



OUR SEO PROCESS

Our Award Winning Approach to Your Search Engine Optimization

A five-stage system built specifically for cosmetic surgery and med spa practices, from understanding your brand to tracking every lead it produces.

01

Understanding Your Brand and Your Goals

Every campaign starts with your practice, not a template. We learn your procedures, your ideal patient, your service area, and what success looks like to you, whether that's filling consultation slots for a specific procedure or expanding visibility into a new city. We also review your current site and rankings to see exactly where the opportunity is.

02

Competitor Research

We study who's already ranking for the procedures and locations you want to own, both other cosmetic practices and larger medical groups. That research shows us the keyword gaps, content gaps, and local listing gaps we can use to move your practice ahead of them.

03

Keyword Research

We build a target keyword list around how real patients search: procedure names, symptoms, recovery questions, and city or neighborhood terms. We balance high-intent keywords like "breast augmentation [city]" with the informational searches patients make earlier in their decision, so your site meets them at every stage.

04

Content Creation

Every page and blog post is written to satisfy both patients and Google's standards for medical content. That means clear, accurate procedure information, real answers to the questions patients are already asking, and content structured to build the trust Google requires for health-related pages to rank well.

05

Analytics Tracking and Course Correction

SEO isn't a set-it-and-forget-it service. We track rankings, traffic, and, most importantly, leads through a real-time dashboard, then use that data every month to double down on what's working and adjust what isn't. You always know exactly what your SEO investment is producing.

Ready to put this system to work for your practice?

Call (888) 502-8465 or visit cosmeticsurgerymarketers.com to schedule your free strategy consultation.