



Client Case Study

Bringing advanced med spa treatments to the greater Los Angeles area

GOALS!



+2K New

Rankings in SEO keywords across Google & Bing



480% Increase

in overall SEO traffic across 5 years



32% Increase

in site conversion rates



36% Increase

in-person treatment bookings & sessions



Our Approach

Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



Marketing objectives and strategy

Expectations and outcomes

Objectives

Parfaire wanted to drive more in-person bookings and increase leads through the website focusing mainly on qualified clients who were looking for new, advanced treatments in Greater Los Angeles & Pasadena.

Strategy

We focused on Content & SEO as the 2 main channels to drive new untapped potential within the local and regional keyword searches to drive new in-person bookings by optimizing the entire website for conversions while working on content that addressed client concerns.



Company



Website

parfaire.com

Company Focus

Parfaire is doctor owned and operated, offering a wide range of aesthetic and advanced skincare care services. From Botox, Kybella and Sculptra to dermal fillers Juvederm, Radiesse, and Belotero.



Findings

Many of the primary services pages lacked depth around the procedures but were still driving organic traffic which showed potential for scalable growth both short and long-term.



Findings

Their wide range of non-invasive treatments showed a big opportunity to capitalize on SEO organic keywords by building specific blog pages to target main searches.



Our Market Strategies for Success

Value-first Content That Increased Client Returns

Quality content became a center-fold for organic, driving a 32% website conversion rate after the first year.

Maximized SEO Potential With Organic Backlinks

Through meticulous SEO mapping and high-quality backlinking, we significantly enhanced organic reach, playing a key role in Pairfares's growth strategy.

Key SEO optimizations to tune up and scale traffic

Due to the demand around the med spa, we prioritized technical page mapping SEO strategies to scale organic traffic.

- Facial Rejuvenation
- Clear Skin Lumecca
- Sculptra Injection Treatments
- SilkPeel Facial Treatment
- Platelet Rich Plasma Therapy
- PDO Thread Lift Treatment
- Neck PRP Therapy
- Dermal Filler Treatment
- Juvederm Voluma Treatment
- Experts on Botox vs. Filler
- Non Surgical Rhinoplasty Treatments
- Body Treatments
- Laser Hair Removal Solutions
- Flawless Men's Aesthetic Services

- Total Skin Tightening
- Microneedling Treatment
- Liquid Facelift Treatment
- Resurfacing Enzyme Facial Treatment
- Neck Tightening & Rejuvenation
- Red Carpet Lift Treatment
- Injectables
- Juvederm Treatment
- Restylane Treatment
- Lip Augmentation Treatment
- Chin Augmentation Treatment
- Non-Invasive Body Sculpting & Contouring
- Excessive Sweat Elimination
- Professional Wedding Services

- Red Carpet Lift Treatment
- PDO Thread Lift Treatment
- Parfaire Perfection Program
- LED Therapy Treatment
- Double Chin Reduction Treatments
- Total Skin Tightening and Restoration Treatments
- Botox Treatment
- Juvederm Volbella
- Sculptra Injection Treatments
- Under Eye Filler Treatment
- Treatment for Hyaluronidase
- Cellulite Reduction
- Stretch Mark Reduction



Laser Focused Content

We created over 150+ unique landing pages each targeting specific long-tailed keywords to drive over 32% increase in site bookings

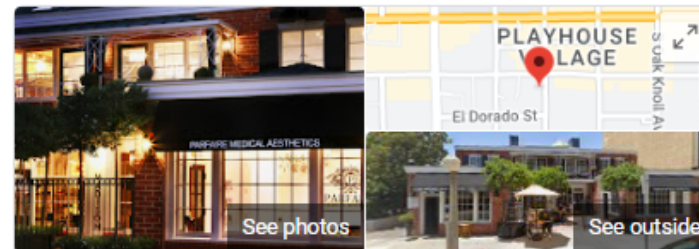
Taking a massive leap with



over a 700% Increase in SEO

In-person organic boost through Local SEO

Our sitewide optimizations + content increased the GMB rankings to the top 3 in local searches in Pasadena resulting in 36% in in-person sessions.



Parfaire Medical Aesthetics - Pasadena Med Spa



Website

Directions

Save

Call

4.9 ★★★★★ 31 Google reviews

Medical spa in Pasadena, California

Address: 101 S Madison Ave, Pasadena, CA 91101

Hours: Open · Closes 6PM ▾

Products and Services: places.singleplatform.com

Phone: (626) 844-7273

Appointments: booker.com

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