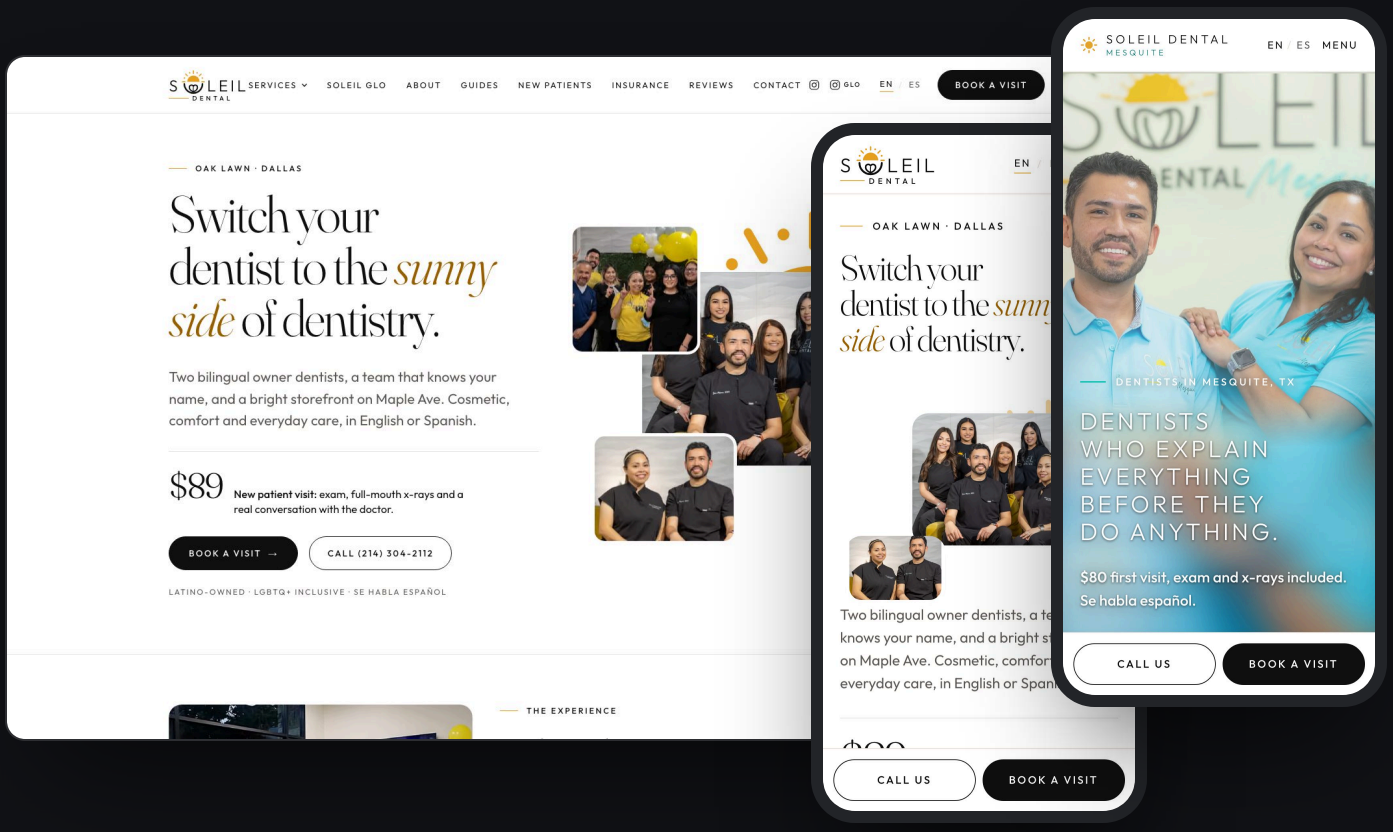
KOVA CREATIVE

WEBSITES AND GOOGLE ADS FOR DENTAL OFFICES

67 PATIENT REQUESTS. SIX WEEKS. $0 IN ADS.

That's what two new websites did for Soleil Dental in Dallas and Mesquite. Here's how, and what it could look like for your office.



CASE STUDY

SOLEIL DENTAL · DALLAS + MESQUITE

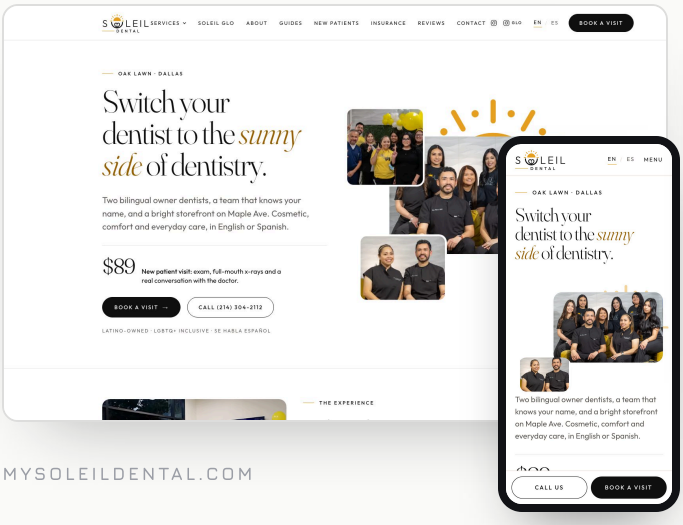
BY

LEE KOUNAS · KOVA CREATIVE

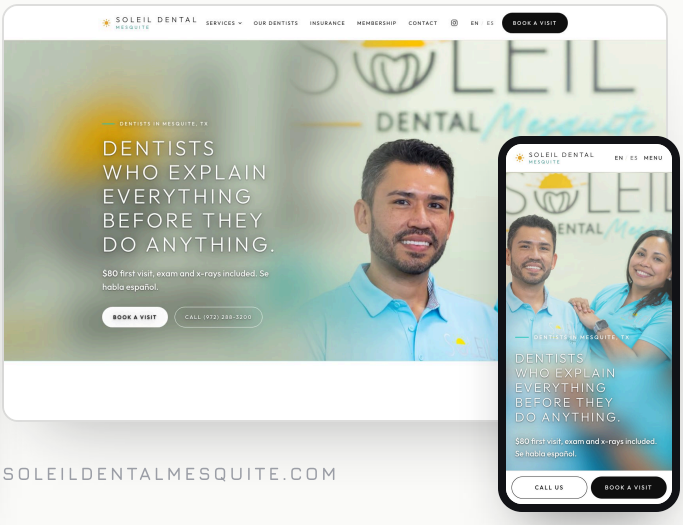
01 · THE RESULTS

TWO OFFICES. TWO NEW SITES. PATIENTS FROM WEEK ONE.

Soleil Dental has two bilingual offices, Oak Lawn in Dallas and Mesquite. We rebuilt both websites from the ground up in English and Spanish, launched them in October 2026, and tracked every patient request from day one.



MYSOLEILDENTAL.COM



SOLEILDENTALMESQUITE.COM

67

Patient requests through the two sites in the first six weeks.

21

Asked for a new patient visit by name, straight from the site.

$0

Spent on ads. Every one of these came from the websites alone.

60.7K

Times shown on Google for searches like Invisalign, implants and "dentist near me".

9

Patients sent by ChatGPT. People asked an AI for a dentist and it recommended Soleil.

+117%

More calls from Google at Mesquite in October vs the year before.

What we built: 196 pages across both sites, fully in English and Spanish. A page for every service, every major insurance plan and every neighborhood they serve. Booking forms on every page, 135 old web addresses moved over so nothing was lost on Google, and tracking on every call tap and form.

02 · WHAT WE DO

EVERYTHING THAT BRINGS A PATIENT TO YOUR FRONT DESK.

/ 01

A WEBSITE THAT BOOKS

Built for phones first, with your real office and team photos, your real prices, and a booking form on every page. In English and Spanish if your patients speak both.

/ 02

FOUND ON GOOGLE AND BY AI

A page for every service and insurance plan you take, written the way patients actually search. Built so ChatGPT and other AI tools can read it and recommend you.

/ 03

GOOGLE ADS AND GOOGLE MAPS

Ads aimed at the exact searches people near you are already making, plus Sponsored pins at the top of Google Maps for "dentist near me". English and Spanish.

/ 04

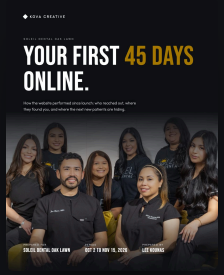
EVERY LEAD TRACKED

Every form, call tap and Google search is tracked, so you always know where new patients came from and what's working.

/ 05

YOU OWN EVERYTHING

Your website, your domain, your Google Ads account, your data. All in your practice's name, with nothing locked away at an agency.



EVERY 45 DAYS

A REPORT IN PLAIN ENGLISH

Who reached out, what they asked for, where they found you, and what's next. This is the real one Soleil got at 45 days.

03 · NEXT STEP

LET'S SEE WHAT YOUR SITE COULD BE DOING.

No prices in here on purpose. Every office is different, and we work with the budget you already have.

1 A FREE LOOK AT YOUR OFFICE ONLINE

I'll check your website, your Google listing and what people near you search for, and show you what I find. No cost, no pressure.

2 A PLAN BUILT AROUND YOUR GOALS

More new patients, more implant or Invisalign cases, more Spanish-speaking families. We build toward what you actually want.

3 LAUNCH, THEN A REPORT EVERY 45 DAYS

You see exactly what came in and where it came from, in plain English, every 45 days.

LOCAL

Dallas based. I come to your office.

BILINGUAL

Sites and ads in English and Spanish.

YOURS

Everything in your practice's name.

TEXT OR CALL LEE.

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