

Content Marketing

The Facial Surgery & Aesthetics Center

magneti
CASE STUDIES

EXECUTIVE SUMMARY

The Facial Surgery & Aesthetics Center (FSAC) website was ranking poorly on Google due to technical issues and lack of relevant content, resulting in a low amount of organic traffic. Now, a couple years into their partnership with Magneti, the website appears on the first page of Google and has experienced a 200% increase in year over year growth.

In addition to content marketing, Magneti has worked with FSAC on their brand, design and general SEO.

ABOUT THE CLIENT

The Facial Surgery & Aesthetics Center helps patients find the most effective facelift or rhinoplasty treatment for each individual to enhance their youthful appearance. With over 20 years of experience, the in-house surgeons work to perfect facial plastic procedures and give patients natural-looking, vibrant results. The Facial Surgery & Aesthetics Center is in Denver, CO and has served thousands of patients.



Facial Surgery
& Aesthetics
CENTER

PROCESS

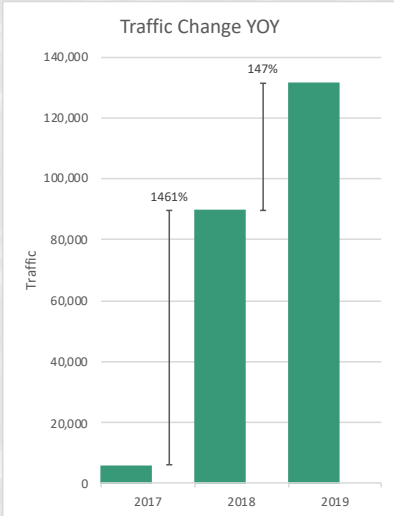
TECHNICAL SEO

We submitted all bad links to Google so they were no longer tracked and docking the website's SEO points. We began implementing a link building strategy, both internal and external, to boost SEO and show Google the webpages that are worthy of citation.

CONTENT MARKETING

Magneti conducted in-depth keyword research, and then drafted keyword maps and content optimization guides. We worked with the client to prioritize content topics, and then began drafting content for pillar pages, sub-pages and blogs.

RESULTS



About six to twelve months after we executed the content marketing strategy, cleaned up bad links and began our link building strategy, website traffic began to increase steadily, and in September 2018, took off. For SEO projects, we aim for a consistent 25 % increase in web traffic year over year - the FSAC site increased to over 3,500 %.

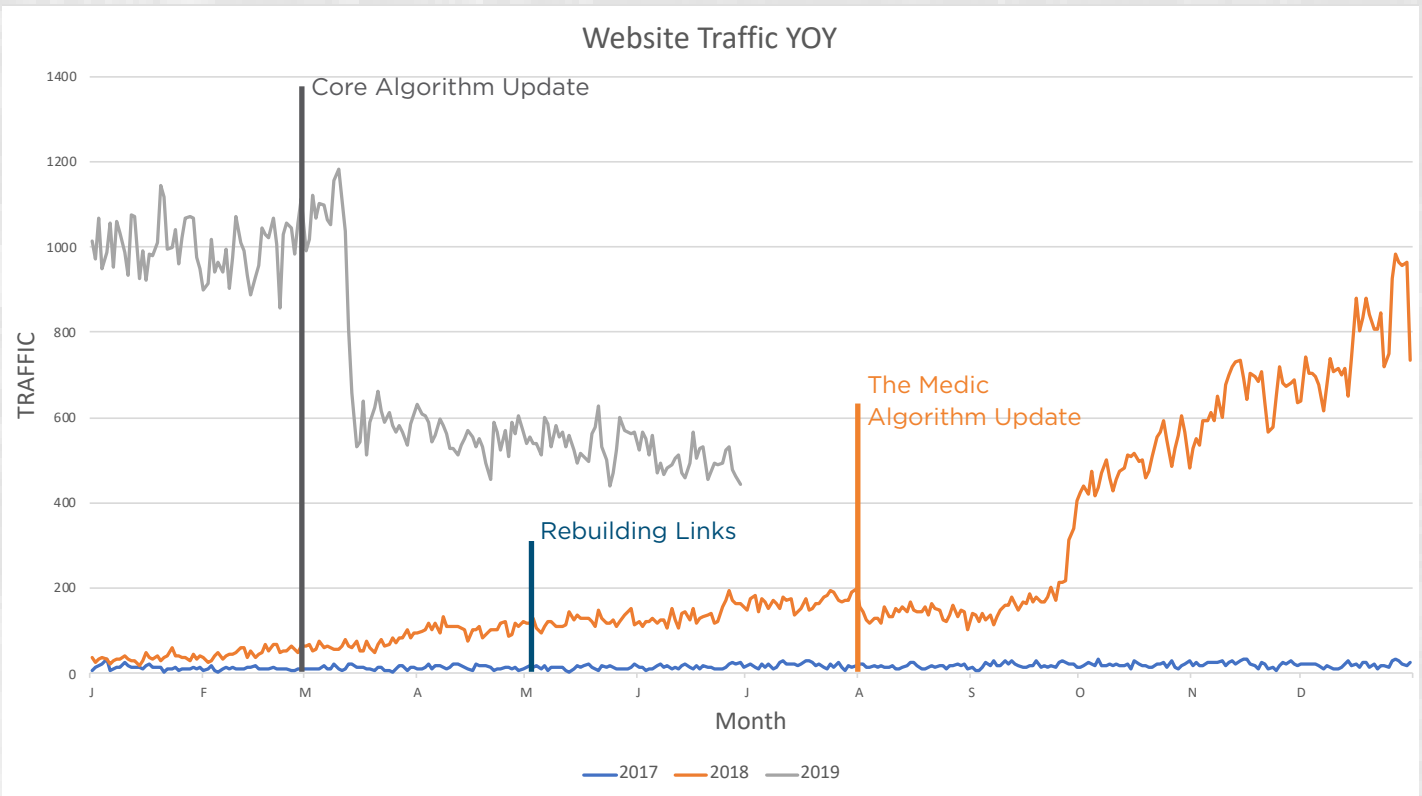
FSAC web content was picked up nationally, increasing leads by 44.62% year over year. FSAC was ranking in the top three for the most relevant terms that potential patients were searching.

Key dates to note:

May 2017 - Removed bad links and began link building

August 2018 - Google pushed The Medic algorithm update

March 2019 - Google pushed the Core algorithm update



ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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