

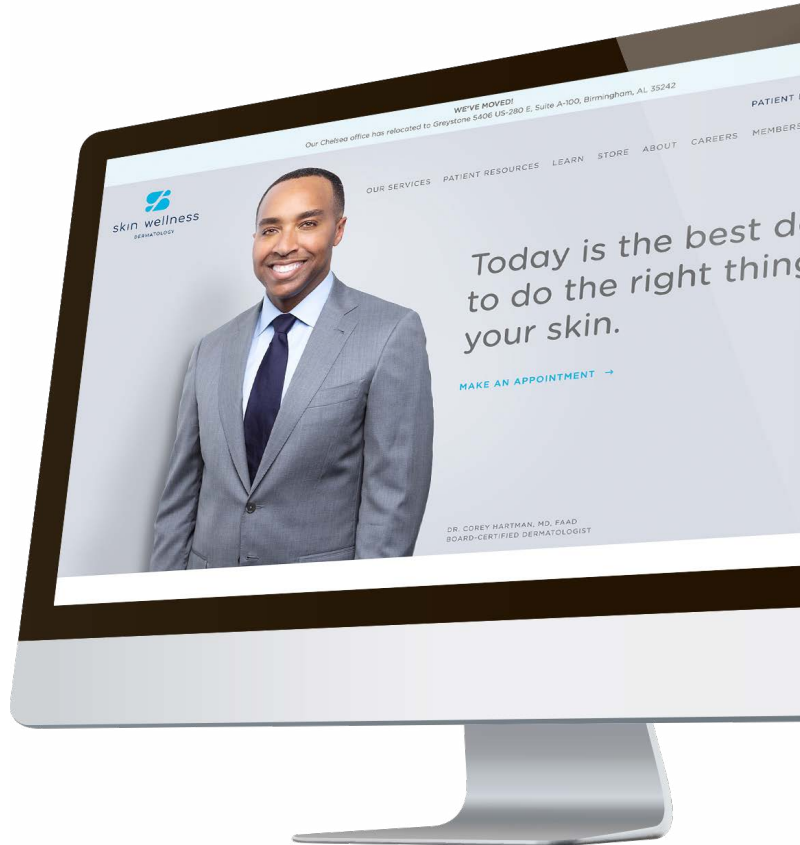
CASE STUDY

Skin Wellness

Nationally Recognized Dermatologist
Triples Office Space with the Right Digital Strategy from HLM!

“Every year with HLM builds on the last. I would not have the practice I have today without them.”

— Dr. Hartman, Skin Wellness



Before Partnering with HLM, Dr. Hartman Didn't Associate Local SEO with Revenue Growth

When Dr. Hartman first partnered with HLM, he had two goals, improve rankings in SERPs for his Dermatology practice and build his personal brand. A quick review of the Skin Wellness website, market penetration, and total market opportunity revealed inefficiencies and waste with his former Agency's digital strategy. In fact, with HLM, Skin Wellness spends about the same amount in SEO now as then... but gained an extra 14K visitors per month (from 4,321 to 18,036.).

KEY METRICS
Timeframe:
Q1 2023

2,110
Total Website
Conversions

15.64%
Average CTR -
Paid Ads

28.58%
More New Organic
Visits



INDUSTRY
Cosmetics/Aesthetics



BUSINESS TYPE
Single Location



LOCATION
Birmingham, AL



HLM SERVICES

- HLM Performance
- SEO Platinum
- Core70
- Paid Ads (PPC)

Alabama's #1 ABD
Certified Dermatologist
**Triples Office Space with
the Right Digital Strategy**
from HLM.

Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the dermatology industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM



HLM's 4-Part Approach to Grow Practice and Influencer Reach

1 A Digital Strategy Makeover

A highly optimized website is essential for a successful dermatology digital marketing campaign. We tailored the Skin Wellness site to showcase Dr. Hartman's expertise and offerings, building trust and credibility among potential patients. With local landing pages, Skin Wellness penetrates new markets using multi-channel strategies for various services.

2 A Platform for Thought Leadership

Content marketing is a powerful tool to establish Dr. Hartman as a thought leader. The HLM content team collaborates closely to create engaging blog posts on topical events, product highlights, and educational content for his target audience. Dr. Hartman's increased followers and email subscribers enable HLM to leverage his influencer status, reaching new markets, driving more traffic to Skin Wellness, and strengthening his reputation as a field leader.

3 Local SEO Strategy - Maximize ROI and Minimize Waste

A targeted local SEO strategy is vital for dermatology digital marketing. Our experts conducted extensive keyword research, focusing on high-performing terms. Optimizing website content accordingly, Skin Wellness's appearance in SERPs significantly improved. Website traffic grew from 4,321 to 18,036 users over 8 years.

Concentrating on local markets and high-priority search terms, our data-driven approach maximized ROI and boosted organic traffic and growth. Skin Wellness now ranks on the first page for all desirable search terms in Birmingham, including BOTOX in Birmingham and Dermatologist 280 Birmingham.

4 Expanding Reach Through Paid Advertising

Targeting high-performing keywords and specific zip codes, these campaigns expanded the practice's reach to attract dermatology patients from a wider area. The results were impressive, with a 408% increase in services and a 78.37% reduction in cost per conversion, well below the industry average.

Unlock your potential. Gain your competitive advantage.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights

A.I. powered competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS