



# Daily Telegraph

## Monday 21/04/2008



Expert ... Jasmine Batra

## Friendly facelift

ARROW Internet Marketing started working with a plastic surgeon on a website optimisation strategy five months ago.

Jasmine Batra said when a search was made using words such as "facelift surgery" and "tummy tuck Melbourne", the web address did not come up in the first 100 results on Google.

She said with optimisation strategies, including manual submissions to search engines and directories, article marketing, blogging and making the website code search engine friendly, the address [www.avenueplasticsurgery.com](http://www.avenueplasticsurgery.com) began searching much better.

"Within three months their rankings improved substantially and now they are on Page 1 for their target phrases," she said.

Site traffic increased 150 per cent in six months and the practice is now busier.