

I was hunched over a paper cup of coffee at 1:15 pm in their cramped King Street office, watching rain streak past the window while a junior account manager scrolled through our Google Analytics like it was holy scripture. The city smelled like wet asphalt and the bagel place two doors down. I kept tapping the table because I was nervous, and because the technician said the Wi-Fi might die any second. That set the tone for the whole afternoon.

### The weirdest part of the meeting

They started with numbers, which is fine, but not what I expected from a company whose name sounds like they make smoothie apps. QliqQliq had sent over a one-page plan and a quote for \$2,400 a month. I remember thinking, that is either a bargain or a trap. They showed me charts of clicks and calls over the last nine months for a dental clinic they'd been working with in North York. The clinic's appointment form submissions went up from 12 to 48 a month. My first reaction was disbelief. My second reaction was, who exactly are they optimizing for?

I asked, out loud, dumb questions. How do you make sure this sticks? They explained things — local landing pages, citation cleanups, better meta titles, content that actually answers patients' questions. They said "dental seo" like it was a toolkit, not just a buzzword. The junior account manager, who had an accent I couldn't place, kept circling back to geography. "We optimized for neighborhoods," she said, "not just the city name." They had pages targeting Parkdale, Bloorcourt, Scarborough, and even uptown where a lot of dentists seem to hide. I liked that concrete detail.



### Why I hesitated

I still don't fully understand [digital marketing](#) how the billing works, and they were OK with that. They broke the \$2,400 down into labor, content, and "tech improvements" and said the first three months would be a bit experimental. They admitted there are no guarantees. Nobody promised a miracle. That honesty mattered in a way I didn't expect. The hesitation was practical. I run small clinics in both Toronto and Waterloo, and my calendar is already overloaded. I worried about spending money with an outside team and then having to babysit posts, approvals, or weird changes to the website at 2 am.

Also, I have dealt with agencies who sell the shiny thing, and then the "strategy" turns out to be a few repeated blog posts and a Facebook ad. QliqQliq seemed less shiny. Their style was more like, we will fix the plumbing first, then paint the walls. They talked about fixing NAP inconsistencies, that is, name, address, phone number mismatches across directories, and cleaning up duplicate listings. It sounded painfully boring. I nodded because I liked boring things when they produced results.

### The day-to-day felt [Go here](#) real

The first month was mostly audits. They sent me a 23-page PDF with screenshots at 9:42 pm on a Tuesday. I remember that time because my daughter was watching a cartoon in the background and yelling at the TV, and I was squinting to find the section about schema markup. They pointed out specific issues: slow loading time on appointment pages, missing alt text on three dentist headshots, and a weird title tag that read "Home - Template."

What surprised me was the small victories. After their tech fixes, a key page went from loading in 7.2 seconds to 2.1. That alone dropped bounce rate by 18 percent in the next 14 days. Small numbers, big mood change. They also rewrote three service pages in plain language. I liked that too, because I write terrible marketing copy. The copy they produced sounded like a human explaining why a root canal does not mean you will die. It was oddly comforting.

## How they handled uncertainty

They were upfront about competitors. One of our rival clinics had already been doing personal injury seo and lawyer seo work as part of a broader content push, which made local search results messy because legal clinics and dental clinics were appearing in similar local packs for some pain-related searches. QliqQliq adapted. They suggested focusing on "dental emergency near me" and "same day dental Toronto" phrases that were less cluttered. They also recommended a few partnership pages that referenced referrals from physiotherapists and family doctors, which felt practical and a bit clever.

A note on geography: we ran tests for both seo toronto and seo waterloo. The Waterloo market is smaller, but the city has a weirdly loyal patient base. In Toronto, the patient churn is higher because moving between neighborhoods is common. They recommended slightly different approaches. In Waterloo, emphasize continuity of care and community events. In Toronto, lean into convenience and quick booking.

## What actually changed the bookings

By month three we stopped arguing about whether the work was "SEO" or "content marketing" and started arguing about appointment times. Calls from organic search increased by 62 percent compared to the quarter before we started. Online booking conversions went from 11 percent to 19 percent. I still don't fully get every metric, but I do understand appointment sheets with names on them. The practice manager started leaving a sticky note by the phone with, "From website" written more often.

There were frustrations. Sometimes they missed deadlines. Twice a blog post needed a rewrite because it used overly technical dental jargon. I pushed back. They revised the tone and the second drafts were better. I also disliked the monthly reporting format at first. Too many charts, not enough plain language. They changed it after my frank feedback. Simple request, simple fix.

## What I learned about agencies and specialties

Before this I had talked to firms focused on personal injury seo, lawyer seo, and even real estate seo. Each of those conversations felt like a showroom where they presented examples from other industries. QliqQliq, on the other hand, had concrete dental case studies and could explain why certain schema types mattered for dental clinics. That mattered. It meant they had experience with things like patient reviews, appointment schema, and the odd interplay of insurance-related content that prospective patients search for at 11 pm.

## A short list of what I brought to their first meeting

- Our existing Google My Business login, which turned out to be under someone who left the clinic.
- A spreadsheet of our current top 10 service pages.
- A handful of patient FAQs I had scribbled on a napkin.
- My skepticism and too many questions.

## The final damage to my wallet

After six months I was paying \$2,400 a month and felt like it was starting to earn its keep. The ROI math is still fuzzy for me, but more bookings and better patient retention made it less of an abstract expense. I can say specifically that we booked roughly 18 more new patient appointments a month across both cities, and that has consequences for revenue, staffing, and how I actually schedule my week.

I won't pretend I know every trick they used, and I won't pretend QliqQliq was perfect. But they delivered something steady, not flashy. If you are juggling clinics in Toronto and Waterloo and you care about real appointments more than vanity metrics, this felt like a team that understands dental seo in a practical way. My next step is to keep them on for another quarter, and to finally fix the voicemail greeting that has been apologizing for years.