



## Customer Story

# The Aesthetic House

*The Aesthetic House is a medical aesthetics spa offering a top-of-the-line range of anti-aging skin services to its clients. Botox, medical grade skin care, facials, and collagen-stimulating skin treatments are available at the spa. Each client gets a one-on-one consultation with the injectors of The Aesthetic House, who then develop a personalized treatment plan for the client. Patient safety is considered to be the top priority while performing any cosmetic treatment for any client.*

### Challenge

The Aesthetic House approached Growth99 in the Fall of 2021 looking for a way to build a brand of its own name. The Aesthetic House wanted Growth99 to work on a website that would help to establish a strong online presence for them. Prior to contacting Growth99, the spa was operating on a very outdated website that had no embedded SEO and no paid advertising. The website was not able to generate adequate Google reviews to establish popularity for The Aesthetic House.

### Solution

Growth99 has designed a dynamic website for The Aesthetic House that is suitable for its brand creation and business. The new website has attracted a huge fan following which has led to a substantial increase in the rate of lead generation. Growth99 made use of a hassle-free SEO strategy to increase the ranking of the spa website on various online platforms. Paid ads helped to grab more visitors and increase the rate of lead conversion, as well.

### AT A GLANCE

- Company :** The Aesthetic House
- Business :** Aesthetic Medical Spa
- Location :** Crystal River, Florida
- Customer Since :** 2021
- Website :**  
<https://aesthetichouse.com/>
- Use Case :** SEO, paid advertising, and migration to the new website that Growth99 has designed helped The Aesthetic House to scale its business.

### The Aesthetic House Says,

*"Growth99 has been great to work with!"*