



SUCCESS STORY

IMPROVED ORGANIC RANKINGS & REGIONAL LEADS for a Medical Aesthetics Services Website

Impact

Ranking

Around **1.2K** keywords are ranked in Google SERP

CONVERSION

Total organic leads increased from **14 to 40**

SEO SCORE

Improved to **100%** within a few months

IMPRESSION

Increased by **85%** for key local search terms

The Client's Story

This project represents a long-term SEO partnership spanning 6–8 years for a multilingual healthcare and aesthetic services provider. Over the years, the business has evolved significantly, including multiple internal changes, platform migrations, and complete website redesigns. While the brand had built strong authority historically, recent structural changes led to a noticeable dip in organic performance across several high-value service pages. Our role was to stabilise rankings, rebuild lost visibility, and restore consistent lead flow across key regions.

The Challenge

01

Legacy SEO Disruption

Multiple website rebuilds & internal changes caused loss of page equity, broken SEO signals, & ranking drops on major pages.

02

Performance Dip on Core Services

Several high-intent service pages experienced reduced visibility, directly impacting organic lead volume.

03

Multilingual SEO Complexity

Managing SEO across multiple languages increased the risk of indexing issues, & inconsistent regional targeting.

04

Lead Decline Despite Authority

Although the domain retained historical strength, organic leads dropped significantly due to weakened page-level performance.

The Turning Point: Our Partnership

Instead of rebuilding from scratch, we focused on recovering lost SEO value. The strategy prioritised stabilising the foundation first, restoring trust signals, reinforcing authority, and correcting structural gaps caused by recent site changes. The goal was clear: bring back rankings fast, protect long-term equity, and convert regained visibility into regional leads.

SEO Recovery & Page-Level Fixes

01

Identified impacted service pages and rebuilt on-page SEO elements to recover lost rankings and relevance.

Authority Rebuilding Through Quality Links

02

Executed targeted, niche-relevant link acquisition to strengthen authority and support competitive service keywords.

Multilingual SEO Management

03

Ensured correct handling of multilingual pages to maintain language intent, avoid duplication, and improve regional performance.

Regional SEO Optimisation

04

Refocused content and internal linking around location-driven intent to support local lead generation.

Lead-Focused SEO Alignment

05

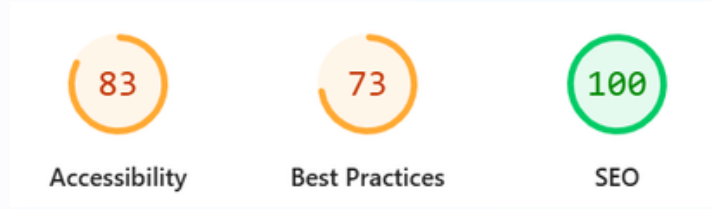
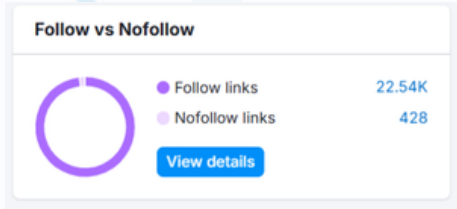
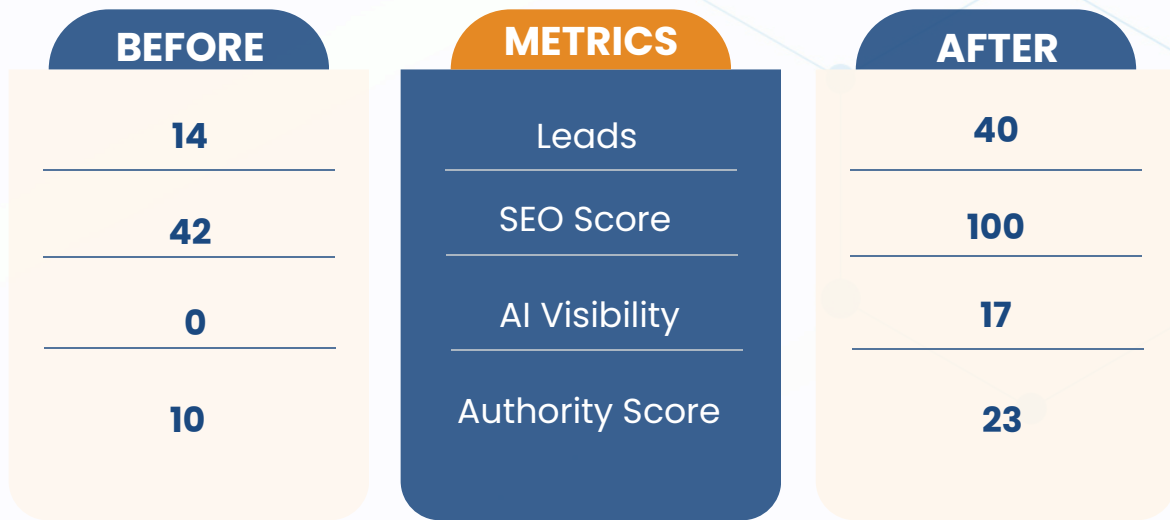
Optimised priority pages to encourage enquiries, ensuring traffic recovery translated into measurable business results.

Impact

After a significant dip caused by structural and internal changes, the website's organic performance stabilised and rebounded within months. By focusing on recovery-driven SEO rather than aggressive expansion, we restored lost rankings, rebuilt authority, and nearly tripled organic leads, proving that the right SEO approach can reverse declines even on mature, complex websites.

The Results

3 MONTHS OF SEO IMPACT IN NUMBERS



Pages and screens: Page path and screen class		Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
		All events	All events	All events	All events	All events	All events	All events
<input checked="" type="checkbox"/>	Total	6,384 100% of total	2,854 100% of total	2.24 Avg 0%	40s Avg 0%	19,125 100% of total	110.00 100% of total	\$0.00
<input checked="" type="checkbox"/>	1 /	1,054 (16.51%)	715 (25.05%)	1.47	15s	3,299 (17.25%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	2 /en/	618 (9.68%)	422 (14.79%)	1.46	24s	1,900 (9.93%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	3 /promotions/	469 (7.35%)	289 (10.13%)	1.62	39s	1,324 (6.92%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	4 /en/hairremoval/	207 (3.24%)	155 (5.43%)	1.34	27s	770 (4.03%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	5 /en/laser-hair-removal/	166 (2.6%)	93 (3.26%)	1.78	40s	415 (2.17%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	6 /en/promotions/	165 (2.58%)	112 (3.92%)	1.47	38s	440 (2.3%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	7 /en/contact/	153 (2.4%)	120 (4.2%)	1.28	20s	319 (1.67%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	8 /epilation/	144 (2.26%)	122 (4.27%)	1.18	23s	581 (3.04%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	9 /trouvez-nous/	116 (1.82%)	90 (3.15%)	1.29	15s	306 (1.6%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	10 /epilation-au-laser/	114 (1.79%)	66 (2.31%)	1.73	41s	258 (1.35%)	0.00 (0%)	\$0.00 (-)

Page path and screen class		Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
<input checked="" type="checkbox"/>	Total	8,227 100% of total	2,892 100% of total	2.84 Avg 0%	1m 28s Avg 0%	22,914 100% of total	149.00 100% of total	\$0.00
<input checked="" type="checkbox"/>	1 /	2,321 (28.21%)	1,205 (41.67%)	1.93	1m 46s	6,924 (30.22%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	2 /en/	792 (9.63%)	459 (15.87%)	1.73	32s	2,254 (9.84%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	3 /promotions-2/	353 (4.29%)	230 (7.95%)	1.53	32s	965 (4.21%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	4 /en/hairremoval/	269 (3.27%)	185 (6.4%)	1.45	34s	996 (4.35%)	0.00 (0%)	\$0.00 (-)
<input checked="" type="checkbox"/>	5 /epilation/	184 (2.24%)	144 (4.98%)	1.28	30s	673 (2.94%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	6 /trouvez-nous/	174 (2.11%)	122 (4.22%)	1.43	28s	440 (1.92%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	7 /en/contact/	164 (1.99%)	121 (4.18%)	1.36	24s	330 (1.44%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	8 /en/consultation/	154 (1.87%)	85 (2.94%)	1.81	35s	332 (1.45%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	9 /en/laser-hair-removal/	149 (1.81%)	105 (3.63%)	1.42	47s	343 (1.5%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	10 /en/gentlemax-landing/	146 (1.77%)	99 (3.42%)	1.47	25s	513 (2.24%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	11 /en/promotions/	142 (1.73%)	104 (3.6%)	1.37	45s	388 (1.69%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	12 /prenez-rendez-vous/	141 (1.71%)	74 (2.56%)	1.91	41s	297 (1.3%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	13 /en/shop-2/	126 (1.53%)	51 (1.76%)	2.47	38s	265 (1.16%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	14 /epilation-au-laser/	90 (1.09%)	66 (2.28%)	1.36	44s	205 (0.89%)	0.00 (0%)	\$0.00 (-)
<input type="checkbox"/>	15 /en/thank-you/	76 (0.92%)	50 (1.73%)	1.52	13s	226 (0.99%)	61.00 (40.94%)	\$0.00 (-)
<input type="checkbox"/>	16 /rosacee-vbeam/	75 (0.91%)	58 (2.01%)	1.29	54s	184 (0.8%)	0.00 (0%)	\$0.00 (-)

Client Feedback

"We had been working on SEO for years, but after multiple internal changes and website updates, our performance dropped significantly. What stood out with this team was their ability to understand the history of our website and fix what was actually holding it back. Within a few months, our rankings returned, organic leads increased noticeably, and our multilingual structure finally started working the way it should. The results felt stable, not short-lived, which is exactly what we needed.

The Story Continues...

This project focused on restoring SEO performance after years of changes to a complex, multilingual website. By rebuilding authority, fixing regional visibility gaps, and strengthening link quality, we helped recover lost rankings and organic leads within a few months. Today, the strategy continues with a clear focus on protecting performance, expanding visibility in priority regions, and ensuring future website updates support long-term, sustainable growth rather than disruption.

Want your business to thrive like this?

Let's tell your story next.