

## COSMETIC SURG

### CASE STUDY: SEARCH ENGINE OPTIMIZATION (SEO) FOR A TECHNICALLY CHALLENGING WEBSITE

#### A PRACTICE TARGETING WOMEN ONLINE

Cosmetic Surg is a large, plastic surgery practice, led by Dr. Rodriguez, a highly regarded, Yale-trained, Board Certified plastic surgeon. Located in Lutherville, Maryland, Cosmetic Surg has a national client base. Cosmetic Surg's marketing campaigns have a goal to communicate to women age 30 and better who are interested in physical self improvement.

#### A WEBSITE WITH NO ONLINE VISIBILITY

Cosmetic Surg knew little about online marketing but did know that it was an essential component for a national marketing effort. The practice wanted to increase visibility for their site, which at the time had no visibility in major search engines such as Google, MSN, and Yahoo. The practice also wanted to lay the foundation for the proper use of additional Internet marketing tactics which could help them generate leads from their website and communicate better with existing patients.

cosmetic surg • the science of beauty

"Since our launch in May 2005, **we have seen our website traffic double!** Most importantly, our search engine results pages for important cosmetic procedure keywords has continued to improve on a quarterly basis. Higher rankings have resulted in highly targeted lead inquiries and we recently determined that **over 25% of all of our new patients for the practice are originating from our own website.** Web Ad.vantage not only delivers results, but has been instrumental in bringing us up the SEO learning curve."

- **Leeza Rodriguez, Web Marketing Director, CosmeticSurg.net**

Google eyelift Search Advanced Search Preferences

Web Results 1 - 10 of about 393,000 for eyelift [definition]. (0.17 seconds)

1. **Eyelift Cosmetic Surgery Information from Plastic Surgeons in ...**  
 See before and after eyelift photos from Yale trained, board certified plastic surgeon, Dr. Ricardo Rodriguez.  
[www.cosmeticsurg.net/procedures/Eyelift.php](http://www.cosmeticsurg.net/procedures/Eyelift.php) - 24k - Cached - Similar pages - Note this

2. **Eye Magic Eye Lift - Instant Fix for Droopy Eyelids**  
 The Eye Magic Eye Lift is a non surgical alternative to blepharoplasty (eyelid surgery), specifically designed to restore droopy eyelids to a youthful ...  
[www.eyemagic.net/](http://www.eyemagic.net/) - 20k - Cached - Similar pages - Note this

3. **Laser eyelift, dark circle, & eyelid bag removal - Blepharoplasty**  
 Eyelift laser plastic / cosmetic surgery and surgical procedures. How to remove eyelid bags, dark circles and crows feet with Blepharoplasty.  
[webplastics.com/eyelift.htm](http://webplastics.com/eyelift.htm) - 23k - Cached - Similar pages - Note this

**Number one ranking for "eyelift" for CosmeticSurg.net**

#### WEBSITE TECHNOLOGY A BARRIER TO SEO

The Cosmetic Surg website was developed almost entirely in Macromedia Flash and used a proprietary content management system (CMS), which uniformly controlled navigation category names, page titles, and section headers. Many graphic design techniques and programs, such as Flash, present challenges for search engine optimization tactics. Consequently, Web Ad.vantage search specialists could not make the small and specific content changes necessary to optimize individual pages without directly affecting the navigation throughout the entire site. Also, the CMS automatically used the same meta tags across multiple pages, preventing Web

Ad.vantage from individually modifying meta-tags corresponding to the targeted keywords for a particular page.

#### EDUCATION & COLLABORATION

Web Ad.vantage recommended structural changes that would allow for the optimization of specific pages for specific keywords and worked with Cosmetic Surg and its design agency to solve the technical challenges. This process included educating Cosmetic Surg about how search engines work, so that the practice could understand the rationale behind the necessary restructuring of its website. Web Ad.vantage initially optimized the site for five highly competitive keywords such as "facelift" and "plastic surgeon Baltimore." Finally, Web Ad.vantage developed "SEO-friendly" copy for targeted site sections.

**WEBSITE VISITORS INCREASE FROM 455 TO 10,645 A MONTH!**

Within the first year of SEO services Cosmetic Surg experienced dramatic...

**Increases in Significant Rankings**

- One #1 ranking
- 4 first page rankings
- 4 keywords in the top 5
- Targeted keywords went from an organic ranking of over 200 to a #1 position

**Lift in Search Engine Referrals**

Increased from 455 to 5,028

**Lift in Website Visitors**

Increased from an average of 455 a month to 10,645 a month

