



MELROSE SKIN CASE STUDY: LASER LIPOLYSIS

Situated in the heart of trendy Melrose Arch, The Melrose Aesthetic Centre sets the standard in anti-aging and body treatments. Our team of medical experts are internationally trained and regularly updated on the latest trends in the aesthetic industry.

THE BRIEF

Melrose Aesthetic Centre requested from their digital agency – SEO Specialist an online marketing strategy that would generate massive Leads for their Laser Lipolysis Treatment, while improving the organic rankings of their website (www.melroseskin.co.za) for the keyword Laser Lipolysis on Google.co.za.

STATE OF AFFAIRS

(1 AUGUST 2013)

- Melrose Aesthetic Centre is not on the first 10 pages of Google for the keyword Laser Lipolysis.
- Their Google Adwords Campaign hasn't been doing so well for the past 3-6 Months.

CASE STUDY CONDUCTED AND DOCUMENTED BY:



Elwyn

The Results

In just a few days, SEO Specialist managed to set-up the Laser Lipolysis campaign in Google Adwords, optimize the campaign and achieve a Quality Score of 10/10. We then secured Melrose Aesthetic Centre the top spot in the paid search results as shown below:

OUR STRATEGY

(GOOGLE ADWORDS + POWERFUL CONTENT CREATION PLAN)

Build a well optimized Google Adwords Campaign that will be cost-effective to test keywords, landing pages and ads.

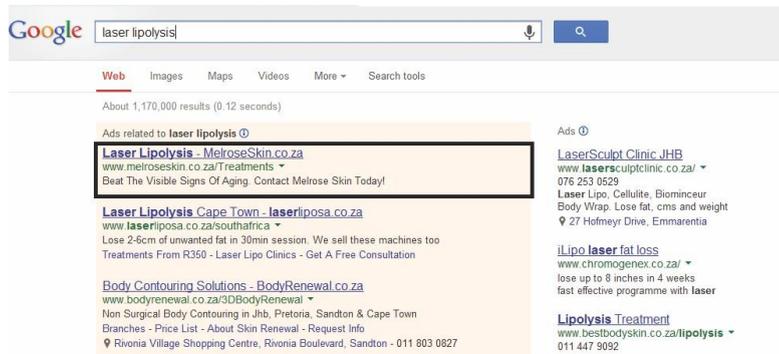
Use the Search Terms Report in Google Adwords together with Google Analytics to identify high Click Through Rate (CTR), top converting, and profitable keywords and phrases.

Use keyword data collected from Adwords and Analytics to build a powerful content strategy. Deliver a list of about 12 article topics to our copywriter to write the blog posts and website content as required.

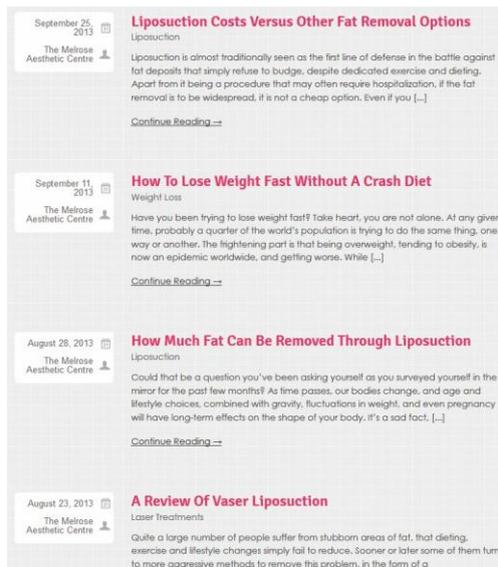
- Export data from top performing Google ads into on-page SEO and tweak URLs accordingly.
- Achieve #1 position on Google.co.za for the keyword Laser Lipolysis.
- Replace the paid Google ad with a fully optimized and highly converting organic listing.

Position 109 → Position 1
...for the keyword
“laser lipolysis”

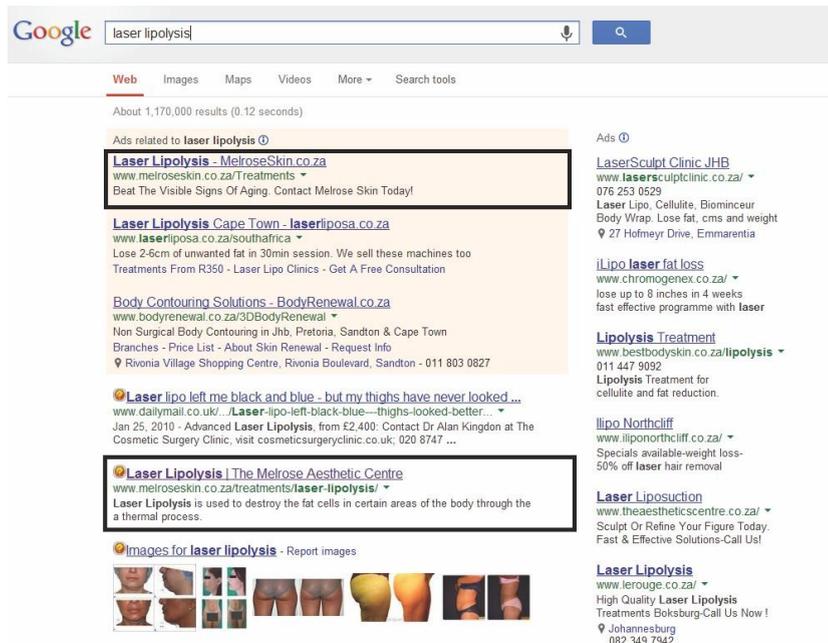
ORGANIC VISITS
INCREASED
300%
IN 2 MONTHS



Using the Keyword Data collected from the Search Terms Report in Adwords together with Google Analytics, we created content for Melrose Aesthetic Centre.



In just 2 weeks, we managed to hit the first page of Google.co.za for the keyword Laser Lipolysis. This was a great achievement for SEO Specialist, but that didn't deter us from our goal of hitting the #1 organic listing as well.



We continued to optimize the content, perfect our internal linking between blog posts and website pages, and within a few week occupied the #1 organic listing on Google as well.

Keyword	Search Engine	SERP	Change	Volume	Updated
Laser Lipolysis	Google ZA	1	-	-	04/10 05:57

As of 1 September 2013, the Melrose Aesthetic Centre proudly sits at the top of the organic listings (#1 spot for the keyword Laser Lipolysis).

We have now Paused the Laser Lipolysis Campaign in Google Adwords so that Melrose Aesthetic Centre can enjoy the massive organic traffic and leads from their #1 organic listing.

The screenshot shows a Google search for "laser lipolysis". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Videos", "More", and "Search tools". The search results show "About 1,300,000 results (0.11 seconds)".

Ads related to laser lipolysis

- Laser Lipolysis SA - laserliposa.co.za**
www.laserliposa.co.za/southafrica
Lose 2-6cm of unwanted fat in 30min session. We sell these machines too
Treatments From R350 - Get A Free Consultation - Laser Lipo Clinics
- Lipolysis Treatment - Targeted Fat Breakdown - 528hz.co.za**
www.528hz.co.za/
Contact Us for Injection Lipolysis Treatments.
Products - Contact Us - The Team
- Body Contouring Solutions - BodyRenewal.co.za**
www.bodyrenewal.co.za/3DBodyRenewal
Non Surgical Body Contouring in Jhb, Pretoria, Sandton & Cape Town
Price List - Branches - About Skin Renewal - Request Info

Organic Results:

- Laser Lipolysis | The Melrose Aesthetic Centre**
www.melroreskin.co.za/treatments/laser-lipolysis/
Laser Lipolysis is used to destroy the fat cells in certain areas of the body through the a thermal process.
- Laser lipo left me black and blue - but my thighs have never looked ...**
www.dailymail.co.uk/.../Laser-lipo-left-black-blue---thighs-looked-better...
Jan 25, 2010 - Advanced Laser Lipolysis, from £2,400: Contact Dr Alan Kingdon at The Cosmetic Surgery Clinic, visit cosmeticsurgeryclinic.co.uk; 020 8747 ...
- Images for laser lipolysis** - Report images

Ads

- LaserSculpt Clinic JHB**
www.lasersculptclinic.co.za/
076 253 0529
Laser Lipo, Cellulite, Biominceur
Body Wrap. Lose fat, cms and weight
27 Hofmeyr Drive, Emmarentia
- lipo Northcliff**
www.iliponorthcliff.co.za/
Specials available-weight loss-
50% off laser hair removal
- Laser Liposuction**
www.theaestheticscentre.co.za/
Sculpt Or Refine Your Figure Today.
Fast & Effective Solutions-Call Us!
- Laser Lipolysis**
www.lerouge.co.za/
High Quality Laser Lipolysis
Treatments Boksburg-Call Us Now !
Johannesburg
082 349 7942
- i-Lipo Laser Lipolysis**
www.i-liposa.net/
Inch loss and body contouring with
no pain, no needles, no down time

Remember, a #1 organic listing generates eight times more traffic than a #1 paid search advert. Melrose Aesthetic Centre is no longer paying for any traffic related to Laser Lipolysis and are now getting eight times more leads and traffic for that keyword to an extent that they have a fully booked calendar for Laser Lipolysis.

In this case study, SEO Specialist used Google Adwords as a Research Tool for SEO to build a powerful content strategy that ranked Melrose Aesthetic Centre for a highly competitive keyword under 1 month!.