



Invisible in Search. Then the Answer for an Entire Industry.

How OMS Turned a High-Intent Search into a National Referral Channel

CLIENT

A national MSP and Desktop-as-a-Service (DaaS) provider hosting vertical applications for dental, legal, financial services, and healthcare organizations.

Challenge

The provider had deep expertise hosting Eaglesoft securely in the cloud, but dental practices searching for “Eaglesoft cloud hosting” could not find them.

No application-specific content existed to capture high-intent searches or answer the questions dental practices ask when evaluating a hosting provider.

The problem was not the solution. It was visibility. Buyers were searching, but finding competitors instead.

Solution

OMS identified Eaglesoft hosting as a high-value vertical opportunity and built a strategy around how dental practices actually search and evaluate providers.

Vertical SEO: Built a dedicated, application-specific landing page around high-intent buyer searches.

AEO: Structured content to directly answer the questions dental decision-makers were asking.

GEO + AIO: Optimized authoritative content for visibility across AI-powered search and research experiences.

Conversion + Measurement: Used WebVisitID and HubSpot to identify demand, capture leads, route opportunities, and measure results.

The goal was not simply to rank. It was to make the provider the obvious answer when a dental practice went looking.

The OMS Approach

- Vertical opportunity strategy
- Application-specific landing page
- Buyer-first SEO copywriting
- AEO, GEO, and AIO optimization
- WebVisitID visitor identification
- HubSpot lead capture and routing

Results

#1

Google ranking for
“Eaglesoft cloud hosting”

\$0

Paid media spend
to achieve it

1

Page built and
optimized by OMS

National

Referral relationship
created

From Search Visibility to Business Opportunity

In April 2026, a dental practice searching for Eaglesoft cloud hosting found the provider through the page OMS built and submitted an inbound lead.

The provider ranked #1 on Google, ahead of competitors, for that exact search.

That visibility ultimately helped open the door to a broader relationship, with Eaglesoft beginning to refer customers directly to the provider across its network.

One strategically built page generated an inbound opportunity and helped open the door to a national referral channel, with zero paid media spend.

“The OMS methodology and process is proven. Consistency, clear messaging, and a targeted strategy turned the right audience into real opportunities.”

VP OF SALES, NATIONAL MSP & DAAS PROVIDER



Outsourced Marketing Solutions

OMS is the outsourced marketing partner for MSPs and technology companies that need a real marketing function, not another vendor to manage. We identify the opportunity, build the strategy, execute the work, and measure the business impact.

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