

CHELSEA COSMETICS CASE STUDY



SITUATION



- > Well-established cosmetic surgeon
- > Unclear brand positioning and undefined market segment
- > Underperforming website and search marketing campaign conversion rates
- > High cost of new lead acquisition
- > No automated lead follow-up process in place

RESULTS

After an initial 6 months campaign;



76% increase in monthly web traffic



75% Google Ads budget reduction



146% increase in leads



1 top page ranking for hyper-competitive keywords

“ Online Marketing For Doctors have lowered our marketing budget and we’re getting much better conversion, which is a big difference between working with them and other SEOs. They didn’t change the whole website but they organized the website in a way which is easier for the clients to go through and I think that helped to improve the time clients spend on the website, which reflects on the ranking and reflects on the performance of the website.

We found that we are spending almost one fourth of our previous budget and getting double the conversion, which is a great deal to achieve in a short period of time.”

DR MARK ATTALLA

Cosmetic Surgeon/Owner of Chelsea Cosmetics Melbourne