

# **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.)
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## Website Overview

**Domain:** [www.bayplasticsurgery.com](http://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
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# 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.

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## 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

<b>Technical improvements</b>	Compress, speed boost, mobile optimization
<b>Analytics/tracking</b>	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)