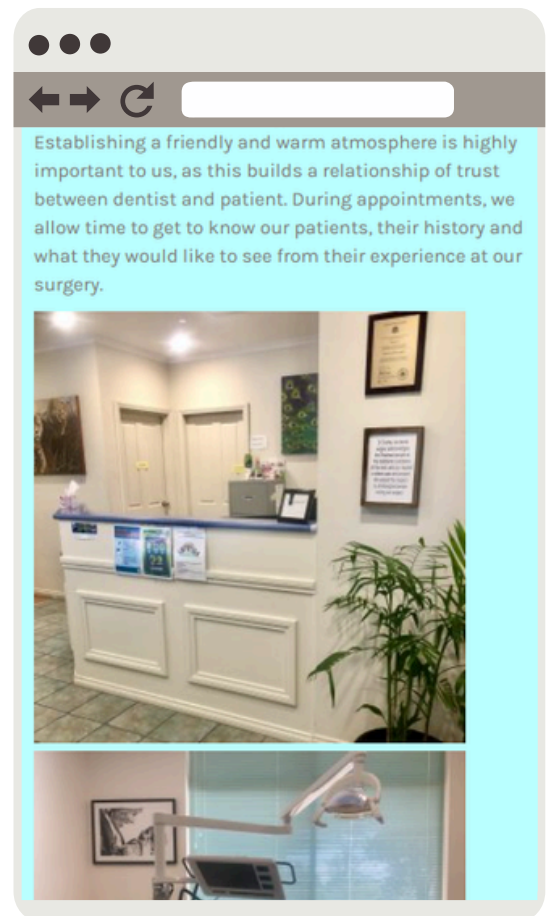
Dudley Lai Dental Surgery's previous website didn't reflect the quality of the clinic or guide patients clearly to key services. The structure and content made it harder for both search engines and users to understand what the practice offers, creating friction for people trying to book or enquire.

We were brought in to rebuild the technical foundation

THE SOLUTION

We **modernised** the site and improved site design by restructuring core service pages and refining headings.

We also standardised URLs, improved internal linking, added structured data, and strengthened booking and contact CTAs with an updated and custom form submission solution.



The website prior to design changes

Initial **Audit Insights** and Strategy

365 Backlinks

Before we began revising the site, Dudley Lai Dental Surgery had 365 backlinks, but the website structure and page setup were not effectively turning that authority into stronger search visibility or patient enquiries.

24 Keywords

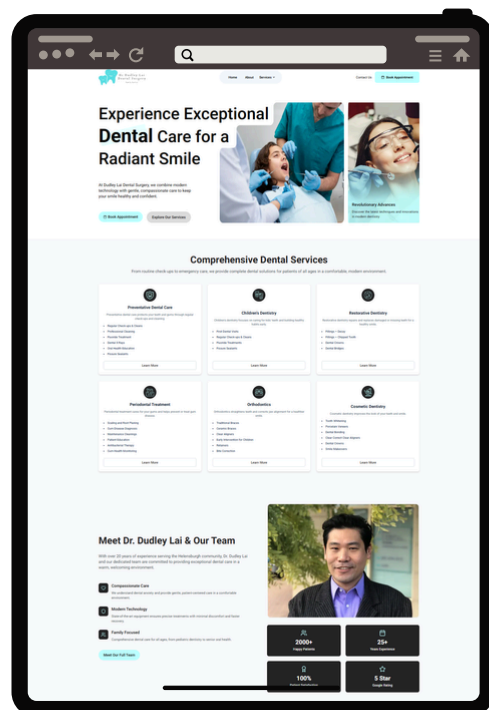
This was also the starting point for organic reach: the site was only ranking for 24 keywords before we made design improvements, which work as a framework for future SEO improvements.

Data as of April 1st, 2026

THE STARTING POINT: UNFINISHED WEBSITE

Before we began working on Dudley Lai Dental Surgery, the website was extremely barebones and wasn't built to support either SEO or patient enquiries. Dudley didn't have many optimised pages to begin with, it was essentially a single-page presence with **no clear site structure**. There were **no dedicated core service pages**, no proper **service breakdown pages**, and **no clear pathways** that explained treatments in a way patients could quickly understand and act on.

Just as importantly, the site didn't have a proper **contact or booking/submission section** that made it easy for visitors to enquire. Key information was limited, CTAs were minimal or missing, and the overall experience didn't guide users toward the next step. In short, **the site lacked the depth, clarity, and conversion-focused structure** needed to turn visitors into calls, bookings, and form submissions.



The website after design changes

Roadblock: Page Breakdowns

Service architecture roadblocks happen when a website has no clear structure for treatments, so it's difficult to decide how to break services into pages that match what patients search for and how they choose a clinic.

THE PROBLEM

When we began working with Dudley Lai Dental Surgery, the biggest roadblock was that there was **no existing service page structure** to build on. The website didn't have a clear core services hub or dedicated service breakdown pages, which meant we couldn't simply optimise what was already there. We had to first **define how the clinic's treatments should be grouped** and presented so patients could quickly find the right solution and so the site could target meaningful high-intent searches.

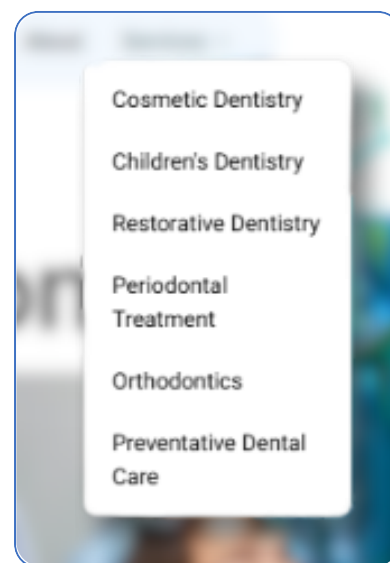
This was a roadblock because **choosing the wrong breakdown either overwhelms patients (too many pages, too much overlap) or limits growth** (too few pages, no depth). We needed a structure that matched how people actually browse dental services and that could scale as the clinic expanded content over time.

On top of that, there was **no proper system for form submissions or enquiry capture**. Everything was being handled manually through direct emails, with no centralised way to collect, organise, and manage enquiries or booking requests.

THE SOLUTION

We built a **clear services hub** and organised the site into the main **dentistry categories** patients expect, including Preventative Dental Care, Children's Dentistry, Restorative Dentistry, Periodontal Treatment, Orthodontics, and Cosmetic Dentistry.

We also added a dedicated **contact and booking submission flow** so enquiries were captured consistently instead of relying on direct emails, improving CTAs and making it easier for patients to take action.



Service breakdowns that are currently being used

Byteforms Submissions

+24

Form Submissions

+16%*

Submissions this month

+14%

Traffic value

Data as of April 1st 2026, from Byteforms

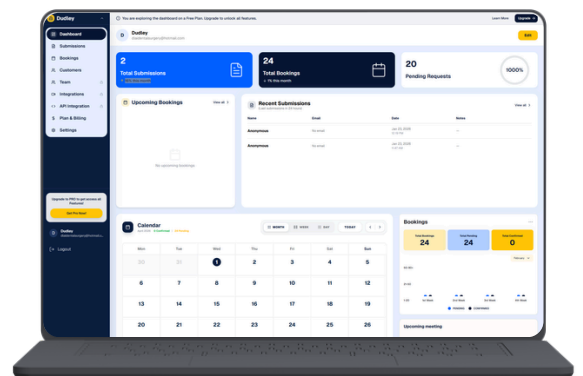
After rebuilding Dudley Lai Dental Surgery's site, we didn't just improve how it looked. We fixed the fundamentals that turn visitors into enquiries. By creating a **clear service structure, stronger CTAs, and a dedicated Byteforms submission flow**, the website now guides patients toward the next step instead of leaving them to figure it out.

As a result, **Dudley Lai Dental is now capturing more form submissions**, with +24 submissions tracked through Byteforms. The submission journey is consistent, reliable, and built for conversion, giving the clinic a simple system to receive and manage enquiries without relying on scattered email-only handling.

Most importantly, this custom build streamlined the very basics of the website. **Clear service pathways, clear contact routes, and a purpose-built submission experience** mean the site now works as a real growth platform, not a barebones online placeholder. If you want an even shorter version for tighter space, use this:

This meant **fewer missed enquiries** and a smoother **front-desk workflow**. Instead of relying on scattered inbox emails, the team can now capture every enquiry through **a consistent Byteforms flow**, track what patients are asking for, and respond faster with clearer context.

The new structure also makes the clinic easier to understand at a glance, which builds trust sooner and helps visitors move from browsing services to taking action, turning the website into a reliable day-to-day tool for generating and managing patient leads.



CASE STUDY

What Does This Mean for Dudley Dental

We built the SEO foundation first: a clear, crawlable service structure and conversion pathway designed for long-term growth.

What this means for Dudley Lai Dental Surgery is that they now have a **genuinely custom website** that goes well **beyond a basic framework and a simple contact page**. The site has a clear services hub with proper core service pages and structured service breakdowns, so patients can find the right treatment pathway quickly and the practice can expand content in a logical way over time.

Just as importantly, enquiries are no longer dependent on ad-hoc email handling. With a dedicated booking and enquiry flow in place, **Byteforms** can now be used to capture and track form submissions more consistently, making follow-up and management far easier than scattered inbox threads.

Because of this foundation, **the website is now a strong framework for SEO**. With defined service categories and dedicated pages, Dudley Lai can continue building content depth, targeting more high-intent local searches, and strengthening internal linking across key treatments without needing another structural rebuild.

POTENTIAL NEXT STEPS

- Expand each core service page into deeper supporting content (FAQs, treatment sub-topics, pricing guidance, aftercare, and common concerns).
- Build location-relevant supporting pages and strengthen local intent through clearer service-to-location relevance across the site.
- Keep improving internal linking between related treatments to reinforce topical authority and guide users to the right booking CTA.
- Use Byteforms tracking insights to identify which services drive the most enquiries, then double down on those pages and CTAs to keep improving conversions.

With the structure now in place, **Dudley Lai has a platform they can actively grow** and refine over time, and if they keep building on it consistently, it can become a genuinely standout, high-performing website in their local market.

CASE STUDY

Maintenance For The Future

With the new site in place, the next growth lever is SEO. It increases visibility for key services, captures high-intent local searches, and drives more consistent enquiries without relying on ads.

FUTURE INSIGHTS

From here, **the focus is building on the new service framework by strengthening on-page SEO**, expanding service content depth, and improving local search signals. With key service categories already in place, the site now has the right foundation to target more high-intent searches, but it needs ongoing SEO work to fully compete in search results.

WHAT THIS LOOKS LIKE IN PRACTICE

- **Keyword mapping:** Align each core service page with specific search intent and supporting topics so each page can rank for more relevant terms.
- **Content expansion:** Add FAQs, treatment details, and supporting pages so the main service categories aren't just present, they're authoritative and comprehensive.
- **Local SEO improvements:** Strengthen local relevance signals across key pages, especially the contact and booking journey, to capture more "near me" and suburb-based searches.
- **Technical SEO upkeep:** Ongoing performance checks, crawl/index monitoring, structured data refinement, and internal linking improvements to keep the site stable and easy for search engines to understand.

BOTTOM LINE

Right now, Dudley Lai Dental has the improved design and structure needed to support growth. The next phase is making the website a true SEO asset by consistently adding content depth and optimising pages so the clinic can expand rankings, improve organic visibility, and drive more qualified enquiries over time.