



## PCLS COFFS HARBOUR CASE STUDY

### SITUATION



- › Well-established plastic surgeon
- › Stagnant growth and low visibility in search results
- › Underperforming website and minimal marketing activities
- › High cost of new lead acquisition
- › Few patient reviews

### RESULTS

After an initial 9-month campaign;



**423%**

increase in monthly  
web traffic to website (71.28%  
increase in organic traffic)



**520%**

increase in total leads  
(107.61% increase in leads  
coming from organic traffic)



**90%**

cost per conversion  
reduction



“ I was introduced to Online Marketing For Doctors by our live chat agent and we have been using the OMD team for 9 months now and we are very happy with the results. They put together a comprehensive strategy and plan to improve our digital marketing presence (SEO, PPC ads, Website Content and Landing Pages), and so far we can see obvious improved results from the work that they have done. They even rebuilt the whole website for us as part of their proposed strategy. **The patient enquiries have gone up quite significantly, more than double ever since they started.** ”

**DR CHANDRAN ARIANAYAGAM**  
Plastic Surgeon/Owner of PCLS Coffs Harbour