

## Customer Story

# Pam Chaney Aesthetics

*Pam Chaney Aesthetics is an aesthetic medical spa that caters to clients who are looking for anti-aging and rejuvenation skincare treatment. Pam, who is a Registered Nurse and a Certified Aesthetic Nurse Specialist, provides nothing short of the best to her clients. Laser treatment, anti-aging injections, Dermaplaning, and even hair restoration and sexual wellness treatments are available at the spa.*

### Challenge

Pam Chaney approached Growth99 in the Winter of 2021 to seek help with establishing a reliable digital presence for her spa. Garnering more leads and increasing the rate of online appointment bookings was the goal that Pam had in mind for the spa. The spa was currently lacking adequate online publicity due to the lack of a coordinated and robust digital marketing strategy.

### Solution

Growth99 developed a dynamic website for Pam Chaney Aesthetics that was informative and impressed many website visitors. Robust SEO was embedded in the website which helped to increase its ranking during web searches. As more people began to visit the new website, the lead generation and conversion rate for Pam Chaney Aesthetics increased.

### AT A GLANCE

**Company :** Pam Chaney Aesthetics

**Business :** Aesthetic Medicine Spa

**Location :** Elkhart, Indiana

**Customer Since :** 2021

**Website :**

<https://pamchaneyaesthetics.com/>

**Use Case :** Growth99 developed robust SEO based on a strong infrastructure to scale the business of Pam Chaney Aesthetics.

#### **Pam Chaney Aesthetics Says,**

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