



## ***Case Study – Mentor***

### ***Achieving Above Industry Average Conversion Rates Through SEO Copywriting***

*By Casey Demchak  
Copywriter & Consultant*

*Through Casey's work, we realized above industry average conversion rates for our lead-generation programs. We also saved thousands of dollars each month on pay-per-click advertising because our organic search rankings increased substantially. Casey's services literally paid for themselves!*

—Michael Shepard, Web Producer, Mentor Corporation

#### **The Challenge**

When I spoke to Michael Shepard, Web Producer at Mentor Corporation, he confronted me with a unique challenge I had never faced in my career. He needed the home page of Mentor's breast augmentation consumer education web site written and optimized with key words. Here's what I had never faced:

He needed 50 distinct versions of the home page—one for each of the 50 major U.S. cities for breast augmentation. He wanted each home page to appeal specifically to women in each city, and he wanted the pages optimized with key words and phrases that were searched most commonly for breast augmentation.

Put simply, my task was to write 50 home pages on the same topic (breast augmentation education for women), and each page had to be similar, yet distinctly different from the other forty-nine pages. The ultimate objective was to increase Mentor's

organic search engine rankings with Google,<sup>®</sup> so the Company could reduce their pay-per-click budget.

### **The Client**

Mentor is the leader in the global aesthetic and reconstructive surgery market. They are dedicated to developing, manufacturing and marketing science-based products for surgical and non-surgical medical procedures. These procedures allow patients to retain a more youthful appearance and improve the quality of their lives.

Mentor is one of two U.S. companies to develop and manufacture breast implants for augmentation procedures. Through their consumer web site they wanted to provide educational information to women about breast augmentation using saline and silicone gel breast implants.

### **The Journey**

“Our search for the right copywriter quickly brought us to Casey Demchak,” noted Michael Shepard. “Having extensive experience writing B2B and B2C materials for the breast augmentation market, our choice was easy. Plus, Casey already had a great deal of experience writing for Mentor’s wide range of aesthetic products, which includes breast implants.”

### **The Discovery**

During my project meeting with Mr. Shepard, I learned that he developed a thorough list of key words and phrases that were searched most frequently by women wanting to learn more about breast enhancement with implants.

Adding to the challenge was that a lot of the most common search terms were informal slang expressions, which might be expected given the nature of the product.

“Another reason we used Casey to write all 50 landing pages and employ his Search Engine Optimization (SEO) writing techniques was because of his skill and flexibility,” said Mr. Shepard.

### **The Solution**

After further discussion with Mike Shepard, I realized the key to achieving success with this assignment was exactly what Mike felt I could bring to the table—skill and flexibility.

His research demonstrated that the words, phrases and cultural references that would appeal to women in the Pacific Northwest were much different than the jargon that would engage women in cities in the deep South.

The key to writing 50 home pages for 50 cities was to write each in a conversational tone that took into account each city’s norms, folklore and culture. These factors had to be considered when determining headlines, subheads, body copy style and key word usage.

## The Implementation

Rolling out similar but different optimized home pages for 50 different cities took three weeks. These pages were accessible through online search and through a geographic search function tool on the main page of Mentor's consumer site.

As planned, every home page for each of the 50 cities contained an overview of breast augmentation that was specifically tailored to women in that city based on:

- Local vernacular
- Cultural and geographic references specific to that city
- Key words and phrases searched most commonly

Each unique home page also had a visual style suited for that individual city.

## The Results

Although this project involved a lot of painstaking detail, I was able to help Michael Sheppard achieve his stated objectives.

“Through Casey's work, we realized above industry average conversion rates for our lead-generation programs,” says Mr. Shepard. “We also saved thousands of dollars each month on pay-per-click advertising because our organic search rankings increased substantially. Casey's services literally paid for themselves!”

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