



DR. NAVEEN SOMIA CASE STUDY



SITUATION

- > Well-established plastic surgeon
- > Low visibility in search results despite great effort in blog content production
- > Facing a rise in younger and more aggressive plastic/cosmetic surgeons in marketing


RESULTS

After a 12 months campaign;

 **109%** increase in monthly web traffic

 **227%** increase in leads

 **115%** increase in new patients

 **1** top page ranking for hyper-competitive keywords

“ What I saw was the ranking slowly starting to climb and we were very happy with the way the rankings were going, especially for some of the keywords that I wanted to be on the first page of Google. That translated into a lot of visitors coming to my website, over the **last 12 months** we have increased **the web traffic for over a 100% and also increased the conversions by a 100%**.

And so far, I'm happy with the progress that we have made. And the one nice thing about Huyen is that every time she had the option to go with the more expensive version, she always recommended the cheaper version with the view of adding value to me as the client, which is very reassuring and a lot different from what my experiences have been in the past. ”

DR NAVEEN SOMIA
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