

## Case Study Lisa J. Peters, MD

### Challenge

[Lisa J. Peters, MD](#) is a board-certified plastic surgeon whose practice includes a wide range of cosmetic procedures.

In 2006, she opened her practice in an office building outside of Chicago. She relied on her reputation and word-of-mouth referrals to bring in revenue. There was a desire for more growth but finding a trustworthy marketing agency led to numerous “terrible experiences.”

Prior to starting with UAscend, the business was difficult to find online. Plastic surgery is a highly competitive industry, and the Chicagoland area is the [3<sup>rd</sup> largest metropolitan area in the United States](#). There was and still is a lot of competition.

### Solution

In June 2019, the office partnered with UAscend to help generate online referrals. Before UAscend, the client had multiple bad experiences with marketing companies, so they decided to tiptoe back into digital marketing with UAscend’s “[Empower Package](#).” This digital marketing package bundles [Reputation Management](#), [Social Media Marketing](#) and [Business Listings Management](#) together at an affordable rate.

# 12X

Number of Google Reviews

# 41%

Increase in Facebook Followers

# 1,403%

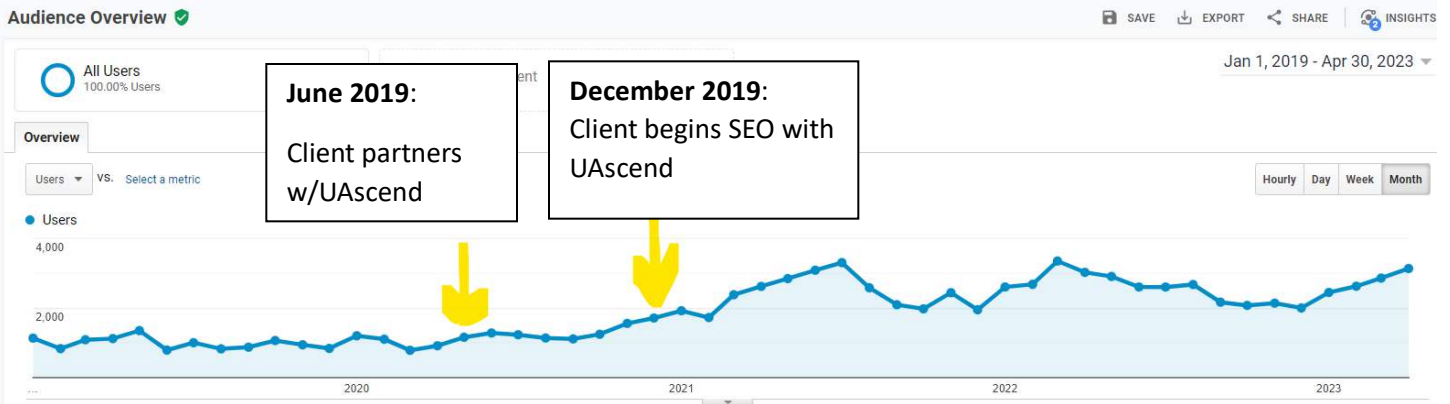
Increase in online citations

### Results

**In just 5 months**, the client was dominating most local searches related to plastic surgery. Thanks to UAscend, online visibility grew 2X. Organic traffic grew from almost zero to over 100 monthly clicks. Their Instagram account (previously untouched) grew by over 1,000 followers.

Unlike many businesses during the 2020 COVID-19 shutdown, Dr. Peters continued investing in her marketing. When they were fully reopened, their investment paid off. Revenue grew exponentially and Dr. Peters decided it was time to expand.

In December 2020, after purchasing a new building, she decided to **implement an official SEO campaign to increase online visibility** (and therefore increase revenue) for their soon to be new location. The decision was made to also target neighboring towns.



In June 2021, **after six months of SEO**, the client was now topping local searches related to plastic surgery in the surrounding towns that the campaign targeted.

41

Keywords on page1

60,000

Website Visitors

55%

Increase in the organic traffic

Thanks to the success of the SEO campaign, the client decided to redesign their website. UAscend was hired to handle redesign of the website which went live later that year.

As of April 2023, the client has 41 keywords on the 1<sup>st</sup> page of search. Since implementing SEO with UAscend, they have had over 60,000 website visits. Their organic traffic has increased their organic traffic by 55%.

Since moving to their new building, they have expanded. Twice.

## How client appears in a local search today (June 2023)

Google





botox forest park il



Maps

Images

Shopping

News

Videos

Books

Flights

About 11,700,000 results (0.38 seconds)

Results for **Forest Park, IL** · Choose area

## Businesses

Rating

Hours

**Lisa J. Peters, MD - Plastic Surgery & Medical Spa**

4.9 ★★★★★ (88) · Medical spa

7236 Madison St · (708) 524-1400

Closed · Opens 8:30 AM Mon

👤 "Dr Peters is beyond professional and caring."



Website



Directions



plastic surgeon forest park il



Maps

Images

News

Shopping

Videos

Books

Flights

Finance

All filters

Tools

About 23,900,000 results (0.50 seconds)



**Dr. Lisa Peters**

<https://www.plasticsurgeryofchicago.com>

**Dr. Lisa Peters - Chicago Female Plastic Surgeon | Cosmetic ...**

As a leading female plastic surgeon in Forest Park, Illinois, Lisa J. Peters, MD provides her patients with a unique insight and experience into cosmetic ...

### Before & After

As the year anniversary of my surgery – breast reduction ...

### Procedures

Contact Dr. Lisa Peters today, by calling 708-524-1400 to ...

### About Us

Lisa J. Peters, MD is a board-certified plastic surgeon whose ...

### Location

Dr. Peters is located in downtown Forest Park one block west of ...

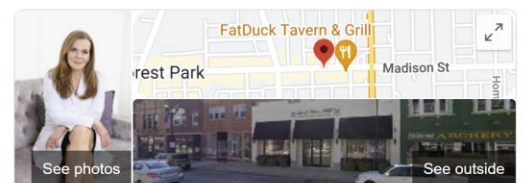
[More results from plasticsurgeryofchicago.com](#)



**Yelp**

<https://www.yelp.com/biz/lisa-j-peters-md-plastic-s...>

**Lisa J. Peters, MD - Plastic Surgery & Medical Spa**



**Lisa J. Peters, MD - Plastic Surgery & Medical Spa**

Website

Directions

Save

4.9 ★★★★★ 88 Google reviews

Plastic surgery clinic in Forest Park, Illinois

**Address:** 7236 Madison St, Forest Park, IL 60130

**Hours:** Closed · Opens 8:30 AM Mon

Confirmed by this business 4 weeks ago

**Products and Services:** plasticsurgeryofchicago.com

**Phone:** (708) 524-1400

[Suggest an edit](#) · [Own this business?](#)

People also ask

What are cheek fillers & how do they work?

Cheek fillers are injections that raise the volume of the area above and around your cheekbones. This provides the illusion of a more defined bone structure. By injecting...

Cheek Fillers: Procedure, Cost, Side ... www.healthline.com/health/cheek-fi...

Are cheek fillers safe?

Cheek fillers are considered a safe treatment, but they're not risk-free. The most common side effects are the same ones you can expect with all injectable treatments: bruising, swelling, and redness at the injectio...

Cheek Fillers: Are the Benefits Reall... www.realself.com/nonsurgical/che...

Vertical text: V fi T ti fi R S C W

Feedback



LISA PETERS

★★★★★ Usnews (23) · Plastic surgeon

Clinic: Lisa J Peters MD

Qualifications: Vanderbilt University Medical Center Residency, Plastic Surgery - Integrated, 2000-2002, +

About 1,000,000 results (0.79 seconds)

Results for Hinsdale, IL · Choose area

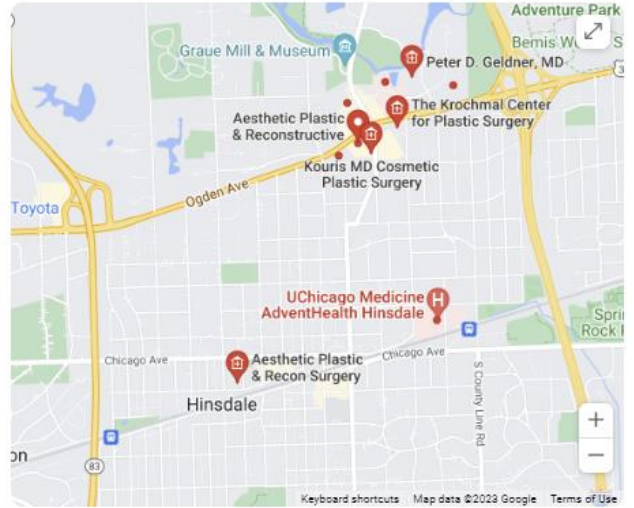
Places Medicare/Medicaid Rating Hours

**The Krochmal Center for Plastic Surgery**  
 4.8 ★★★★★ (16) · Plastic surgeon  
 230 E Ogden Ave #200 · (312) 847-1230  
 Closed · Opens 10AM Sat  
 "Even just for the simplest thing they are willing to assist"  
 Website Directions

**Aesthetic Plastic & Recon Surgery**  
 No reviews · Plastic surgeon  
 40 S Clay St · (630) 920-9404  
 Directions

**Kouris M.D. Cosmetic Plastic Surgery**  
 5.0 ★★★★★ (19) · Plastic surgeon  
 718 N York Rd · (708) 813-2024  
 Closed · Opens 8:30AM Mon  
 Medicare/Medicaid accepted  
 Website Directions

More places →



hinsdaleplasticsurgery.com  
https://www.hinsdaleplasticsurgery.com

**Aesthetic Plastic and Reconstructive Surgery: Board Certified ...**

Naperville, Oak Brook, Elmhurst, IL board certified plastic surgeon Dr. Saulis performs plastic surgery, liposuction, abdominoplasty & breast augmentations.

https://www.hinsdaleplasticsurgery.com > breast-lift

**Breast Lift - Naperville, Oak Brook, Elmhurst IL ...**

Naperville, Oak Brook, Elmhurst, IL board certified plastic surgeon Dr. Saulis performs plastic surgery, liposuction, abdominoplasty & breast augmentations.

More to ask

- How much does a boob lift cost in Illinois?
  - How much does it cost to lift my breast?
  - How long does a surgical breast lift last?
  - Is a breast lift without implants cheaper?
- Feedback

Kouris M.D.  
https://drkouris.com > procedures > breast-lift-hinsdale...

**Breast Lift Surgery (Mastopexy) in Hinsdale, IL**

Breast lift surgery is a body contouring procedure that lifts and reshapes the breasts by removing loose skin and tightening the surrounding tissue to create a ...

★★★★★ Rating: 5 · 3 votes

https://drkouris.com > procedures > breast-augmentati...

**Breast Augmentation + Lift in Hinsdale, IL**

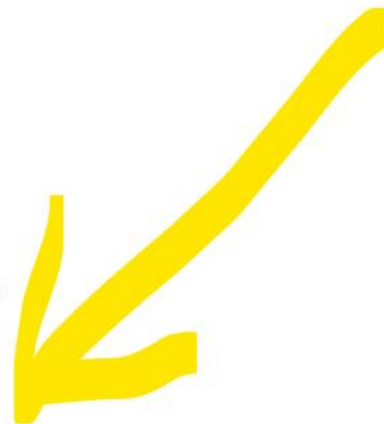
Dr. Kouris offers breast augmentation with a lift, which is recommended for women who would like to restore their breasts to a more normal position.

★★★★★ Rating: 5 · 2 votes · \$10,000.00 to \$14,000.00

Dr. Lisa Peters  
https://www.plasticsurgeryofchicago.com > procedures

**Plastic Surgery Procedures**

Breast Augmentation Surgery; Breast Reduction Surgery; Mommy Makeovers; Tummy Tucks; Liposuction; Body Contouring; Face Lifts. Meet with Dr.



## Proof/Results:



### SEO REPORT SUMMARY



#### WEBSITE RANKINGS

22 Keywords are ranking on page 1 out of 23 keywords.



#### INFORMATIONAL CONTENT

We have created and syndicated 1 Informational Content pieces



#### SOCIAL BOOKMARKING

We have submitted the website to 420 Bookmarking Sites



#### ONE WAY LINKS

We have obtained 491 One Way Links



#### INCOMING LINKS

The website has 354 Incoming Links according to Moz.



#### DOMAIN AUTHORITY

Domain Authority as per Moz is 12 out of 100



#### REFERRING DOMAINS

We have obtained 358 Referring domains according to ahrefs.



#### BACKLINKS

2002 Incoming Links/Backlinks as per Ahrefs.com



### Search Engine Rankings



#### RANKINGS

23

Total keywords

22

Ranking On First Page

1

Ranking On Second Page

18

Ranking Changes Improved



## Search Engine Rankings



### RANKINGS

23

Total keywords

17

Ranking On First Page

3

Ranking On Second Page

20

Ranking Changes Improved

 BING /  YAHOO (US)

**Testimonial:**