



Trendway Marketing

MD LASER CLINIC CASE STUDY

Client Overview

Business Name: MD Laser Clinic

Industry: Medical Aesthetics & Cosmetic Laser Services

Location: Burlington, Canada

Website: www.mdlaserclinic.com

Target Audience: Women and men seeking non-surgical beauty treatments, aged 18-60

Contact us at:

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MD Laser Clinic specializes in high-demand services such as:

- Laser Hair Removal
- Skin Resurfacing & Rejuvenation
- Pigmentation & Acne Scar Treatment
- Body Contouring (EMS, RF, Cavitation)
- Botox and Fillers

Initial Challenges

When MD Laser Clinic approached us, their website was struggling with:

Pain Point	Impact
Poor local visibility	Not showing up for service-based searches
Low organic traffic	Relying heavily on social media referrals
Under-optimized Google Business Page	Not ranking in Google Maps 3-pack
Slow site speed & technical errors	Hurting mobile user experience & SEO score
Outdated content	Not converting visitors into booked leads

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Goals & KPIs

Objective	Key Performance Indicators (KPIs)
Increase website traffic	100% growth in organic sessions within 6 months
Improve keyword rankings	Page 1 rankings for 20+ core service keywords
Optimize Google Business Profile (GBP)	Appear in Google Maps for "near me" searches
Generate inbound leads	50% increase in contact form & call submissions

Step-by-Step SEO Strategy

1. Full Website & Competitor SEO Audit

- Tools Used: SEMrush, Screaming Frog, Ahrefs, Google Search Console
- Found issues:
 - Missing H1 tags and meta descriptions
 - Non-mobile-optimized pages
 - No internal linking strategy
 - Duplicate content on service pages
 - Page speed score: 39/100 (mobile)

2. Keyword Strategy & Local SEO Targeting

- Performed geo-focused keyword research
- Categorized keywords by intent level
- High Intent: "aser acne treatment Burlington
- Mid Intent: aesthetic clinic near me
- Informational: is laser hair removal safe?

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Top Keyword Opportunities Identified:

Keyword	Volume	Difficulty	Strategy
Laser hair removal Burlington	1,300	Medium	Service Page
Body contouring clinic near me	800	Medium	Blog + Service
Acne treatment laser Burlington	700	Low	Blog Topic
Non-surgical face lift Burlington	500	Low	Landing Page

On-Page SEO Implementation

- Optimized each page's title, meta description, and headers
- Added 500–800 words of service-specific copy
- Created unique pages for each city/area served
- Improved CTA placements on every page

Ex:

Before & After Meta Title Example

Before: MD Laser Clinic | Home

After: Laser Hair Removal in Burlington – MD Laser Clinic

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Technical SEO Enhancements

1. Improved site speed: from 39 to 91 (mobile)
2. Enabled lazy loading for media
3. Implemented schema markup (LocalBusiness, FAQ, MedicalService)
4. Fixed broken links & redirected outdated URLs
5. Created and submitted new sitemap to Google

Google Business Profile Optimization

1. Claimed and verified GBP
2. Added high-volume service keywords in descriptions
3. Uploaded professional geo-tagged images weekly
4. Activated Q&A, offers, and post scheduling
5. Encouraged 5-star review campaigns via email and WhatsApp
6. 📍 Result: Business began appearing in Google Maps 3-pack for:
7. "Skin clinic near me", "Laser hair removal Burlington", "Face pigmentation treatment Burlington"

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Blog & Content Marketing

1. Created 2 SEO blogs/month answering client pain points
2. Linked internally to service pages
3. Topics:
4. “Does Laser Hair Removal Hurt?”
5. “What to Expect After Pigmentation Laser Treatment”
6. “RF vs EMS: Which Body Contouring Is Better?”
7. Promoted through GBP posts, social media, and email

Off-Page SEO & Backlink Building

1. Built local directory profiles: Google Maps, ArabLocal, Jeeran, Yellow Pages
2. Submitted guest posts to regional beauty blogs
3. Secured niche citations in KSA-based medical directories
4. Avoided spammy links and built authority naturally

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Results & ROI

1. Organic Traffic Growth

Timeframe	Monthly Organic Sessions	% Growth
Month 1	225	–
Month 3	320	+42%
Month 6	485	+115%
Month 12	745	+230%

Keyword Ranking Improvement

Keyword	Before	After 6 Months
“Laser hair removal Burlington”	Page 3	Page 1, #4
“Skin clinic near me”	Not ranked	Page 1, #5
“Plexrplasty Burlington”	Page 2	Page 1, #1
“Clinical Peels Burlington”	Page 2	Page 1, #8

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Leads & Conversions

Conversion Metric	Before SEO	After 6 Months	Change
Contact Form Submissions	18/month	38/month	+111%
Phone Calls via GBP	14/month	31/month	+121%
Online Bookings	10/month	26/month	+160%

Final Outcome

- MD Laser Clinic went from a low-traffic site buried in search results to a top local provider appearing on Page 1 and in Maps, with consistent monthly leads from organic search.
- This success story proves that even in a competitive industry, a well-executed SEO plan can:
 1. Improve visibility
 2. Increase trust
 3. Deliver sustainable growth without ads