PDO Max

Crushing Annual Growth Goals with HLM!

"They have been such amazing resources who have helped elevate our brand to the masses and drive significant traffic to our website."

— Diana Daly, PDO Max

"We Needed an Agency with New Ideas"

PDO Max had an aggressive growth goal and needed an innovative digital marketing strategy to fuel it. They needed a partner who knew their industry and could position their brand as the safest, most effective solution possible for both patients and practitioners.

INDUSTRY
Cosmetics/Aesthetics

BUSINESS TYPE
Single Location

LOCATION
Liverpool, NY

HLM SERVICES
- HLM Performance
- SEO Diamond
- Core70
- Paid Ads (PPC)

KEY METRICS

84%
More Organic Traffic Year-Over-Year

7.86%
Website Conversion Rate Year-Over-Year
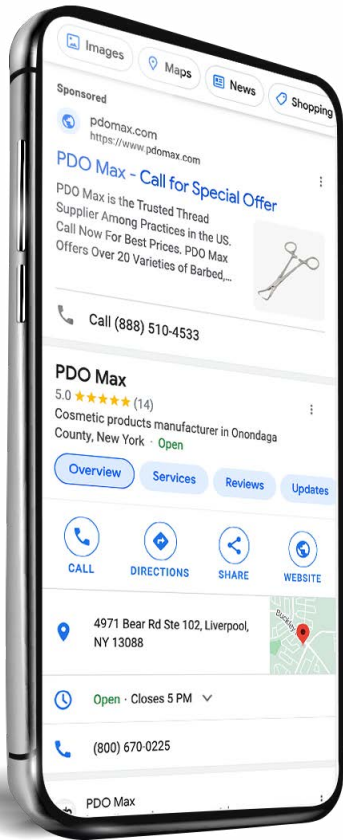
40K
New Website Users 2022

Before a colleague recommended HLM, Diana never imagined how much bigger and more profitable they could be using **PPC as part of a robust long-term digital marketing strategy.**

Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the cosmetics/aesthetics services industry better than HLM.

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

Google
4.9 ★★★★★

facebook
★★★★★

HLM.

Branding at the Next Level

Focus on user experience, conversions, resources, local SEO & GMB optimization. PDO Max needed a clean, elegant website to attracct cosmetic and aesthetic practitioners. To support HLM's SEO strategy, the website had to be optimized with original, relevant content and include an internal linking strategy that would send engagement signals to Google and help PDO Max content get ranked high in SERPs. HLM continues to achieve page one Google rankings for PDO thread training, PDO thread manufacturer, and best PDO thread supplier.

Build Online Trust

Focus on local listings, NAP consistency, backlinks, and authoritative content. Before HLM, PDO Max did not put much effort into their online presence. In fact, they had no onine visibility. Thanks to HLM's content marketing team, PDO Max blogs are ranked 200,000+ times in SERPs and the PDO Max website averaged over 40,000 new users year-over-year; a 170% lift from the previous year!

Search Engine Optimization

Focus on content marketing, SEM, and social advertising. PDO Max needed to generate revenue quickly to reach its growth goals. We needed to dominate search results with more content and channels to reach more doctors researching non-surgical facelift techniques and suppliers online. To achieve this, PDO Max invested in a regular blog strategy, paid search advertising, and paid social media. With HLM's PPC campaign producing a 15.90% CTR for its Training SEM campaign (more than 4x the industry benchmark), PDO Max hit their 2022 training goal and was able to hire an additional trainer in anticipation of the bigger 2023 schedule.

Unlock your potential. Gain your competitive edge.

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
Real-time 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

HLM.