

## WAYRANKPRO CASE STUDY

### Aves Beauty Skin: Premium Skincare and Aesthetics

Website Design, Build and Google Business Profile Optimisation

|              |                                                                             |
|--------------|-----------------------------------------------------------------------------|
| Client       | Aves Beauty Skin: avesbeautyskin.com                                        |
| Industry     | Premium skincare, aesthetic treatments, cosmetic procedures                 |
| Service Area | Multi-location aesthetic clinic                                             |
| Engagement   | Website design, build and development, Google Business Profile optimisation |
| Delivered by | WayRankPro                                                                  |

### Overview

Aves Beauty Skin is a premium aesthetic and skincare clinic offering advanced treatments ranging from non-invasive skin rejuvenation to cosmetic procedures. The clinic serves clients seeking professional, results-driven aesthetic solutions in a bespoke, luxury environment. Their service portfolio includes advanced skincare protocols, injectables, laser treatments, and comprehensive beauty and wellness programmes tailored to individual client needs.

Aves Beauty Skin needed a modern, professional digital presence that reflected the premium nature of their services and built trust with prospective clients. Additionally, a strong local search presence through Google Business Profile optimisation was critical to drive foot traffic and bookings from local searches. WayRankPro was engaged to design and build a conversion-focused website and optimise their Google Business Profile to maximise visibility and lead generation.

### The Challenge

The aesthetic and skincare industry is highly competitive and trust-driven. Prospective clients research extensively, comparing clinic credentials, treatment options, before and after results, and provider expertise before making booking decisions. Aves Beauty Skin faced several barriers to growth:

- The existing website was outdated, poorly structured, and failed to showcase treatment results or build confidence in the clinic's expertise and credentials.
- Treatment offerings and service categories were scattered across the site, making it difficult for potential clients to find relevant information or understand the full scope of available options.
- Google Business Profile was under-optimised, incomplete, and not generating the local search visibility needed to capture nearby clients searching for aesthetic treatments.
- Limited before and after imagery, testimonials, and social proof made it difficult to demonstrate treatment quality and build buyer confidence.

- No structured booking or consultation request process, forcing prospective clients to contact the clinic through generic contact forms rather than streamlined appointment scheduling.

## **Our Solution**

### **1. Website Design and Build**

WayRankPro designed and developed a premium, conversion-focused website that positioned Aves Beauty Skin as a trusted aesthetic partner and streamlined the client journey from discovery to booking.

#### **Design and UX Highlights**

- A clean, elegant aesthetic with a luxury colour palette and professional typography that reflects premium positioning.
- High-impact before and after galleries showcasing treatment results across key service categories to build trust and demonstrate clinical efficacy.
- Trust-building elements including verified client testimonials, practitioner credentials, professional certifications, and clinic accreditations displayed prominently throughout.
- Comprehensive service pages for each treatment category including detailed descriptions, expected outcomes, treatment timeline, pricing transparency, and candidate criteria.
- Integrated online booking system allowing clients to schedule consultations and treatments directly from the website, reducing friction in the conversion funnel.
- Educational content section providing skincare advice, treatment guides, and industry information to establish clinic authority and improve search visibility.
- Mobile-responsive design optimised for local search and on-the-go browsing, with fast load times and intuitive navigation.

### **2. Google Business Profile Optimisation and Management**

WayRankPro completely optimised Aves Beauty Skin's Google Business Profile to maximise local search visibility, attract nearby clients, and drive qualified bookings.

- Complete profile audit and overhaul with updated business description, service categories, and service keywords aligned to client search intent.
- High-quality imagery: professional photos of clinic facilities, treatment rooms, equipment, and before and after results showcasing treatment quality and professional environment.
- Video content: clinic walkthroughs and treatment overview videos to enhance engagement and build confidence in prospective clients.
- Regular posts and updates: weekly GMB posts highlighting special promotions, new treatment offerings, seasonal packages, and clinic news to maintain profile freshness.
- Review management programme: structured process for capturing and responding to client reviews to build social proof and improve local search rankings.
- Q and A section monitoring and proactive responses addressing common concerns about treatment safety, downtime, expectations, and candidacy.
- Services and attributes configuration: all available services, treatment options, specialisations, and appointment features (online booking, virtual consultations) fully configured for maximum discoverability.

### **3. Website and GBP Integration Strategy**

WayRankPro aligned the website and GBP to work as an integrated lead generation system, ensuring consistent messaging and seamless conversion pathways.

- Consistent NAP (Name, Address, Phone) across website, GBP, and all local directories to reinforce local authority and avoid confusion.
- Schema markup implementation for Organisation, LocalBusiness, and MedicalBusiness to enhance search result visibility and local search performance.
- Website optimisation for local keywords including location-based terms like 'aesthetic clinic near me', 'skincare treatments in [city]', and service-specific local variations.
- GBP to website linking ensuring that all GMB call-to-actions, appointment buttons, and service links direct to relevant website pages for seamless user experience.
- Mobile optimisation ensuring both website and GBP are fully responsive and fast-loading on smartphones, critical for local search on mobile devices.

## Results

The integrated website and GBP optimisation programme transformed Aves Beauty Skin's digital presence, establishing a professional, trust-building online foundation and capturing high-intent local search traffic from prospective clients actively seeking aesthetic treatments.

| 12+                     | 50+                     | 100+                         | 200+                            |
|-------------------------|-------------------------|------------------------------|---------------------------------|
| Treatment service pages | Before and after images | Client testimonials uploaded | GMB posts created in first year |

## Outcomes Delivered

- A premium, professional website that reflects the quality of Aves Beauty Skin's aesthetic services and builds immediate trust with prospective clients.
- Comprehensive before and after gallery and treatment service pages that educate clients, demonstrate results, and address candidate criteria.
- Integrated online booking system reducing friction in the consultation and appointment scheduling process.
- Optimised Google Business Profile with regular updates, high-quality imagery, verified reviews, and improved local search visibility.
- Increased local search traffic and qualified bookings from clients actively seeking aesthetic treatments in the clinic's service area.
- Stronger brand credibility and competitive positioning in the premium aesthetic market segment.

*Note: Specific ranking, traffic, and booking volume figures can be populated from the live Search Console, analytics, and booking system data for the relevant reporting period.*

## Scope at a Glance

| Workstream     | What WayRankPro Delivered                                                 |
|----------------|---------------------------------------------------------------------------|
| Website Design | Premium aesthetic design, luxury brand positioning, trust-building layout |

|                              |                                                                                                            |
|------------------------------|------------------------------------------------------------------------------------------------------------|
| Website Build                | WordPress development, mobile responsive, fast loading, integrated booking system                          |
| Service Pages                | Treatment service architecture, candidate criteria, pricing transparency, detailed descriptions            |
| Before and After Galleries   | Professional image galleries per treatment category, results showcase, social proof                        |
| Testimonials and Credibility | Client testimonials, practitioner credentials, clinic accreditations, certifications display               |
| Educational Content          | Skincare guides, treatment advice, industry information, authority building content                        |
| Booking Integration          | Online booking system, consultation requests, appointment scheduling, booking page optimisation            |
| Google Business Profile      | Profile optimisation, imagery and video, regular posts, review management, Q and A, services configuration |
| Schema and Local SEO         | LocalBusiness schema, Organisation markup, MedicalBusiness schema, NAP consistency, local keywords         |

## Why It Worked

By treating the website and Google Business Profile as an integrated lead generation system, WayRankPro created multiple conversion touchpoints for prospective clients at every stage of their decision journey. The website builds trust through premium design, before and after galleries, and detailed treatment information, while the optimised GBP captures high-intent local searches and drives nearby clients to the booking system. Consistent messaging, professional imagery, social proof from testimonials and reviews, and seamless conversion pathways transformed Aves Beauty Skin's online presence into a powerful client acquisition tool.

### Want results like these for your business?

WayRankPro designs high-performing websites and builds digital strategies that convert. Let's talk about your project.