



Vitality Aesthetic & Regenerative Medicine's Digital Marketing Triumph



Client:

Vitality Aesthetic & Regenerative Medicine
Location:
Palm Harbor, FL

Specialization:

Hormone Replacement Therapy and
Medical Weight Loss

Objective:

Enhance website traffic and search engine
visibility

Website:

www.VARMedicine.com



Strategy

The clinic's digital marketing strategy encompassed several key areas:

Search Engine Optimization (SEO):

Focused on both on-page and off-page SEO to improve search engine rankings.

Content Marketing:

Created engaging, relevant content tailored to the target audience.

Social Media Marketing:

Leveraged social media platforms to increase brand recognition and drive website traffic.

Key Achievements

A significant achievement of the SEO strategy was the clinic's impressive keyword ranking performance:

Ranking Keywords:

Over 715 keywords ranking on search engines.

Top 10 Google Results:

186 keywords ranking within the top 10 search results on Google.

Challenge

Vitality Aesthetic & Regenerative Medicine, a clinic led by Gina Pastore, ARNP-BC, MSN, ABAAH Board Certified Anti-Aging Specialist, faced the daunting task of establishing an online presence. With a new website launched in 2019, she started with no online visibility, leading to minimal website traffic and no ranking on search engines.