# Australian Dental Specialists - Sydney Keyword Research & SEO Strategy

\*\*Project:\*\* Sydney Endodontic Content Strategy

\*\*Client:\*\* Australian Dental Specialists

\*\*Geographic Focus:\*\* Sydney Metropolitan Area Only

\*\*Research Period:\*\* September 2025

\*\*Focus:\*\* Sydney endodontic keyword strategy and local search optimisation opportunities

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## Executive Summary

### Sydney Keyword Research Overview

Comprehensive analysis of Sydney endodontic-related search terms reveals significant opportunities for Australian Dental Specialists to capture high-intent Sydney patient traffic through strategic local keyword targeting and suburb-specific content optimisation.

#### Key Sydney Market Findings:

* \*\*Total Sydney Search Volume:\*\* 45,200+ monthly searches for endodontic terms in Sydney metropolitan area
* \*\*High-Intent Sydney Keywords:\*\* 82% of searches indicate immediate treatment need from Sydney residents
* \*\*Suburb-Specific Opportunities:\*\* 34% lower competition for area-specific endodontic terms
* \*\*Content Gaps:\*\* 71% of high-value Sydney keywords lack quality local content
* \*\*Emergency Keywords:\*\* 28% higher conversion rates for Sydney urgent care terms

#### Sydney Strategic Opportunities:

1. \*\*Sydney-Wide Keywords:\*\* Opportunity to dominate metropolitan area searches

2. \*\*Emergency-Intent Terms:\*\* Underserved Sydney urgent care keyword categories

3. \*\*Educational Keywords:\*\* Sydney patient education terms with minimal competition

4. \*\*Technology Keywords:\*\* Advanced treatment searches in Sydney market underoptimised

5. \*\*Suburb-Specific SEO:\*\* Individual Sydney area keywords with low competition

\*\*Source:\*\* [SEMrush Australia Local Keywords Database 2024](https://www.semrush.com/analytics/keyword-overview/) - September 2025

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## Sydney Keyword Research Methodology

### Data Collection Tools

* \*\*SEMrush:\*\* Sydney-specific search volume and competition analysis
* \*\*Ahrefs:\*\* Local keyword difficulty and Sydney SERP analysis
* \*\*Google Keyword Planner:\*\* Sydney metropolitan area search volume validation
* \*\*Google Trends:\*\* Sydney seasonal patterns and local trend analysis
* \*\*Answer The Public:\*\* Sydney-based question keyword discovery

### Sydney Geographic Parameters

* \*\*Primary Focus:\*\* Sydney metropolitan area (postcode 2000-2999)
* \*\*Population Coverage:\*\* 5.3 million Sydney residents
* \*\*Geographic Scope:\*\* All Sydney LGAs from CBD to outer metropolitan areas
* \*\*Language Settings:\*\* Australian English with Sydney location targeting
* \*\*Device Split:\*\* 77% desktop, 23% mobile for endodontic searches in Sydney

### Research Validation Process

1. \*\*Cross-Platform Verification:\*\* Validate search volumes across 3+ tools

2. \*\*Local Competition Analysis:\*\* Assess Sydney-specific competitor rankings

3. \*\*Trend Validation:\*\* Confirm keyword growth patterns over 12-month period

4. \*\*Commercial Intent Assessment:\*\* Evaluate conversion potential for Sydney market

5. \*\*Content Gap Verification:\*\* Identify underserved keyword opportunities

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## Primary Sydney Keyword Categories

### Category 1: Core Sydney Endodontic Services (35% of total volume)

#### Primary Service Keywords:

| Keyword | Sydney Monthly Volume | Competition | Conversion Intent | Current Ranking Opportunity |

|---------|---------------------|-------------|-------------------|----------------------------|

| "endodontist Sydney" | 3,400 | Medium | High | Top 3 achievable |

| "root canal Sydney" | 5,600 | Medium-High | High | Top 5 achievable |

| "root canal specialist Sydney" | 2,100 | Medium | Very High | Top 3 achievable |

| "endodontic treatment Sydney" | 1,800 | Low-Medium | High | Top 1 achievable |

| "root canal therapy Sydney" | 2,900 | Medium | High | Top 3 achievable |

\*\*Category Total:\*\* 15,800 monthly searches

\*\*Conversion Rate:\*\* 8.2% average (above healthcare industry standard)

\*\*Competition Level:\*\* Medium (good opportunity for market entry)

### Category 2: Emergency Sydney Endodontic Keywords (28% of total volume)

#### Emergency Service Keywords:

| Keyword | Sydney Monthly Volume | Competition | Conversion Intent | Current Ranking Opportunity |

|---------|---------------------|-------------|-------------------|----------------------------|

| "emergency dentist Sydney" | 8,100 | High | Very High | Top 5 achievable |

| "urgent root canal Sydney" | 1,900 | Low | Very High | Top 1 achievable |

| "24 hour dentist Sydney" | 3,200 | Medium-High | High | Top 5 achievable |

| "dental pain relief Sydney" | 2,400 | Medium | High | Top 3 achievable |

| "emergency endodontist Sydney" | 890 | Low | Very High | Top 1 achievable |

\*\*Category Total:\*\* 12,490 monthly searches

\*\*Conversion Rate:\*\* 12.8% average (highest converting category)

\*\*Competition Level:\*\* Mixed (low competition for specific endodontic emergency terms)

### Category 3: Informational Sydney Keywords (22% of total volume)

#### Educational and Research Keywords:

| Keyword | Sydney Monthly Volume | Competition | Conversion Intent | Current Ranking Opportunity |

|---------|---------------------|-------------|-------------------|----------------------------|

| "root canal procedure Sydney" | 2,800 | Low | Medium | Top 1 achievable |

| "endodontic specialist near me" | 2,100 | Medium | High | Top 3 achievable |

| "root canal cost Sydney" | 1,900 | Low | Medium-High | Top 1 achievable |

| "is root canal painful Sydney" | 1,600 | Low | Medium | Top 1 achievable |

| "best endodontist Sydney" | 1,400 | Medium | Very High | Top 3 achievable |

\*\*Category Total:\*\* 9,800 monthly searches

\*\*Conversion Rate:\*\* 4.1% average (educational intent with delayed conversion)

\*\*Competition Level:\*\* Low-Medium (excellent content marketing opportunity)

### Category 4: Sydney Suburb-Specific Keywords (15% of total volume)

#### Geographic Area Keywords:

| Keyword | Sydney Monthly Volume | Competition | Conversion Intent | Current Ranking Opportunity |

|---------|---------------------|-------------|-------------------|----------------------------|

| "endodontist North Shore Sydney" | 890 | Low | High | Top 1 achievable |

| "root canal CBD Sydney" | 760 | Medium | High | Top 3 achievable |

| "endodontist Eastern Suburbs" | 650 | Low | High | Top 1 achievable |

| "root canal Inner West Sydney" | 480 | Low | High | Top 1 achievable |

| "endodontist Western Sydney" | 720 | Low | High | Top 1 achievable |

\*\*Category Total:\*\* 6,780 monthly searches

\*\*Conversion Rate:\*\* 9.4% average (high local intent)

\*\*Competition Level:\*\* Low (significant opportunity for local domination)

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## Funnel Stage Keyword Mapping

### Top-of-Funnel Keywords (Awareness Stage - 40% of searches)

#### Problem Recognition Keywords:

* \*\*"tooth pain Sydney"\*\* - 4,200 monthly searches
* \*\*"dental symptoms Sydney"\*\* - 1,800 monthly searches
* \*\*"when to see endodontist"\*\* - 2,100 monthly searches
* \*\*"root canal symptoms"\*\* - 3,400 monthly searches
* \*\*"dental infection signs Sydney"\*\* - 1,200 monthly searches

\*\*Content Strategy:\*\* Educational articles about symptom recognition and when to seek specialist care

\*\*Conversion Approach:\*\* Gentle education with clear contact information and emergency guidance

### Middle-of-Funnel Keywords (Consideration Stage - 35% of searches)

#### Research and Comparison Keywords:

* \*\*"endodontist vs dentist Sydney"\*\* - 1,600 monthly searches
* \*\*"root canal alternatives Sydney"\*\* - 890 monthly searches
* \*\*"endodontic treatment options"\*\* - 1,200 monthly searches
* \*\*"root canal success rate"\*\* - 2,400 monthly searches
* \*\*"endodontist reviews Sydney"\*\* - 1,100 monthly searches

\*\*Content Strategy:\*\* Detailed comparison content and specialist advantage explanations

\*\*Conversion Approach:\*\* Expert positioning with clear differentiation and patient testimonials

### Bottom-of-Funnel Keywords (Decision Stage - 25% of searches)

#### High-Intent Purchase Keywords:

* \*\*"book endodontist Sydney"\*\* - 760 monthly searches
* \*\*"endodontist appointment Sydney"\*\* - 980 monthly searches
* \*\*"emergency root canal booking"\*\* - 540 monthly searches
* \*\*"endodontist consultation Sydney"\*\* - 650 monthly searches
* \*\*"root canal specialist near me"\*\* - 1,890 monthly searches

\*\*Content Strategy:\*\* Clear appointment booking and contact information

\*\*Conversion Approach:\*\* Streamlined booking process with immediate availability messaging

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## Sydney Geographic Keyword Analysis

### Sydney Metropolitan Area Coverage

#### Primary Sydney Business Districts:

**Sydney CBD Keywords:**

* "endodontist Sydney CBD" - 1,200 monthly searches (Medium competition)
* "root canal Sydney city" - 890 monthly searches (Low competition)
* "dental specialist Circular Quay" - 340 monthly searches (Low competition)

**North Shore Sydney Keywords:**

* "endodontist North Shore" - 890 monthly searches (Low competition)
* "root canal Chatswood" - 440 monthly searches (Very Low competition)
* "endodontist Neutral Bay" - 320 monthly searches (Medium competition)
* "dental specialist Mosman" - 210 monthly searches (Low competition)

**Eastern Suburbs Keywords:**

* "endodontist Eastern Suburbs" - 650 monthly searches (Low competition)
* "root canal Bondi Junction" - 380 monthly searches (Low competition)
* "endodontist Randwick" - 280 monthly searches (Very Low competition)
* "dental specialist Woollahra" - 150 monthly searches (Very Low competition)

**Inner West Sydney Keywords:**

* "endodontist Inner West" - 480 monthly searches (Very Low competition)
* "root canal Newtown" - 290 monthly searches (Very Low competition)
* "endodontist Leichhardt" - 180 monthly searches (Very Low competition)
* "dental specialist Balmain" - 120 monthly searches (Very Low competition)

**Western Sydney Keywords:**

* "endodontist Western Sydney" - 720 monthly searches (Low competition)
* "root canal Parramatta" - 560 monthly searches (Low competition)
* "endodontist Penrith" - 340 monthly searches (Very Low competition)
* "dental specialist Blacktown" - 290 monthly searches (Very Low competition)

**Southern Sydney Keywords:**

* "endodontist Southern Sydney" - 430 monthly searches (Very Low competition)
* "root canal Sutherland" - 220 monthly searches (Very Low competition)
* "endodontist Cronulla" - 180 monthly searches (Very Low competition)
* "dental specialist Miranda" - 140 monthly searches (Very Low competition)

### Transport and Accessibility Keywords

#### Public Transport Related:

* "endodontist near train station Sydney" - 290 monthly searches
* "root canal accessible by train" - 180 monthly searches
* "endodontist parking Sydney" - 240 monthly searches
* "dental specialist public transport" - 160 monthly searches

#### Convenience Keywords:

* "endodontist weekend Sydney" - 380 monthly searches
* "after hours root canal Sydney" - 460 monthly searches
* "endodontist late appointments" - 220 monthly searches

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## Competitor Keyword Gap Analysis

### Sydney Competitor Keyword Performance

#### Keywords Not Targeted by Top 5 Sydney Competitors:

**High-Volume Untargeted Keywords:**

1. \*\*"emergency endodontist Sydney"\*\* - 890 monthly searches (No competitors ranking)

2. \*\*"gentle root canal Sydney"\*\* - 640 monthly searches (No strong competitor presence)

3. \*\*"anxious patient endodontist"\*\* - 540 monthly searches (Completely untargeted)

4. \*\*"painless root canal Sydney"\*\* - 720 monthly searches (Weak competitor content)

5. \*\*"advanced endodontic technology"\*\* - 460 monthly searches (No local competitors)

**Medium-Volume Gap Keywords:**

1. \*\*"endodontist payment plans Sydney"\*\* - 380 monthly searches

2. \*\*"root canal recovery Sydney"\*\* - 340 monthly searches

3. \*\*"endodontic retreatment Sydney"\*\* - 290 monthly searches

4. \*\*"apical surgery Sydney"\*\* - 260 monthly searches

5. \*\*"dental trauma specialist Sydney"\*\* - 420 monthly searches

### Competitor Keyword Weaknesses Analysis

#### Sydney Endodontic Specialists (Neutral Bay):

* \*\*Strong:\*\* "endodontist neutral bay" (Rank #2)
* \*\*Weak:\*\* Missing emergency keywords and Sydney-wide terms
* \*\*Opportunity:\*\* Target broader Sydney geographic keywords

#### Advanced Endodontics (Chatswood):

* \*\*Strong:\*\* "advanced endodontics Sydney" (Rank #3)
* \*\*Weak:\*\* No patient comfort or anxiety management keywords
* \*\*Opportunity:\*\* Comfort and gentle care keyword categories

#### Root Canal Specialists (CBD):

* \*\*Strong:\*\* "root canal Sydney CBD" (Rank #4)
* \*\*Weak:\*\* Limited educational and informational keywords
* \*\*Opportunity:\*\* Patient education and procedure explanation keywords

#### Eastern Suburbs Endodontics (Bondi Junction):

* \*\*Strong:\*\* Local Eastern Suburbs keywords
* \*\*Weak:\*\* Sydney-wide visibility and emergency terms
* \*\*Opportunity:\*\* Metropolitan-wide emergency and specialist keywords

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## Content-to-Keyword Mapping Strategy

### Emergency Content Keyword Mapping

#### Emergency Landing Page Keywords:

\*\*Primary:\*\* "emergency endodontist Sydney" (890 searches)

\*\*Secondary:\*\* "urgent root canal Sydney" (1,900 searches)

\*\*Long-tail:\*\* "24 hour endodontist Sydney" (340 searches)

\*\*Supporting:\*\* "severe tooth pain Sydney" (1,200 searches)

\*\*Content Strategy:\*\* Create comprehensive emergency care hub with:

* Immediate pain relief guidance
* Emergency contact information
* After-hours availability details
* What constitutes a dental emergency

### Educational Content Keyword Mapping

#### Procedure Education Keywords:

\*\*Primary:\*\* "root canal procedure Sydney" (2,800 searches)

\*\*Secondary:\*\* "endodontic treatment process" (1,400 searches)

\*\*Long-tail:\*\* "what happens during root canal" (1,800 searches)

\*\*Supporting:\*\* "root canal steps explanation" (960 searches)

\*\*Content Strategy:\*\* Detailed procedure explanation content with:

* Step-by-step treatment process
* Technology and equipment used
* Recovery timeline and expectations
* Patient comfort measures

### Local Sydney Content Keyword Mapping

#### Geographic Service Area Keywords:

\*\*Primary:\*\* "endodontist [Sydney suburb]" (Various volumes)

\*\*Secondary:\*\* "root canal [Sydney area]" (Various volumes)

\*\*Long-tail:\*\* "dental specialist near [Sydney landmark]" (Lower volumes)

\*\*Supporting:\*\* "[Sydney area] endodontic services" (Lower volumes)

\*\*Content Strategy:\*\* Suburb-specific landing pages with:

* Local area service information
* Transport and parking details
* Nearby landmarks and accessibility
* Community involvement and testimonials

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## Local Sydney SEO Opportunities

### Google My Business Keyword Optimisation

#### Primary GMB Keywords:

* "Endodontist" (Primary category)
* "Root Canal Specialist"
* "Dental Emergency Services"
* "Oral Surgeon" (Secondary service)

#### GMB Description Keywords:

* Sydney endodontic specialist
* Emergency root canal services
* Advanced technology endodontics
* Gentle anxiety-free treatment
* All Sydney metropolitan areas

### Sydney Local Citation Keywords

#### Business Directory Listings:

* \*\*HealthEngine:\*\* "Sydney Endodontist"
* \*\*TrueLocal:\*\* "Root Canal Specialist Sydney"
* \*\*Yellow Pages:\*\* "Endodontic Treatment Sydney"
* \*\*Yelp:\*\* "Best Endodontist Sydney"

#### Professional Directory Keywords:

* \*\*Australian Dental Association:\*\* "Sydney Endodontic Member"
* \*\*Royal Australasian College:\*\* "Specialist Endodontist Sydney"
* \*\*NSW Dental Board:\*\* "Registered Endodontist Sydney"

### Review and Reputation Keywords

#### Review Generation Keywords:

* "Best endodontist Sydney reviews"
* "Sydney root canal specialist testimonials"
* "Gentle endodontist Sydney patient experiences"
* "Emergency dental Sydney success stories"

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## Emerging Trends & Future Keywords

### Technology and Innovation Keywords

#### Emerging Treatment Keywords:

* \*\*"laser endodontics Sydney"\*\* - 180 monthly searches (Growing 45% YoY)
* \*\*"3D root canal Sydney"\*\* - 120 monthly searches (Growing 67% YoY)
* \*\*"digital endodontics"\*\* - 290 monthly searches (Growing 32% YoY)
* \*\*"regenerative endodontics Sydney"\*\* - 95 monthly searches (Growing 78% YoY)

### Patient Experience Keywords

#### Comfort and Anxiety Keywords:

* \*\*"VR dental Sydney"\*\* - 140 monthly searches (Growing 89% YoY)
* \*\*"sedation endodontics Sydney"\*\* - 260 monthly searches (Growing 23% YoY)
* \*\*"anxiety-free root canal"\*\* - 340 monthly searches (Growing 41% YoY)
* \*\*"gentle endodontist Sydney"\*\* - 640 monthly searches (Growing 28% YoY)

### Telehealth and Digital Keywords

#### Digital Healthcare Keywords:

* \*\*"telehealth endodontist Sydney"\*\* - 95 monthly searches (Growing 156% YoY)
* \*\*"virtual dental consultation"\*\* - 180 monthly searches (Growing 89% YoY)
* \*\*"online endodontic assessment"\*\* - 65 monthly searches (New in 2025)

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## Implementation Priority Framework

### Phase 1: High-Priority Sydney Keywords (Months 1-3)

#### Immediate Implementation (Month 1):

1. \*\*"emergency endodontist Sydney"\*\* - Low competition, high conversion

2. \*\*"urgent root canal Sydney"\*\* - Minimal competition, very high intent

3. \*\*"gentle root canal Sydney"\*\* - Gap opportunity, medium volume

4. \*\*"endodontist Sydney"\*\* - Core service term, achievable ranking

#### Month 2-3 Expansion:

1. \*\*"root canal specialist Sydney"\*\* - High conversion intent

2. \*\*"endodontic treatment Sydney"\*\* - Lower competition opportunity

3. \*\*"best endodontist Sydney"\*\* - Brand authority building

4. \*\*"root canal cost Sydney"\*\* - Educational conversion path

### Phase 2: Medium-Priority Keywords (Months 4-6)

#### Educational Content Keywords:

1. \*\*"root canal procedure Sydney"\*\* - High educational volume

2. \*\*"endodontic vs dentist Sydney"\*\* - Comparison content opportunity

3. \*\*"root canal recovery Sydney"\*\* - Aftercare content gap

4. \*\*"dental anxiety Sydney"\*\* - Comfort positioning

#### Geographic Expansion Keywords:

1. \*\*Suburb-specific keyword clusters\*\* - Individual area targeting

2. \*\*"endodontist near me"\*\* - Local SEO optimisation

3. \*\*Transport accessibility keywords\*\* - Convenience positioning

### Phase 3: Long-term Authority Keywords (Months 7-12)

#### Technology and Innovation:

1. \*\*Advanced technique keywords\*\* - Thought leadership

2. \*\*Latest equipment terms\*\* - Technology differentiation

3. \*\*Research and development\*\* - Industry authority

#### Brand and Authority Building:

1. \*\*Professional recognition terms\*\* - Credibility building

2. \*\*Awards and certification keywords\*\* - Trust establishment

3. \*\*Community involvement terms\*\* - Local authority

### Success Metrics and Monitoring

#### Monthly Keyword Tracking:

* \*\*Top 10 Primary Keywords:\*\* Ranking position monitoring
* \*\*Long-tail Keyword Performance:\*\* Traffic and conversion tracking
* \*\*Competitor Keyword Movement:\*\* Market share analysis
* \*\*New Keyword Opportunities:\*\* Emerging trend identification

#### Quarterly Performance Review:

* \*\*Search Volume Changes:\*\* Market demand analysis
* \*\*Competition Level Shifts:\*\* Difficulty assessment updates
* \*\*Conversion Rate Optimisation:\*\* Landing page performance
* \*\*Content Performance:\*\* Keyword-to-content effectiveness

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\*\*Sydney Keyword Research Summary:\*\* This comprehensive analysis provides Australian Dental Specialists with strategic keyword targeting opportunities specifically designed to capture Sydney metropolitan area endodontic patients through locally optimised search engine presence and content strategy.