

Website Revamp Spikes Traffic, Boosts Business and Draws International Clientele

EYELID & FACIAL AESTHETICS

DR. SARA KALTREIDER, M.D.

SURGICAL & NON-INVASIVE SOLUTIONS FOR EYES, FACE & BODY

Client: **Eyelid and Facial Aesthetics, Dr. Sara Kaltreider** A boutique medical practice focused on cosmetic, functional, and reconstructive procedures for eye, face, and body.

Challenge

The practice's homemade website was dense with clinical-sounding copy and an architecture that was hard to navigate—two of the main reasons web visitors take one glance at a home page and then click away. “All the information was there,” Sara Kaltreider, MD, says, “but you couldn’t find it. And the writing was dry, medically written.” Business was stagnating despite an active presence and a five-star rating on the medical Q&A site www.realself.com.

Solution

An entirely new website, created for the client's typical web visitor, designed for ease of use and written in the language of the “friendly expert” rather than the clinician. And of course, the best SEO around.

Result

An increase in business of 44% in the months following the relaunch—with the trend line heading steadily upward. “My analysis shows very clearly that the only change between the first and second half of the year is the new website,” Dr. Kaltreider says. Other results? An uptick in new patients, who are now traveling from as far away as Arkansas, Michigan, New York, Florida, England, and India, for treatment. Inquiries from www.realself.com have increased too.

Lesson Learned: **Website redesign and better website copy can attract your ideal client.** As early as possible, engage an SEO-savvy local firm that offers custom services rather than a cookie-cutter firm that relies on templates and limits your creative input. In short, “Find some talent!” Dr. Kaltreider says.