

## Overview

Batniji Facial Plastic Surgery provides state-of-the-art facial cosmetic surgery procedures in Newport Beach, CA. As a leading facial surgeon in the area, Dr. Batniji was in search of a collaborative SEO agency that could help him boost website conversion rates and achieve rank stability in a highly-competitive location. His existing relationship with a few SEO experts he trusted led him to Dagmar Marketing.

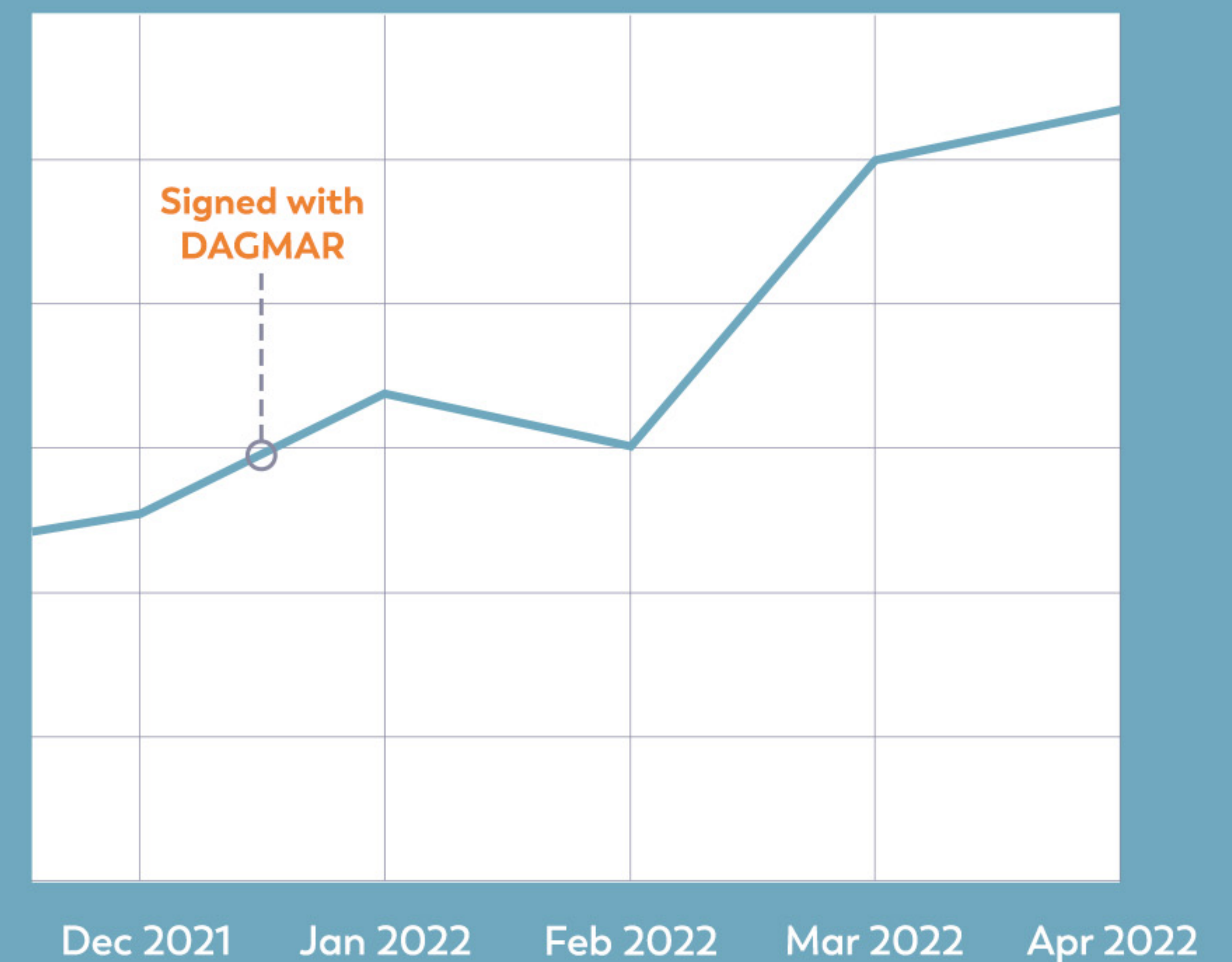
## Results

- ↑ **142.9%** increase in organic conversions
- ↑ **25.0%** increase in organic traffic
- ↑ **115.5%** increase in goal conversion rates
- ↑ **15.75%** increase in page views
- ↑ **31.0%** increase in contact us forms
- ↑ **27.4%** increase in chat leads

## Organic Conversions



## Organic Traffic



## Target Demographics

- **\$127,223** is the average annual median household income
- **765** plastic surgeons and counting are located in California; highly competitive market
- **28th** highest surgical demand index in the U.S. (513.940)

## Milestones

- ↑ **64.5%** more chat leads in the first month
- ↑ **+27** rankings in Google search engines in under two months
- ↑ **139%** annual organic conversion growth

## Our Approach

One of Dr. Batniji's main objectives was to stand out in local search results, and with so much competition in the area, it would require taking a unique approach. Dagmar Marketing customizes every service to fit the needs of its clients and their individual goals.

We designed a personalized SEO roadmap to help Batniji Facial Plastic Surgery gain a competitive edge online and effectively reach its target audience.

- **Optimized** web pages for consumer purchasing intent, which improved website traffic quality
- **Maximized** landing page calls-to-action to increase conversion rates
- **Enhanced** the navigation experience on mobile devices for a seamless user experience
- **Added** live chat software to capture leads who visited the website for more information
- **Boosted** website rankings in search engines, which increased local visibility
- **Implemented** an effective internal link building strategy to build site authority