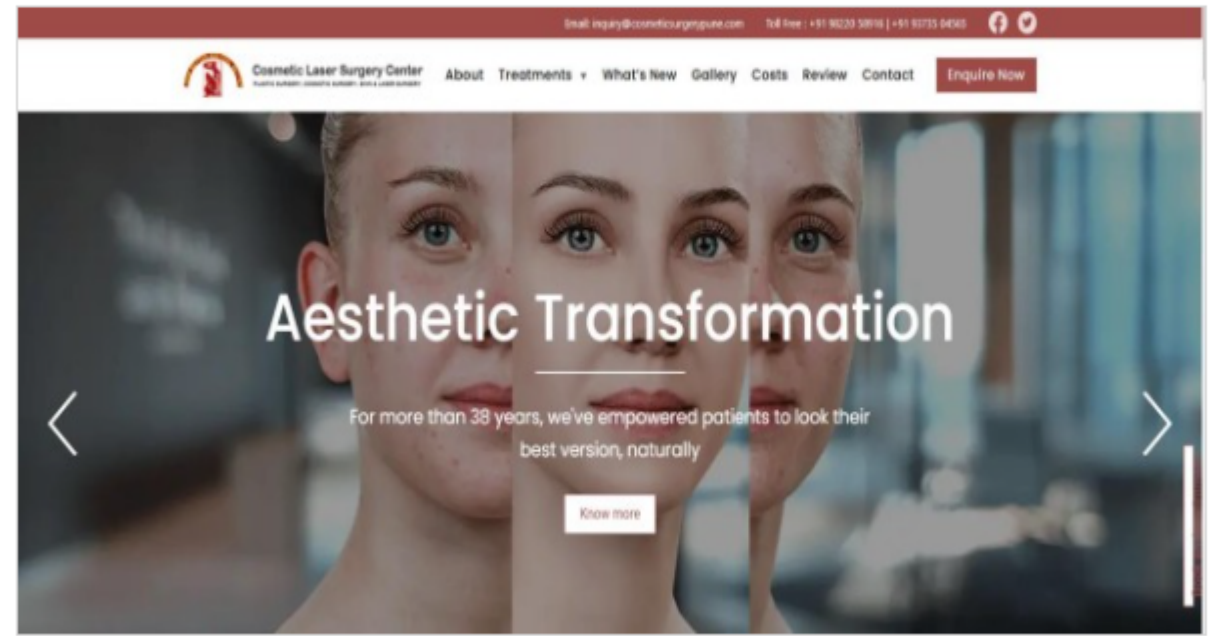


Cosmetic Laser Surgery Centre Boosts Local Search Visibility with IKF's Tailored SEO Solutions

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About Client

Cosmetic Laser Surgery Centre offers a wide array of specialist cosmetic services for hair, face, skin care, anti-aging, and body. Founder, Dr. Krishna S Chaudhari is a renowned name in cosmetic surgery and has been practicing for the last 38 years. Dr. Chaudhari offers a new spin on cosmetic service and endeavours to use advanced techniques to deliver natural, non-operated appearing surgical result to patients.



Results



132532

Organic Traffic Users Generated



2 Sec

Page Load Speed Optimized to load in



305896

Page Views Generated



Objective

- Cosmetic Laser Surgery Centre partnered with IKF in August 2013 to establish a strong online presence for their newly launched website. The primary goals were to drive traffic, achieve visibility on SERPs, and secure top rankings in Google's local search results for competitive keywords in the cosmetic surgery and health industry.



Problem Statement

- With a newly launched website, Cosmetic Laser Surgery Centre struggled with low visibility and traffic. The challenge was to make the website discoverable for highly competitive cosmetic surgery keywords while improving local search rankings to attract relevant, high-quality traffic.



Strategy & Execution

Keyword Research and Website Optimization:

- Conducted comprehensive keyword research with a focus on ROI to target high-quality traffic.
- Optimized the website with strategically chosen keywords to enhance rankings and drive monetizable traffic.

Technical Enhancements:

- Identified and resolved technical issues to provide visitors with a seamless, lag-free user experience.
- Optimized landing pages using localized keywords to attract local audiences effectively.

Local Search Optimization:

- Claimed and verified the Google My Business page to improve local search visibility and outrank competitors.
- Ensured consistent NAP (name, address, and phone number) information across online platforms to boost credibility and search rankings.

Reputation Building:

- Engaged with past patients to gather and encourage reviews, enhancing online visibility and building trust with Google.