

The Future of Plastic Surgery Marketing

MASTERING SEO, SEARCH AND AI

DESIRED OUTCOMES

- **FUNDAMENTALS OF SEO:** Identify core SEO principles for plastic surgery; Master keyword research and on-page optimization
- **EFFECTIVE SEARCH ENGINE MARKETING:** Review PPC advertising strategies tailored for plastic surgery; Create and optimize google ad campaigns
- **AI IN MARKETING EFFORTS:** Implement AI tools to monitor and analyze marketing efforts; Utilize AI to enhance personalization, predict trends, and automate marketing tasks
- **TRACKING AND LEAD CONVERSION:** Implement tracking tools to monitor marketing performance
- **EMERGING TRENDS:** Review the latest digital marketing and AI trends relevant to plastic surgery



Disclosures:

- Nothing to Disclose
- This session is being recorded



Agenda



Evolution of Search, Google & AI Chatbots



Fundamentals of SEO & GEO



Effective Search Engine Marketing



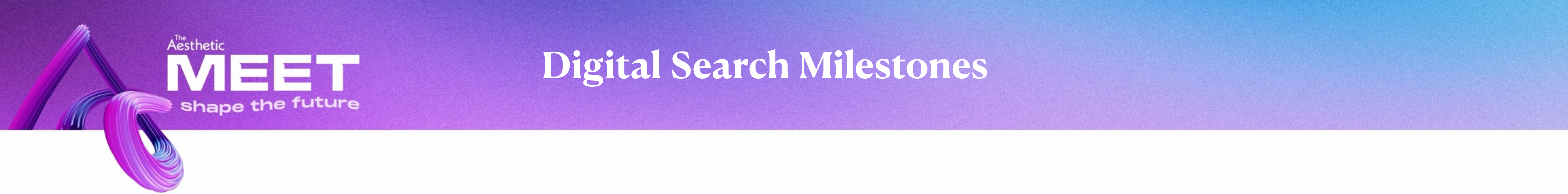
AI in Marketing



Tracking & Lead Conversions



Emerging Trends & Closing Thoughts



Digital Search Milestones

The digital era — defining moments in search, social & AI





Google SERP in 2000

Google

[Advanced Search](#) [Preferences](#) [Search Tips](#)

Google Search

I'm Feeling Lucky

Searched the web for web. Results 1 - 10 of about 102,000,000. Search took 0.40 seconds.

Category: [Computers > Internet > WWW > Web Usability](#)

News: [Amazon Web Site Goes Down Again](#) (Excite Reuters - 12/5/2000)
[China To Tighten Web Regulation](#) (Excite AP - 12/5/2000)
[Web content distributor snags funding, pulls IPO](#) (CNET - 12/5/2000)

[digits.com Web-Counter - The easiest free page counter ...](#)
WebCounter ... Your source for free and pay-for-use Web Auditing and Counting services. ... Net ...
Description: Offers both free and commercial counters. Several different character sets are available for the...
Category: [Computers > Internet > WWW > Web Counters](#)
[www.digits.com/](#) - 4k - [Cached](#) - [Similar pages](#)

[The World Wide Web Consortium](#)
Leading the Web to its Full Potential. ... Activities | Technical Reports | Site Index | About ...
Description: The World Wide Web Consortium was created to lead the World Wide Web to its full potential by developing...
Category: [Computers > Internet > Policy](#)
[www.w3.org/](#) - 19k - [Cached](#) - [Similar pages](#)

[Web Center](#)
... user. SVG Zone Tips, tutorials, and demonstrations of the Next Big Thing in Web graphics. Photoshop ...
[www.adobe.com/web/main.html](#) - 59k - [Cached](#) - [Similar pages](#)

[Welcome to internet.com's Web Developer Channel](#)
... Kit | Jobs.webdeveloper.com | WebDeveloper.com | Streaming Media World | Web Developers Journal | WebReference | Web Developer's Virtual Library | JavaBoutique ...
[www.internet.com/sections/webdev.html](#) - 47k - [Cached](#) - [Similar pages](#)

[CNET.com - Web Building](#)
... competitor to consider in LiveStage Professional, a robust QuickTime authoring tool. Logging Web Server Attacks How better to study crime than to commit a few ...
Description: Source for product and how-to information on HTML, JavaScript, web design, and e-commerce.
Category: [Computers > Internet > WWW > Authoring > Webmaster Resources](#)
[www.canada.cnet.com/webbuilding/0-3880.html](#) - 30k - [Cached](#) - [Similar pages](#)

[The New York Times on the Web](#)
... Split Into Four Separate Companies 4:40 pm ET Microsoft, AOL Each Announce New Web Software, but Market Hardly Notices 4:46 pm ET Existing Home Sales Fall 2.7 ...
Description: One of the most comprehensive international and national news sites.
Category: [News > Newspapers > Regional > United States](#)
[www.nytimes.com/](#) - 55k - [Cached](#) - [Similar pages](#)

[WebCrawler](#)
... Free Unlimited 56K Web Access. ... Each day we bring you simple tools to save you time and money. Free 56K Web Access; Daily Trivia Quiz; Free eCards; Photo Wallpaper. ...
Description: Search engine and web directory. Displays matching categories first. After that come the results from...
Category: [Computers > Internet > WWW > Searching the Web > Search Engines](#)
[www.webcrawler.com/](#) - 16k - [Cached](#) - [Similar pages](#)

[Lycos Free Internet Access](#)
... If you would like to request a CD, call us toll-free! 1-877 LYCOS 4 U (592-6748)
Now you can do all the things you've done on the Web, for free. ...
Description: Includes personalized My Lycos start page, email, free games and bonus software.
Category: [Computers > Internet > ... > North America > United States > Free Internet Access](#)
[free.lycos.com/](#) - 17k - [Cached](#) - [Similar pages](#)

[WebReference.com - The Webmaster's Reference Library: Web Site ...](#)
... Database Resources Want to unleash the power of databases on your site for the ultimate Web tool? These links will help get you started. 1019. ...
Description: Daily news, views, how-tos and free web-based services for webmasters and webmasters in training.
Category: [Computers > Internet > WWW > Authoring > Webmaster Resources](#)
[www.webreference.com/](#) - 25k - [Cached](#) - [Similar pages](#)

[The Web Robots Pages](#)
The Web Robots Pages The Web Robots Pages. ... The Web Robots FAQ, Frequently Asked Questions about Web Robots, from Web users, Web authors, and Robot implementors. ...
Description: About spiders and robots, often used by search engines to follow links and locate pages to index....
Category: [Computers > Software > Internet > Servers > Search](#)
[info.webcrawler.com/mak/projects/robots/robots.html](#) - 3k - [Cached](#) - [Similar pages](#)

Goooooooooogle

Result Page: 1 2 3 4 5 6 7 8 9 10

Next

Filters: All, Images, Maps, Videos, Short videos, Forums, News, More, Tools

Refinement filters: Salary, Top rated, Jobs, Open now, Board-certified, Pediatric, Surgery prices, Oculofacial, Facial

Results for San Diego, CA · Choose area

Sponsored · Plastic Surgeon | San Diego



Sadrian Plastic Surgery
5.0 ★★★★★ (332) · Plastic Surgeon
25+ years in business · Serves San Diego
Open now · You viewed May 6

Get phone number



La Jolla Plastic Surgery & Dermatology
4.9 ★★★★★ (31) · Plastic Surgeon
24+ years in business · Serves San Diego
Open now

Get phone number

More Plastic Surgeon →

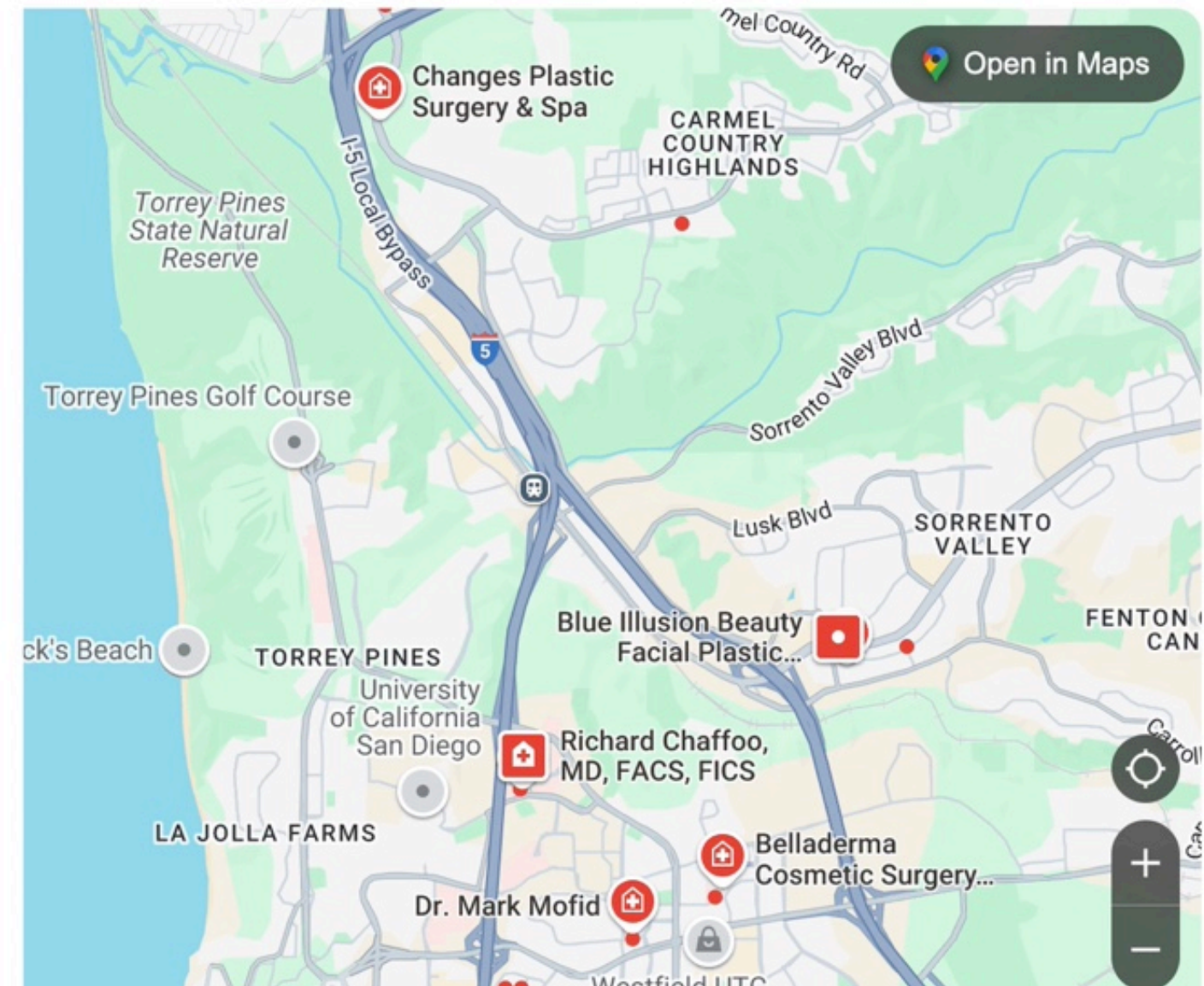
Places

- Changes Plastic Surgery & Spa**
4.9 ★★★★★ (202) · Plastic surgeon
11515 El Camino Real # 150 · (858) 326-1264
Open · Closes 5 PM
"Dr. Clark and his team at Changes Plastic Surgery changed my life."

Website Directions
- Belladerma Cosmetic Surgery & Skin C...**
4.9 ★★★★★ (284) · Plastic surgeon
4520 Executive Dr #105 · (858) 453-8484
Open · Closes 5 PM
"He took his time during surgery and never made it feel rushed."

Website Directions
- Sadrian Plastic Surgery, Laser & Skin C...**
5.0 ★★★★★ (330) · Plastic surgery clinic
9850 Genesee Ave #300 · (858) 457-1111
Open · Closes 5 PM
"Very knowledgeable, explaining everything before and during the procedure."

Website Directions



Local Service Ads (LSA)



plastic surgeon la jolla



All Images Maps Short videos Forums News Videos More

Tools

Top rated

Open now

Scripps

Center reviews

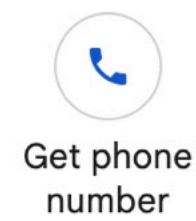
Facial

Results for **La Jolla, San Diego** · [Choose area](#) ⋮

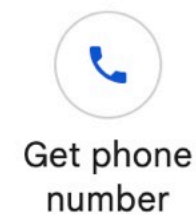
Sponsored · **Plastic Surgeon | San Diego** ⋮



Sadrian Plastic Surgery
5.0 ★★★★★ (332) · Plastic Surgeon
25+ years in business · Serves San Diego
Open now · You viewed May 6



La Jolla Plastic Surgery & Dermatology
4.9 ★★★★★ (31) · Plastic Surgeon
24+ years in business · Serves San Diego
Open now



[More Plastic Surgeon](#) →

- Introduced September 2024
- Verification Process
- No Website Link
- Pay-Per-Call/Lead Strategy
- Call not recorded
- No control over keywords
- Highly Visible Locally

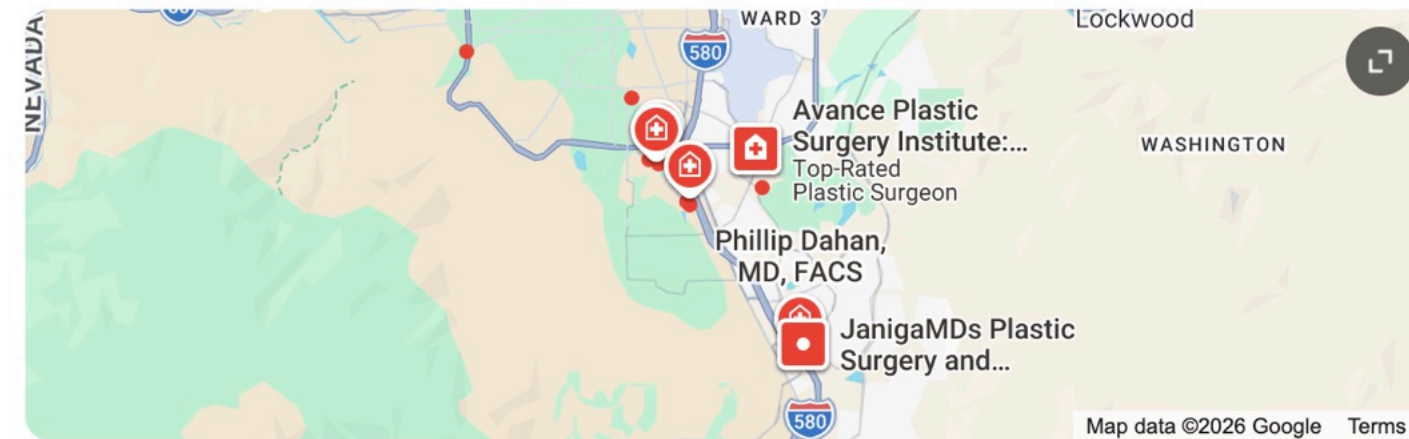
Google Business Profile (GBP)



plastic surgeon reno tahoe



Places



Sponsored

JanigaMDs Plastic Surgery and Cosmetic Center

4.8 ★★★★★ (380) · Plastic surgery clinic

500 Damonte Ranch Parkway · (775) 398-4600

Open · Closes 5 PM

Reno's #1 Plastic Surgeon - Board-certified plastic surgeon Dr. Tim Janiga brings 20+ years of experience to Reno, NV.



Website



Directions

Reno Tahoe Plastic Surgery

4.9 ★★★★★ (329) · Plastic surgeon

5530 Kietzke Ln · (775) 284-2020

Open · Closes 5 PM



Website



Directions

Avance Plastic Surgery Institute: Dr. Erez Dayan

5.0 ★★★★★ (537) · Plastic surgeon

5588 Longley Ln Suite A · (775) 800-4444

Open · Closes 5 PM

Onsite services



Website



Directions

Tahoe Facial Plastic Surgery

4.8 ★★★★★ (53) · Plastic surgeon

650 Sierra Rose Dr B · (530) 721-6052

Open · Closes 5 PM



Website

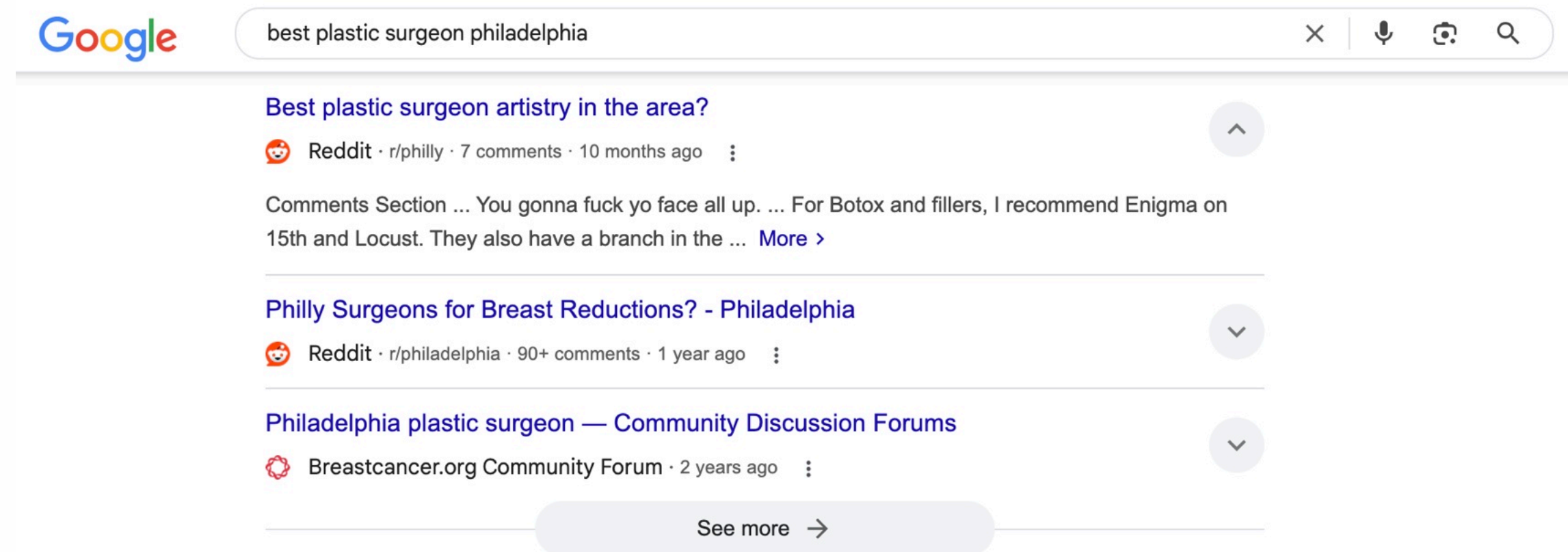


Directions

More places >

- Rebranded in **November 2021**
- Accurate NAP (Name, Address, Phone Number)
- Adds Major Website Credibility
- Review Generation Key
- Respond to Good Reviews
- Google 360 Virtual Tour
- Call & Direction Requests
- Works with website SEO

Reddit Google SERP



- Appearing on Google Late 2023
- Mentions on forums & Reddit can help SEO, GEO & AEO
- Google Paying \$60 million annually to access user-generated content for AI model training
- Reddit has **121.4 million daily active users (DAUs)**
- January 2026 over **4.4 billion total visits**
- #2 most-visited website in US, surpassing Facebook and Amazon in domestic traffic.

Google Organic SERP

Google

plastic surgeon San Diego



Ranch & Coast Plastic Surgery
<https://www.drchasan.com>

Del Mar, CA Plastic Surgery - San Diego

Dr. Paul Chasan, the founder of Ranch & Coast Plastic Surgery, is San Diego's preeminent, board-certified plastic surgeon. He is recognized throughout the ...

Dr. Paul Chasan

Gallery

About

Facelift in San Diego



Alexander Plastic Surgery
<https://alexandersurgery.com>

Top Plastic Surgeons San Diego | Alexander Plastic Surgery

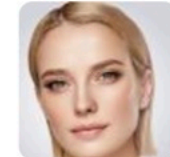
Alexander Cosmetic Surgery is Ranked #1 in Plastic Surgery in San Diego specializing in Plastic Surgery. Click to learn more.

Jordan Kaplan, MD

Before & After Photo Gallery

Face & Neck Lift

QuickLift



millercosmeticsurgery.com
<https://www.millercosmeticsurgery.com> > about > plasti...

Plastic Surgeon San Diego La Jolla CA Dr Scott Miller

Scott Miller, MD is an experienced, board-certified Cosmetic Plastic Surgeon in the San Diego and La Jolla area, providing natural-looking results.



Discussions and forums

Facial plastic surgeon in San Diego

Reddit · r/PlasticSurgery · 10+ comments · 1 year ago

Dr. Sadrian in La Jolla is AMAZING! Such beautiful results, and he is reasonably priced in comparison to other surgeons in the area. [More >](#)

Recommendations for Plastic Surgeons in the SoCal/San Diego area for ...

Reddit · r/PlasticSurgery · 10+ comments · 12 months ago

See more →



cosmeticsurgerycenter.com
<https://cosmeticsurgerycenter.com>

Affordable San Diego Plastic Surgery | Cosmetic Surgery ...

Sassan Alavi, MD is a nationally-renowned San Diego cosmetic surgeon specializing in the following plastic surgery procedures: Breast Augmentation, Breast Lift ...

Doctors

About Us

Dr Alavi In The News

Liposuction



- Core SEO Principles
- Expertise, Authority, and Trust (E-A-T)
- Quality Backlinks
- Well Structured Robust-Potent Content
- Technical SEO: Clean Code, SiteSpeed, Schema
- Local SEO and Google Business Profile



ahrefs

DashboardAI Content HelperSite ExplorerKeywords ExplorerSite AuditRank TrackerContent ExplorerWeb ExplorerCompetitive AnalysisMore▼Academy🔗Community🔗

http + httpswww.rosemontmedia.com/🔗🔍Subdomains🔍⚙️Settings

🔍 Looker Studio

Overview

Page inspect🔍

Site structure

Calendar

Opportunities

Backlink profile▲

Backlinks

Broken backlinks

Referring domains

Anchor

Linking authors

Referring IPs

Organic search▲

Organic keywords

Top pages

Organic competitors

Paid search▲

Paid keywords

Ads

Paid pages

Pages▲

Best by links

Outgoing links▲

Linked domains

Outgoing anchors

Outgoing links

Broken links

Internal links▲

Internal links

Most linked pages

Internal anchors

Legacy▲

Top pages

Backlinks

🔍 How to use

AllDofollowNofollow▼🔗 Best links▼Backlink type▼DR▼Domain traffic▼🔍 Word or phraseRef. page URL▼+ More filters

27,785 backlinksAll backlinks▼AllNewLost📅 Show history: Don't show▼API📄 Export

Referring page	DR▼	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL	First seen	Last seen	Inspect
Rosemont Media LLC BBB Business Profile Better Business Bureau https://www.bbb.org/us/ca/san-diego/profile/internet-marketing-services/rosemont-media-llc-1126-171990775 ▼	93	0	9.8M	3	16	28	0	1	Visit Website NOFOLLOW/ https://www.rosemontmedia.com/ ▼	5 Mar 2025	6 d ago	🔍
New Eyes Opens Fifth Convenient Las Vegas Location in the https://www.globenewswire.com/news-release/2018/11/07/1647176/0/en/New-Eyes-Opens-Fifth-Convenient-Las-Vegas-Location-in-the-Southwest.html ▼	91	6	1.0M	1	8	19	1.0	14	www.rosemontmedia.com CONTENT NOFOLLOW/ http://www.rosemontmedia.com/ ▼	2 Dec 2019	25 Jan 2025	🔍
By New Eyes Las Vegas												
Kim Bariatric Institute Celebrates Nate Newton's Four Year https://www.globenewswire.com/news-release/2014/04/08/1189535/0/en/Kim-Bariatric-Institute-Celebrates-Nate-Newton-s-Four-Year-Weight-Loss-Anniversary.html ▼	91	4.2	1.0M	0	6	20	1.0	3	www.rosemontmedia.com CONTENT NOFOLLOW/ http://www.rosemontmedia.com/ ▼	21 Feb 2025	21 Feb 2025	🔍
By Rosemont Media												
The Paddington Dental Surgery Named "Best Dental Clinic in https://www.globenewswire.com/news-release/2014/08/12/1189960/0/en/The-Paddington-Dental-Surgery-Named-Best-Dental-Clinic-in-Sydney-by-LUXE-City-Guides.html ▼	91	3.7	1.0M	0	4	15	1.0	5	www.rosemontmedia.com CONTENT NOFOLLOW/ http://www.rosemontmedia.com/ ▼	28 Feb 2025	11 d ago	🔍
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Five Dallas-Fort Worth Orthopaedic Surgeons Named "Top https://www.globenewswire.com/news-release/2018/08/23/1555879/0/en/Five-Dallas-Fort-Worth-Orthopaedic-Surgeons-Named-Top-Doctors-by-Southlake-Style.html ▼	91	2.1	1.0M	0	4	8	1.0	9	www.rosemontmedia.com CONTENT NOFOLLOW/ http://www.rosemontmedia.com/ ▼	23 Jan 2025	23 Jan 2025	🔍
By All Star Orthopaedics												
Stamford Dentist Helps Patient Get an Updated Smile With https://www.globenewswire.com/news-release/2014/01/08/1189128/0/en/Stamford-Dentist-Helps-Patient-Get-an-Updated-Smile-With-Full-Mouth-Reconstruction.html ▼	91	8	1.0M	0	4	14	0	0	www.rosemontmedia.com CONTENT NOFOLLOW/ http://www.rosemontmedia.com/ ▼	24 Nov 2024	29 Jan 2025	🔍
By Rosemont Media												
Tampa Bay Vein Specialist on Venous Disease and Treatments https://www.globenewswire.com/news-release/2013/02/14/1193157/0/en/Tampa-Bay-Vein-Specialist-on-Venous-Disease-and-Treatments.html ▼	91	8	1.0M	0	6	9	0	0	www.rosemontmedia.com CONTENT NOFOLLOW/ http://www.rosemontmedia.com/ ▼	31 Jan 2025	31 Jan 2025	🔍
By Rosemont Media												

🔍

- Monitor Competitor Backlinks
- Prioritize Relevance & Authority
- Editorial PR Links
- Earn Natural Links Through Quality Content
- Bi-directional Links
- Avoid Spammy or Low-Quality Links



Website Speed

GTmetrix

Features ▾PricingResources ▾Blog

Uncover full report details with a FREE GTmetrix account

Get full report details and more testing capacity with a FREE GTmetrix account.

Log inCreate a FREE account

Latest Performance Report for:

https://www.millercosmeticsurgery.com/

Report generated: Tue, Mar 11, 2025 3:17 PM -0700

Test Server Location: Vancouver, Canada

Using: Chrome 117.0.0.0, Lighthouse 12.3.0

GTmetrix Grade ?

B

Performance ?

90%

Structure ?

78%

Web Vitals ?

Largest Contentful Paint ?

589ms

Total Blocking Time ?

102ms

Cumulative Layout Shift ?

0

Core SEO Principles

← → ↺

🔍 millercosmeticsurgery.com/face/facelift-neck-lift/

☆ ⚙️ 🗑️ 🗑️ 🗑️ 🗑️ 🗑️ 🗑️ 🗑️ 🗑️ 🗑️

🏠

About Us

Face

Breast

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For Men

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858.453.3133

SCOTT R. MILLER MD
FACS

Board Certified Plastic Surgeon

Facelift & Neck Lift

Home / Face / Facelift & Neck Lift

Dr. Scott Miller is uniquely qualified when it comes to facelift and neck lift procedures. After earning his M.D. at the University of California Irvine and completing his plastic and reconstructive surgery residency at the University of California San Diego, **Dr. Miller** was chosen for a prestigious fellowship with world-renowned plastic surgeon Bruce Connell, MD, the “father of the modern facelift.” By working closely with Dr. Connell, Dr. Miller truly honed his skills and knowledge of facial aesthetics. This invaluable fellowship experience in combination with Dr. Miller’s artistic eye and surgical skill has helped him to become “the one to see” for naturally beautiful facial rejuvenation.



PATIENT RESULTS



👤

Privacy - Terms



breast augmentation cost Richmond

×







AllImagesShort videosForumsShoppingNewsVideosMore

Tools

◆ AI Overview

Learn more

Breast augmentation in Richmond, Virginia typically costs between \$7,700 and \$8,200. However, the exact cost depends on the type of implants, the surgeon's experience, and other factors.

Factors affecting cost

- **Implant type:** The type of implants used affects the cost.
- **Surgeon's experience:** The experience level of the surgeon affects the cost.
- **Additional procedures:** Additional procedures, such as a breast lift, can increase the cost.
- **Treatment plan:** The surgical plan tailored to the patient's needs affects the cost.

Show more

Breast Augmentation

\$7,700-8,200

Breast Reduction

\$10,000-12,000

Fat Grafting to Breast

\$8,000-9,000

Breast Implant Removal

\$5,000-7,000

Breast Implant Removal with Capsulectomy

\$8,000-10,000

11 more rows

 Richmond Aesthetic Surgery

<https://www.richmondplasticsurgery.com> › about › pric...

Plastic Surgery Costs & Pricing Richmond Charlottesville VA

Plastic Surgery Costs & Pricing Richmond Charlottesville VA

 Richmond Aesthetic Surgery

Pricing | Virginia Institute of Plastic Surgery

Pricing is as follows: \$9,000-\$10,000. Breast Lift (Mastopexy) Breast lift, or mastopexy, is a...

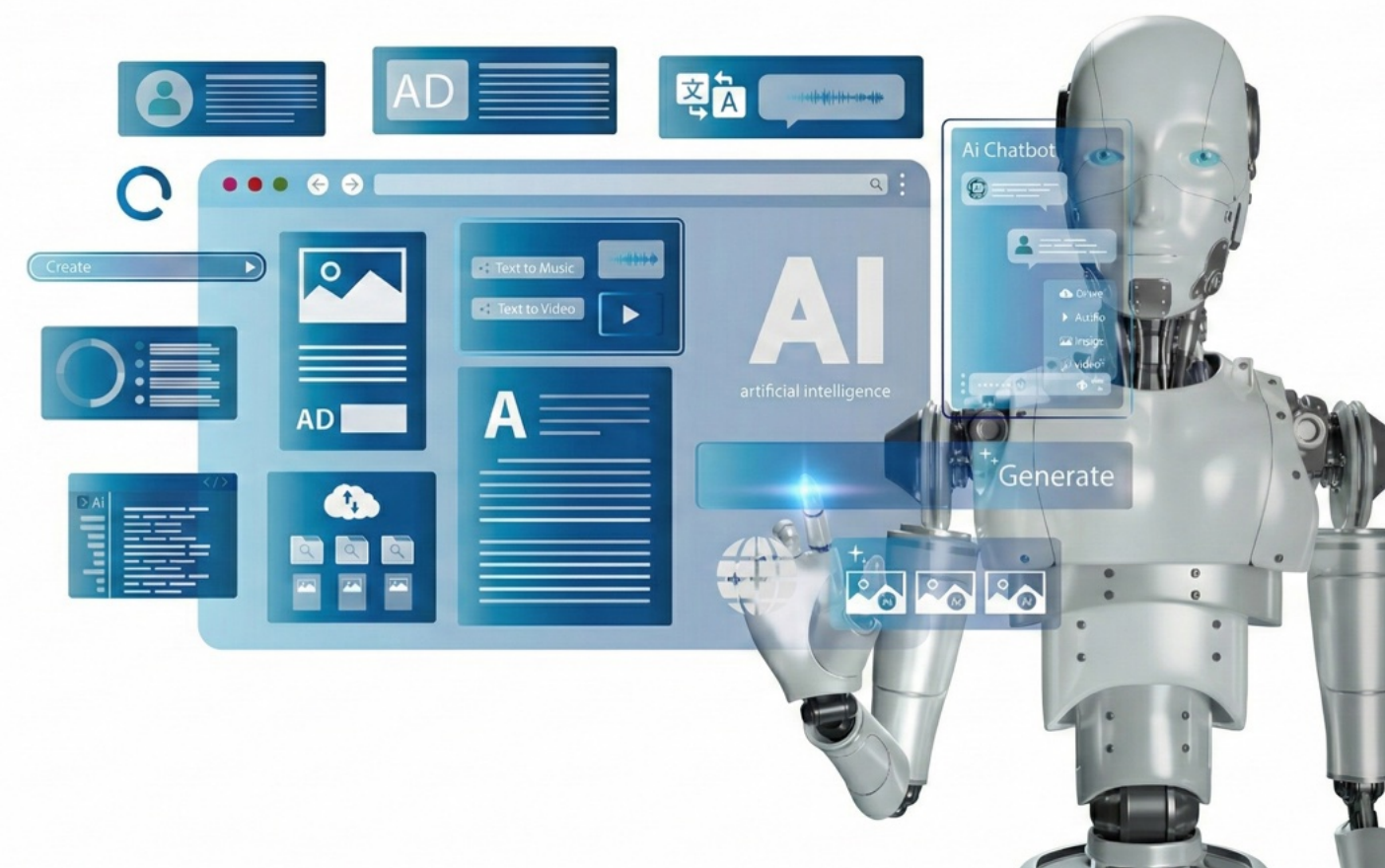


The Aesthetic Society

The Aesthetic Foundation

Organic Traffic & AI Overviews

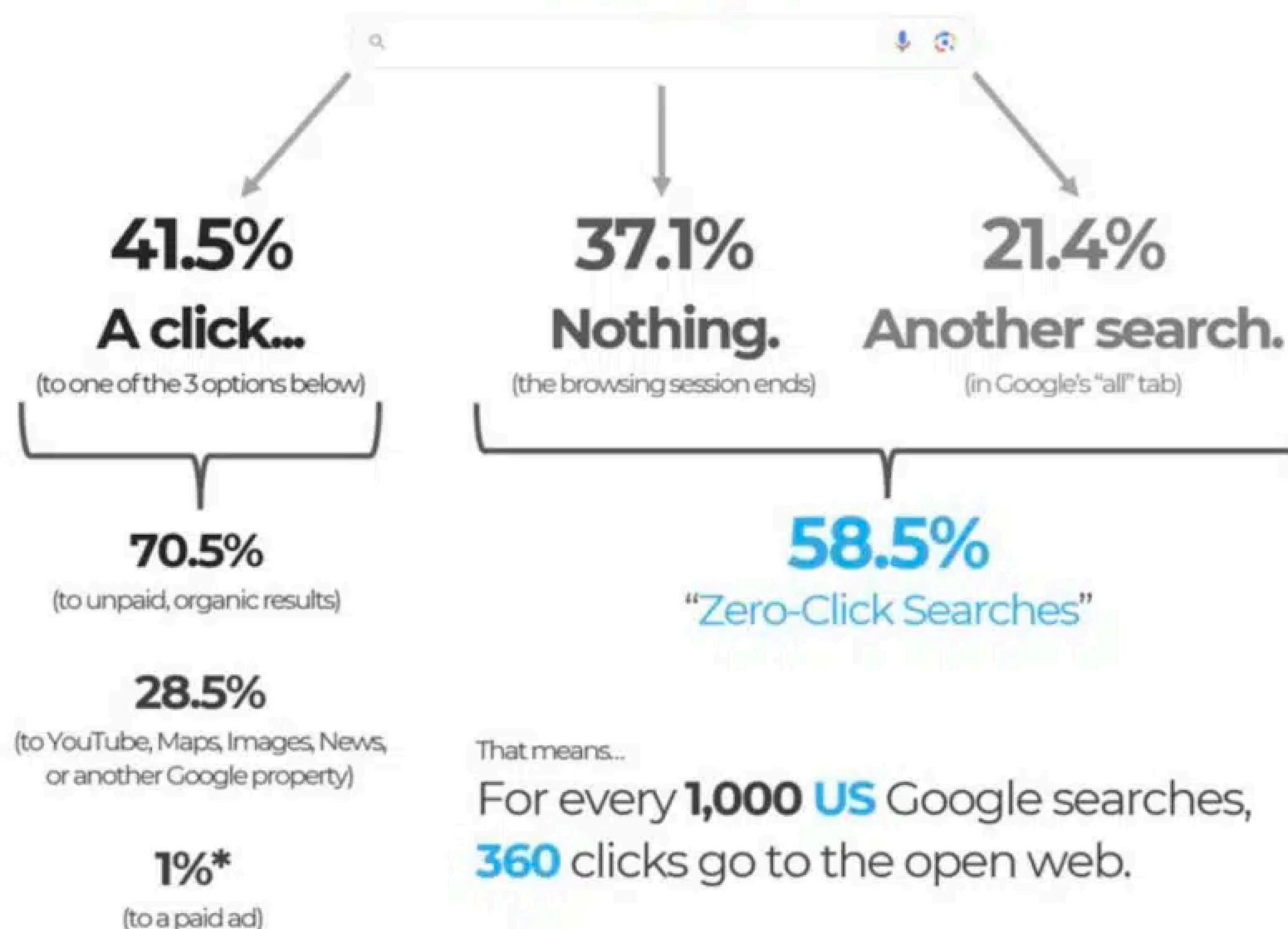
- **Key Findings:**
- **Decline in Click-Through Rates:** A study by Advanced Web Ranking observed that AI Overviews appeared in 42.5% of search results in Q4 2024, correlating with a 7.31 percentage point drop in desktop CTR for informational queries. [Search Engine Journal](#)
- **Reduction in Organic Traffic:** Research by Gilad David Maayan estimated that AI Overviews could lead to an 18-64% decrease in organic traffic for websites, especially those providing informational content. [WebFX+4Playbook](#)
[Creative+4bounteous.com+4](#)
- **Zero-Click Searches:** The prominence of AI Overviews has contributed to the rise of "zero-click" searches, where users obtain the needed information directly from the search results without visiting external sites.



Organic Traffic & AI Overviews

In 2024, what happens after **Americans** search

Google?



* Use of ad blockers may impact paid CTR calculations

Source: clickstream panel provided by  **DatoS**
A Semrush Company

Assembled & analyzed by  **SparkToro**

- Nearly 60% of Google searches end without a click in 2024



Identifying High Quality Keywords



People also ask

How much does breast augmentation cost in San Diego?

Who is the best boob doctor in San Diego?

What boob jobs are covered by insurance?

How many cc is a size C cup?

Feedback

People also search for

- Breast augmentation San Diego price

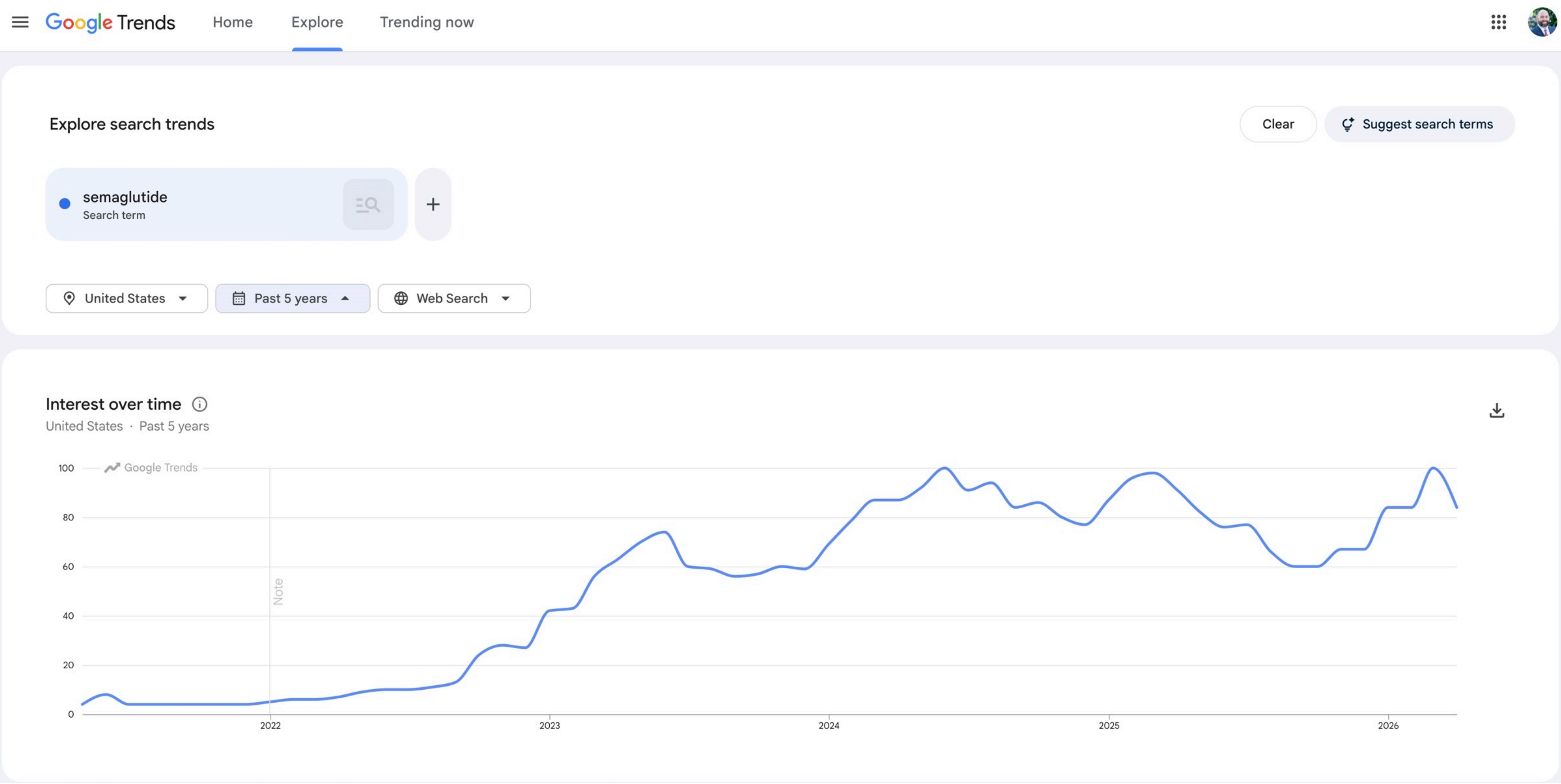
top-rated plastic surgeons in san diego
- Breast augmentation San Diego reddit

Breast lift San Diego
- Best breast augmentation San Diego

Plastic surgery San Diego
- Natural breast augmentation San Diego

La Jolla breast augmentation

Identifying High Quality Keywords



Identifying High Quality Keywords

Explore search trends

Clear Suggest search terms

breast augmentation
Search term

plastic surgeon
Search term

tummy tuck
Search term

+

United States

Past 24 hours

Web Search

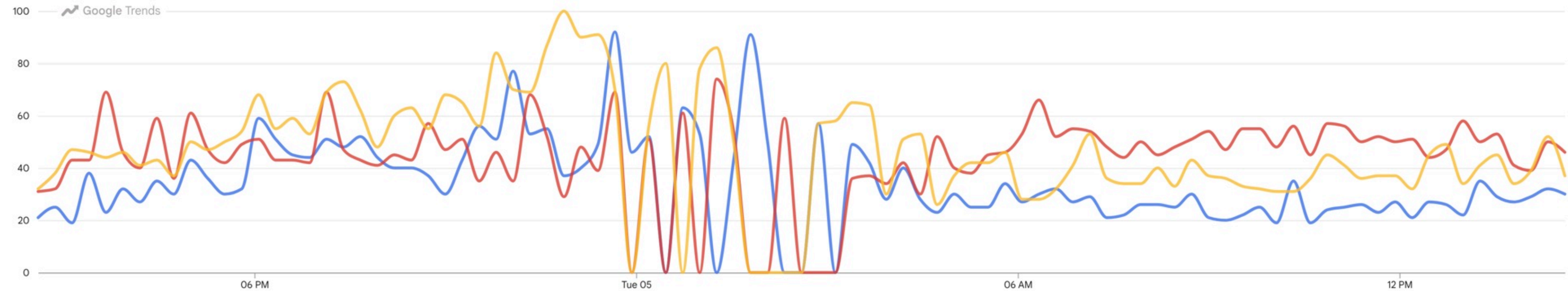
Interest over time ⓘ

United States · Past 24 hours



Average interest ⓘ

United States · Past 24 hours



Identifying High Quality Keywords

Explore search trends

Clear

I've provided search terms related to **breast augmentation** and common cosmetic procedures.

plastic surgery
Search term

breast augmentation
Search term

breast reduction
Search term

breast lift
Search term

cosmetic surgery
Search term

breast implant
Search term

breast augmentation recovery
Search term

types of breast implants
Search term

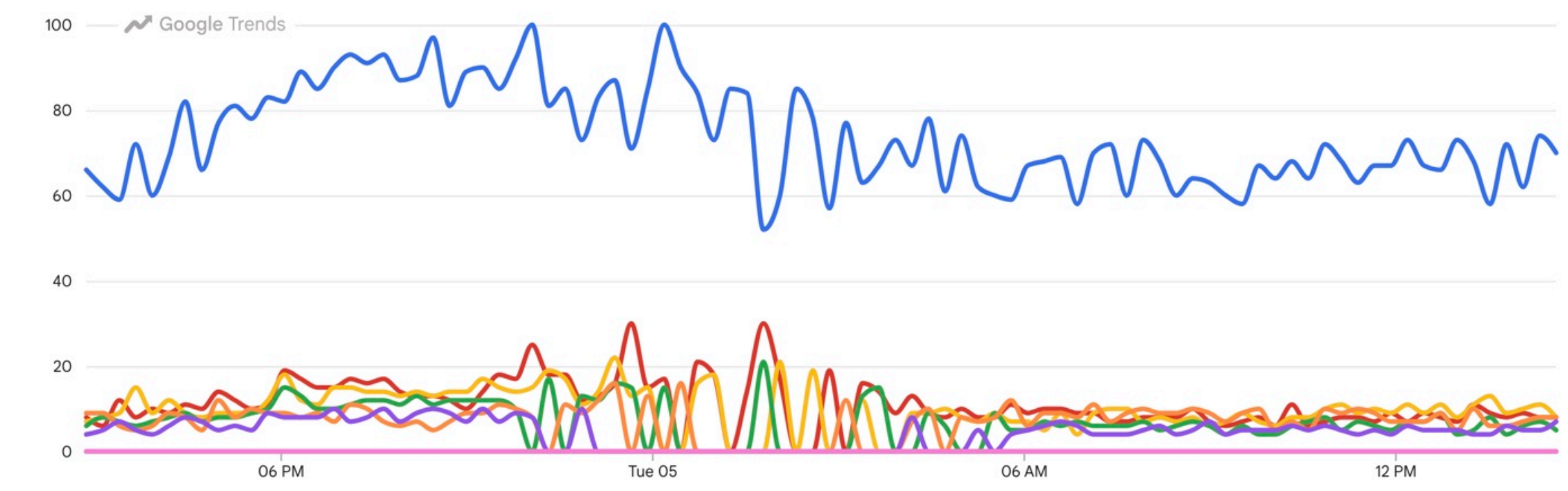
United States

Past 24 hours

Web Search

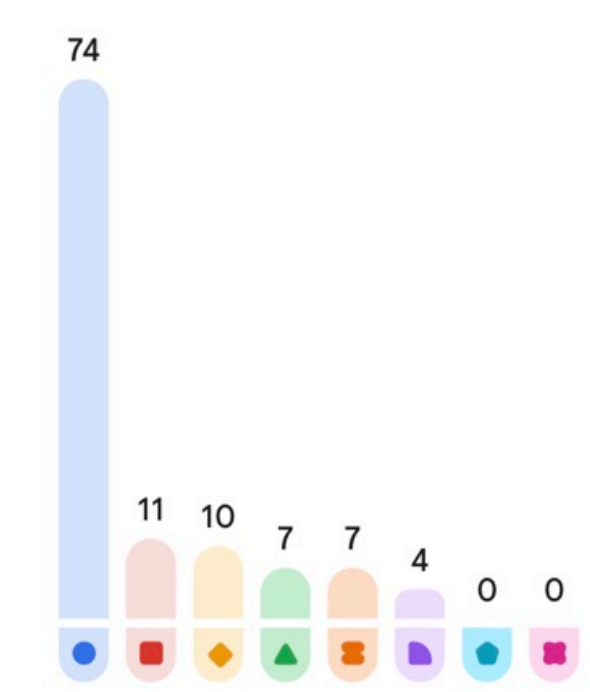
Interest over time

United States · Past 24 hours



Average interest

United States · Past 24 hours



Suggest search terms

What's your area of interest?

breast augmentation

Find search terms

Related suggestions

- Compare breast augmentation and breast lift
- Common plastic surgery procedures
- Trends in cosmetic surgery
- Recovery time for breast surgery
- Breast augmentation vs breast reduction
- Types of breast implants
- Search interest in cosmetic procedures by state
- Plastic surgery terminology

Gemini in Google Trends is an experimental AI feature. [Learn more](#)



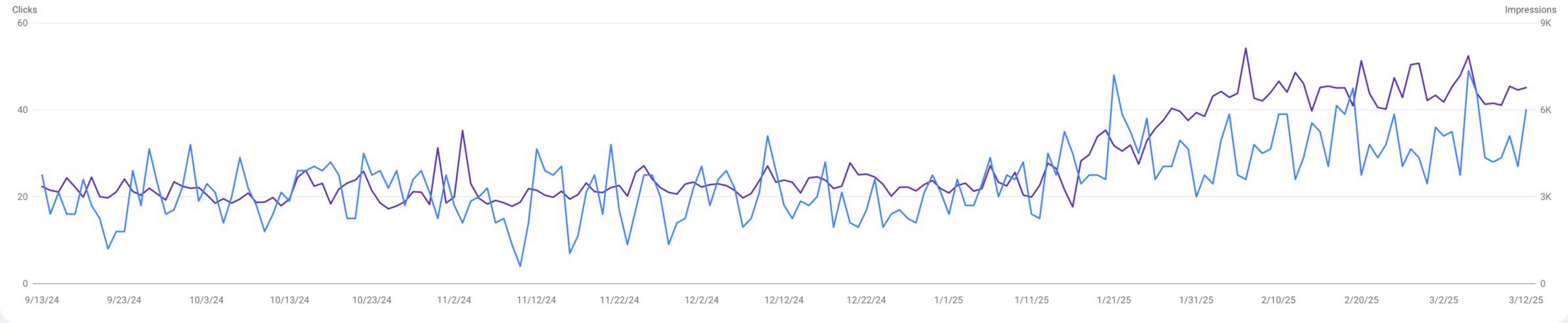
Google Search Console

☒ Total clicks
4.3K

☒ Total impressions
760K

☐ Average CTR
0.6%

☐ Average position
32.1



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
breast augmentation					Clicks ↓ Impressions
liposuction					1 5,616
breast augmentation san diego					64 4,788
plastic surgery san diego					33 4,780
facelift san diego					19 4,755
liposuction san diego					9 4,716
botox san diego					0 4,483



Identifying High Quality Keywords

Add filter				Search terms					
☐ Search term	Match type	Added/Excluded	Ad group	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	
Total: Search terms 2				239	4,121	5.80%	\$6.49	\$1,551.68	
☐ blepharoplasty	Phrase match (close variant)	None	Plastic	4	73	5.48%	\$2.10	\$8.41	
☐ plastic surgeon near me	Exact match	✓ Added	Plastic	16	72	22.22%	\$7.70	\$123.26	
☐ breast augmentation	Phrase match (close variant)	None	Plastic	2	48	4.17%	\$3.08	\$6.15	
☐ plastic surgery of westchester	Exact match	None	Dynamic Plastic	3	47	6.38%	\$13.21	\$39.63	
☐ cosmetic surgery associates of new york	Exact match	None	Dynamic Plastic	2	38	5.26%	\$7.27	\$14.54	
☐ lower blepharoplasty	Phrase match (close variant)	None	Plastic	1	33	3.03%	\$2.51	\$2.51	
☐ rhinoplasty	Phrase match (close variant)	None	Plastic	0	29	0.00%	—	\$0.00	
☐ eyelid surgery	Phrase match (close variant)	None	Plastic	1	28	3.57%	\$4.57	\$4.57	
☐ gynecomastia surgery	Phrase match (close variant)	None	Plastic	0	28	0.00%	—	\$0.00	
☐ neck lift	Phrase match (close variant)	None	Plastic	1	28	3.57%	\$8.30	\$8.30	
☐ plastic surgery	Exact match	✓ Added	Plastic	0	27	0.00%	—	\$0.00	
☐ breast lift	Phrase match (close variant)	None	Plastic	3	27	11.11%	\$2.83	\$8.50	
☐ liposuction	Phrase match (close variant)	None	Plastic	1	26	3.85%	\$2.12	\$2.12	
☐ skin center hartsdale	Phrase match (close variant)	None	Plastic	0	23	0.00%	—	\$0.00	
☐ breast surgeons near me	Phrase match (close variant)	None	Plastic	1	21	4.76%	\$2.78	\$2.78	
☐ plastic surgeon scarsdale	Exact match	✓ Added	Plastic	3	20	15.00%	\$13.90	\$41.70	
☐ oculoplastic surgeon near me	Phrase match (close variant)	None	Plastic	5	20	25.00%	\$4.43	\$22.15	
☐ plastic surgeon	Exact match	✓ Added	Plastic	0	18	0.00%	—	\$0.00	
☐ labiaplasty	Phrase match (close variant)	None	Plastic	0	17	0.00%	—	\$0.00	
☐ upper blepharoplasty	Phrase match (close variant)	None	Plastic	1	16	6.25%	\$1.19	\$1.19	
☐ upper blepharoplasty cost	Phrase match (close variant)	None	Plastic	2	16	12.50%	\$3.98	\$7.97	
☐ facial balancing	Phrase match (close variant)	None	Plastic	0	15	0.00%	—	\$0.00	
☐ mole removal near me	Phrase match (close	None	Plastic	0	15	0.00%	—	\$0.00	



Identifying High Quality Keywords

ChatGPT 4o ▾

Temporary



ChatGPT

What can I help with?

Ask anything



Search



Deep research



Create image



Analyze data



Summarize text



Brainstorm

More

Content Creation & Optimization

Page inspect: ahrefs.com/blog/enterprise-seo-roi-calculator/ Enterprise SEO ROI Calculator

How to use

TextAI DetectorHTML

26 May 2025, 12:53 PM

Understanding the metrics

Total SEO Costs (\$):

All expenses directly associated with SEO efforts, including tools, salaries, content creation, link building, and agency fees. These costs are the basis for calculating Customer Acquisition Cost (CAC).

Total Customers Acquired:

The number of customers gained through organic search over a specific time frame. This value is crucial for assessing SEO's effectiveness in acquiring new customers.

Average Revenue per Customer (ARPC) (\$):

The average amount of revenue generated per customer. Calculated as total revenue divided by the number of customers acquired.

Churn Rate (%):

The percentage of customers lost over a specific period. This affects the customer retention period, which is calculated as: $\text{Retention Period} = 1 / \text{Churn Rate}$

Gross Margin (%):

The percentage of revenue retained after deducting the cost of goods sold (COGS). This ensures only profits are considered when evaluating customer lifetime value (LTV).

Discount Rate (%):

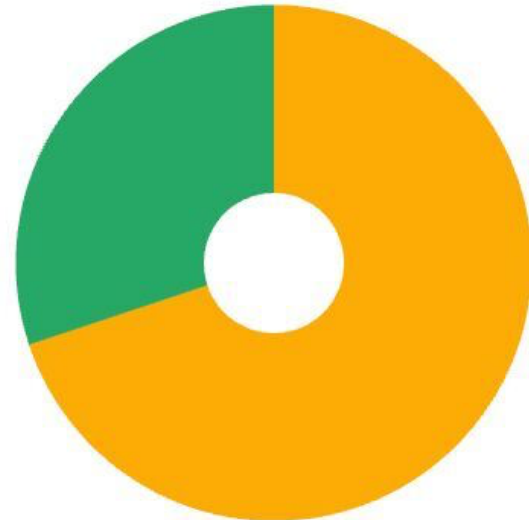
Reflects the time value of money, adjusting future revenues to present value. The Net Present Value (NPV) of LTV accounts for this factor: $\text{NPV of LTV} = \text{LTV} / (1 + \text{Discount Rate})$

AI content level

High

70% of the content is AI generated

AI Ratio



GPT-4o	70%
Human	30%

AI-generated text is highlighted in different colors based on the most likely detected LLM. Detection is based on patterns and is not always 100% accurate. The stronger the color, the more confident we are that the text was AI-generated.

RM ROSEMONT
MEDIA EST. 2008

AACD American Academy
of Cosmetic Dentistry®



Google Ads

Desktop

Google

plastic surgeon San Diego

×

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https://www.primeplasticsurgery.com

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Get Beautiful, Fuller Breasts | 30,000+ Procedures Performed | Board Certified Surgeons. Premier Breast Augmentation Provider in San Diego. Top Rated Plastic Surgeons. 5 Stars Rating. 20+ Years Exp. Natural-Looking Results.

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📞 Call us

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https://www.bolithomd.com

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San Diego's trusted facial surgeons, offering deep-plane facelifts with incredible results

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Top Plastic Surgery San Diego - Voted Top Plastic Surgeon

Face, Breasts, Body Contouring – Voted Top Plastic Surgeon – Seamless, Stunning Results

Plastic surgeon · La Jolla · Open · Closes 5 PM



Mobile

3:33

Google

plastic surgeon san die

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Jobs

Results for **San Diego, CA** · [Choose area](#) ·

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Plastic Surgeon | San Diego

Breast AugmentationLiposuctionE

Sadrian Plastic Surgery

5.0 ★★★★★ (3... · Plastic Surg...

25+ years in business

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You viewed May 6

📞 CALL

La Jolla Plastic Surgery & Der...

4.9 ★★★★★ (... · Plastic Surge...

24+ years in business

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📞 CALL

More Plastic Surgeon

Sponsored

3:33

Google

plastic surgeon san die

×

Top rated

Salary

Within 5 mi

Jobs

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https://www.bolithomd.com

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Dr. Bolitho Specializes In Facelift Surgery Helping Patients Reverse Common Signs ...

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drchasan.net

https://www.drchasan.net

Ranch & Coast Plastic Surgery | Results in Just 1 Session

CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin ...

Places

Campaigns

Custom

Jan 1 – 31, 2025

<>[Show last 30 days](#)

Campaigns

Drafts

Settings

+

▼

Add filter

🔍

≡

📊

📈

📄

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▼

Search

Segment

Columns

Reports

Download

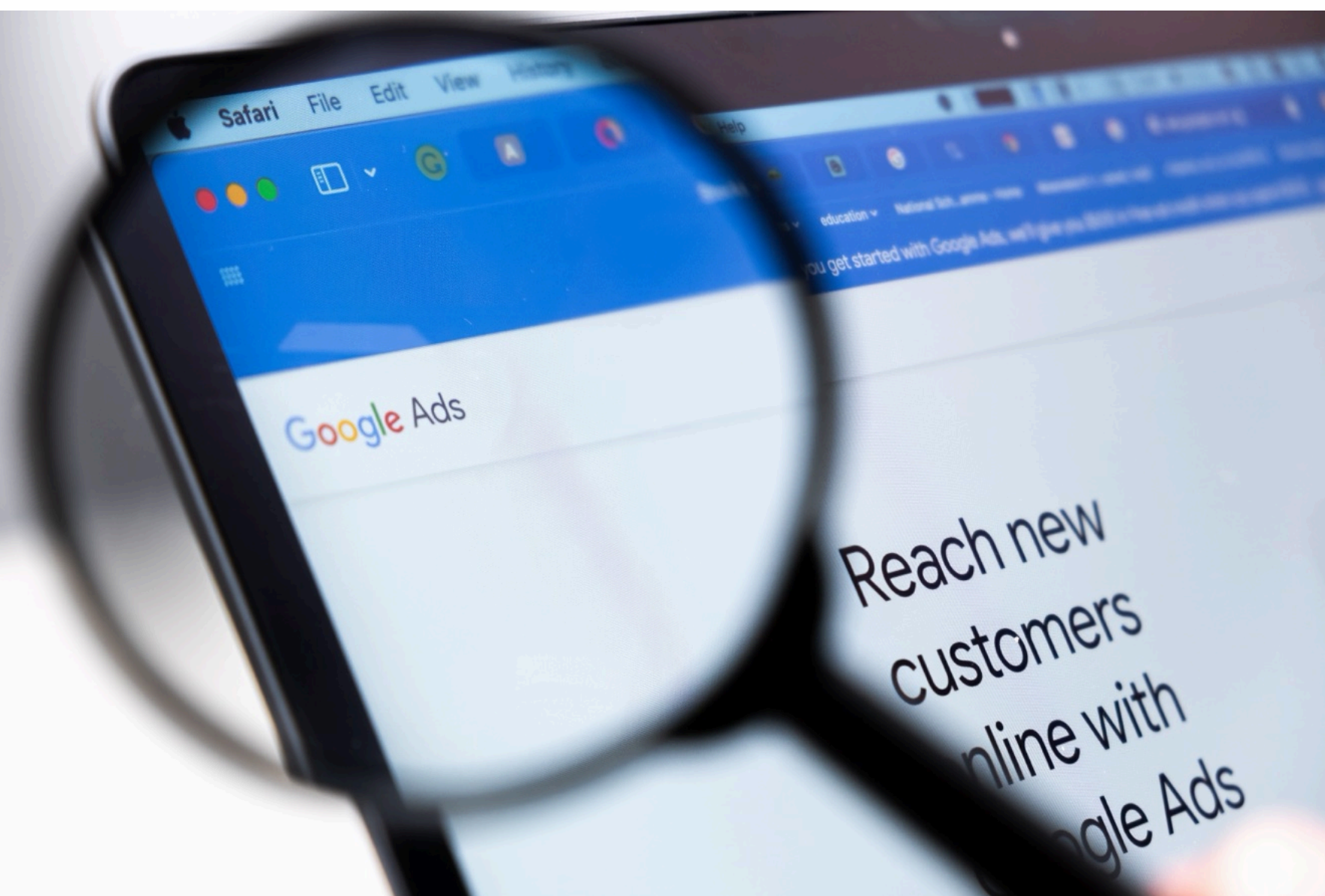
Expand

More

☐	☒	Campaign	Campaign type	Impr.	CTR	Cost	Bid strategy type	↓ Clicks	Conv. rate	Conversion:	Avg. CPC	Cost / conv.
	▼	📁 Drafts in progress: 0										
☐	☒	🔍 Plastic Surgeon	Search	17,092	5.73%	\$4,828.99	Maximize clicks	980	3.47%	34.00	\$4.93	\$142.03
☐	☒	🔍 Breast Augmentation	Search	0	—	\$0.00	Maximize conversions	0	0.00%	0.00	—	\$0.00
☐	☒	🔍 Tummy Tuck	Search	0	—	\$0.00	Maximize conversions	0	0.00%	0.00	—	\$0.00
Total: Campaigns in your current view ?				17,092	5.73%	\$4,828.99		980	3.47%	34.00	\$4.93	\$142.03
	▼	Total: Account ?		17,092	5.73%	\$4,828.99		980	3.47%	34.00	\$4.93	\$142.03

1 - 3 of 3

Google Ads Bidding Types



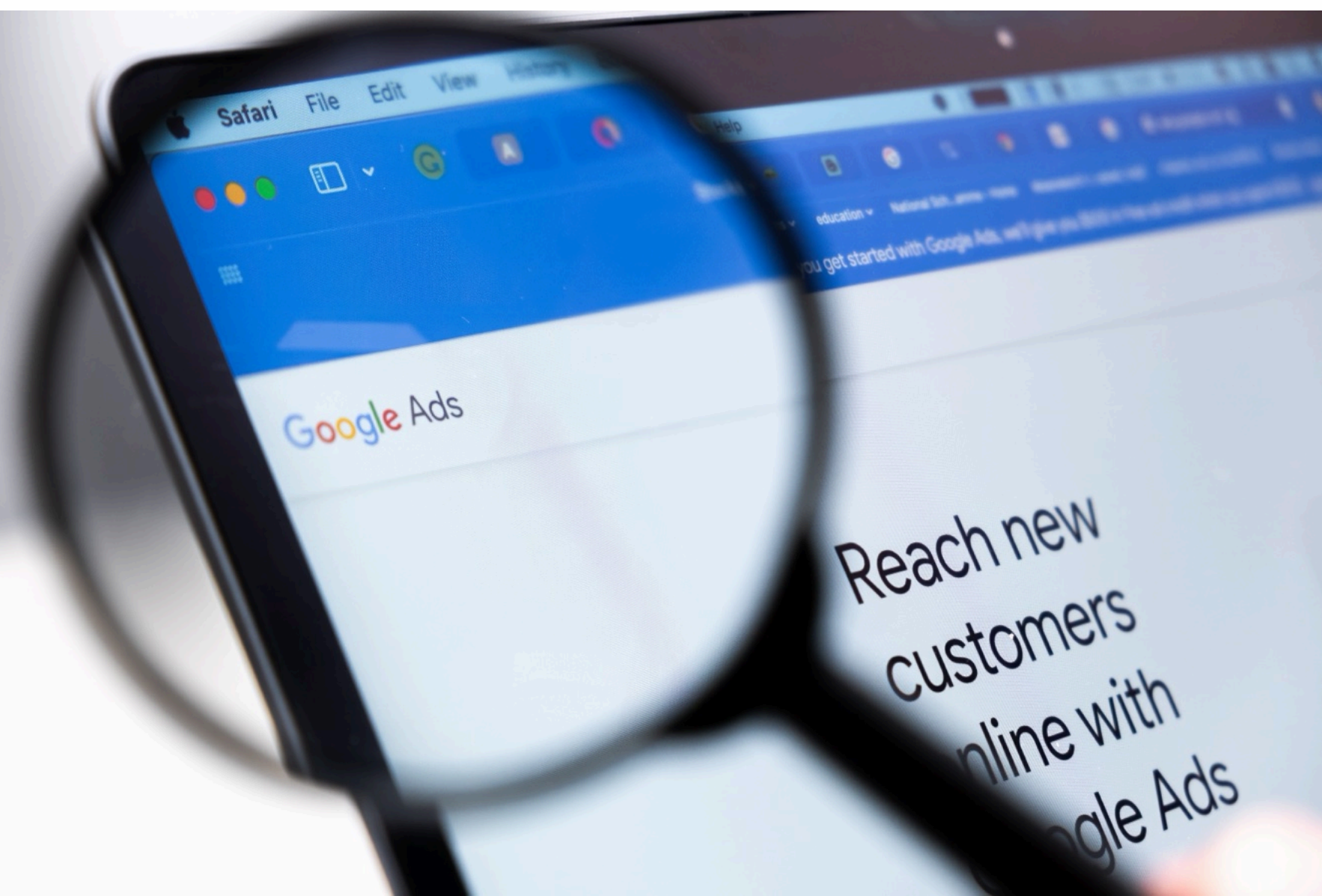
- **Manual CPC (Cost-Per-Click):** You set maximum bids for clicks manually. Good for budget control.
- **Enhanced CPC:** Google adjusts your bids to increase conversions while staying within budget.
- **Maximize Clicks:** Google automatically adjusts bids to get the most clicks within your budget.
- **Maximize Conversions:** AI-driven bidding to get the most conversions for your budget.

Google Ads Keyword Types



- **Broad Match:** Ads show for related searches, including synonyms, misspellings, and variations
- **Phrase Match:** Ads show when the search contains the phrase in the same order, with words before or after
- **Exact Match:** Ads trigger only for very close variations of the keyword
- **Negative Keywords:** Prevents ads from appearing for irrelevant or low-quality searches.

Google Ads Broad Match



Overview

Recommendations

Insights and reports

Insights

Auction insights

Search terms

When and where ads showed

Landing pages

Stores

Report editor

Dashboards

Campaigns

Campaigns

Ad groups

Ads

View (2 filters)
All campaigns

Campaign
Tummy Tuck

Ad groups (1)
Select an ad group

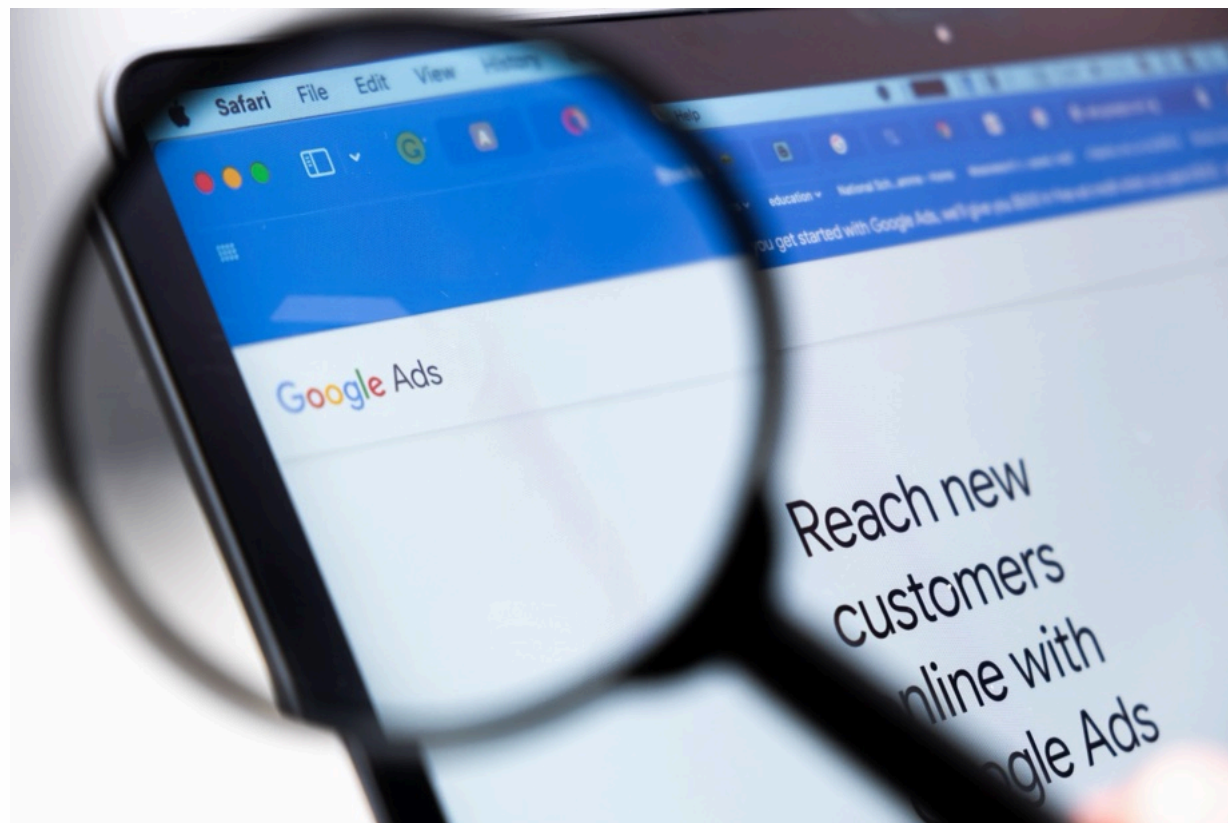
Enabled Status: All ads limited by policy Type: Search Budget: Portfolio Max

3 selected Add as keyword Add as negative keyword

	Search term	Match type	Added/Excluded	Ad group
Total: Search terms				
	neur de is tummy tuck			
	how long does it take to recover from a tummy tuck with muscle repair	Broad match	None	Tummy Tuck
	how to shrink your stomach without surgery	Broad match	None	Tummy Tuck
☒	lap band surgery cost	Broad match	None	Tummy Tuck
☒	lap band surgery price	Broad match	None	Tummy Tuck
☐	lipedema surgery	Broad match	None	Tummy Tuck
☐	lipo surgery near me	Broad match	None	Tummy Tuck
☐	liposuction	Broad match	None	Tummy Tuck
☐	liposuction clinic near me	Broad match	None	Tummy Tuck
☐	liposuction in phoenix	Broad match	None	Tummy Tuck
☐	mommy makeover surgery	Broad match	None	Tummy Tuck
☐	natural tummy tuck exercise	Broad match	None	Tummy Tuck
☐	new life plastic surgery	Broad match	None	Tummy Tuck
☐	paid tummy tuck trials near me	Broad match	None	Tummy Tuck
☐	plastic surgeon chandler	Broad match	None	Tummy Tuck

Google Ads Performance Max (PMax) for Plastic Surgery Practice

Overview, Pros & Cons, and The Role of AI



OVERVIEW OF PMAX FOR PLASTIC SURGERY

- **Performance Max (PMax):** An automated, goal-based campaign type.
- Reach customers across all Google channels from one campaign (Search, YouTube, Display, Discover, Gmail, Maps).
- Focuses on maximizing conversions or conversion value for a target CPA (Cost Per Acquisition).
- Ideal for practices looking to expand beyond keyword search and reach patients at different stages.
- Requires solid conversion tracking for success.



PROS

- **Broader Reach & New Patients:** Tap into new audiences across the entire Google ecosystem.
- **Automated Optimization:** AI continuously works to find high-value potential patiental patients.
- **Simplified Campaign Management:** Consolidates various campaign types into one, reducing setup time.
- **Creative Automation:** Automatically generates multiple ad formats using provided assets.
- **Potentially Lower CPAs & Higher ROI:** Achieved through sophisticated real-time bidding strategies.



CONS

- **Reduced Control & Visibility:** Less control over bidding, placements, and specific keywords compared to traditional search.
- **Requires Strong Initial Assets:** Needs high-quality images, videos, headlines, and descriptions to perform.
- **Steeper Learning Curve:** Can be complex to set up correctly and requires time for machine learning to optimize (the "warm-up" period).
- **Dependency on Google's AI:** Effectiveness relies heavily on the quality of Google's algorithms for a specific medical niche.
- **Potential for Brand Misalignment:** Without tight controls, ads might appear on less desirable placements.



THE ROLE OF AI IN PMAX



- **Real-Time Smart Bidding:** Sets optimal bids for every auction using countless signals.
- **Audience Targeting & Expansion:** Finds similar patients and predicts high-potential customers.
- **Asset Generation & Optimization**
- **Asset Generation & Optimization:** Tests and combines text, images, and videos for the best-performing creative.
- **Data Analysis & Budget Allocation:** Continuously shifts budget to channels and placements with the best performance.
- **Attribution Modeling:** Measures the true impact of different channels on final patient appointments.

Sponsored results

manhattanarchcollective.com
<https://www.manhattanarchcollective.com/full-mouth-implants>

Complete Mouth Restoration - Full Set. Fixed Forever



Eat anything again. No dentures, just lasting implants. High success rates. Free consult. Smile, speak, and eat fearlessly. Permanent teeth built to last. Book today. Meet Our Team. Book Online.

lp.nuviasmiles.com
<https://lp.nuviasmiles.com/all-on-4-dental-implants>

Full Mouth Dental Implants | Affordable Payment Plans

Take Our 1-Min Quiz To See If You're Eligible For 24Hr Full Mouth Dental Implants. Nuvia Delivers Beautiful, Custom Fit, Full Mouth Dental Implants in Just 24hrs.



davisdentalaesthetics.newpatientoffer.com
<https://davisdentalaesthetics.newpatientoffer.com>

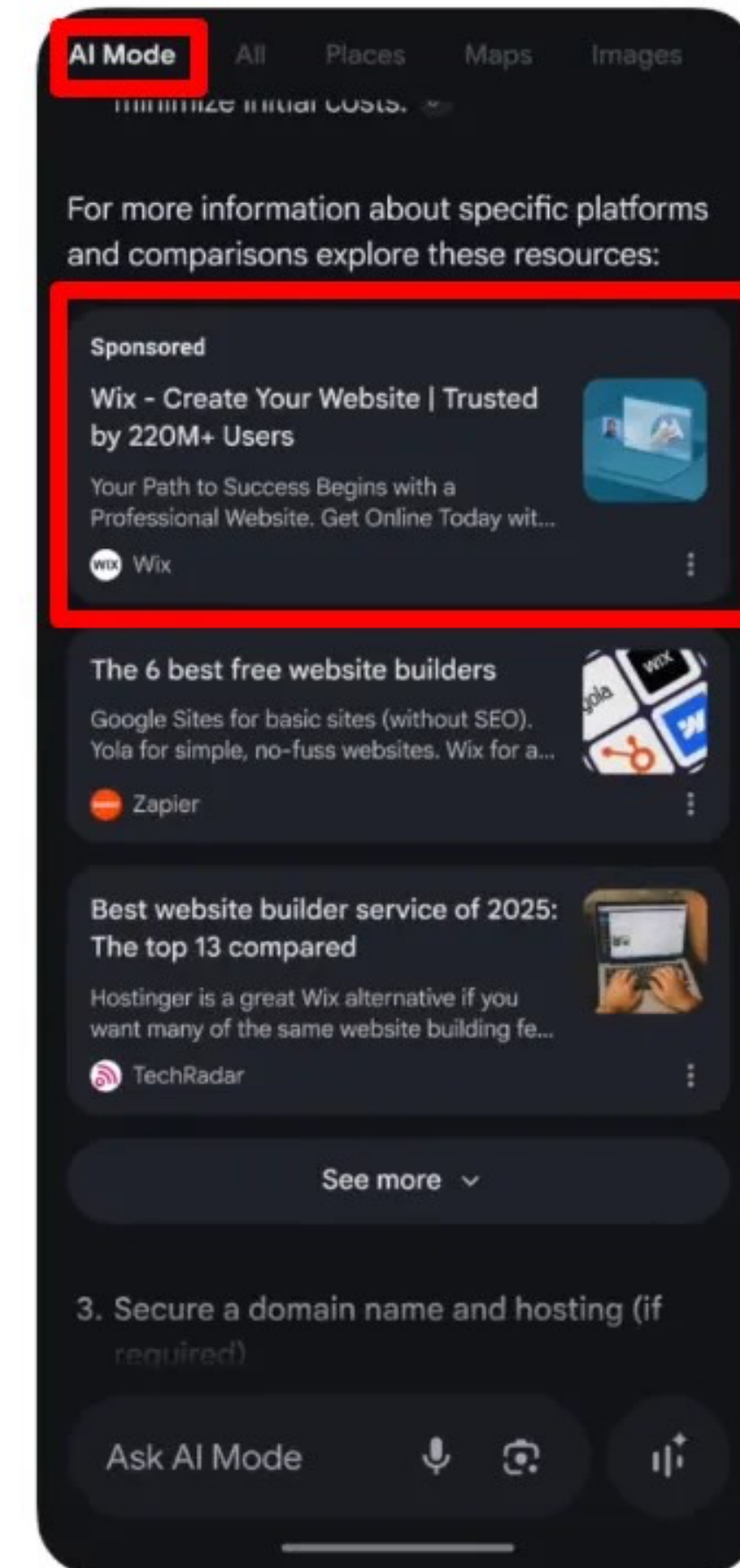
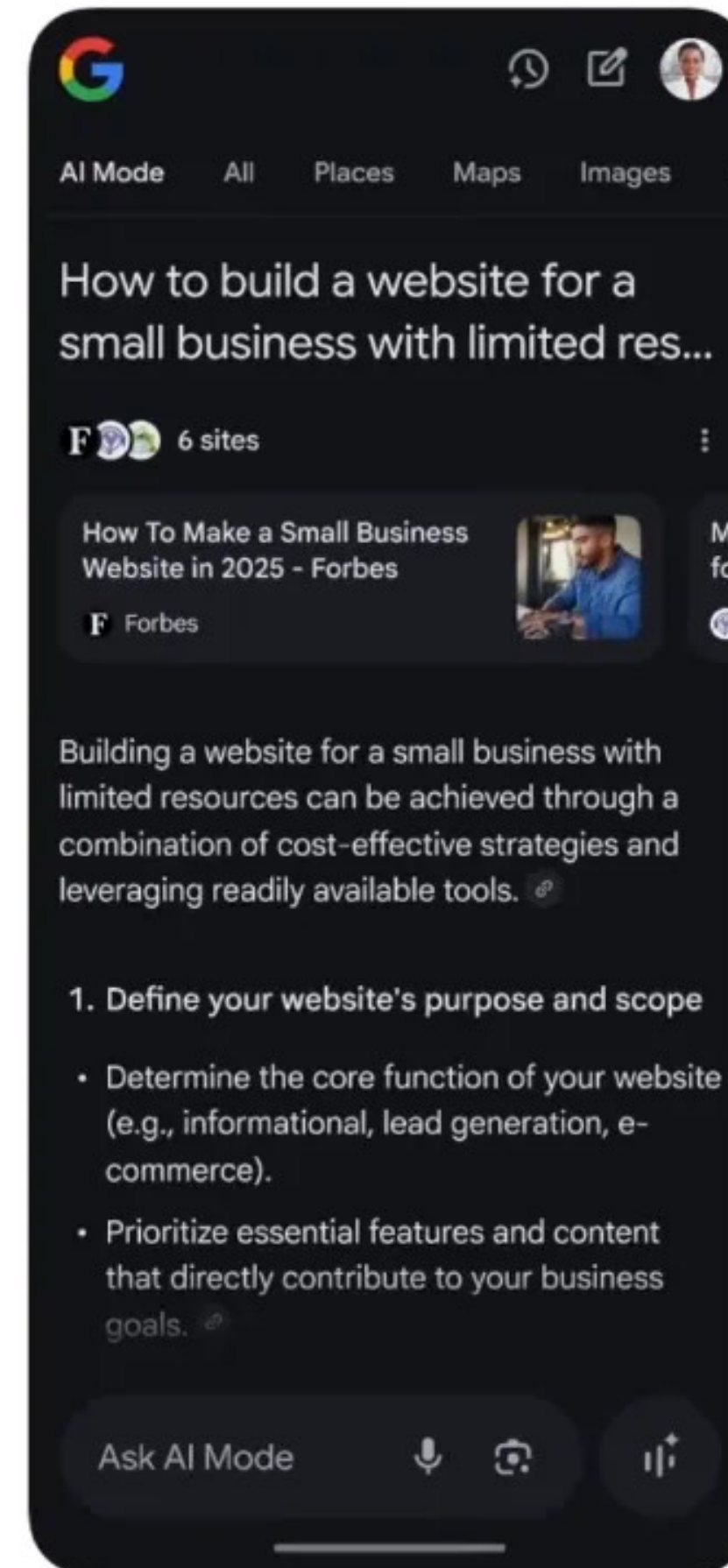
Smile Makeovers Available - A Confident New Smile

Get the smile you've always wanted — veneers, whitening, and bonding available. Transform your teeth with veneers and composite bonding in a calm, modern setting. Flexible Scheduling.

gitlin.aoximplants.com
<https://gitlin.aoximplants.com>

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Includes IV sedation, bone grafting, PRF Plasma, & final Zirconia teeth w/ titanium bar! View All-On-4 pricing, read our...



ChatGPT Ads

Good to see you, Mr Humes.

+ best website design company for plastic surgeons |

Instant ▾



Sponsored

Premium Website Design for Plastic Surgeons by [Rosemont Media](#)
Attract high-value patients with conversion-focused design and SEO.

- ✓ HIPAA-conscious solutions
- ✓ Proven before/after galleries
- ✓ Custom strategy

[\[View Portfolio\]](#)

Understanding ChatGPT Advertising

Key Facts about the Official Launch of ChatGPT Ads

1

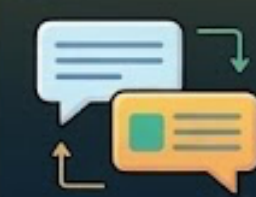
1) LAUNCHED IN 2026 (QUIETLY, BUT SIGNIFICANTLY)



- Officially rolled out: February 9, 2026
- Initially as a pilot program
- Started in the U.S.

2

2) ADS APPEAR INSIDE CONVERSATIONS



- Integrated within the dialogue flow
- Not around the conversation interface
- Show up below user-AI interactions
- Clearly labeled 'Sponsored' content
- Separate from the AI's direct answers



3

3) INTENT-DRIVEN, NOT KEYWORD-DRIVEN TARGETING



- Matched to real-time user questions
- Combined with broader context from prior interactions
- Arguably more precise than Google or Meta



4

4) ONLY FREE-TIER USERS SEE THEM (FOR NOW)



- Limited to Free and 'Go' plan users
- Paid tiers (Plus, Pro, Enterprise) remain ad-free



5

5) ENTERPRISE-LEVEL ADS SEE THEM



- EXPENSIVE & EARLY-STAGE



6

6) ENTERPRISE-LEVEL CHANNEL—



- Early access requirements are high:
 - ~ \$60 CPM (Cost Per Thousand Impressions)
 - ~ \$200K minimum ad spend
- Primarily a playground for major corporations



Source: ChatGPT Advertising Insights

Source: ChatGPT Advertising Insights

AI Call Intelligence

72 Calls from Feb 10, 2025 - Mar 11, 2025 Eastern Time

View results one at a time →

Search Contacts...

Edit Columns

Export

Company	Tracking Number	Source	Start Time▼	Duration	Contact	City	Country	Agent	Keywords	Medium	Qualified	
David [redacted]	DNI on [redacted]	Google Organic	Mar 11 5:35pm	15s	[redacted] Wilson, PA	Philadelphia, PA	US	[redacted]		Organic	+	
David [redacted]	DNI on [redacted]	Direct	Mar 11 3:23pm	56s	[redacted] Los Angeles CA	Los Angeles, CA	US	[redacted]		Direct	+	
David [redacted]	DNI on [redacted]	Google Organic	Mar 11 11:39am	4m 23s	[redacted] Warrington, PA	Warrington, PA	US	[redacted]		Organic		
David [redacted]	DNI on [redacted]	Google Ads	Mar 11 11:24am	abandoned	[redacted] Wireless Caller	Camden, NJ	US	[redacted]	"plastic surgeon"	CPC	+	
David [redacted]	DNI on [redacted]	Google Ads	Mar 11 11:01am	1m 48s	[redacted] Wireless Caller	Norristown, PA	US	[redacted]	"plastic surgeon in philadelphia"	CPC		

1: 03/11/2025

Call back

View timeline

Open details

00:20 / 04:13

[Download MP3](#)

Summary

Transcription

Classification

The caller is making an appointment for an initial consultation with Dr. [redacted] regarding gynecomastia. They are able to schedule an appointment on March 26th at 1:30 PM at the Newtown Square location. The caller is a new patient and provides their personal information, including name, date of birth, and contact details. The office requires a credit card to be placed on file to reserve the appointment, but will only charge a \$50 no-show fee if the appointment is missed without prior notice.

AI Assistants



Conversation, Writing,
Coding, Business Applications



Integrated into Google,
Search, Gmail etc



Personalized, Human Values



Search-Oriented



Integrated into
Windows, Office etc



Blogging, Ad Copy & SEO



GEO, SEO & AEO



GEO

GENERATIVE
ENGINE
OPTIMIZATION

What it is:

Optimizing content to be used and enhanced by AI-powered search and generation engines.

Focus Areas:



Producing Engaging Content



Multimodal AI Optimization
(text, image, video)



Prompt-Friendly &
AI-Ready Content

Example:



"What are some engaging Instagram captions?"

GEO makes content show up in AI-driven search and generation tools like GPT-4.



SEO

SEARCH ENGINE
OPTIMIZATION

What it is:

Optimizing content to rank higher in traditional search engine results like Google & Bing.

Focus Areas:



Keyword Optimization



On-Page & Technical SEO



Backlinks & Content Authority

Example:



"best running shoes"

SEO helps a blog post rank on the first page of Google search results.



AEO

ANSWER ENGINE
OPTIMIZATION

What it is:

Optimizing content to be directly understood and used by AI answer engines & voice assistants.

Focus Areas:



Conversational & Natural
Language Content



Clear, Structured Answers
(FAQs, Snippets, Schema)



Voice Search & AI Assistant
Compatibility

Example:

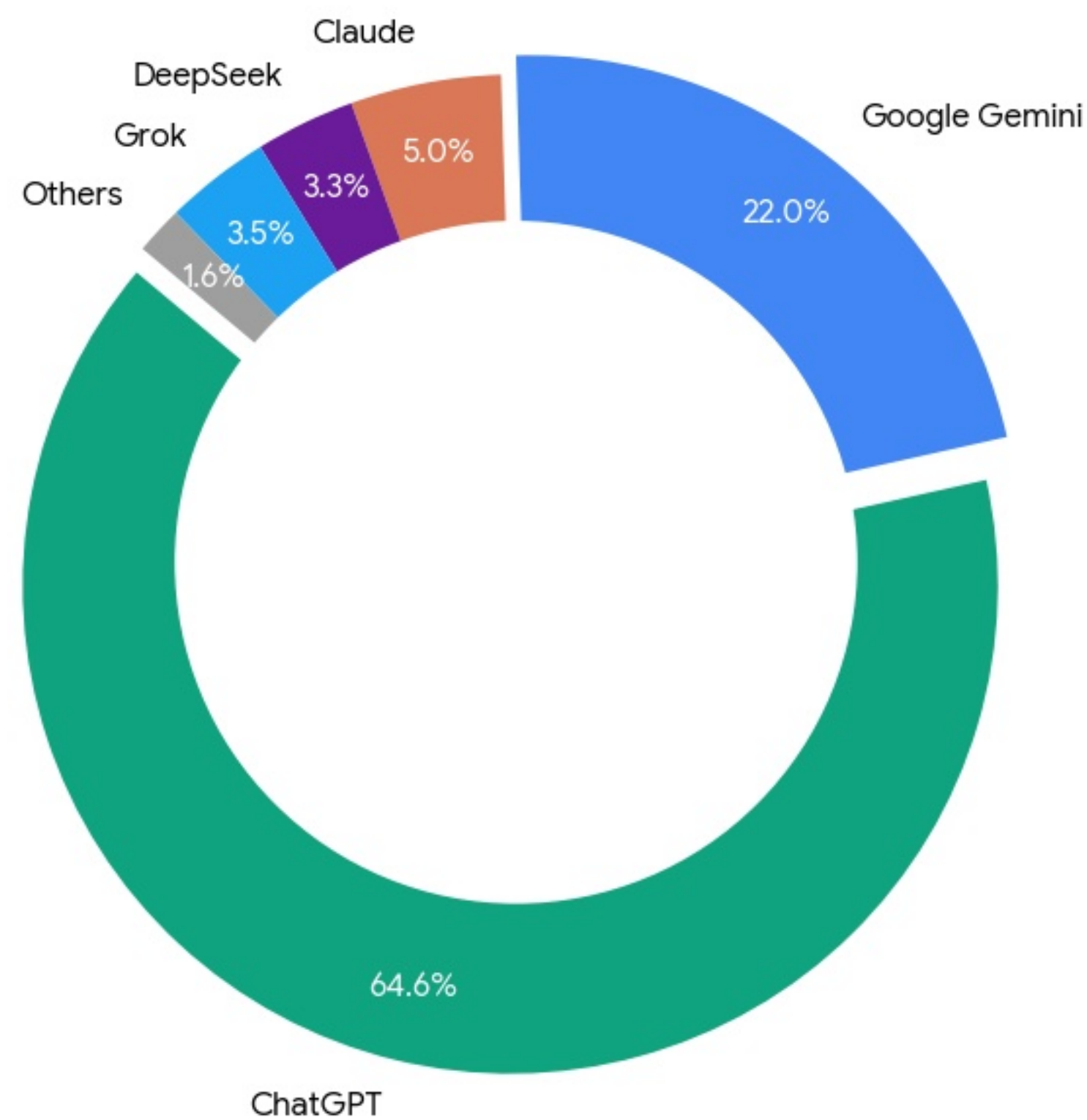


"What are the benefits of green tea?"

AEO helps your content appear as the direct answer in AI responses or voice results.

AI Chatbot Market Share: Gemini vs. ChatGPT

AI Market Share Breakdown (Q1 2026)



ChatGPT (64.6%): Continues to hold the majority share as the "destination of choice" for advanced reasoning, coding, and professional workflows.

Google Gemini (22.0%): The fastest-growing player, benefiting from deep integration into iOS and Android systems.

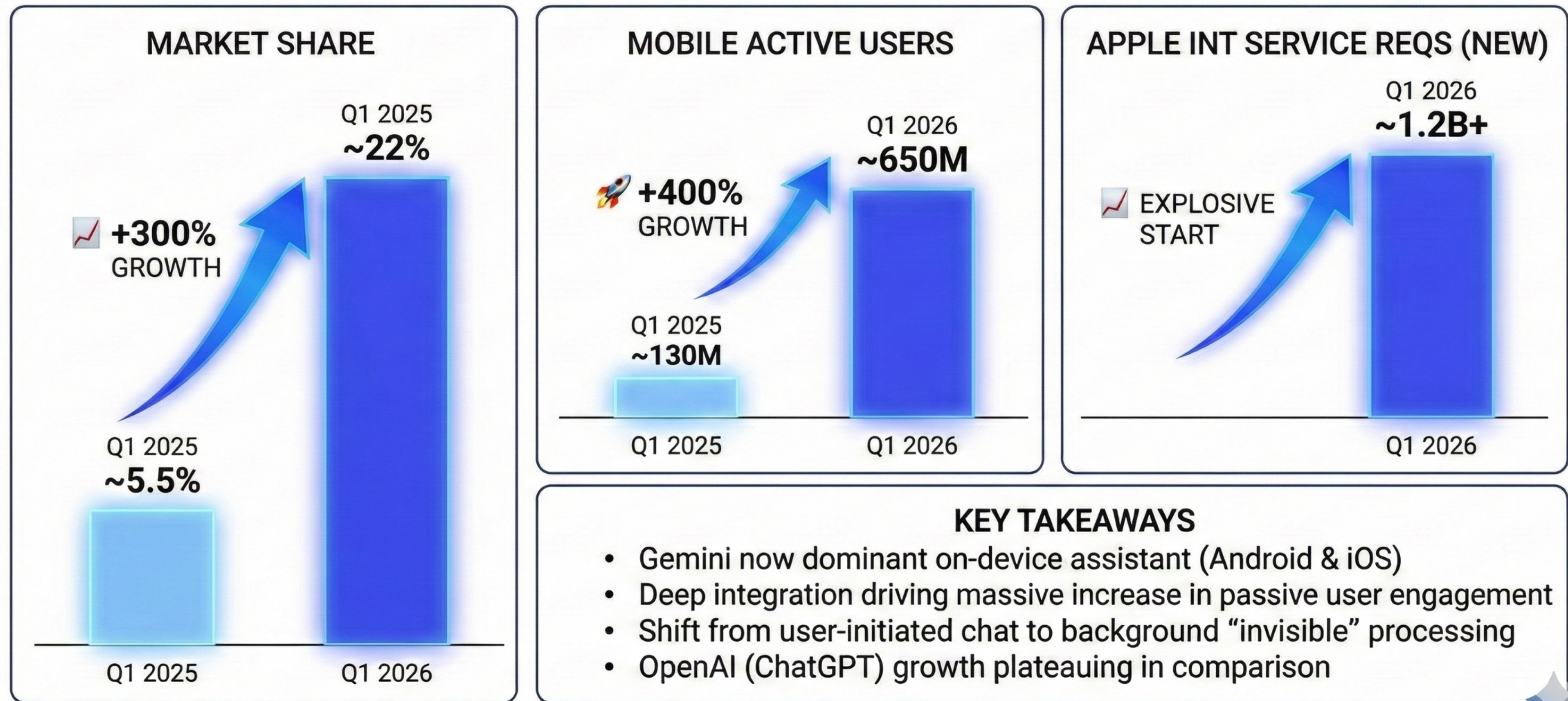
Claude (5.0%): Carving out a steady niche in the enterprise and creative sectors with its focus on "constitutional AI."

Grok (3.5%) & DeepSeek (3.3%): Significant emerging challengers representing real-time social integration and regional mobile dominance, respectively.

Others (1.6%): Includes specialized tools like Perplexity and niche search-based AI.

AI Chatbot Market Share: Gemini vs. ChatGPT

THE RISE OF GEMINI: YEAR-OVER-YEAR GROWTH (Q1 2025 VS Q1 2026)



SOURCE: INDUSTRY DATA ANALYTICS (ESTIMATES)

Apple Intelligence | Gemini

AI Marketing Tasks



- Content Creation & Optimization
- PPC & Ad Optimization
- Chatbots & AI Customer Support
- Social Media Marketing
- Lead Identification & Optimization
- Video Creation
- AI Agents/Agentic AI

SEO SEARCH



MARKEYTIGS



AO-DRIVING
MARKLING INEINS
PLASTIC SURGERY

PLASTIC SURGERY



PLASTIC SURGERY



THE FUTURE OF Plastic Surgery Marketing



CORE SEO PRINCIPLES



EFFECTIVE SEARCH MARKETING

- **FUNDAMENTALS OF SEO:** Identify core SEO principles for plastic surgery; Master keyword research and on-page optimization
- **EFFECTIVE SEARCH ENGINE MARKETING:** Review PPC advertising strategies tailored for plastic surgery; Create and optimize google ad campaigns
- **AI IN MARKETING EFFORTS:** Implement AI tools to monitor and analyze marketing efforts; Utilize AI to enhance personalization, predict trends, and automate marketing tasks
- **TRACKING AND LEAD CONVERSION:** Implement tracking tools to monitor marketing performance
- **EMERGING TRENDS:** Review the latest digital marketing and AI trends relevant to plastic surgery



EMERGING TRENDS



AI Search

ChatGPT 4o ▾

Temporary



What can I help with?

Ask anything

- +

Search

Deep research

...



- Create image

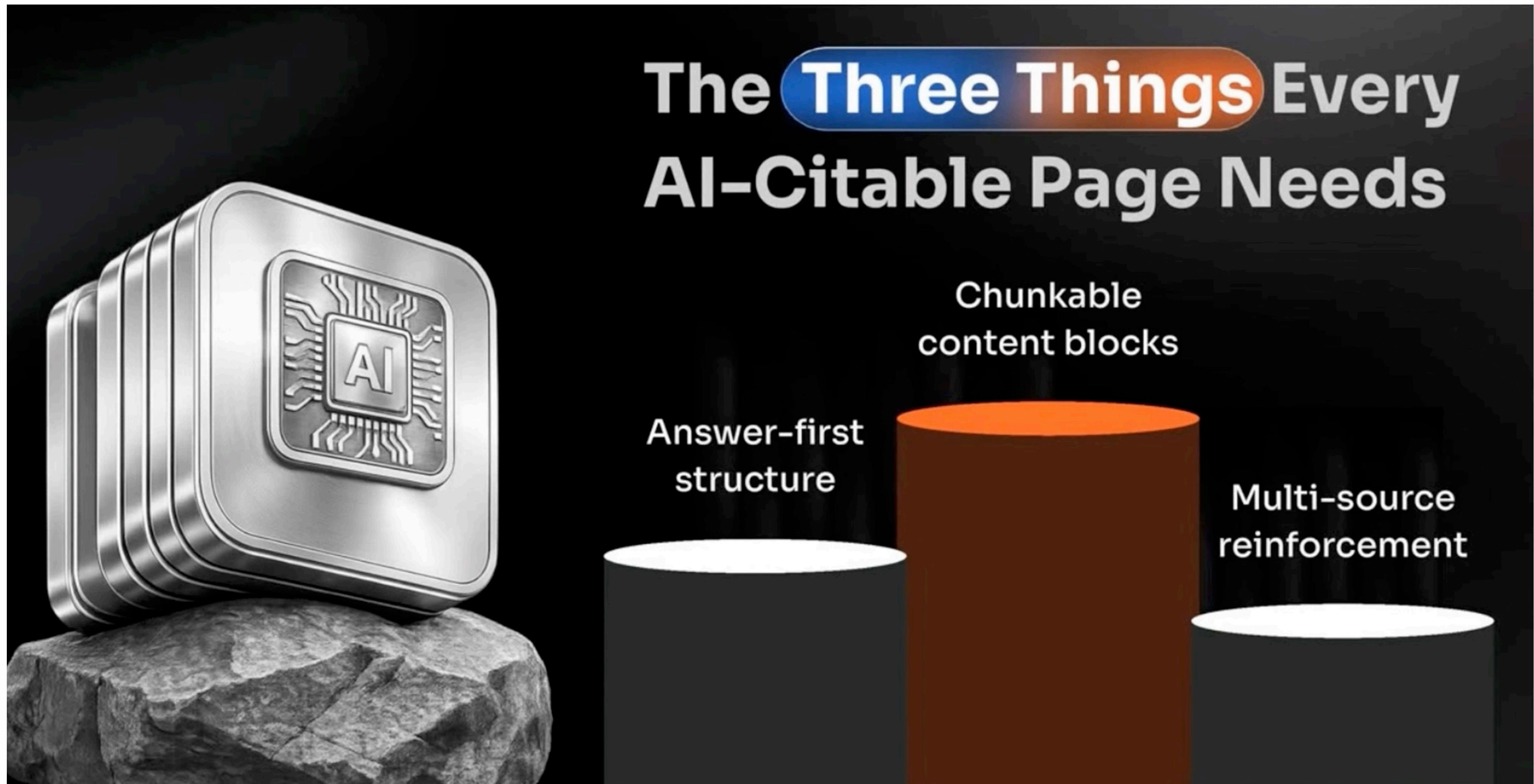
Summarize text

Brainstorm

Make a plan

Code

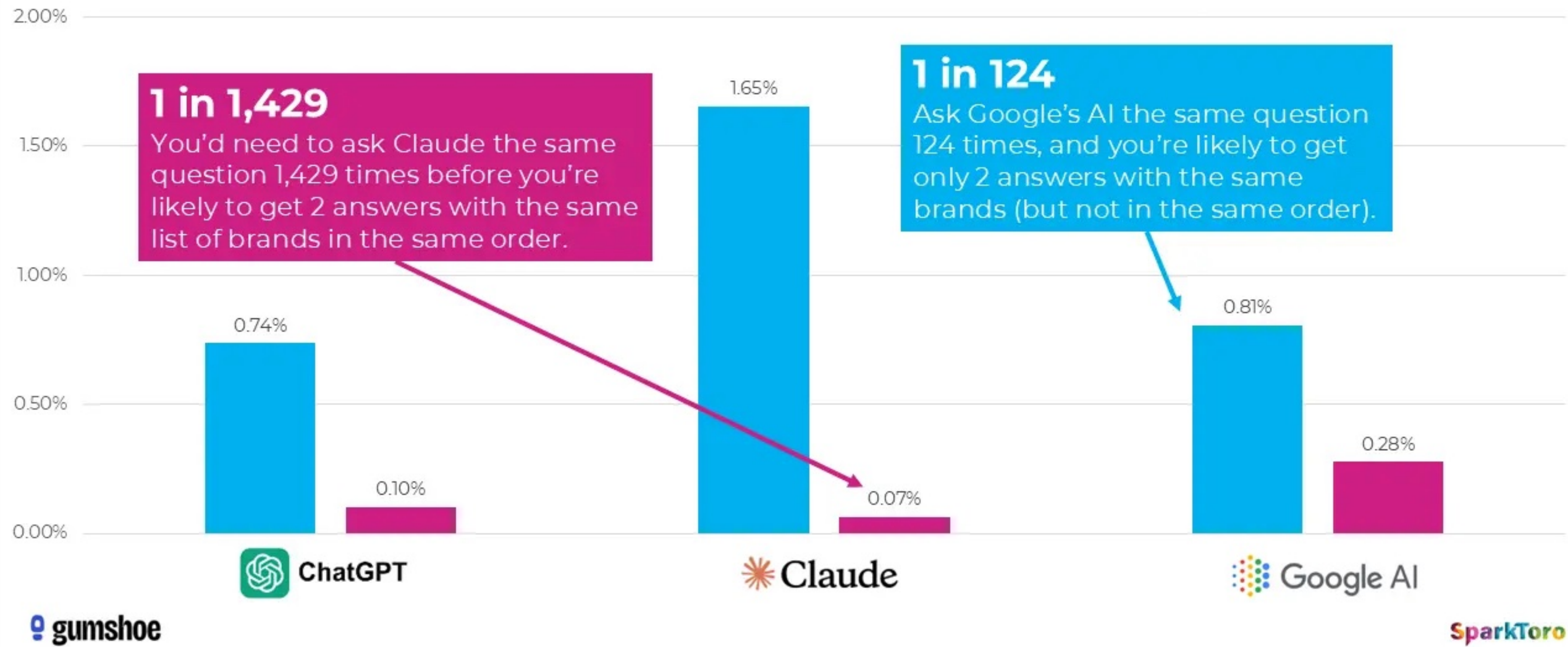
More



AI Search

How Consistent are AI Tool Responses When Presenting Lists of Brands?

- Odds the Same List of Brands Will Be in 2+ Responses
- Odds the Same List of Brands will be in the Same Order in 2+ Responses





AI Search Analytics

Traffic sources

ChannelsSourcesCampaigns ▾

Channel	Visitors ▾
Direct	5,784 41.2%
Search	5,384 38.4%
Internal	2,417 17.2%
Paid search	536 3.8%
Unknown	148 1.1%
Social	107 0.8%
AI search ✨	51 0.4%
Email	2 <0.1%

View more >

Traffic sources

Channels

Sources

Campaigns ▾

Source	Visitors ▾
ChatGPT	45 88.2%
Gemini	3 5.9%
Claude	2 3.9%
Copilot	1 2.0%

View more >

New KPI's and Analytics

What Good Looks Like: Old Metrics vs. New

Old Metric	What It Misses	 New Metric
Organic traffic	Zero-click influence	AI citation frequency
Keyword rankings	AI answer inclusion	Share of AI answers
Backlink count	Cross-platform authority	Brand mentions across domains
Page impressions	Decision-stage visibility	LLM brand mention rate
Conversion rate	AI-assisted conversions	AI touchpoint attribution

What to Remember About Measuring **AI Visibility**



- Your current reporting stack will need adjusting. Treating AI visibility as an add-on keeps you in reactive mode
- The brands pulling ahead are the ones who made AI measurement a default part of their workflow
- Start with what you can track today and build from there

HOW PEOPLE USE INSTAGRAM AS A VISUAL SEARCH ENGINE



A Vibe Shift: Instagram vs. Google



TEXT-BASED

SPECIFIC ANSWERS
(e.g., 'how to fix a sink')



VISUAL-FIRST

AESTHETIC & DISCOVERY
(e.g., 'NYC pasta spots')



of Gen Z
use Instagram for search



Social media search often felt
more authentic than blog posts



TRUST IN PEOPLE

PRIMARY INSTAGRAM SEARCH USES



PRODUCTS & BRANDS:
81% users research products;
see them "in the wild"



LOCAL RECOMMENDATIONS:
"Social mapping" for
restaurants, salons, travel spots



HOW-TO & INSPIRATION:
46% app time spent on Reels
for quick tutorials and hacks

KEY TAKEAWAY: INSTAGRAM IS THE LEADER FOR 'LIFESTYLE ECONOMY' SEARCH



**29% OF USERS BUY
DIRECTLY IN-APP**



**REELS HAVE 36% MORE
REACH THAN STATIC POSTS**

PLATFORM COMPARISON (2025-2026)



INSTAGRAM
AESTHETICS, TRENDS,
PRODUCTS, TRAVEL



GOOGLE
FACTS, LONG-FORM
ARTICLES, SERVICES



TIKTOK
TRENDS, REVIEWS,
"HACKS"



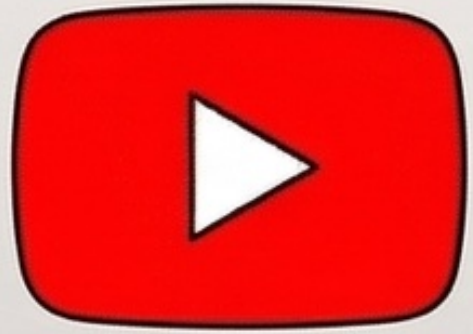
PINTEREST
DIY, PLANNING,
INSPIRATION



REDDIT
UNFILTERED OPINIONS,
DEEP REVIEWS

HOW PEOPLE USE **YOUTUBE** AS A SEARCH & DISCOVERY ENGINE

YOUTUBE: A KNOWLEDGE & INTENT HUB



INTENT-DRIVEN
SPECIFIC TUTORIALS
& GUIDES



EDUCATIONAL
Problem Solving
(e.g., 'how to install a sink')

PRIMARY YOUTUBE USES



LEARNING & SKILLS:
How-to guides, educational
content, complex tutorials



**ENTERTAINMENT &
ENTERTAINMENT & RELAXATION:**
Full episodes, movies, original
content, live streams



MUSIC & PODCASTS: MV's, audio
content, background play (w/ Premium)



PRODUCT REVIEWS: Unboxing,
comparisons, long-form testing

PLATFORM USAGE COMPARISON (2025-2026)



YOUTUBE
DEEP TUTORIALS, EDUCATION,
MUSIC, FULL EPISODES



TIKTOK
TRENDS, SHORT-FORM,
"HACKS"



INSTAGRAM
AESTHETICS, LIFESTYLE,
INSPIRATION



GOOGLE
QUICK ANSWERS, TEXT,
LOCAL SERVICES



PINTEREST
DIY PLANNING,
VISUAL INSPIRATION



YOUTUBE BEHAVIOR



of all users look up information
before a big purchase

SEARCH OFTEN BEGINS HERE for
deep-dive product and process verification



DEEP-DIVE INFORMATION



**YOUTUBE USERS WATCH
OVER 1 BILLION HOURS DAILY**

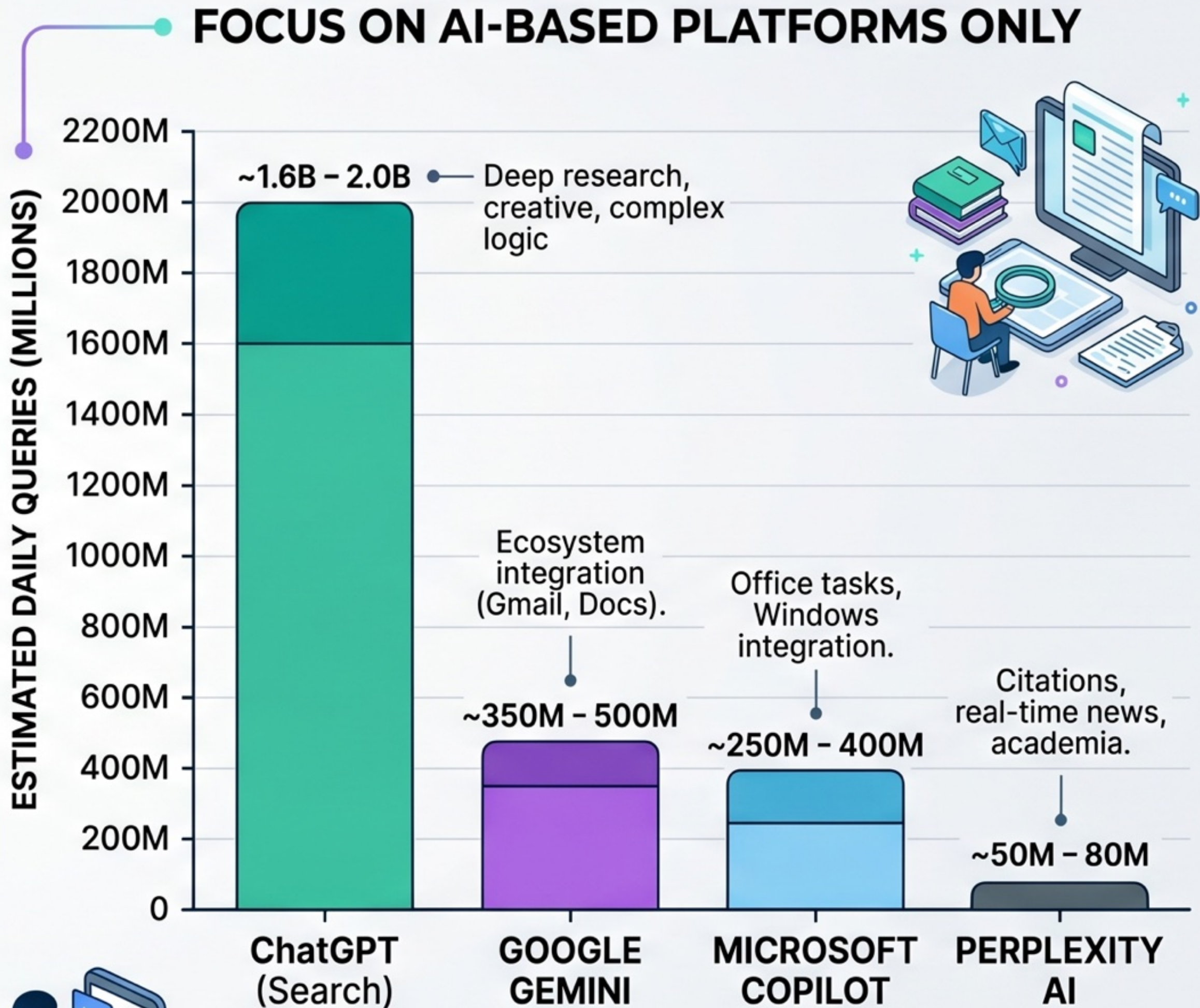
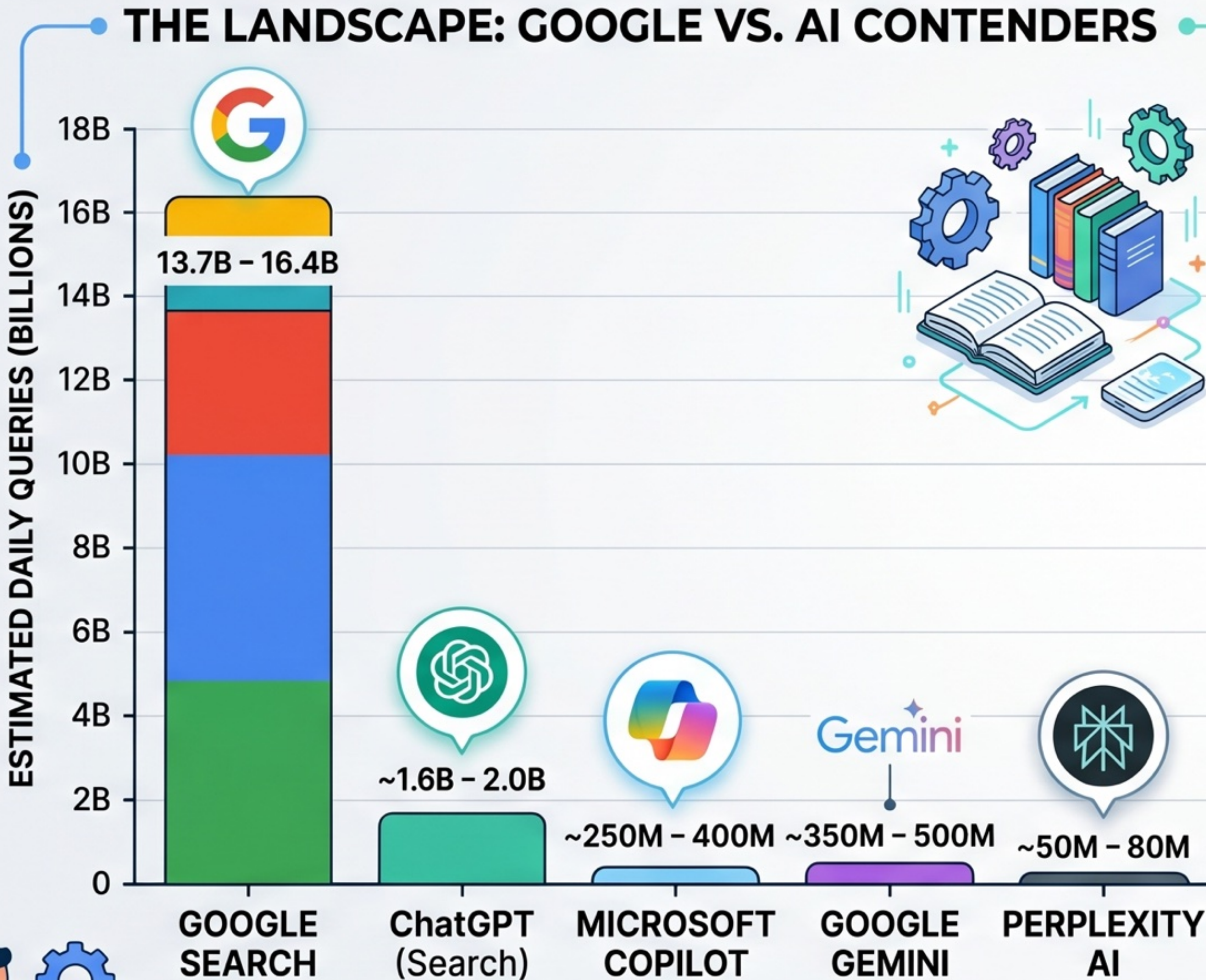


**YOUTUBE REACHES 91%
OF INTERNET USERS 18-34**

**KEY TAKEAWAY: YOUTUBE IS THE WORLD'S NO. 2
SEARCH ENGINE AND PREMIER LONG-FORM VIDEO PLATFORM**

DAILY SEARCH & AI QUERY ESTIMATES (2026)

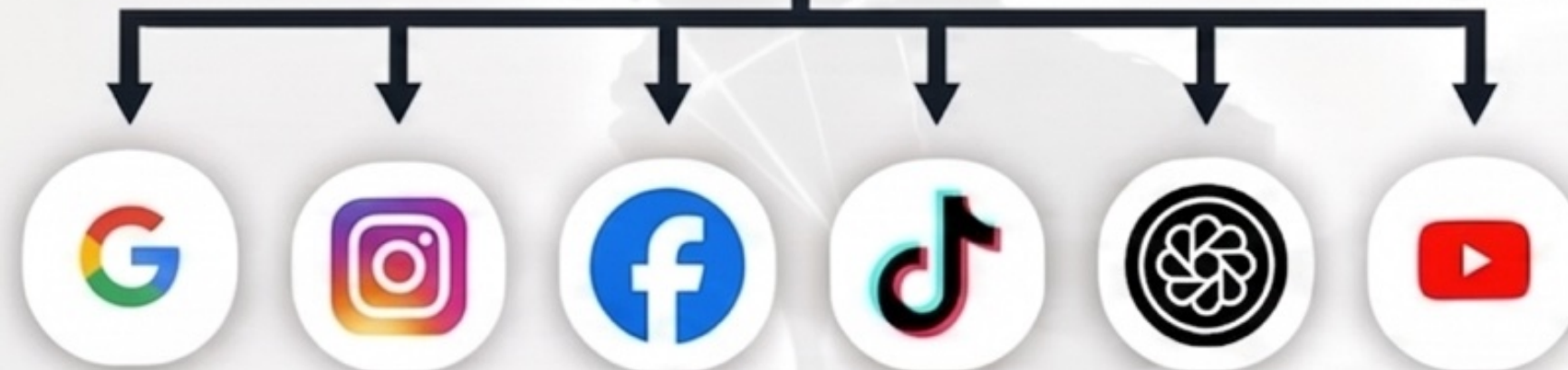
Google vs. AI (Daily Estimates)





Introducing the Next Era in Plastic Surgery Marketing

Search Everywhere Optimization



Stay ahead with a search-everywhere strategy designed for how patients actually find and choose providers today.

AI Video Avatar





AI Agents



From Assistance to Autonomy: The 5 Pillars of Agentic AI.

Autonomous Support: Executes full transactions (like refunds or scheduling) rather than just answering questions.

Marketing Swarms: Automates the entire loop of trend tracking, content creation, and multi-platform posting.

Strategic Intelligence: Monitors competitors and market data in real-time to deliver automated executive briefings.

Operational Orchestration: Bridges siloed software (CRM/ERP) to automate supply chains and internal workflows.

Personal Life Admin: Handles complex logistical planning, from travel booking to calendar and inbox management.

The Opportunity in **Disruption**

The brands that adapt
now will own the next era
of search



Questions?



The
**Aesthetic
MEET**



AI Note Taker Plaud Note Pro



THANK YOU



KEITH HUMES, CEO

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BOOTH #830

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gtmetrix.com - Website Speed

<https://trends.google.com/trends/> - Keyword Research

usehall.com - AI visibility check

ahrefs.com - Top Industry SEO/GEO tool

wisprflow.ai - Talk to text dictation

riverside.com - Video interviewing editing tool

canva.com - Complete Graphic design tool great for Social media

gemini.google.com - AI chabot, and nano banana image generator

claude.ai - AI chatbot great for content creation and Agentic tasks

heygen.com - AI Video and Avatar generator

plaud.ai - AI note taker