

Cosmetic Surgeon Case Study

This is a well-known cosmetic surgery and Botox treatment specialist in Los Angeles, CA.



Client Details

A well-known cosmetic surgery and Botox specialist came to us in April of 2017 with a basic online presence. Their goal was to improve their top Google positions, build their social media presence and track phone calls and inquiries. When they signed as a client, they had just 56 keywords ranking on the first page of Google, now they have 285 and we are tracking all progress. They continue to grow monthly.

Our Approach

- We identified how potential customers were searching for Botox specialist through extensive **keyword research**.
- We designed & implemented a marketing campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We built out their social profiles and posted weekly to engage new clients and promote value content across all social profiles.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business, Apple Maps** and **Bing Local**.
- We developed and distributed **friendly, engaging content** on many relevant websites including their own blog.
- We adding phone tracking code and Google analytics to track progress.

Keywords Ranking on first page in the Major Search Engines*



Google Analytics data

10.68%

Increase in Overall Website Traffic. **1,420** Overall visits received in last 6 months.

13.16%

Increase in Google Organic Sessions. **937** Organic visits received in last 6 months.

0.36%

Increase in Website Pageviews. **2,529** Pageviews received in last 6 months.

*Major Search Engines defined as Google and Bing