

## CASE STUDY

# Barrett Plastic Surgery: From None to One

**Taking a practice from relative unknown to a top-ranked powerhouse on search engines**



## Results

The main goal since the beginning of the campaign was to improve breast augmentation ranking in Beverly Hills and Los Angeles. It improved from page 9 to page 1 in less than a year. They also rank #1 overall for lip fillers in their extremely competitive location.

Due to the Incredible Marketing SEO strategy, their leads have increased significantly and organic search is directly responsible for the majority of their online conversions.

Additionally, over the course of this campaign, the site has seen significant improvement in the non-surgical and injectables side. The medspa side has grown considerably from the client performing injectables alone, to having a team of cosmetic nurses and have even rolled out new treatments and procedures.

OVER  
**200** HIGH QUALITY  
LEADS PER MONTH

↑ **75.70%**

**ORGANIC SEARCH**  
(COMPARED TO  
THE IMMEDIATE  
PERIOD PREDATING  
INCREDIBLE)

↑ **169.5%**

**CONVERSIONS  
FROM SEO** (JUNE-  
DEC 2018 COMPARED  
TO JAN-JUL 2019 IN  
GOOGLE ANALYTICS)

**RANK PAGE 1**  
FOR BREAST  
AUGMENTATION  
IN BEVERLY HILLS  
AND LOS ANGELES



**RANK 1**  
FOR LIP FILLERS  
IN BEVERLY HILLS  
AND LOS ANGELES

## CASE SUMMARY

### The Mission

After building out a brand new surgery center, Dr. Barrett needed to ensure that he could drive traffic to his website and eventually bring a large lot new patients into his new practice doors. The Incredible SEO strategy was to improve rankings through website performance updates, backend improvements, and most importantly a very strong content marketing strategy.

### The Outcome

The website was transformed into an SEO powerhouse by increasing speed and functionality and vastly improving the amount and quality of content throughout his entire site. Their high-quality video content was leveraged for conversions and the practice now has a well rounded digital presence.

### The Impact

Not only has Dr. Barrett been able to solidify his practice as a leader in their field and location, but with the increase in rankings, traffic, and conversions, Dr. Barrett was able to expand his practice, hire new staff, and roll out new treatments.

## Services



SEO



STRATEGY



CONTENT



VIDEO



WEB  
DEVELOPMENT



BACKLINKING

## CLIENT TESTIMONIAL



*Thanks to Incredible Marketing, our organic traffic has moved from a trickle to an amazing lot of high-quality leads. The team is very responsive and has brought us to the next level when it comes to attracting the patients that we want in our practice.*

– DR. DANIEL BARRETT



Ready to #beincredible?

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