

The Best Injector Aesthetics CASE STUDY



THE PROJECT

Best Injector Aesthetics

Lianne, with over 8 years of expertise in aesthetic medicine, dermatology, and primary care, founded the premier Best Injector Medspa in January 2022. Situated at 4961-A West Atlantic Ave, Studio 33, Delray Beach, FL 33445 (within SOLA SALON SUITES), Medspa offers a range of services including Botox. Dysport, Dermal Fillers, Facial Balancing, Kybella, Liquid Rhinoplasty, and more. They also provide professional training and share informative blogs on skin treatments, spa services, and related topics.



THE CHALLENGE

The best injector had a website, but it was not optimized correctly. The title tags were not optimized, schema was missing, and heading tags were not present. Additionally, there was only one backlink, and images did not have alt tags. As a result, the website was not ranking well in the local region. Furthermore, the website lacked CTA buttons and was not optimized for mobile devices.



THE SOLUTION

On March 17, 2022, The Best Injector began its collaboration with Growth99, a seasoned partner in the field. With an expert touch, Growth99 diligently assisted The Best Injector in identifying the most pertinent keywords vital to their industry, ensuring alignment with their target audience's search patterns.

The skilled SEO team at Growth99 executed a thorough optimization of Best Injector's website. This included refining the title tags, meta descriptions, and image tags. They also worked on improving the website's performance metrics, such as page load speed, mobile responsiveness, and overall user experience.



Techniques that helped boost the traffic

First, the SEO Team started with the basics, which include:

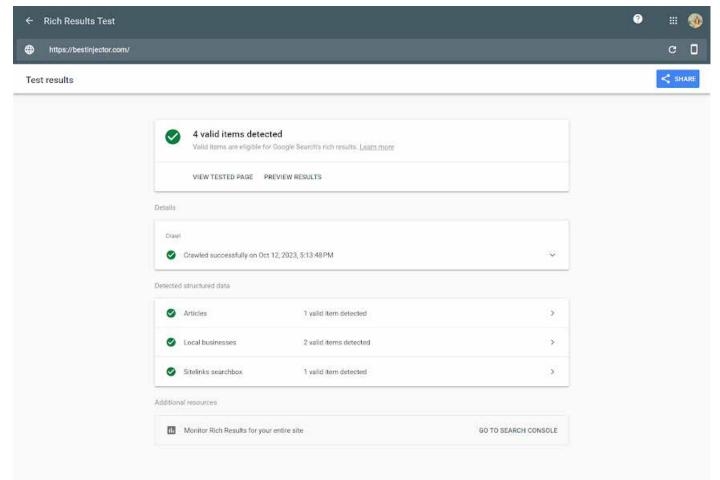
- Competitor research
- Off-page planning
- Existing backlinks checks
- Plagiarism-free content creation with keywords
- Single pages for each service Citation creation (Syndication)
- Keyword research

After making the website mobile-friendly, we proceeded to:

- Update the meta title and descriptions with keywords that have search volume
- Create SEO-friendly URLs
- Optimize heading tags
- Images below 1 MB in size
- Add Alt Text to all images
- Submit the sitemap to Webmasters for crawling Design a robot.txt file
- Set up Open Graph

SCHEMA MARKUP

Incorporating local schema markup made it easier for search engines to understand our local business information, improving our visibility in local search results. This benefits our website's SEO directly and helps potential customers find us more effectively.

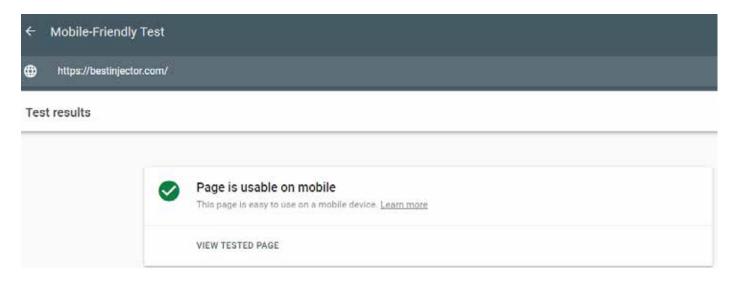


Privacy Terms



MOBILE FRIENDLY WEBSITE

Making the website mobile-friendly is crucial for SEO because a large portion of our users come from mobile devices.



Following the technical enhancements implemented by Growth99, we maintain our momentum through ongoing monitoring:

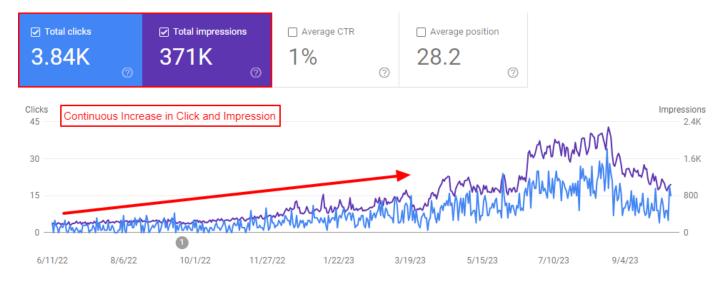
- Verifying that the image alt tags on all website pages are properly optimized.
- Ensure that the content is optimized properly and contains relevant keywords and keyword density.
- Monitor which content is performing better compared to our competitors.
- Continue creating backlinks in order to enhance ranking and increase traffic.
- Develop and publish blogs related to the client's services. (Blogs serve the dual purpose of answering customers' questions, engaging them, and improving the rankings of the website on Google)



THE RESULTS

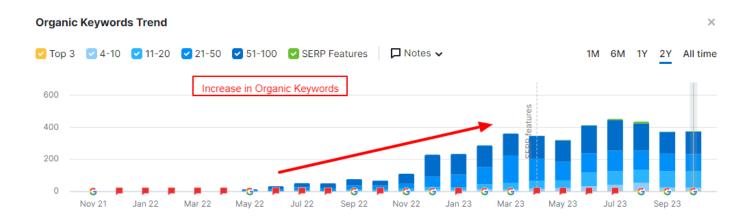
Clicks and Impressions

The clicks and impressions increased along the period of time. Since SEO is a slow process, the traffic increased slowly, but it remains continuous.



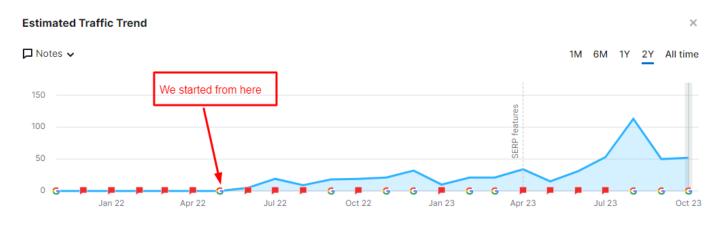
Organic Keywords

The number of keywords that lead people to the website keeps going up. This is happening because the SEO team regularly makes improvements on the web pages and create links from other websites, which helps us show up higher in search results.

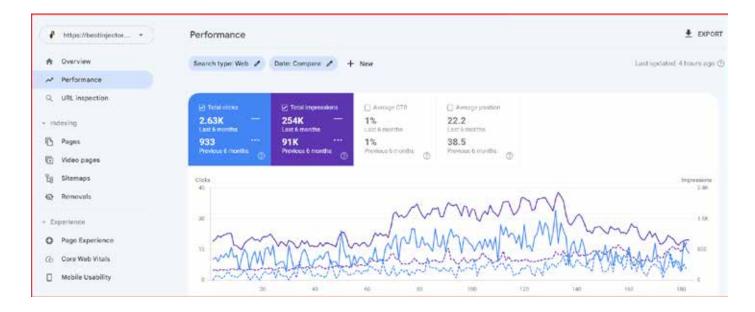


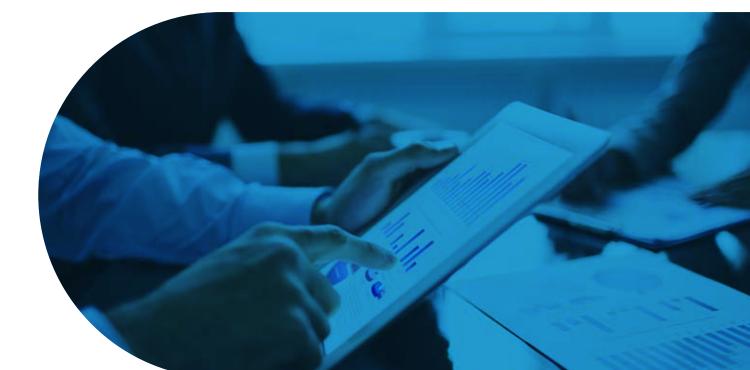
Organic Traffic

The organic traffic went ahead and increased simultaneously



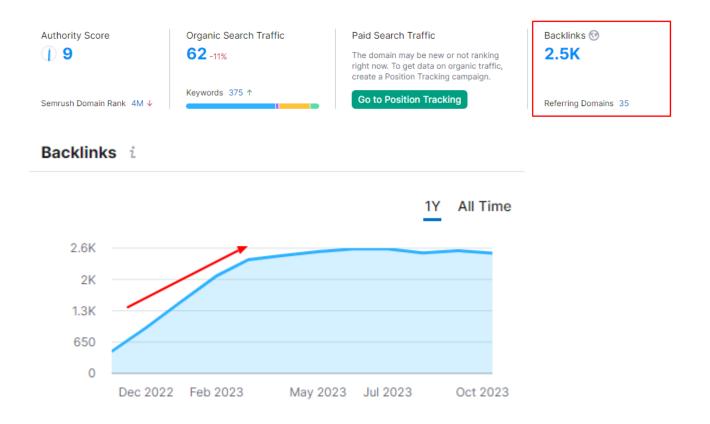
Below is organic traffic comparison report of last 6 months (Apr2023 - Sept2023) compared with the previous(Oct2022 - Mar2022)





Backlinks

When they began collaborating with Growth99, the website had just one backlink. However, through SEO team efforts, they've significantly expanded the backlink count to 2.5K quality links.



Current Ranking

Below are some of the ranking keywords of the best Injector (Oct 13,2023)

Keywords	Position	SV
Dissolver Delray Beach FL	1	544K
Facial Balancing Delray Beach FL	1	1.5M
Liquid Rhinoplasty Delray Beach FL	2	37
Kybella Delray Beach FL	5	17.7K
Sclerotherapy Delray Beach FL	7	305K
Dermal Fillers Delray Beach FL	1	799K

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