



## Shape Cosmetic Surgery and MedSpa Case Study

URL: [www.ShapeSpokane.com](http://www.ShapeSpokane.com)

Product: Provider of the latest awake and sedated cosmetic procedures and anti-aging treatments.

Services range from Breast Implants, Smartlipo, Body Contouring, and Facelifts.

Campaign: Web Development, Search Engine Optimization, Content Management, Social Media

Time Frame: January 2010 to Current. New site launched March 2010.

### Background:

Shape Cosmetic Surgery and MedSpa is a full service cosmetic surgery and spa facility under the ownership Dr. John Lundebry. The medical center specializes in awake and sedated cosmetic and aesthetic enhancement procedures with certified surgical suites. Located in Spokane Washington, they have been named a Diamond Allergan Center, ranking them in the top 1% of all medspas in the USA for Botox and Juvederm and the top training center for Smartlipo.






### Challenge:

Having a custom new website built from the ground up was not enough when you are in a competitive niche market of Medspas and Cosmetic Surgery facilities. Shape Cosmetic Surgery and Medspa wanted a new look and branding that exuded elegance and appeal. The site focuses on patient conversions with advanced technology of "Questions Click to Click tabs" allowing a live person phone call in 15 minutes to the patient, Contact Forms, 3D Procedure Galleries, Content Slider, and aggressive Social Media Campaigns. The site was built "search engine friendly" for maximum optimization results and search engine traffic.

### SEO Strategy:

During the past months, we optimized the site for the different and specialty procedures. We targeted the pages to go after local search terms like "Breast Augmentation Spokane" and "Smartlipo Spokane." We have implemented "Specials" Campaign for each month to entice patients and increase popularity. We have executed Social Media Campaigns and Email Blasts to strengthen our SEO efforts higher rankings and increased relevant traffic.

### Incredible Results:

-  Search Engine Referrals +44.96%
-  351 New Client Referrals with the first 60 days
-  500K in Gross Sales by Month 3
-  279 Facebook Friends
-  92 Followers on Twitter

### Search sent 1,184 non-paid

Show: total | paid | non-paid

Site Usage Goal Set 1

Visits		Source	Visits
<b>1,184</b>			
Previous: 341 (247.21%)			
		1. google	
		March 21, 2010 - May 3, 2010	678
		February 5, 2010 - March 20, 2010	227
		% Change	296.78%
		2. bing	
		March 21, 2010 - May 3, 2010	134
		February 5, 2010 - March 20, 2010	39
		% Change	243.69%
		2. yahoo	
		March 21, 2010 - May 3, 2010	126
		February 5, 2010 - March 20, 2010	58
		% Change	117.24%

Keyword	Google Rankings Before SEO	Google Rankings After SEO	Yahoo Rankings Before SEO	Yahoo Rankings After SEO	Bing Rankings Before SEO	Bing Rankings After SEO
shape cosmetic surgery	Not in Top 50	1	Not in Top 50	1	Not in Top 50	1
smart lipo spokane	Not in Top 100	10	Not in Top 100	2	Not in Top 100	4
breast surgery spokane	Not in Top 100	15	Not in Top 100	1	Not in Top 100	16
affirm laser spokane	Not in Top 100	5	Not in Top 100	3	Not in Top 100	9