

ONLINE MARKETING For Doctors
Leads. Sales. Profit.
The Ultimate Sales Machine For Medical Clinics

Hair Transplants Melbourne

CASE STUDY

Client With OMD Since 2024

SITUATION

- Established hair restoration clinic with 20+ years of practice and a strong reputation
- Poor performing website with no reliable way to turn reputation into patients
- SEO "wasn't really there" and a flimsy Google and Meta approach
- Unstable ad spend and leads, with no known cost per lead or per patient
- No dedicated landing pages for paid traffic
- Surgery list booked only about 1 month in advance

At a glance

Clinic	Hair Transplants Melbourne, Coburg, Melbourne
Doctors	Dr Paul Robinson, MBBS (Hons), PhD (Biochem), FRACGP · Dr Paul Spano
Hero procedure	FUE and FUT hair transplant surgery
Markets	Melbourne
Channels	Website, landing pages, SEO, Google Ads, Meta ads, Google Business Profile

WHAT WE DID

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

1. **Website rebuilt around doctor-performed hair restoration**
   Every procedure performed by the clinic's own doctors, FUE and FUT including no-shave options, transparent pricing and 12 months of aftercare, with the enquiry paths patients already used kept in place. Total users up 95.86%; every channel grew.
2. **Dedicated Google Ads landing pages**
   Single-focus pages built on the "Go Bold. Not Bald." message and a 15-minute phone consultation, isolating campaign performance from general website traffic. Phone consultation bookings up 64% month on month, enquiry forms up 181%.
3. **Google Ads account audited and restructured**
   Spend mapped campaign by campaign, concentrated on the seasonal demand peak. Conversions up 87% in eight months, cost per conversion down 40%, #1 sponsored position.
4. **Full-funnel Meta ads built around the doctors**
   Awareness through Dr Robinson's sit-down interview video, lead generation through instant forms. 96 leads in a single month at under half the healthcare benchmark cost; CTR 2.19% vs 0.83%.
5. **Google Business Profile managed and optimised**
   The clinic accurately and completely represented for hair transplant searches in Melbourne, with regular posts drawn from its own content. 353 interactions, 136 direction requests and 165 website clicks in a single month; interactions up 23%.
6. **OMD 9 Step SEO process, built for AI search**
   Doctor-led content answering the questions patients search before they enquire, technical foundations and authority building across the site. Organic users +109%, #1 on Google, and first named by Google's AI Overview and ChatGPT.

RESULTS IN NUMBERS

109%
increase in organic users
year on year

96%
increase in total website users
5,253 vs 2,682, year on year

#1
on Google for "hair transplant Melbourne"
organic and sponsored

87%
increase in Google Ads conversions
14.71 to 27.57 per month

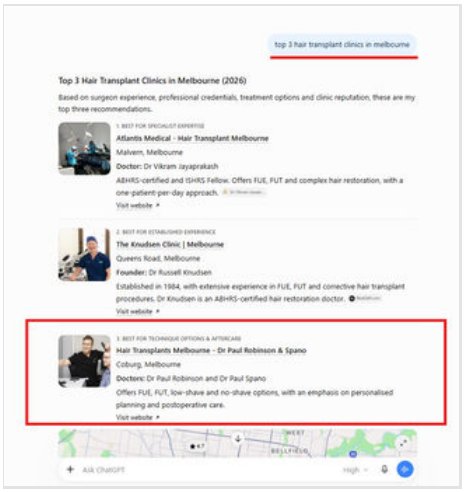
#1
AI-recommended FUE clinic in Melbourne
Google AI Overview

#3
ChatGPT rank
for top 3 hair transplant clinics in Melbourne

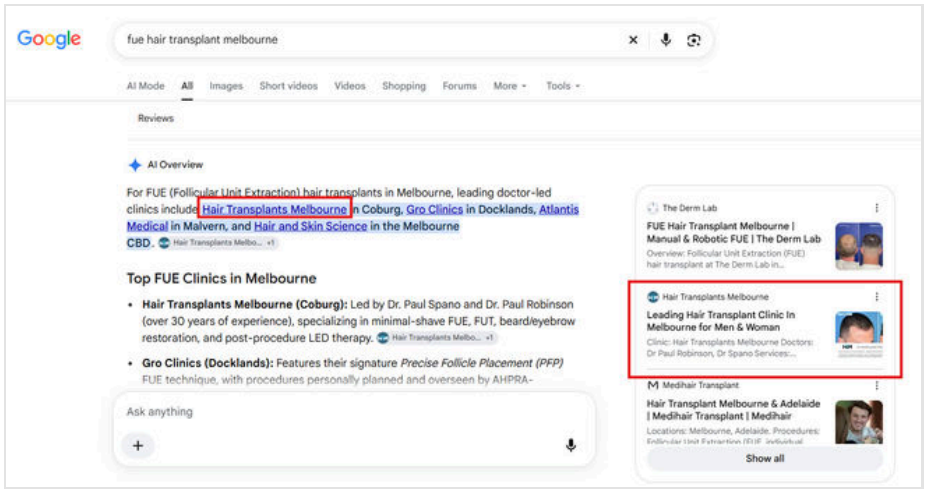
40%
lower cost per Google Ads conversion

8.6×
return on marketing investment

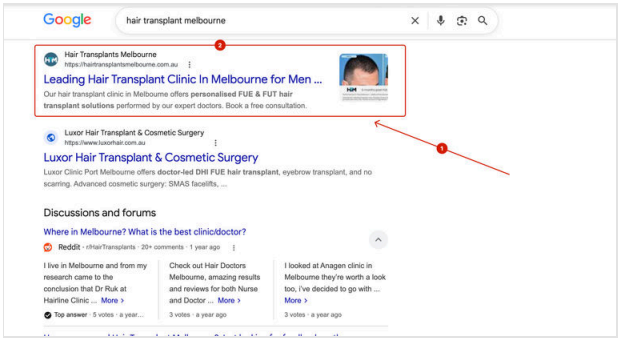
THE PROOF



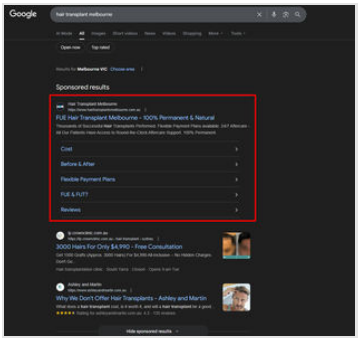
ChatGPT names Hair Transplants Melbourne in its top 3 for "**top 3 hair transplant clinics in Melbourne**", best for technique options & aftercare.



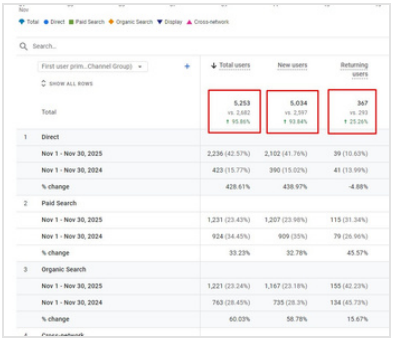
Google's AI Overview names Hair Transplants Melbourne first for "**FUE hair transplant Melbourne**", ahead of its competitors.



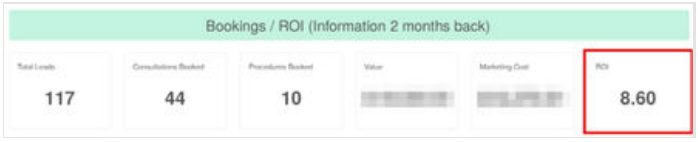
#1 organic result for "**hair transplant Melbourne**".



#1 sponsored result. Conversions **up 87%** in eight months, cost per conversion down 40%.



Website users year on year. Total users **up 95.86%**, organic search **up 60%**, paid search **up 33%**.



Bookings and ROI, OMD Digital Marketing Report. 117 leads became **44 consultations and 10 booked procedures**, a **8.6× return on marketing investment**. Investment and revenue figures withheld at the client's request.



Meta ads. Lead generation campaign with instant forms, January 2025. **96 leads in a single month**, reaching 42,885 people at $16.11 per lead.

"Before we met OMD we had a poor performing website, SEO wasn't really there, and a bit of a flimsy Google and Meta approach. After we met OMD and with their guidance we had a new website, and we had really strong SEO and it's still climbing. We've definitely increased our leads dramatically, now starting to see them convert more and more.
In terms of our bookings, we were probably averaging about a month in advance, but now we're starting to move into the two to three month in advance territory, which is a huge win for us and gives us certainty about the future."



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Scan to watch
Tim's video testimonial