



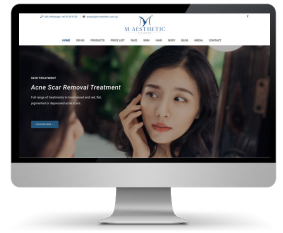
# M AESTHETIC CLINIC

ACHIEVE DESIRED RESULTS WITH PROVEN TECHNOLOGIES AND BEST PRACTICES

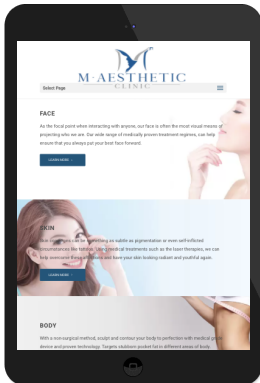
## The Challenge:

The aesthetics industry is extremely competitive, with sky-high cost per click that can quickly deplete the daily campaign budget. M Aesthetic Clinic wanted to be able to constantly acquire new clients but without the excessive competition from paid advertising campaigns.

The clinic also wanted to increase domain authority and get a steady flow of organic leads, which will be beneficial in the long run.



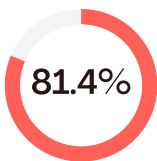
## The Solution:



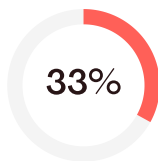
### SEO

- Conducted technical SEO optimisation to enhance website's content, design, and code structure.
- Implemented off-site optimisation by building backlinks to increase traffic from referral sites.
- Crafted article outlines as part of content optimisation and ensured that all meta tags, title tags, image alt tags are updated.

## The Results:



Increase in new website visitors



Improvement in website ranking

*Been working with Heroes of Digital for about 2 years and I have to say that they are very helpful, professional and reliable. The account manager is very hardworking and has helped us to boost our SEO performance. 5-stars and kudos for the hard work!*

**Nicholas Fong**  
**M Aesthetic Clinic**