

## Customer Story

# Primrose Medical

*Primrose Medical is a premier medical boutique offering medical aesthetic services to its clients. A range of amazing cosmetology, skincare, and anti-aging treatments are available for men and women of various age groups at Primrose Medical. Dermal fillers, Botox, chemical peels, and Kybella are among the treatments offered at the spa.*

*Primrose Medical is managed by a team of highly-skilled female aesthetic injectors, aesthetic nurses, and hairstylists. Complete patient satisfaction and value for money are the most important principles for the 'Primrose Girls,' as they proudly call themselves. A customized treatment plan is designed for every patient after an initial round of consultations with the treatment experts. At Primrose Medical, patients are given a makeover that they desire, without altering their natural beauty and looks.*

### Challenge

Primrose Medical wanted to give its team the due recognition and acclaim that they deserve on various online platforms. The spa also wanted to get more online bookings for which it needed a well-functioning and efficient website. This was the goal that Primrose Medical approached Growth99 in 2021.

The spa needed a digital partner for online reputation management and also to portray the services and facilities that it offers. Since Primrose Medical works only on an appointment basis, there was the challenge of not having enough online bookings for the staff members.

### Solution

Growth99 developed a dynamic and impressive website for Primrose Medical and embedded a strong SEO strategy for it. The website began generating considerable organic traffic due to the new information and keyword-based content.

The website of Primrose Medical was ranking higher than earlier during web searches, adding to the soaring popularity of the spa. The spa now gets more appointments through online bookings and are enjoying an ample amount of positive reviews on various web platforms.

## AT A GLANCE

**Company :** Primrose Medical

**Business :** Medspa

**Location :** Reno, Nevada

**Customer Since :** 2021

**Website :**

<https://primrosereno.com/>

**Use Case :** Growth99 used a unique SEO strategy for the website of Primrose Medical to increase the number of online bookings.

### Primrose Medical Says,

*"Growth99 did not give up when it came to implementation. The project was challenging and with their proactive dedication, we were able to prevail!"*