

Website Redesign & Lead Generation Opportunities

Client: East Bay Plastic & Reconstructive Surgery

Date: June 17, 2025

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Executive Summary

This audit assesses the current website of East Bay Plastic & Reconstructive Surgery to identify areas for improvement in technical performance, SEO, content, user experience, and lead generation. While the website presents a clean and welcoming aesthetic, it lacks key functionalities and optimizations necessary to support a dual-audience approach (reconstructive vs. cosmetic surgery) and drive conversions effectively.

Key Findings:

- No clear segmentation of core services by patient type
- Website load speed and mobile responsiveness require improvement
- Limited keyword optimization and a lack of a strong CTA structure
- Minimal conversion tracking and analytics implementation

Top Recommendations:

- Redesign the homepage to reflect segmented patient journeys
- Implement on-page SEO best practices and keyword strategy
- Establish clear CTAs and lead capture flows
- Optimize technical performance (speed, mobile, alt tags, etc.)

Website Overview

Domain: www.bayplasticsurgery.com

Audit Date: June 28, 2025

Pages Reviewed: Homepage, About, Services, Contact, Sub-Service Pages

Tools Used: Google PageSpeed Insights, SEO Meta in 1 Click, Screaming Frog

Audit Goals:

- Improve visibility through SEO
- Increase leads via better conversion design
- Ensure modern performance and compliance standards

Website Design & UX

Main webpage

- Features repeated generic headlines (“Realize your Beauty”, “Believe in your Beauty”).
- Lacks audience segmentation. No clear distinction for reconstructive vs. cosmetic services.
- **Suggestions:**
 - Use a split hero with two clear CTAs: “***Injury & Reconstructive Care***” and “***Cosmetic & Aesthetic Services***”.
 - Utilize visuals that resonate with each target segment (e.g., functional recovery vs. aesthetic results).

Navigation & Information Design

- Main menu is broad and undifferentiated.
- **Suggestions:**
 - Introducing a top-level split: **Reconstructive** and **Cosmetic**.
 - Sub-menu examples: under Cosmetic – Face, Body, Skin; under Reconstructive – Hand/Upper Extremity, Medical–Legal.

Content & Copy

- The homepage copy is good but lacks clarity regarding specific services and outcomes.
- **Suggestions:**
 - Add succinct service descriptions with outcome-driven headlines.
 - Inject social proof (brief testimonials) or case highlights early in the page.
 - Clearly state geographic areas served (e.g., Oakland & Greater East Bay).

Visual Hierarchy & Imagery

- Reliance on generic headings with small supporting images.
 - **Suggestions:**
 - Incorporate bold, high-quality before/after visuals on the homepage carousel.
 - Use side-by-side imagery that highlights the transformative nature of services.
 - Maintain consistency in image style—professional, emotionally compelling, and segmented by service type.
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Lead Generation & Conversion Paths

CTAs:

- The prominent appointment form is good, but it could overwhelm users unfamiliar with medical commitments.
- **Suggestions:**
 - Offer multiple CTA options: “Request a Consultation”, “Download Patient Guide”, or “Check Insurance Coverage”.
 - Create a “Reconstructive Care Interest Form” with simpler fields to reduce friction.
 - Ensure forms are HIPAA-compliant and mobile-optimized.

Trust & Credibility Signals

- No visible certifications or affiliations on the homepage.
 - **Suggestions:**
 - Display badges: “Board-Certified Surgeon”, “AAPS Member”, etc.
 - Include a small “Meet Dr. Chin” snippet with video/picture and credentials.
 - Add patient testimonials and star reviews early on to build trust.
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SEO & Technical Performance

On-Page SEO

- Page titles, meta descriptions, and alt attributes don't appear optimized or segmented.
- **Suggestions:**
 - Title tag example: “Oakland Reconstructive & Cosmetic Surgery – East Bay Plastic”.
 - Meta descriptions should use service-specific phrases, e.g., “Reconstruct lingering injury concerns” vs. “Achieve aesthetic goals”.

Keyword Strategy

- No evidence of a refined keyword strategy tailored to East Bay.
- **Suggestions:**
 - Use local search terms (“Oakland plastic surgery”, “Oakland reconstructive hand surgery”).

- Conduct keyword research (via SEMrush, Ahrefs) to discover low competition, high-converting phrases.
- Apply keywords naturally in headings (H1/H2) and service pages.

Site Speed, Responsiveness & Accessibility

- Need to run a performance audit (via Lighthouse) to identify slow-loading scripts or uncompressed images.
- **Suggestions:**
 - Compress images.
 - Minimize CSS/JavaScript.
 - Ensure mobile-first design is fully responsive.
 - Add accessibility attributes (alt text, ARIA labels).

Analytics & Tracking

- No clear analytics scripts visible (likely missing conversion tracking).
- **Suggestions:**
 - Google Analytics + Google Tag Manager.
 - Conversion tracking on forms, CTA clicks.
 - Heatmaps (Hotjar) to analyze where users drop off.
 - Monthly performance reports to refine CTAs and lead sources.

Summary Table

Area	Recommendations
Homepage segmentation	Dual hero with targeted CTAs
Navigation	Separate sections for reconstructive and cosmetic
Homepage content	Add service-specific info, visual proof, trust signals
Visual assets	High-quality before/after imagery
CTAs/forms	Multiple entry points, simpler lead forms
SEO	Keyword-rich titles/descriptions, local targeting

Technical improvements	Compress, speed boost, mobile optimization
Analytics/tracking	Set up GA, heatmaps, conversion tracking

Appendix

- Screenshots of speed test results
- Tag Assistant scan logs
- Sample wireframe suggestions (available upon request)
- Page-by-page technical audit (see attached spreadsheet)