

CASE STUDY

LA Vein Center

DR. LARISSE LEE, MD

SHERMAN OAKS, CA

LAVEINCENTER.COM

**Estimated
ROI***

OVER 2 YEARS

831%

* Based on an average vein patient value of \$950 at a 50% conversion rate.

PACKAGE UPGRADE AND NEW PPC SERVICES DOUBLE WEBSITE TRAFFIC AND CONVERSIONS FOR CALIFORNIA VEIN SPECIALIST

Dr. Lee established the LA Vein Center just after she finished her training fellowship. She has received numerous awards and honors, including a **National Research Service Award**, and is a frequent presenter at medical meetings and conferences around the country. Starting a new medical business in an area as competitive as Los Angeles, the LA Vein Center came to Advice Media with a **goal of increasing their online visibility.**

CHALLENGES

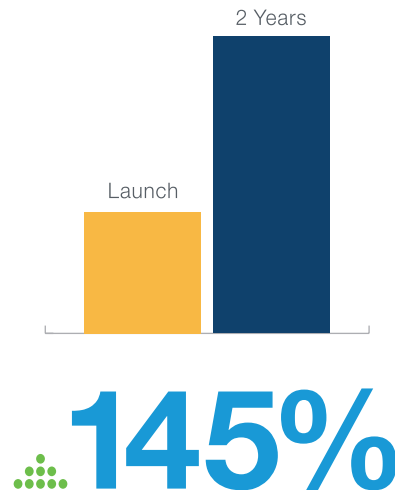
- DID NOT RECEIVE ENOUGH TRAFFIC AND CONVERSIONS
- LOCATED IN A VERY COMPETITIVE MARKET
- DIDN'T HAVE A STRONG SOCIAL MEDIA PRESENCE

GOALS

- INCREASE TRAFFIC AND CONVERSIONS
- FURTHER INCREASE CONVERSIONS THROUGH PAID ADVERTISING

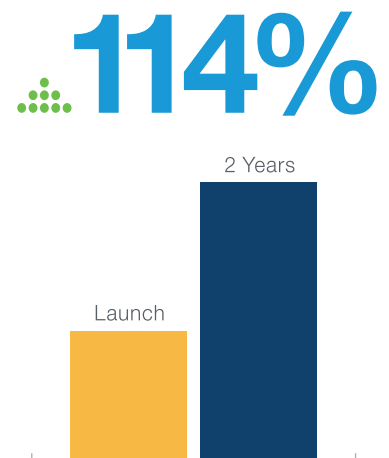
Total Conversions

OVER 2 YEARS



Website Traffic

OVER 2 YEARS

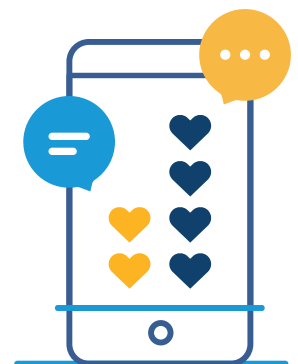


Social Media Engagement

OVER 2 YEARS



LINK CLICKS TO WEBSITE FROM
SOCIAL MEDIA POSTS MORE THAN
DOUBLED IN 24 MONTHS



2+X

STRATEGY

- Site redesign that emphasizes **experience, credentials, videos,** and **before & after cases.**
- Curating **educational and informative content**
- Creating **effective PPC campaigns** to generate more quality leads
- Maintaining **consistent information across 200 directories** to improve local online presence.
- Established an active **social media** following.
- Regularly posting to **blog** and generating quality **links** back to the website.

THE BEST WAY TO DESCRIBE MY RELATIONSHIP WITH ADVICE MEDIA IS THAT **IT'S JUST EASY.** I DON'T HAVE TO WORRY ABOUT ANYTHING. I'M REALLY BUSY SEEING PATIENTS AND **THAT'S REALLY WHAT I WANT TO DO.**

“

// Dr. Larisse Lee



FULL CASE STUDY

> <https://advicemedia.com/case-study/la-vein-center/>



SINCE PARTNERING WITH ADVICE MEDIA, LA VEIN CENTER HAS SEEN EXPONENTIAL GROWTH IN **WEBSITE TRAFFIC** AND **CONVERSIONS**. RECENTLY, DR. LEE MOVED FROM A SMALL OFFICE IN SHERMAN OAKS TO AN **ENTIRE PENTHOUSE** IN HER CURRENT BUILDING WHERE SHE PERFORMS **ON-SITE SURGERIES**.



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