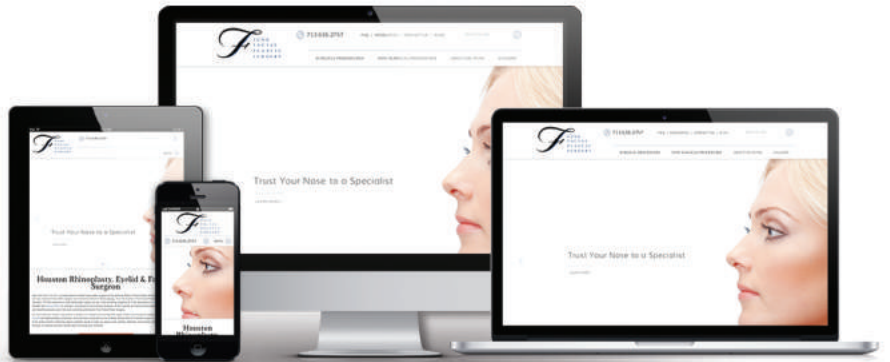


356% INCREASE

IN MOBILE & TABLET FORM SUBMISSIONS

71
BEFORE

324
AFTER



Over first 8 months post launch

Dr. Funk, owner of Funk Facial Plastic Surgery had been an SEO client of TopSpot Internet Marketing since 2011 when he commissioned a new website for his practice.

PROBLEM

Around 50% of Dr. Funk's traffic was coming from smartphones and his website was not mobile friendly. In addition to not being user friendly on all devices, the site's aesthetics didn't represent Dr. Funk's work well.

SOLUTION

A responsive website was launched that included photo galleries with functionality to showcase before and after photos to help drive online form submissions. Overall aesthetics, intuitiveness and usability of the website were improved for desktop, tablet and mobile visitors.

RESULTS

When comparing the first 6 months post launch to the previous 6 months, the website saw a 356% increase (324 vs. 71) in online form submissions from mobile and tablet devices only.

YEAR OVER YEAR IMPROVEMENTS

Total form submissions increased by 263.91% (615 total compared to 169). We also saw an increase in form submissions from an average of 28 submissions per month to its post launch average of 103 form submissions per month.

INCREASING 264%

IN TOTAL FORM SUBMISSIONS

BEFORE  169

AFTER  615

AVERAGING 103

FORM SUBMISSIONS PER MONTH

BEFORE  28

AFTER  103