

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

How SEO Increased Impressions by 110% and Traffic by 61% for a Clinic

Cosmetic Treatment Clinic



OVERVIEW



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This case study delves into the journey of a renowned cosmetic treatment clinic based in Athens, Georgia. Their goal was to bolster their online presence and attract more customers through the power of search engine optimization (SEO). This outlines the strategies implemented and the remarkable results attained within a specified timeframe.



ABOUT THE CLIENT

The founder of the cosmetic treatment clinic is a board-certified plastic surgeon who has helped countless patients achieve their aesthetic goals. As the only board-certified plastic surgeon in the area, she brings a woman's perspective and expertise to help her patients achieve excellent outcomes. Fluent in English and Spanish, she has extensive surgical training and is an active member of the prestigious American Society for Aesthetic Plastic Surgery.



PROBLEM STATEMENT

Despite offering top-quality services, the clinic faced challenges with low online visibility and attracting new customers within a competitive market. Their website struggled with poor rankings in search results, resulting in low traffic and fewer inquiries.

GOALS

The primary goal was to improve the online visibility of the cosmetic surgery clinic through Search Engine Optimization (SEO). The focus was on improving rankings for key search terms that potential patients are likely to use when searching for cosmetic procedures.



STRATEGY

To reach the client's objectives, we implemented several SEO strategies. We began with comprehensive keyword research to identify relevant terms and optimize website content. We created blog posts, service pages, and educational materials to strengthen the clinic's authority. For local SEO, we optimized the Google Business Profile listing, encouraged positive customer reviews, and ensured consistent NAP (Name, Address, Phone number) information. Additionally, we made key technical SEO improvements, including boosting website speed and mobile responsiveness, fixing broken links, ensuring proper indexing, and using schema markup to improve search engine understanding.



DETAILED RESULTS

The data reveals significant advancements in search engine rankings across all targeted keywords. For instance, "best breast reduction surgeons near me" soared from rank 100 to 1, resulting in a considerable surge in visibility and traffic. Similarly, keywords such as "best gynecomastia surgeon near me" and "best tummy tuck surgeon" experienced notable ranking escalations.

FINAL OUTCOME

These improvements were accompanied by a dramatic 61.08% increase in website traffic. Additionally, the clinic's appearance in search results doubled, with a 110% increase in impressions, highlighting the enhanced visibility achieved through these efforts.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Dec 7	Pos. May 8	Diff
> <input type="checkbox"/> best breast reduction surgeons near me	T	4	26	—	1	new
> <input type="checkbox"/> best gynecomastia surgeon near me	T	6	28	—	1	new
> <input type="checkbox"/> best tummy tuck surgeon	C	5	15	—	1	new
> <input type="checkbox"/> abdominoplasty near me	T	5	29	—	2	new
> <input type="checkbox"/> mommy makeover athens	C	6	13	19	2	↑17
> <input type="checkbox"/> mommy makeover near me	T	6	6	—	2	new
> <input type="checkbox"/> breast augmentation athens ga	C	5	18	—	3	new
> <input type="checkbox"/> breast reduction surgery near me	T	2	27	—	3	new
> <input type="checkbox"/> fat removal surgery near me	T	7	0	—	3	new

CONCLUSION

The SEO efforts led to a successful enhancement of the clinic's online visibility, significantly improving their rankings, traffic, and impressions. This not only boosted the clinic's digital presence but also contributed to a higher rate of patient inquiries and appointments.

