

Case Study - Regenerative Medicine Practice

Creating a Presence: Online & Locally Attract, Captivate, & Educate



For over 10 years, Dr. William Hunter has built his practice, providing pain relief to patients via minimally invasive neurosurgery and non-surgical treatments in the Charlotte, NC area. His continued pursuit to expand his knowledge base, learn new, advanced medical procedures, and provide quality care to patients motivated Dr. Hunter to launch a new practice with a focus on regenerative medicine.

This new practice, Medical Aesthetics Regenerative Center (MARC), needed an online presence that would create credibility and visibility, while also educating patients on regenerative medicine, and answering the demand for rejuvenation and aesthetic treatments.

The Challenge

As a new practice, local residents seeking pre- and rejuvenation services were not yet aware of MARC. The practice needed a high-quality website as the foundation for their online presence to create interest and drive demand. Once visitors arrived at the website, the goal was to drive conversions from prospective patients either contacting MARC or scheduling a consultation. The team at MARC also wanted to retain clients via great service, leadership and education in this emerging, anti-aging field, as well as educating, but had no mechanism to communicate monthly events catering to the community.



The Client

Medical Aesthetics
Regenerative Center
www.MARC-wellness.com



Industry

Medical Practice



The Challenge

Start-up practice looking to grow in exposure and new clients



The Solution

An attractive and optimized site that promotes MARC's expertise, while providing educational and engaging information to the community



The Results

79 Keywords Rank on Page 1 of Google or Bing; 87% more pages/visit & 289% more time spent on site vs. competitors

The Solution

The design and structure of Dr. Hunter’s other site (neurosciencecarolinas.com) was used to keep MARC’s start-up costs down, while adding modifications to attract, intrigue, and educate new and current clients. Services for MARC included:

- **Search Engine Optimization (SEO)** – Marketpath first did keyword and competitive research to understand how people were searching for these new treatments. Then they made the site search friendly, responsive, easy-to-use and content-rich to generate traffic.
- **Real Patients** – To connect with new site visitors, testimonials and client success stories were featured, providing credibility of MARC’s expertise, commitment to quality care and results.
- **Events & Patient Education** – One requirement of the site was to feature informational and educational events on the homepage and an event-specific page. MARC understood that posting the event page links not only provided exposure, but increased website traffic and a way to grow their patient base virally and through word of mouth.
- **Beauty & Regeneration Blog** – Marketpath added a blog and trained the MARC team on how to write content that would promote SEO, while also positioning the practice as the go-to aesthetics and regenerative service provider in the community.

“ What Clients are Saying

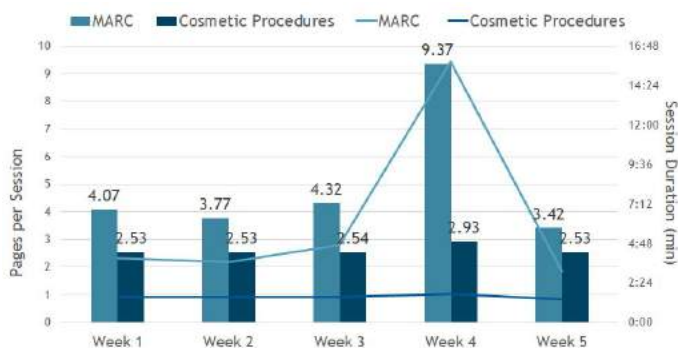
“More than 50% of our new patient growth has come from our new website. Our social marketing would not have been so successful without a terrific website design and the careful guidance with SEO services from Marketpath.”

- *Karen Hunter, Marketing Director*

The Result

MARC’s site launched in early September 2019. Within the first week, the website was already outperforming other cosmetic procedure websites throughout the US. Within a month, 79 targeted keywords ranked on page 1 of Google or Bing search results.

Pages per Session & Average Session Duration



Keyword Ranking on Google & Bing

