

## Customer Story

# Beauty Lab + Laser

*Taking a stand in the medical aesthetic industry, Beauty Lab + Laser takes extra pride of claiming that THEY ARE NOT A MEDSPA - they are a Beauty Lab! Headed by amazing duo, Heather Gay and Andrea Nord, Beauty Lab + Laser is an outstanding combination of cosmetic medical procedure expertise and high class photography and marketing.*

*Pursuing inner beauty through expert medical beauty and awesome motivation, Beauty Lab + Laser is composed of some of the best professionals in the aesthetics industry. This Beauty Lab treasures and knows that every client has his or her unique stance on what is attractive - and this Lab pushes clients to pursue those goals! In a simple yet highly-efficient test, Beauty Lab + Laser wants everyone to love their selfie!*

### Challenge

As one of Growth99's most trusted and loved partners, Beauty Lab + Laser initially sought out online review and reputation help last 2016. Since then, Growth99 has been able to set a plan, which resulted in collecting over a thousand reviews for the Lab. The huge success of this project then expanded into a lasting partnership between the two firms!

Some of the recent challenges tackled by Growth99 for Beauty Lab + Laser are website and SEO strategy developments!

### Solution

Online marketing, very much so like medical aesthetics, is a constant work of art. Seeing how passionate the staff of Beauty Lab + Laser are, Growth99 made sure that everything to do with the Lab's website was at par with the people responsible for beautiful transformations.

Relevant and quality traffic is a main focus of Growth99 for Beauty Lab + Laser. Prioritizing on targeted clients, the technology partner integrated an efficient SEO strategy that both engages the market and results in additional online bookings. Additionally, the Beauty Lab + Laser is constantly being developed to be compatible with the latest devices, making viewing and booking a hassle-free experience.

## AT A GLANCE

**Company :** Beauty Lab + Laser

**Business :** Beauty Lab

**Location :** Salt Lake City, UT

**Customer Since :** 2016

**Website :**

<https://beautylablaser.com/>

**Use Case :** A loved client of Growth99, Beauty Lab + Laser continues to pursue a lasting and expanded partnership through website and online marketing developments.

### Beauty Lab + Laser Says,

*"Growth99 is THE BEST hands down for Websites, SEO, Social Media, Reviews, Hostings, Support! They pick up the phone, respond to emails and help as a true partner."*