



Atlantis Medical CASE STUDY

Client With OMD Since 2024

SITUATION

- Established Melbourne hair transplant clinic with a solid local reputation
- Previous marketing efforts producing inconsistent organic growth
- Website traffic and enquiries had plateaued
- Missing out on search demand for key services
- Google Ads underperforming against industry benchmarks
- Surgery list booked only 2 to 3 weeks in advance

At a glance

Clinic	Atlantis Medical, Malvern, Melbourne
Surgeon	Dr Vikram Jayaprakash, ABHRS Board Certified, FISHRS
Hero procedure	Hair transplant surgery
Markets	Melbourne and New Zealand
Channels	Website, SEO, Google Ads, Meta ads, Google Business Profile, AI SMS follow-up, organic social

WHAT WE DID

Seven techniques to achieve one goal: more qualified enquiries and higher booking rates.

- Website rebuilt around one hero procedure**
Hair transplant surgery placed at the centre of the site, with Dr Vikram's ABHRS and ISHRS credentials, unedited results and a single next step on every page. **Page one of Google for the main procedure; record organic traffic month.**
- Dedicated Google Ads landing pages, Melbourne and New Zealand**
Single-focus pages that match search intent and isolate campaign performance from general website traffic. **Melbourne campaign converting at 9%, above the ~6% medical average.**
- Full-funnel Meta ads built for lead quality**
Awareness through Dr Vikram's content, lead generation through tested video and static creative, wasted spend removed. **206 leads at \$44 per lead over 90 days, 13% below Meta's benchmark.**
- AI SMS bot for instant lead follow-up**
Every enquiry answered within minutes and guided toward a phone consultation, with an inbound AI agent now being developed for unmanned hours. **Warmer, better-qualified leads reaching the team.**
- Google Business Profiles reorganised and optimised**
The clinic accurately and completely represented for hair transplant searches in Melbourne. **Top 3 on Google Maps for "best hair transplant Melbourne", 4.6 stars.**
- Organic social supporting SEO and paid**
Blog and Hair Loss Show content distributed across the platforms patients use, giving ad traffic a credible profile to land on and the engagement campaign proven posts to promote.
- OMD High Performance 9 Step SEO Process**
Surgeon-bylined content, technical foundations, local search and AI search visibility. **Organic users +70%, organic conversions +45%, #1 on ChatGPT and Google's AI Overview.**

RESULTS IN NUMBERS

 **3 months**

fully booked in advance
up from 2 to 3 weeks

 **322%**

increase in monthly website conversions
32 to 135 key events per month

 **70%**

increase in organic users
year on year

 **45%**

increase in organic conversions
year on year

 **#1**

AI-recommended hair transplant clinic in Melbourne
ChatGPT and Google AI Overview

 **9%**

Google Ads conversion rate
vs ~6% medical industry average

 **42%**

of website conversions now from organic search
up from 26% a year earlier

 **1**

brand-new conversion-driven website
built around one hero procedure

THE PROOF

Search, Maps, Ads and AI results, as patients see them

My Melbourne ranking

Rank	Clinic	Why I'd shortlist it
1	Atlantis Medical - Hair Transplant Melbourne	Best overall / strongest surgeon credentials. Dr Vikram Jayaprakash is an ABHRS Diplomate and FISHS, and is currently a co-editor of Hair Transplant Forum International. Atlantis states that he personally performs all stages of the procedure and operates on a one-patient-per-day model.
2	The Knudsen Clinic Melbourne	Best for long-term reputation and experience. Founded by Dr Russell Knudsen in 1984. He is an ABHRS Diplomate and FISHS, with the clinic reporting 10,000+ procedures and decades in hair restoration.
3	Hair Transplants Melbourne - Dr Paul Robinson & Spano	Very strong Melbourne-specific option. Dr Paul Spano has performed hair transplantation since 2005, is an ISHRS member, and performs both FUE and FUT. Dr Paul Robinson also performs FUE/FUT. Particularly worth considering if FUT or low/no-shave approaches are important.
4	ANAGEN Clinic Hair Transplant Doctor Melbourne	Strong doctor-performed FUE option. The clinic states Dr Alexis Suevo performs the procedure from extraction through implantation rather than outsourcing surgical stages to technicians.
5	Hair Doctors Hair Transplant Clinic in Melbourne	Good contemporary clinic with a strong volume of patient feedback. One distinction to watch is that it offers both doctor-performed and nurse-performed under doctor supervision FUE and FUT.

ChatGPT ranks Atlantis Medical #1 for "best hair transplant clinic in Melbourne".

Google AI Overview

best hair transplant doctor in Melbourne

Some of the top-rated and most recommended hair transplant doctors and clinics in Melbourne include **Atlantis Medical** led by **Dr. Vikram Jayaprakash** (an ABHRS-certified specialist), **Hair Transplants Melbourne** featuring **Dr. Paul Robinson** and **Dr. Paul Spano**, and **MedHair Hair Transplant Clinic**.

Top Hair Transplant Doctors & Clinics in Melbourne

- Dr. Vikram Jayaprakash (Atlantis Medical):** Located in Malvern, Dr. Jayaprakash is one of Melbourne's prominent hair restoration experts and an American Board of Hair Restoration Surgery (ABHRS) certified surgeon specializing in FUE and FUT techniques.
- Dr. Paul Robinson & Dr. Paul Spano (Hair Transplants Melbourne):** Located in Coburg, this team brings over 30 years of combined experience providing personalised FUE and FUT procedures with a strong focus on natural hairlines and comprehensive aftercare.
- MedHair Hair Transplant Clinic:** Situated on Queens Road, MedHair is known for advanced FUE and FUT procedures backed by experienced medical practitioners and modern surgical facilities.

Google's AI Overview lists Dr Vikram first for "best hair transplant doctor in Melbourne".

Google Maps

Search for hair transplant Melbourne

Atlantis Medical - Hair Transplant Melbourne

4.6 stars

Top 3 on Google Maps for "best hair transplant Melbourne", 4.6 stars.

Google Search

hair transplant Melbourne

Atlantis Medical - Hair Transplant Melbourne

Page one for "hair transplant Melbourne".

Google Ads

Overview

Click Through Rate & Impressions	Conversion Rate & Cost
CTR: 6.09%	Conversions: 38
Clicks: 573	Cost: \$24.48
Impressions: 9,404	Conversion Rate: 6.49%

Campaign Performance

Campaign	CTR	Avg. CPC
AMD - AMD - Melbourne - Hair Transplant Ads Testing	7.67%	\$6.14
AMD - AMD - Melbourne - Hair Transplant	6.7%	\$6.75
AMD - AMD - Melbourne - Hair Transplant	3.57%	\$1.79
Grand total	6.09%	\$5.21

Google Ads performance.

Conversion rate up 23.4% month on month, CTR up 15%.

META ADS - VIDEO

Before you book a hair transplant anywhere...

76 likes

13 Mar 2026

atlantismedical.melbourne Are you concerned about hair loss?

Meta ads. Dr Vikram's lead generation video, the strongest performing format. 206 leads at \$44 per lead.

Google Analytics

User acquisition: First user primary channel group (De...)

	Users	Conversions	Conversion Rate	Cost	CPA
1 Organic Search					
Jul 1 - Jul 31, 2026	150 (54.35%)	58s	0.68	7,536 (50.67%)	58.00 (42.03%)
Jul 1 - Jul 31, 2025	88 (51.76%)	1m 08s	0.83	5,043 (53.98%)	40.00 (26.49%)
% change	70.45%	-15.23%	-18.73%	49.43%	45%

Organic search year on year. Users up 70.45%, conversions up 45%, and organic search now driving 42% of all website conversions, up from 26%.

"In the four years we've been in business, this has never happened before. Between now and the start of November, I've only got three days of availability left. It's a phenomenal feeling to look at that kind of runway and know it gives me real confidence and assurance in where the business is heading.

I can't put it down to one single thing, but the leads coming through, and the whole process we now have in place, is working well. The quality of enquiries has improved significantly. They're ready and to the point, not time-wasters. Just last week we were moving people around trying to fit everyone in, and now we're filling up fast. I'm really, really stoked about it."



Dr Vikram Jayaprakash

ABHRS Board Certified Hair Restoration Surgeon, FISHS · Founder, Atlantis Medical, Malvern, Melbourne
www.atlantismedical.com.au

Scan to watch Dr Vikram's video review

