



## **New Website's Organic Search Traffic Exceeds Expectations**

### **Project Background**

Immedia Creative, a creative and marketing agency based in the southwestern United States, contacted Jeanne Grunert of Seven Oaks Consulting to write search engine optimized copy for a website they were building.

The new website for Bruggeman Plastic Surgery & Aesthetics featured over 20 pages of text describing various plastic surgery and medical aesthetic procedures including facelifts, body lifts, breast augmentation, liposuction, and more.

Jeanne provided SEO writing expertise for the new site, infusing every page with keyword-rich, conversational text that would help the practice gain organic search traffic quickly.

Immedia Creative's team applied their expansive knowledge of website design and programming to create a visually appealing and high-performing website that also incorporated domain, on-page, and off-page SEO best practices.

### **Results: High Performing Website that Transforms Leads Into Appointments**

After launching the website, within one month, the site had been indexed by Google and attracted 859 visitors. Within three months, that number had swelled to 2,490 visitors, and more than double by six months to 5,370 visitors.

“The site almost immediately ranked on the first page of the search engine results,” said Tony Camarata, project lead and creative director. “Within weeks, we saw results and continue to see inquiries and appointments booked from the site.”

Organic search accounted for 26% of the overall traffic, with the majority of traffic coming from paid advertising. Visitors spent nearly 2 minutes on the site, and the bounce rate is relatively low at 59%.

Not surprisingly, the most frequently visited pages are those for breast augmentation and liposuction, two popular procedures.

Bruggeman Plastic Surgery & Aesthetics books about one appointment per week through their website, or about 51 per year.

The appointments booked through the website are more profitable than those booked through other means. “The average sales per appointment booked through the website,” said Tony, “is worth five times more than the cost to convert.”

## **Conclusion**

Search engine optimization is, of course, much more than using keywords in the text on a page. It includes smart site design, on-page, and off-page factors, and domain factors that work in concert with well-chosen keywords.

The copy on an optimized site can, however, make or break the campaign. The latest figures put on-page factors as the second or third most important factor in Google’s algorithm calculating page rank. Copy that uses keywords appropriately without overuse, answers users’ search queries thoroughly, and applies a conversational tone to the text can boost a site’s potential to rank well on Google, Yahoo!, Bing, and other search engines.

Thanks to a fresh, modern creative aesthetic, smart choices during site design and programming, and well-optimized copy, Bruggeman Plastic Surgery & Aesthetics continues to perform well to bring leads to the practice and convert visitors into appointments.

**Client**

Client: Bruggeman Plastic Surgery & Aesthetics

Website: <https://bruggemanplasticsurgery.com/>

**Marketing Agencies/Creative Team**

Website Design & Build: Immedia Creative - <https://immediacreative.com>

Expert SEO Writing: Seven Oaks Consulting - [www.sevenoaksconsulting](http://www.sevenoaksconsulting)