



## EST Clinic CASE STUDY

Client With OMD Since 2022

### SITUATION



- > Premiere aesthetic clinic in Melbourne, Australia
- > Insignificant results with previous local agencies
- > Low online visibility for any main keywords
- > Low online visibility for any main keywords
- > Underperforming website traffic
- > Low converting website
- > Fewer than the potential number of new bookings

### RESULTS

After an initial 18-month campaign;



**1** revamped website with the focus on the conversion optimisation



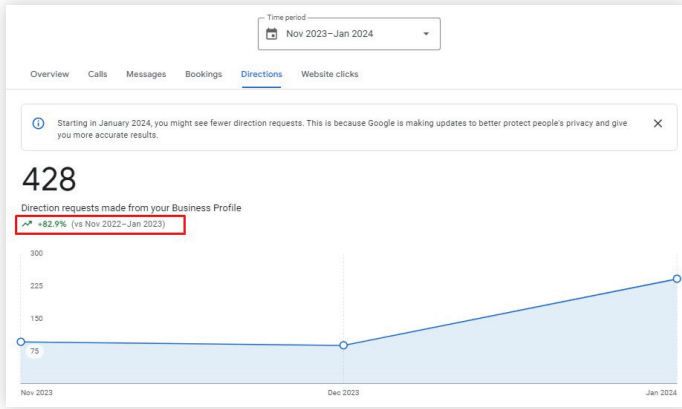
**1665%** increase in total traffic



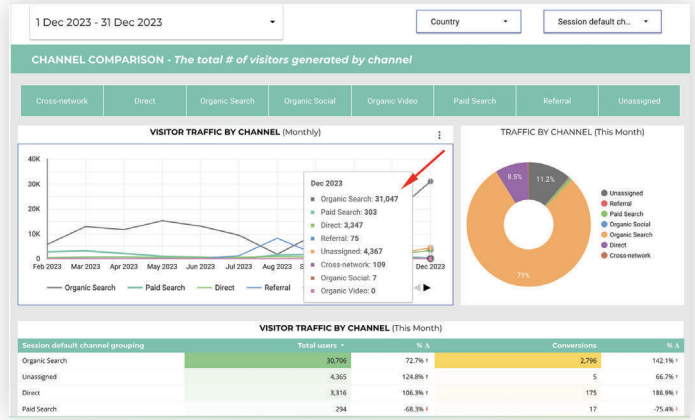
**2051%** increase in organic traffic



**200%** increase in the number of new client bookings



Channel Grouping	Users	Sessions	Revenue	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value
Organic Search	2,990	3,933	71.70%	1.88	00:01:40	0.00%	\$0.00
Direct	772	755	115.00%	1.45	00:01:05	0.00%	\$0.00
Paid Search	249	246	296.00%	1.00	00:01:01	0.00%	\$0.00
Social	44	44	54.00%	1.23	00:01:56	0.00%	\$0.00
Referral	88	81	100.00%	1.00	00:01:00	0.00%	\$0.00



cosmetic clinic melbourne cbd

Results for CBD, Melbourne

Places

Cityskin Cosmetic Clinic Melbourne CBD  
4.6 (28) - Skin care clinic  
Level 2, 11/15 Bank St  
"Absolutely happy and impressed by the quality of Dr. Greg's work."

Collins Cosmetic Clinic  
4.6 (49) - Skin care clinic  
Suite 15/45 Collins St  
Closed - Opens 9am  
"Friendly staff and highly recommend Dr Dickart"

**EST Clinic 墨尔本医美中心 | Cosmetic Clinic in...**  
4.7 (83) - Skin care clinic  
271 Collins St  
Closed - Opens 10am  
"Great service and and very professional staffs highly recommend Rutina and Jael"

"Given our less-than-satisfactory experience with the previous agencies, who promised the world with minimal results, OMD has truly transformed our digital presence. The outcomes surpass our expectations – **website traffic has soared to almost 50,000 visitors**, a remarkable increase from our starting point of around 2,000 per month. This achievement far exceeds their initial plans for us. **We are particularly pleased with the booking numbers, which have doubled or even tripled compared to this time last year.** So much so, we've enlisted OMD to manage our other website Eastern Plastic Surgery. We highly recommend them to any surgical and non-surgical clinics."



**Ms Christine Cheng**  
Marketing Manager  
[www.estclinic.com.au](http://www.estclinic.com.au)