

# MD7



## Facelift Plastic Surgery CASE STUDY Client With OMD Since 2023

### SITUATION



- › One of the top-rated cosmetic surgery centres in Sydney
- › Insignificant results with previous local agencies
- › Ineffective Google ads campaigns
- › Underperforming website traffic
- › Low converting website
- › Few number of patient bookings

### RESULTS

After an initial 6-month campaign;



**1**

revamped website to be compliant with AHPRA and TGA new guidelines



**77%**

increase in patient enquiries from organic traffic (117 enquiries vs 89 enquiries)



**139%**

increase in total patient enquiries (189 enquiries vs 79 enquiries)

Google

theplasticsurgeryclinic.com.au  
<https://www.theplasticsurgeryclinic.com.au/rhinoplasty>

**Rhinoplasty | Nose Job Sydney | The Plastic Surgery Clinic**  
 HOW MUCH DOES RHINOPLASTY COST? The cost of rhinoplasty in Sydney can range from \$9000 to \$15,000 as there are several factors that will determine the final ...

Dr Shahidi  
<https://www.drshahidi.com>

**Dr Shahidi: Rhinoplasty Surgery Sydney | Best Reputation ...**  
 Specialist Rhinoplasty Surgeon Dr Shahidi can improve your appearance through rhinoplasty surgery, eyelid surgery, wrinkle treatment and skin resurfacing.  
 Female Rhinoplasty · Male Rhinoplasty · Rhinoplasty (Nose Job) Surgery · FAQs

Dr Zacharia  
<https://faceliftplasticsurgery.com.au/nose-surgery-sydney>

**Rhinoplasty Sydney | Nose Job Sydney**  
 Rhinoplasty Sydney - Rhinoplasty, commonly known as a nose job, is a plastic surgery procedure for correcting and reconstructing the nose.

Places :

Sponsored

[www.faceliftplasticsurgery.com.au/](http://www.faceliftplasticsurgery.com.au/)

**Facelift Surgery in Sydney | Dr Michael Zacharia**

Our Team of Nurses and Psychologists, Provide Professional Dedicated Supportive Care. Expert in Facelifts, Neck Lifts, Eye Lifts & Brow Lifts For Men & Women. Contact Us Today. Expert Facelift Surgeon. Understand The Risks.  
 Before & After Photos · Mini Facelift · Deep Plane Facelift · Individualised Results  
 Level 1/424 New South Head Road, Double Bay New South Wales - (02) 9192 1600 - Clos...

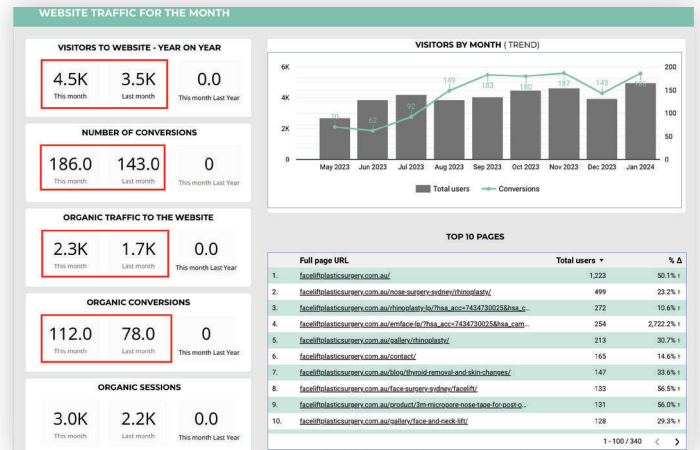
Google

Dr Michael Zacharia - Facelift Sydney  
 You manage this Business Profile  
 4.5 ★★★★★ (83) · Otolaryngologist  
 Double Bay NSW - (02) 9192 1600  
 Open · Closes 5:30 pm  
 "Highly recommend Dr Zacharia and his lovely team!"

Pure Aesthetics  
 4.8 ★★★★★ (104) · Plastic surgeon  
 Sydney NSW - (02) 9252 9262  
 Open · Closes 5 pm  
 "Dr Steve Merten was amazing."

Dr Barnouti Plastic Surgeon  
 5.0 ★★★★★ (46) · Plastic surgeon  
 Glebe NSW - (02) 9561 0222  
 Open · Closes 5 pm  
 "I had a full facelift with Co2 laser and I couldn't be happier."

More places →



"We have partnered with Online Marketing For Doctors since **2023** after doing a thorough research in choosing the next medical marketing agency for our clinic. They initiated a Google Ads campaign to swiftly generate traffic, and the results became *Before & After Photos* notably significant after the first 6 months, especially when *SEO* traffic started gaining traction.

Over the past 6 months, we are happy with the outcomes. OMD successfully secured our ranking for highly competitive keywords, **the conversion numbers witnessed an impressive surge of 139% across all traffic channels after the first 6 months.** In comparison to the initial state of my website, OMD not only met but exceeded my expectations.

The OMD team, especially the Account Manager Steve, demonstrates exceptional thoroughness and proactivity in managing my account. I'd highly recommend Online Marketing For Doctors as the medical marketing agency for any clinics in need of digital marketing assistance."



**Dr Michael Zacharia**  
 ENT Specialist & Cosmetic Surgeon  
 Owner of Facelift Plastic Surgery  
[www.faceliftplasticsurgery.com.au](http://www.faceliftplasticsurgery.com.au)