

# Odyssey Vein Clinic



Company Profile

## Non-surgical vein treatments in Adelaide for varicose and spider veins by Dr. Nolan.

Strategy SEO Google Ads Social Media

Led by Dr. Emma Nolan, the Odyssey Vein Clinic offers a range of services including laser treatments and cosmetic injectables. With over 20 years of experience, Dr. Nolan and her team provide effective, minimally invasive procedures in a welcoming environment.

### The Challenge

Prior to partnering with us, Odyssey Vein Clinic faced the challenge of increasing their online visibility to attract more clients. They needed a digital marketing strategy that would position them as the leading vein treatment clinic in Adelaide.

### Our Analysis

Upon reviewing their digital presence, we identified several key areas for improvement. Their website required optimisation for search engines to improve organic rankings. Additionally, there was potential to enhance their online advertising efforts to drive targeted traffic and generate leads.

### The Solution

Our journey with Odyssey Vein Clinic began with an organic SEO strategy aimed at enhancing their online presence. Within just a few months, Odyssey achieved the #1 ranking on Google for their desired keyword, resulting in improved lead quality and overall business growth. As their success continued, we introduced targeted Google Ads campaigns to complement their SEO efforts. By closely collaborating with Odyssey, we tailored the ad strategy to attract individuals actively searching for their specific services, ensuring budget efficiency and delivering highly qualified leads. This approach provided a low-cost, flexible lead source that consistently attracted new patients.

Recognising Odyssey's unique strengths in the market, we identified that their existing website was not converting visitors into patients as effectively as it could. Shifting our focus, we partnered with the client to redesign the site, highlighting their distinctive advantages. The result was a beautiful, high-converting website that not only showcased Odyssey's unique value but also significantly boosted lead generation.

## Results

Through our efforts, Odyssey Vein Clinic has consistently ranked in the top two positions on Google for their primary services over the past few years. This visibility has significantly increased their leads, with 1,412 out of 1,770 total leads in the past year originating from our SEO and Google Ads strategies.

As a result, they have become the trusted vein treatment provider in Adelaide, relying solely on our digital marketing expertise for their advertising needs.

High Converting Website

80% of leads coming from SEO and Google Ads

#1 on Google

For their desired keyword

Visit Website →

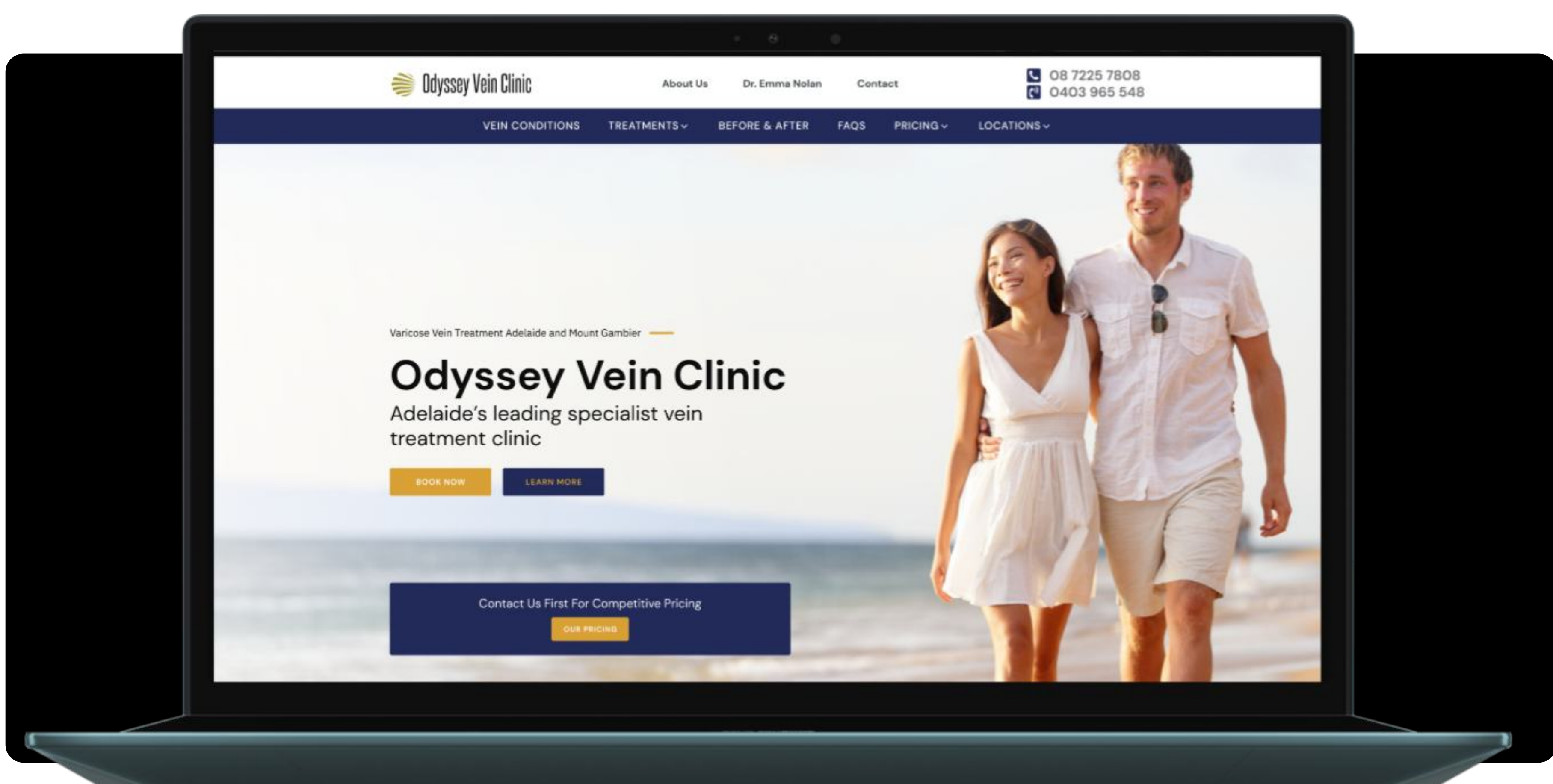
### Client Testimonials



"Partnering with Augmentum Digital has transformed our business. Their expertise in SEO and digital marketing has kept us consistently ranked at the top on Google, driving the majority of our leads. Their team is professional, approachable, and truly understands our niche needs. We highly recommend them for any business looking to enhance their digital presence."



Dr. Emma Nolan  
Co-Owner of Odyssey Vein Clinic



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