

Accelerate Patient Acquisition



Who We Are

Medstar Media is a digital marketing firm that specializes in online marketing and website development.

Our clients come from a spectrum of industries. However, we primarily work with providers in the medical industry. We help doctors, dentists, and medical spas expand their business by attracting more customers online.

Boutique Agency

We are a boutique marketing agency that is family owned and operated. As a small firm, we offer unparalleled customer service. We closely communicate and regularly collaborate with each client to customize the best strategy for their unique needs.

EXTENSIVE EXPERTISE

Our founders have worked in digital marketing and website development since 2005. We combine decades of experience in paid advertising, social media, website development, content creation, search engine optimization, lead nurturing, and more.

OUR CLIENTS SUCCEED

As a small agency, we establish ourselves through the success of our clients. We are selective when choosing clients and only work with those we know we can help. Consider our case studies and testimonials to gauge our ability to transform your business.



Chris Zelig
PRESIDENT



Ivonne Ackerman
CHIEF OPERATING OFFICER



Judi V.
DIRECTOR OF ACCOUNT MANAGEMENT



Alyssa W.
AGENCY OPERATIONS DIRECTOR



Vania J.
DIRECTOR OF CLIENT EXPERIENCE



Isaac K.
HEAD OF DEVELOPMENT



Nicol R.
SENIOR CLIENT SUCCESS MANAGER



Emily C.
CLIENT EXPERIENCE MANAGER



Brittany R.
DIGITAL MARKETING MANAGER



Jenna M.
SENIOR SUPPORT SPECIALIST



Kamie A.
DIRECTOR OF CONTENT



Selena V.
CREATIVE LEAD



Hector M.
OPERATIONS MANAGER



Kylie N.
CONTENT WRITER



Elizabeth R.
DIGITAL MARKETING COORDINATOR

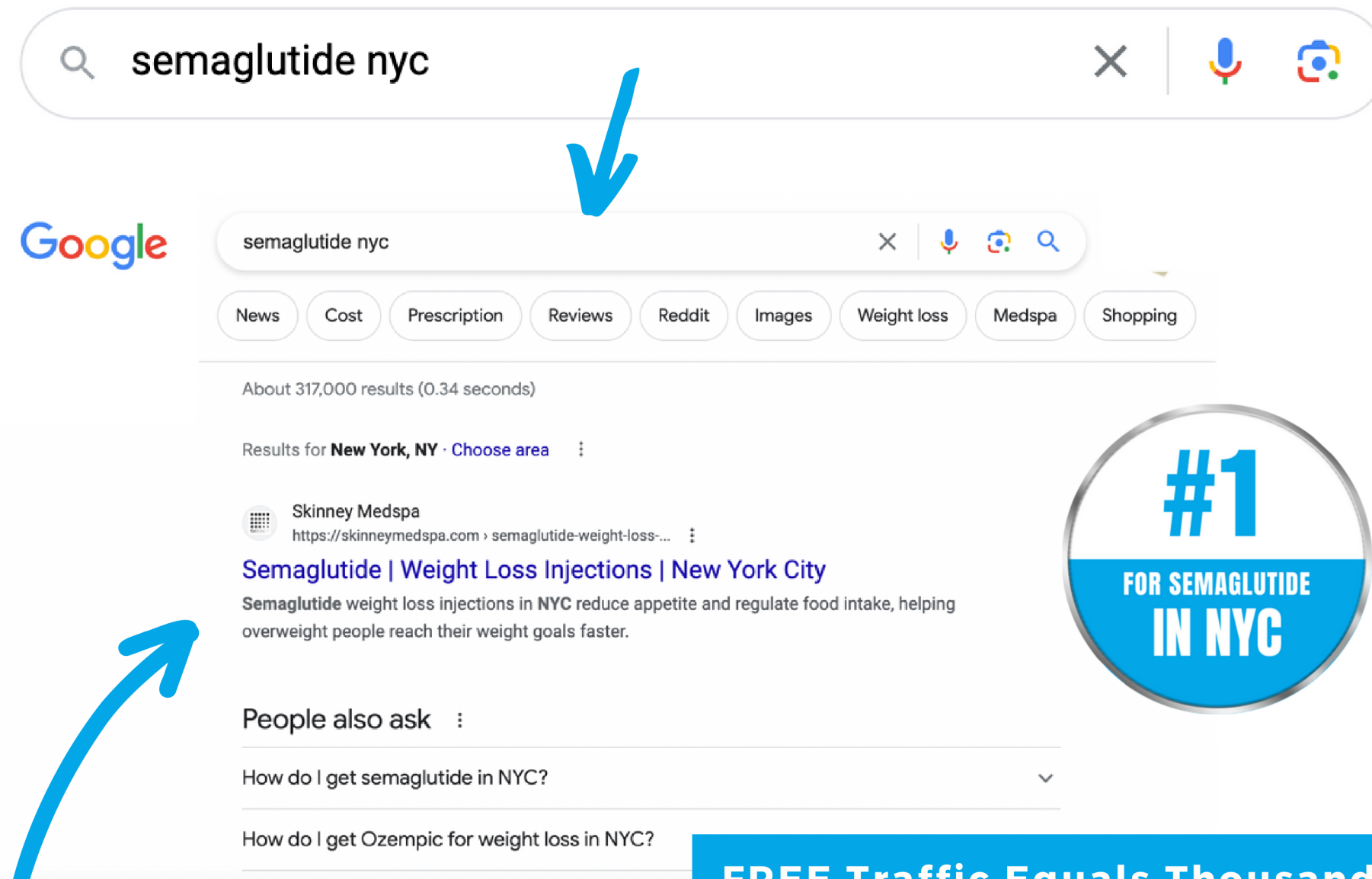



Jonnamae J.
SENIOR WEB DEVELOPER

Search Engine Optimization

SEO is a long-term investment with the best ROI of any marketing strategy. Generate free traffic and high-quality leads.

Search Engine Optimization (SEO) lands your website at the top of Google search results. You will generate more “organic traffic,” providing higher-quality leads. Furthermore, good SEO distinguishes your practice from your competitors and provides a valuable user experience. We optimize your website with metadata, professionally written content (for service pages and blog articles,) and technical improvements that improve the user experience for better SEO.



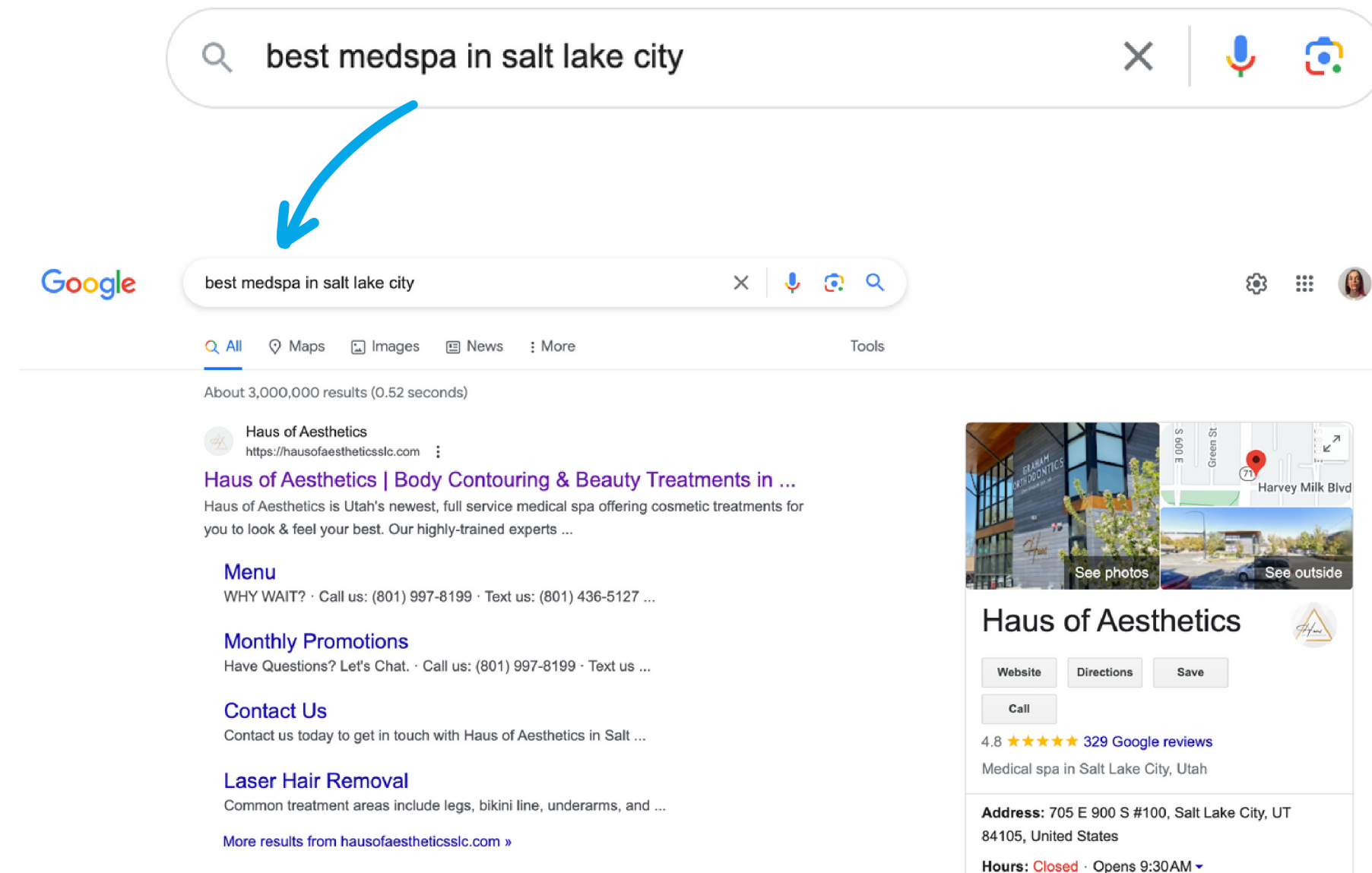
 Skinney Medspa
https://skinneymedspa.com › semaglutide-weight-loss-...
Semaglutide | Weight Loss Injections | New York City
Semaglutide weight loss injections in NYC reduce appetite and regulate food intake, helping overweight people reach their weight goals faster.

**FREE Traffic Equals Thousands
in Monthly Revenue**

SEARCH ENGINE OPTIMIZATION

SEO BENEFITS

- **Increased Visibility:** SEO techniques ensure your website appears prominently in search engine results for relevant keywords, making it easier for potential patients in the area to find and connect with you.
- **Establishing Authority:** Through high-quality content creation and optimization, SEO assists in establishing you as an authority in your field. By providing valuable, informative content, you can educate and engage the target audience, building trust and credibility.
- **Targeted Traffic:** By targeting specific keywords and optimizing the website accordingly, SEO helps attract qualified traffic—individuals actively searching for treatments you offer. This increases the chances of conversions and appointments.
- **Competitive Edge:** In a competitive market, effective SEO gives you an advantage over competitors by improving search engine rankings, brand visibility, and online reputation.



The image shows a Google search interface. At the top, a search bar contains the text "best medspa in salt lake city". Below this, a blue arrow points to a second search bar that also contains "best medspa in salt lake city". The search results page displays a local business listing for "Haus of Aesthetics" with a 4.8-star rating and 329 reviews. The listing includes a map, photos, and contact information. The address is 705 E 900 S #100, Salt Lake City, UT 84105, United States. The hours are listed as "Closed" and "Opens 9:30AM".

LOCAL SEO

Local Search Engine Optimization makes you visible online to nearby consumers actively searching for aesthetic services. 46% of all Google searches have local intent. Almost half of all search queries will trigger local results on Google's Search Engine Results Page (SERP). It's crucial for small businesses in the aesthetics market to prioritize local SEO.

Case Study: Our client, Laser Doc MD ranks higher than his competitors both in organic listings and maps.

LOCAL LISTING

PAID AD

ORGANIC

EMface: Non-Surgical Facelift - #1 EMface® Provider
 EMface® Before and After Photos. FDA-Cleared, Effective, Non-Surgical Facelift.
 EMface® Take Years Off Your Face with Innovative RF Energy + Revolutionary BTL...
 10220 S Dolfield Rd, Owings Mills, MD - Open today · 9:00AM – 5:30 PM

EMface®
 Non-Surgical Face Lift Alternative. No Needles. No Toxins. No Downtime.

About Us
 Learn More About Our Team, Location and Available Beauty Treatments.

Why Choose Us?
 Read About What Sets Us Apart from Other Medspas in Owings Mills, MD.

Book A Free Consultation
 Contact Us Today to Schedule Your Free Consultation.

EMFACE | THE NON-SURGICAL FACELIFT IN OWINGS ...
 EMface Near Me in Owings Mills, MD ... If you want to experience the FIRST and ONLY non-invasive, non-surgical facelift device exclusively offered at Dermatology ...

Laser Doc MD - Dermatology Laser Center & MediSpa
 Health and beauty shop in Owings Mills, Maryland
 5.0 ★★★★★ 1 Google review
 Service options: In-store shopping
 Address: 10220 S Dolfield Rd, Owings Mills, MD 21117
 Hours: Open · Closes 5:30PM
 Phone: (410) 356-0000

Laser Doc MD - Dermatology Laser Center & MediSpa
 Health and beauty shop in Owings Mills, Maryland
 5.0 ★★★★★ 1 Google review
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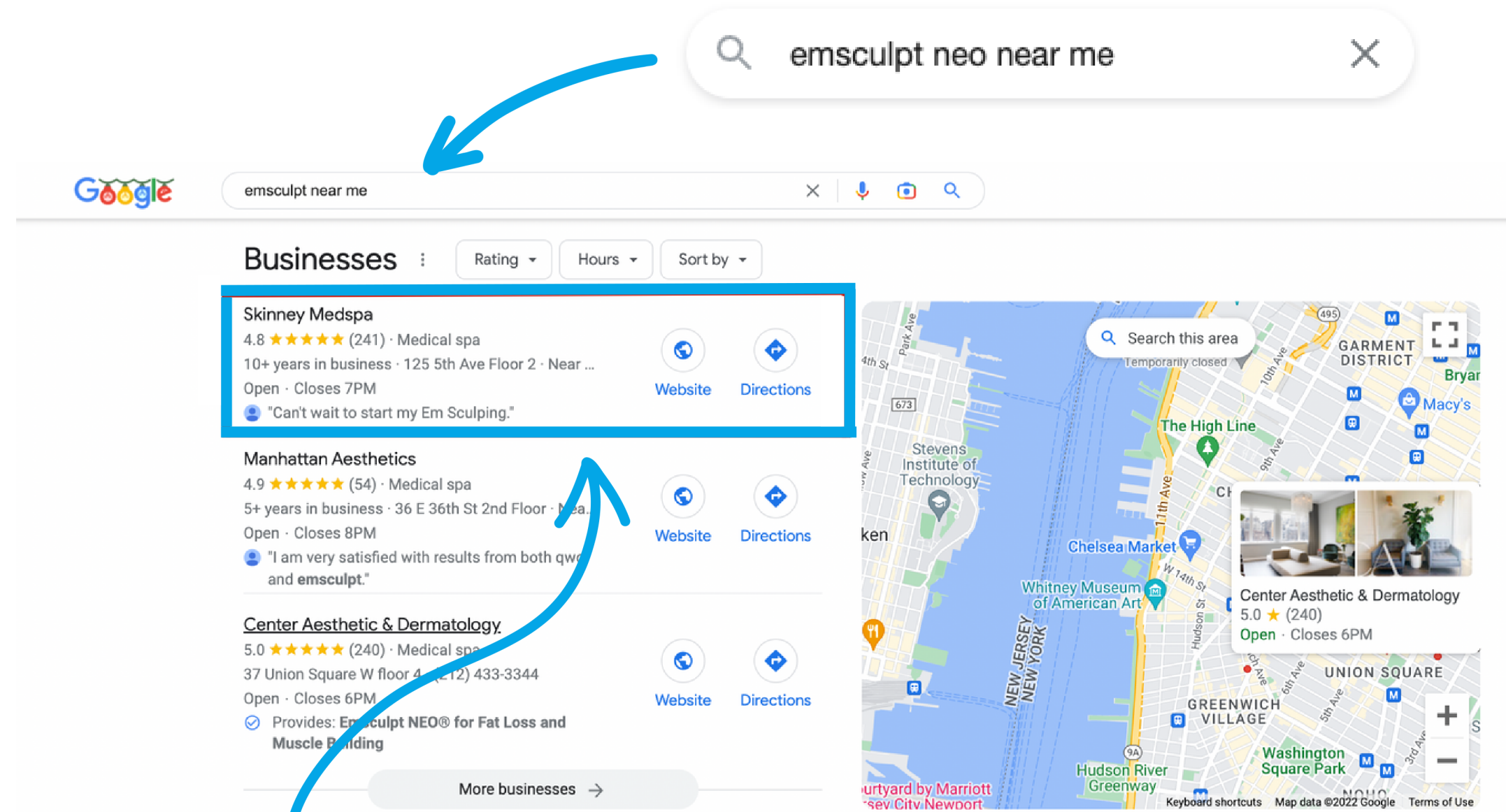
EMFACE | THE NON-SURGICAL FACELIFT IN OWINGS ...
 EMface Near Me in Owings Mills, MD ... If you want to experience the FIRST and ONLY non-invasive, non-surgical facelift device exclusively offered at Dermatology ...

SEARCH ENGINE OPTIMIZATION

GOOGLE'S LOCAL 3-PACK

Google's local pack, or local results, is displayed below ads and above organic results on the SERP page. It shows three business listings and appears when people search with location intent. It appears in 93% of local search queries, providing significant visibility. Brands in the local 3-pack receive 700% more clicks than those that don't.

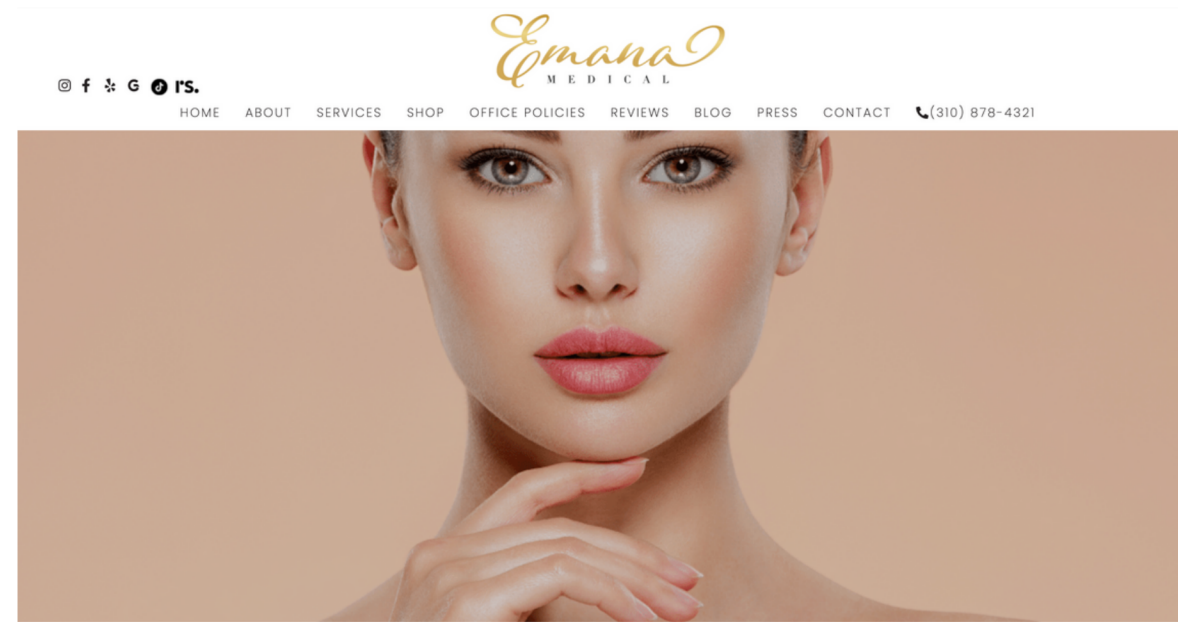
Case Study: Our client, Skinney Medspa shows up #1 in maps.



Showed up in Google's Local 3-Pack

CONTENT CREATION

High-quality content engages and educates your audience, establishing your expertise and credibility. It attracts and retains website visitors, increasing brand visibility and conversions. Valuable content is shareable, expanding reach and fostering brand advocacy. Good content effectively communicates your message, builds trust, and drives meaningful results for your business. In SEO, content is king, as Google ranks it as one of the top 3 factors.



EMFACE VS MORPHEUS8: WHICH TREATMENT IS BEST FOR YOUR FACE?

Sagging skin is a natural part of old age. It happens when the body cuts back on its production of elastin and collagen. As a result, many people receive surgical facelifts to combat the visual signs of aging. Surgical facelifts are quite popular and deliver immediate results. But they also come with some hefty drawbacks. Risks and long recovery times are associated with any surgical procedure.

Fortunately, there are alternatives to surgical facelifts. These alternatives offer the same benefits associated with traditional facelifts. But they do so without the risks and painful recovery times. EMface and Morpheus8 are two popular radiofrequency facelift and skin rejuvenation options. However, they both have their own unique benefits and drawbacks. That's why it's important to learn as much as possible about each option. Once you do, you can decide between EMface vs. Morpheus8 for your non-invasive facelift needs.

SCHEDULE A CONSULTATION

Call to Book: (310) 878-4321

full name_

email_

phone_

BOOK NOW

By submitting this form you agree to be contacted via phone/text/email and you agree to our [office policies](#).

EMFACE OVERVIEW

EMface is a non-surgical, pain-free facelift. There are no toxins or needles involved with EMface treatments. Instead, these treatments use a powerful combination of radiofrequency and high-intensity facial electromagnetic stimulation. The goal of this stimulation is to tone the face. EMface can also boost the skin's production of elastin and collagen. When your body produces more important skin components, you maintain a youthful appearance.

The energy directed onto the skin during EMface treatment causes rapid facial muscle contractions. These muscle contractions stimulate cellular changes that tone the facial tissues. The result is a more solid-looking, youthful face instead of loose, saggy skin.

EMFACE BENEFITS

Before deciding between Morpheus8 and EMface treatment, it's important to learn the advantages of each. It's also wise to compare their differences and potential drawbacks. EMface treatments are top-rated because they boast the following benefits:

- Diminishes wrinkles

FREQUENTLY ASKED QUESTIONS ABOUT EMFACE VS MORPHEUS8

- ▼ HOW MUCH DO EMFACE VS. MORPHEUS8 TREATMENTS COST?
- ▼ CAN EMFACE LIFT MY EYES?
- ▼ WHAT ARE POTENTIAL SIDE EFFECTS OF EMFACE TREATMENT?
- ▼ WHAT ARE POTENTIAL SIDE EFFECTS OF MORPHEUS8 TREATMENT?
- ▼ WHEN WILL I SEE RESULTS OF MORPHEUS8 VS. EMFACE TREATMENTS?

GET HELP CHOOSING THE RIGHT NON-SURGICAL FACELIFT TREATMENT FOR YOUR SKIN

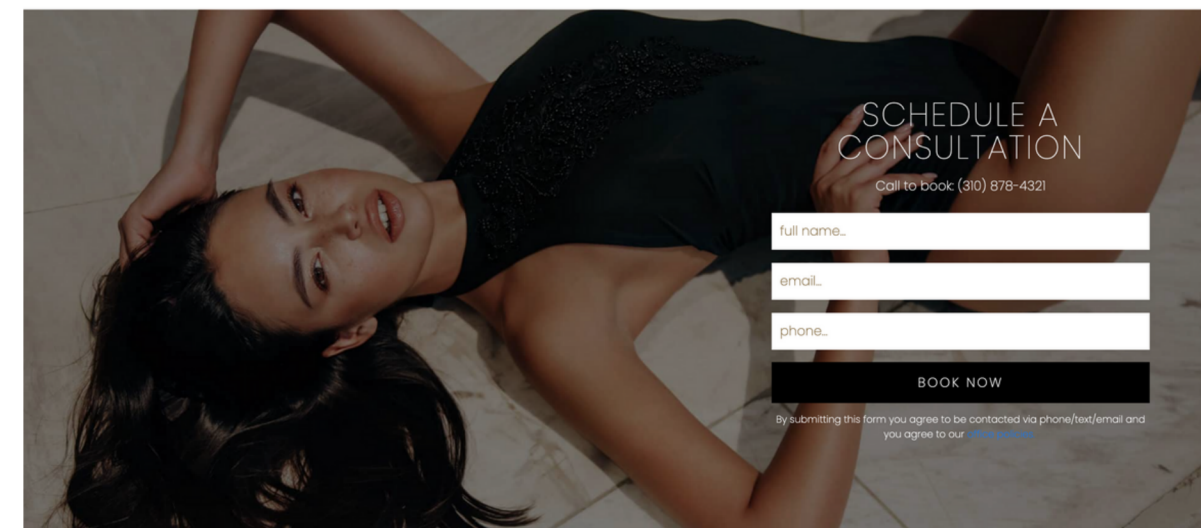
At Emanation Medical, we offer both [EMface](#) and [Morpheus8 treatments](#). If you want all the benefits of a facelift without undergoing surgery, contact us. We can help you decide between EMface vs Morpheus8 treatments based on your unique goals and expectations. To schedule an obligation-free consultation at our Beverly Hills, CA location, give us a call at [\(310\) 878-4321](#).



Dr. Eman

I am a board-certified physician specializing in Aesthetics, Anti-aging, and Laser surgery. With a keen eye for perfection, I excel in non-surgical and minimally invasive facial and body enhancement procedures. Known as a modern-day beauty magician, I love to deliver instant WOW factor to my clients, creating contoured facial features that appear natural. I strive to stay up-to-date with the latest beauty trends and advancements, offering advanced cosmetic procedures using Botox, fillers, threads, plasma, and more. Additionally, I provide personalized skincare solutions through my medical-grade skincare line, EMANA Medical Skincare.

@ f : G O RS.



FIND US:
436 N. Bedford Drive Suite 304
Beverly Hills, CA 90210

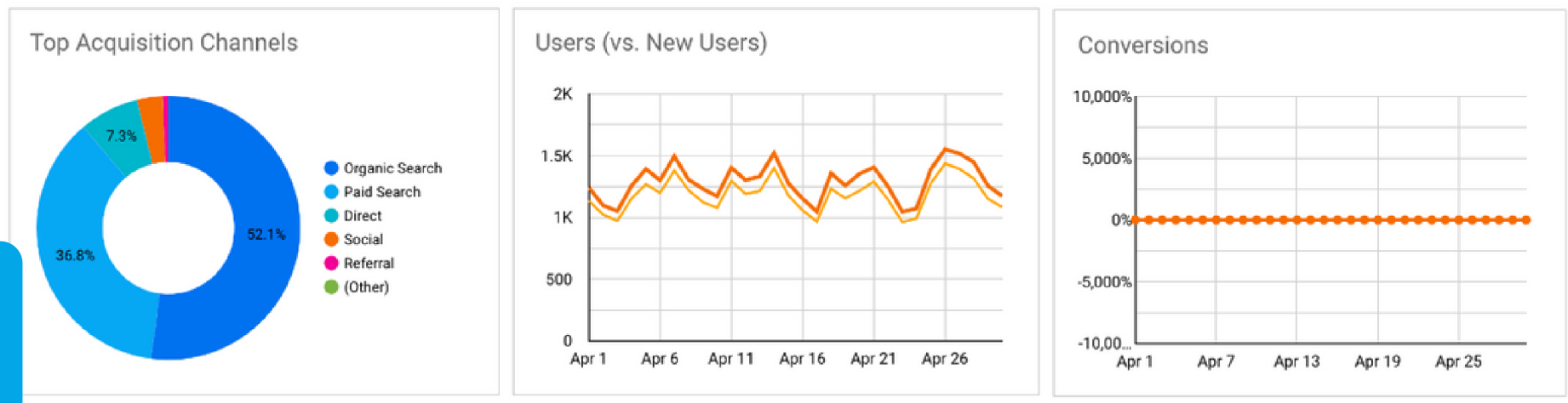


WORKING HOURS:
Monday : 9:30am - 5:30pm

SEARCH ENGINE OPTIMIZATION

Continen... (1) Region Channel Device Apr 1, 2022 - Apr 30, 2022

Users: 35,808 | Sessions: 41,527 | Bounce Rate: 79.23% | Goal Completions: 2,468 | Avg. Time on Page: 00:02:03



MONTHLY REVENUE = \$1,137,619
 GOOGLE ADS COST: \$51,058 = 571 LEADS
 SOCIAL MEDIA ADS COST: \$29,812 = 731 LEADS
 ORGANIC LEADS COST (SEO): \$0* = 695 LEADS
 AVG. REVENUE GENERATED PER LEAD = \$455

**\$316,225 IN MONTHLY REVENUE
 GENERATED FROM SEO
 = 695 LEADS X \$455**

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41.5K	35.8K	35.5K	79.2%	1.3	42	5.9%	2.5K	No data
google / organic	20,286	17,602	17,378	81.87%	1.31	00:00:45	3.43%	695	\$0
facebook / cpc	8,658	8,142	7,856	84.05%	1.23	00:00:19	8.44%	731	\$0
google / cpc	6,083	5,192	5,006	80.09%	1.3	00:00:39	9.39%	571	\$0
(direct) / (none)	3,418	2,651	2,568	63.19%	1.61	00:01:07	6.2%	212	\$0
l.instagram.com ...	766	737	704	35.77%	2.04	00:01:08	5.35%	41	\$0
bing / organic	602	551	540	83.22%	1.32	00:00:45	1.5%	9	\$0
yahoo / organic	543	496	490	85.27%	1.25	00:00:38	0.37%	2	\$0

***FREE SEO TRAFFIC COMES FROM HIGH RANKINGS IN THE SEARCH ENGINES WHICH REQUIRES AN INVESTMENT IN CONTENT, SEO STRATEGY AND EXPERIENCED MANAGEMENT**

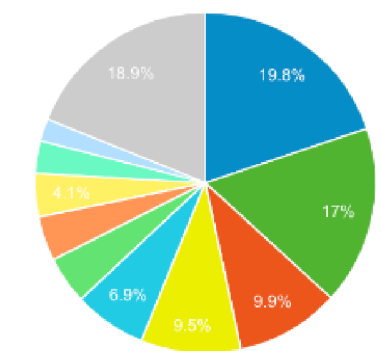
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Overview
- All Traffic
- Channels
- Treemaps
- Source/Medium
- Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

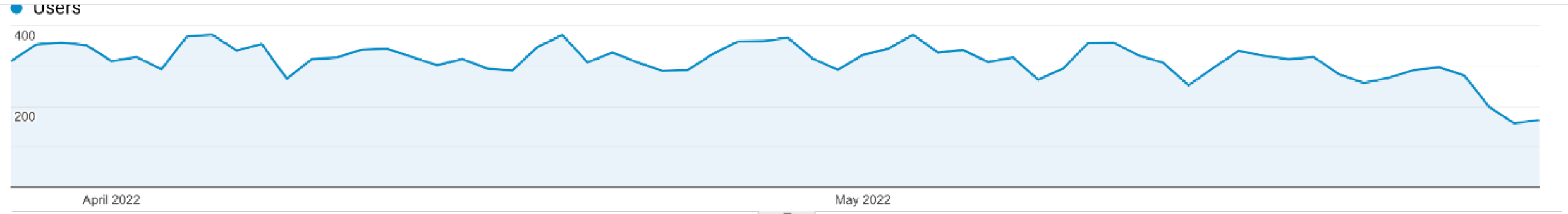
Landing Page	Users	Users	Contribution to total: Users
	8,997 % of Total: 81.70% (11,012)	8,997 % of Total: 81.70% (11,012)	
1. /emsculpt-vs-coolsculpting/	1,846	19.83%	
2. /emsculpt-cost/	1,579	16.97%	
3. /thighs-emsculpt-neo/	917	9.85%	
4. /emsculpt-for-diastrasis-recti-ii/	882	9.48%	
5. /emsculpt-neo-before-and-after/	643	6.91%	
6. /	420	4.51%	
7. /emsculpt-neo-arms/	393	4.22%	
8. /coolsculpting-before-and-after/	383	4.12%	



7127 EMSCULPT RELATED WEBSITE VISITS
 \$8.05 AVERAGE COST PER CLICK OF AN EMSCULPT RELATED KEYWORD
\$57,327.35 OF FREE EMSCULPT CLICKS (SEO) IN 60 DAYS

SEARCH ENGINE OPTIMIZATION

- Home
- Customization
- REPORTS
- Realtime
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 - Overview
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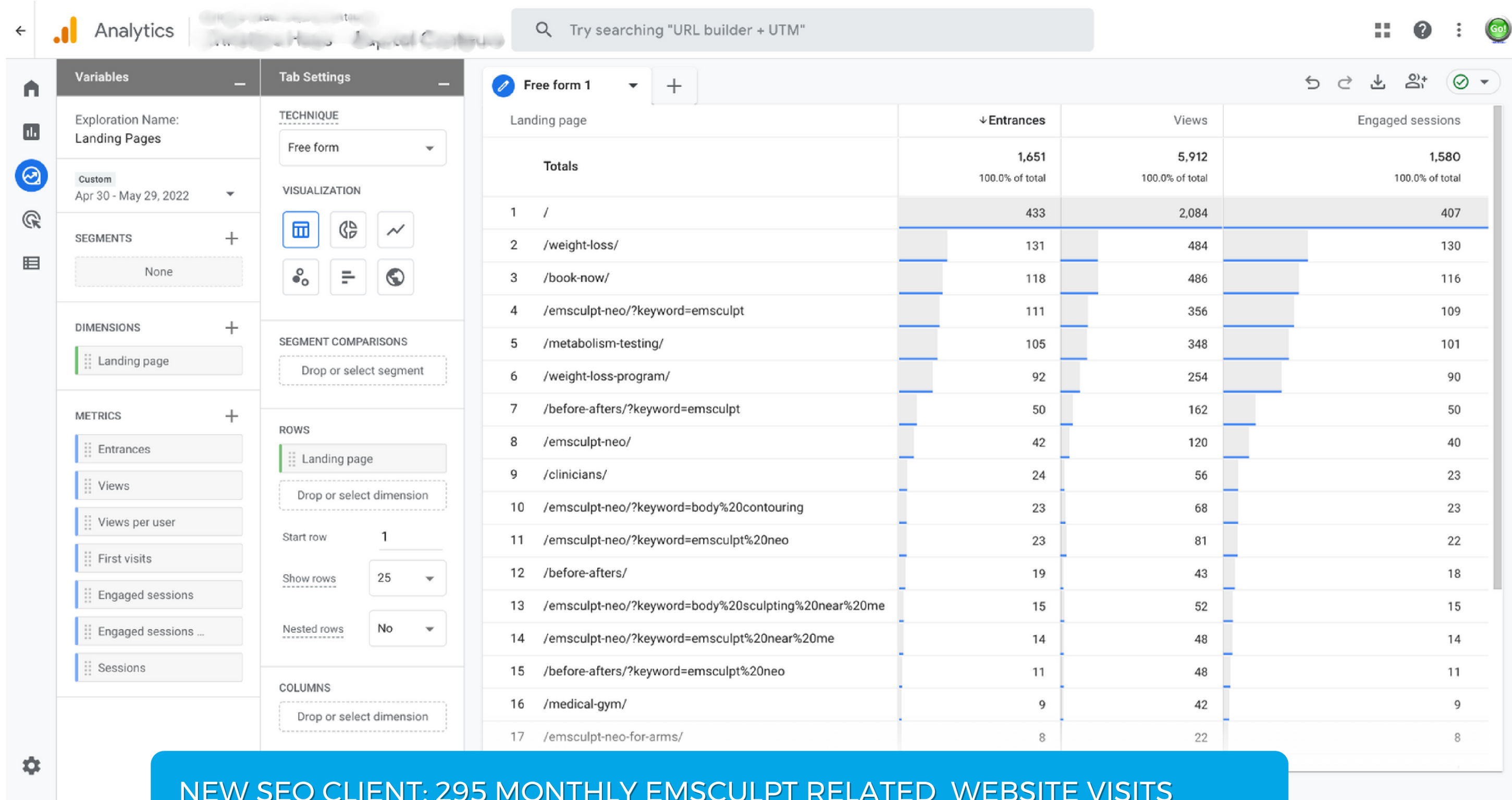
Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

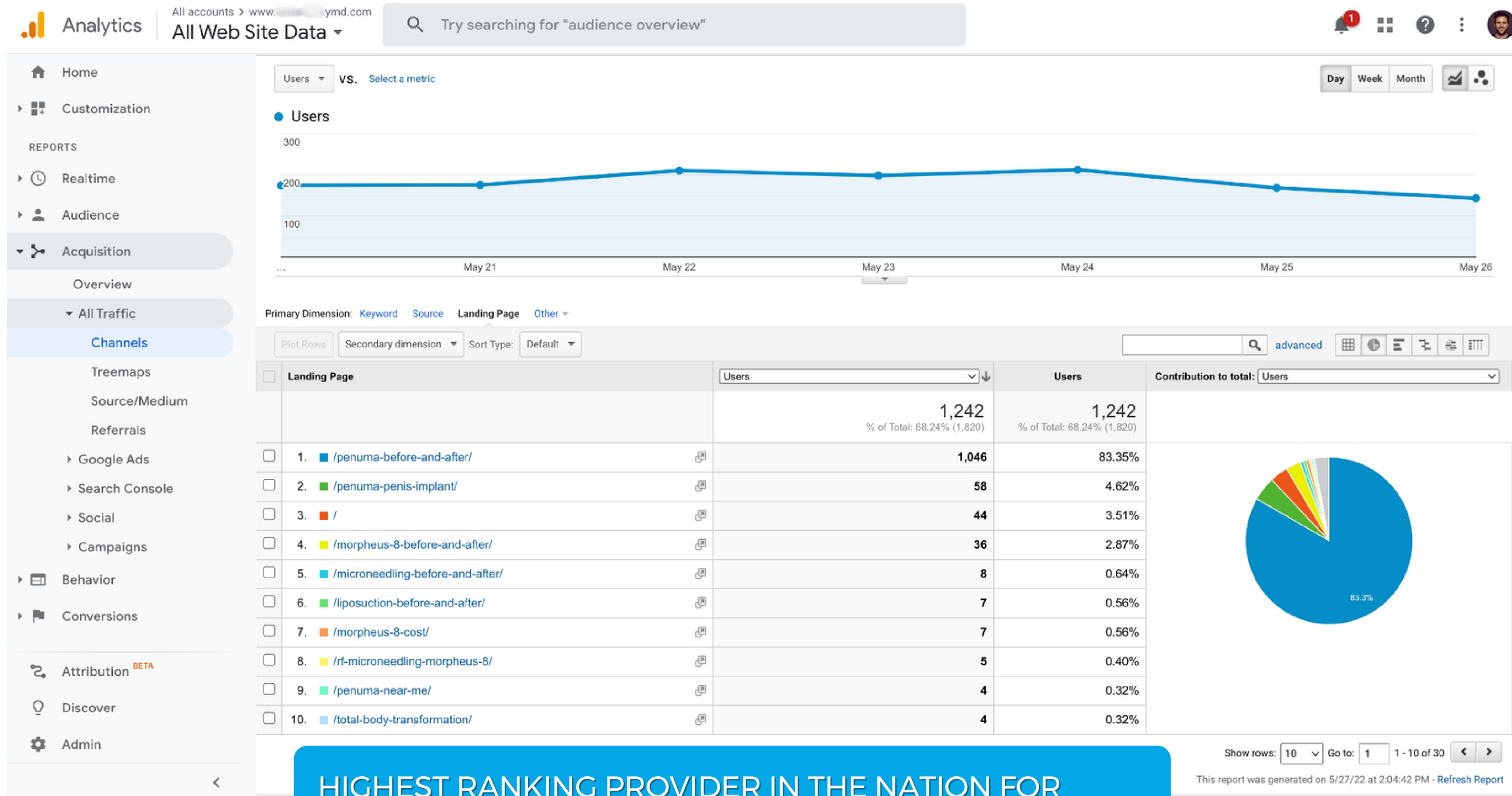
Landing Page	Users	Users	Contribution to total: Users
	18,481 % of Total: 77.92% (23,719)	18,481 % of Total: 77.92% (23,719)	
1. /how-long-does-coolsculpting-last/	3,636	19.20%	
2. /how-to-lose-belly-fat/	3,148	16.62%	
3. /	1,974	10.42%	
4. /does-coolsculpting-tighten-skin/	1,314	6.94%	
5. /body-sculpting/	1,140	6.02%	
6. /coolsculpting-vs-sculpsure/	987	5.21%	
7. /coolsculpting-thighs/	870	4.59%	
8. /cooltone-before-and-after/	796	4.20%	
9. /coolsculpting-for-men/	667	3.52%	
10. /coolsculpting-chin-fat/	604	3.19%	
11. /stubborn-fat/	562	2.97%	
12. /coolsculpting-before-and-after/	388	2.05%	

12,894 COOLSCULPTING RELATED WEBSITE VISITS
 \$9.65 AVERAGE COST PER CLICK OF A COOLSCULPTING RELATED KEYWORD
\$124,427.10 OF FREE COOLSCULPTING CLICKS (SEO) IN 60 DAYS

SEARCH ENGINE OPTIMIZATION

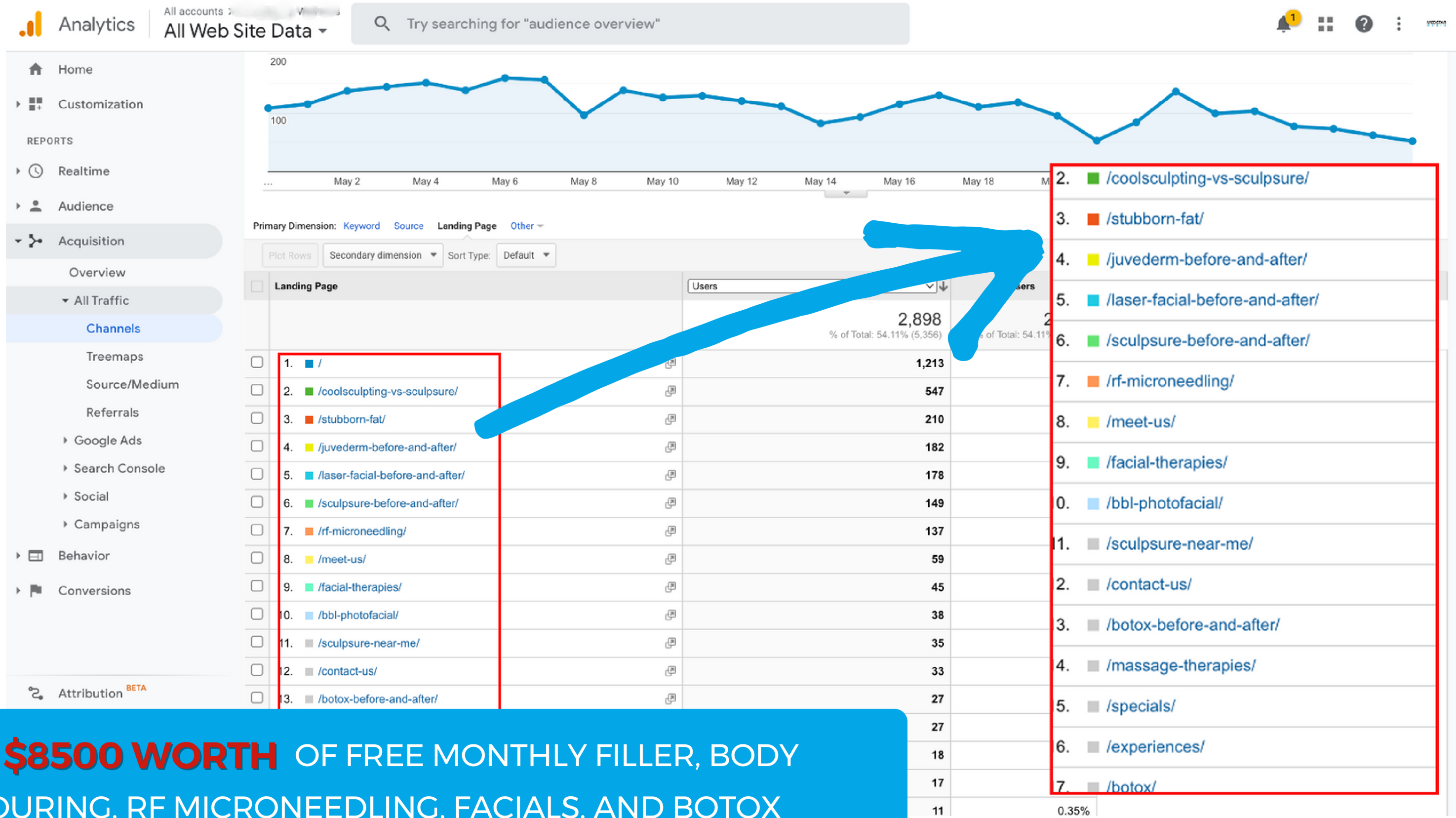


NEW SEO CLIENT: 295 MONTHLY EMSculPT RELATED WEBSITE VISITS
 \$8.05 AVERAGE COST PER CLICK OF AN EMSculPT RELATED KEYWORD
\$2,374.75 OF FREE EMSculPT CLICKS (SEO) IN 30 DAYS



HIGHEST RANKING PROVIDER IN THE NATION FOR MALE ENHANCEMENT (PENUMA) KEYWORDS
VALUE = \$160,000 + IN MONTHLY REVENUE

SEARCH ENGINE OPTIMIZATION



OVER **\$8500 WORTH** OF FREE MONTHLY FILLER, BODY CONTOURING, RF MICRONEEDLING, FACIALS, AND BOTOX WEBSITE VISITORS

Analytics All accounts > All Web Site Data

Try searching for "audience overview"

Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Landing Page	Acquisition			Behavior		Conversions
	Users	New Users	Sessions			
1. /	637 (23.56%)	473 (23.04%)	701 (24.41%)			
2. /coolsculpting-vs-sono-bello-coolsculpting-vs-liposuction/	476 (17.10%)	473 (18.23%)	496 (17.27%)			476
3. /the-dos-and-donts-of-microneedling-prp/	192 (7.10%)	192 (7.40%)	200 (6.96%)			192
4. /how-do-you-lighten-brown-spots-on-your-face/	161 (5.95%)	161 (6.20%)	168 (5.85%)			161
5. /is-prp-better-than-botox-pairing-botox-with-prp/	124 (4.59%)	123 (4.74%)	131 (4.56%)			124
6. /rounder-hips-with-sculptra/	114 (4.22%)	112 (4.32%)	117 (4.07%)			114
7. /why-am-i-suddenly-getting-stretch-marks/	107 (3.96%)	107 (4.12%)	111 (3.86%)			107
8. /how-to-avoid-stretch-marks-from-weight-lifting/	96 (3.55%)	95 (3.66%)	115 (4.00%)			96
9. /the-difference-between-red-and-white-stretch-mark/	87 (3.22%)	87 (3.35%)	92 (3.20%)			87
10. /is-laser-hair-removal-painful-on-different-body-parts/	78 (2.88%)	78 (3.01%)	81 (2.82%)			78
11. /can-i-exercise-after-sculptra-butt-lift/	58 (2.14%)	56 (2.16%)	60 (2.09%)			58
12. /can-i-tan-after-laser-hair-removal/	55 (2.03%)	55 (2.12%)	55 (1.92%)			55
13. /botox-for-brow-lift/	53 (1.96%)	53 (2.04%)	54 (1.88%)			53
			54 (1.88%)			53
			40 (1.39%)			40
			35 (1.22%)			40
			27 (0.94%)			35
			26 (0.91%)			35

OVER **\$7500 WORTH** OF FREE BODY CONTOURING, MICRONEEDLING BOTOX, AND LHR WEBSITE VISITORS

SEARCH ENGINE OPTIMIZATION

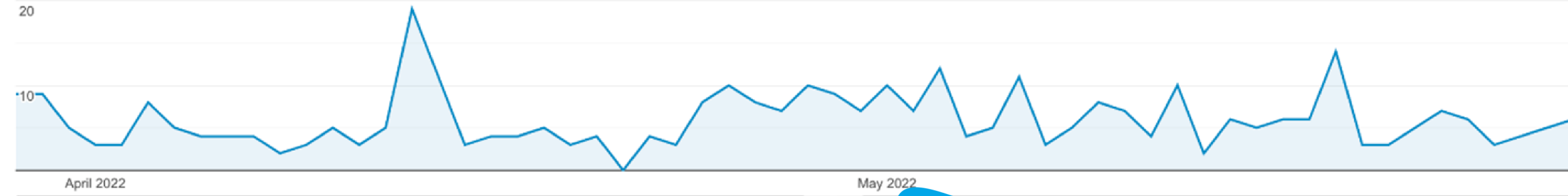
BOTOX SEO: THOUSANDS OF DOLLARS WORTH OF FREE TRAFFIC IN 60 DAYS

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Overview
- All Traffic
- Channels
- Treemaps
- Source/Medium
- Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

Summary Site Usage Ecommerce

Users vs. Select a metric

Users



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Landing Page	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Sess	Goal
1. /botox-before-and-after/	197 (53.68%)	197 (55.03%)	198 (52.94%)	87.88%		
2. /lip-flip-botox/	56 (15.26%)	55 (15.36%)	58 (15.51%)	84.48%		
3. /botox/	55 (14.99%)	51 (14.25%)	56 (14.97%)	91.07%		
4. /botox-reviews/	32 (8.72%)	32 (8.94%)	34 (9.09%)	100.00%		
5. /forehead-botox-before-and-after/	15 (4.09%)	13 (3.63%)	16 (4.28%)	87.50%		
6. /botox-near-me/	4 (1.09%)	4 (1.12%)	4 (1.07%)	100.00%		
7. /c/botox/	1 (0.27%)	0 (0.00%)	1 (0.27%)	100.00%	1.00	00:00:00 0.00% 0 (0.00%)
8. /category/botox/	1 (0.27%)	0 (0.00%)	1 (0.27%)	100.00%	1.00	00:00:00 0.00% 0 (0.00%)

1. /botox-before-and-after/
2. /lip-flip-botox/
3. /botox/
4. /botox-reviews/
5. /forehead-botox-before-and-after/
6. /botox-near-me/
7. /c/botox/
8. /category/botox/



SEARCH ENGINE OPTIMIZATION (SEO) PRICING

Search Engine Optimization (SEO) lands your website at the top of Google search results. You will generate more “organic traffic,” providing higher-quality leads. Good SEO distinguishes your practice from competitors and provides a valuable user experience. Monthly we will optimize your website with regular updates, perform onsite SEO, and create two professionally written original blog articles that rank for highly searched keywords. Includes targeting of two treatments / 20 keywords

Be Visible

- Unique SEO content creation and strategic content placement (up to 1,500 words)
- Monthly keyword and competitive research
- On-page optimization including meta tags, header tags, internal linking and other elements
- Google Business Profile optimization and monthly updates
- Online directory and citation maintenance
- On-site/Technical SEO: Monthly website optimization and management, including improvements to design or development
- Data Monitoring and Reporting: Set-up and management of Google Search Console and various SEO tools to ensure optimal performance

TOTAL INVESTMENT: \$1750/month

SEARCH ENGINE OPTIMIZATION