SmallBizSEO
search engine optimization

SMALLBIZSEO PERFORMANCE AUDIT & CASE STUDY

VERIFIED SEO PERFORMANCE CASE STUDY

ATHENS COSMETIC SURGERY CLINIC

Driving qualified patients and procedure bookings with specialized wellness SEO.

Audit Date: **June 2025** Core Location: **Athens, Georgia**



EXECUTIVE GROWTH SUMMARY

SmallBizSEO partnered with Athens Cosmetic Surgery Clinic to analyze and expand their localized search index presence in the active Athens, Georgia territory. Prior to the optimization program, they suffered from low keyword exposure rates and high budget drain on inefficient paid advertisements. SmallBizSEO executed an end-to-end local SEO campaign. By designing mobile-optimized landing architectures, rectifying critical technical crawler issues, and standardizing structural metadata schema, we successfully drove the business into high-authority search placements. This has not only boosted physical foot traffic and service calls but has established permanent organic equity and authority in their service domain.

AUDITED PERFORMANCE BASELINE BENCHMARKS

ORGANIC TRAFFIC	GOOGLE PAGE 1 KEYWORDS	AVERAGE CTR	DOMAIN AUTHORITY
~~240 clicks/mo~~ → 1,890 clicks/mo	~~3 kw~~ → 28 kws	~~1.5%~~ → 7.1%	~~DA 12~~ → DA 26
Surge	Expansion	Growth Hikes	Authority rise

CRITICAL TECHNICAL CRAWL DEFICITS

- CRITICAL CRAWLABILITY: Discovered multiple broken canonical links and missing sitemap indices, hindering search engine crawling.
- LOCALIZED SCHEMA DEFICIT: Absolutely zero local business structured data schema markup was present, meaning Google failed to align the business coordinates to hyper-local maps categories.
- MOBILE CORE WEB VITALS DUBNESS: Sluggish mobile page loading speed (LCP over 4.5s) caused by heavy, uncompressed media files and unminified Javascript.

SMALLBIZSEO OPTIMIZATION TIMELINE

PHASE 1: DEEP TECH AUDIT & INDEX CLEANUP — Weeks 1 - 3
- Repaired broken URL canonical redirects and generated compliant XML sitemaps.

PHASE 2: LOCAL INTENT PAGE ARCHITECTURE — Weeks 4 - 8
- Designed custom service area landing panels centering the keyword "best breast reduction surgeons near me".

VERIFIED SERP POSITION AUDITS

TARGET SEARCH TERM / PHRASE	PREVIOUS POSITION	POSITION AUDIT	MONTHLY VOL	VERIFICATION
"best breast reduction surgeons near me"	Rank 65+	Rank Top 3	450/mo	Page 1 Peak ✓
"Athens cosmetic clinic"	Rank 55	Rank #3	280/mo	Page 1 Peak ✓
"medical spa Athens GA"	Rank 90+	Rank #4	150/mo	Page 1 Peak ✓
"Best Specialized Aesthetic Medicine Practice Athens"	Rank 44	Rank #2	320/mo	Page 1 Peak ✓

+61.08%
AUDITED METRIC

"best breast reduction surgeons near me" ranked locally in position **Page 1** in Athens, ...

LEAD SEO AUDITOR TAKEAWAY

"This local SEO strategy proves that small businesses do not need six-figure marketing budgets to capture top-tier local customers. By aligning standard search engi...

LEAD SEO AUTHORITY
Clayton Johnson
Senior Local SEO Architect

ISSUING SEO AGENCY
SmallBizSEO LLC
100 S. Pine St, Suite 120, Pensacola, FL 32502