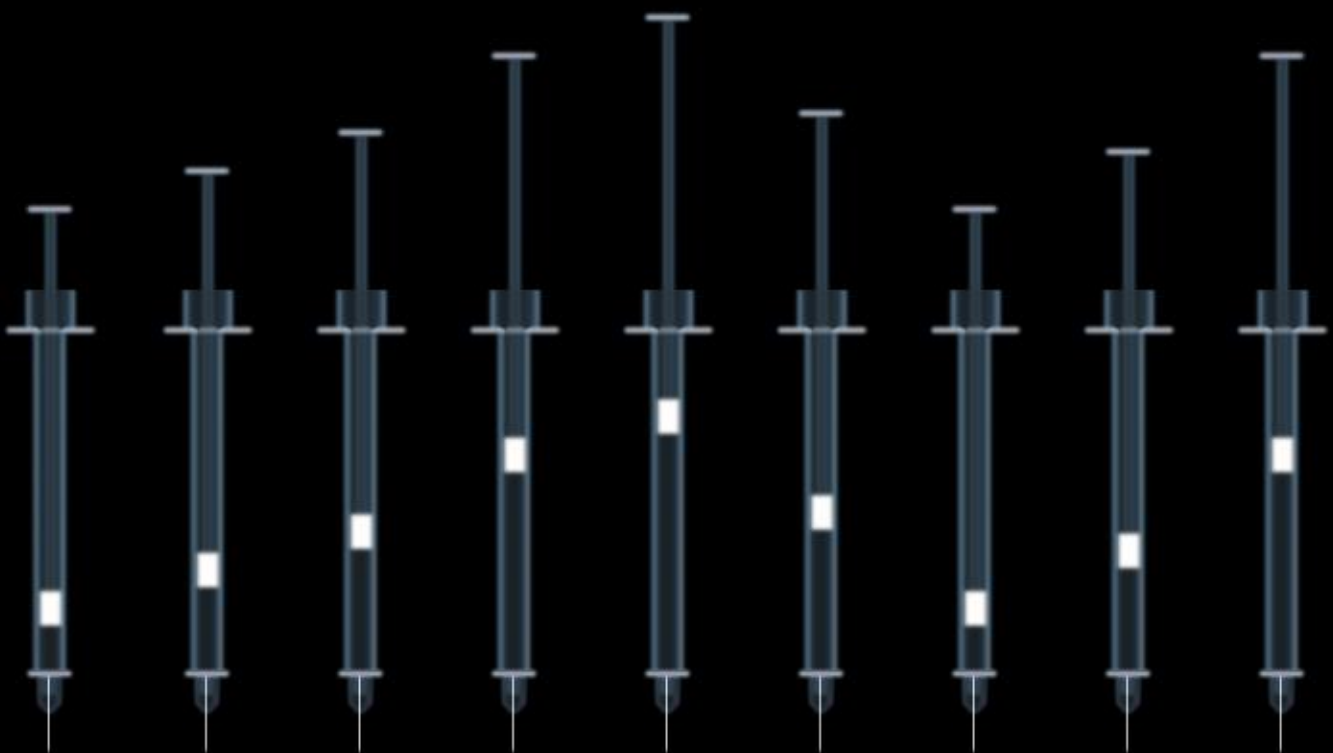




CONSULTING ROOM

Your Aesthetic Partner



FEATURE ARTICLE

Consulting Room™ 2014 Website Traffic Statistics

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Another year has gone by, and despite a still shaky economy and a looming general election, the aesthetic sector seems to be surviving pretty unscathed, with many clinics firmly in profit.

In fact, by all accounts it's looks to be growing, based on what we hear from successful clinics and our own observations, with consumer interest and demand generally high and stable, (despite all the TV programmes on 'botched ops!'), and new market entrants continuing to appear. We see a number of new doctors, dentists and nurses who are just starting out when we are at industry events throughout the year.

Sadly though building a true picture of the whole market is tricky.

As is well known, the UK does not have a central body tracking data for the UK aesthetic and cosmetic industries, something which the Keogh report of 2013 highlighted! But instead relies on data auditing and reporting from the British Association of Aesthetic Plastic Surgeons (BAAPS) and the larger cosmetic surgery chains such as The Hospital Group, MYA and Transform who regularly report on their own numbers, along with market research gatherers such as Mintel who tend to produce a trend report every 3 to 5 years.

BAAPS themselves estimate that their data only represents 30-40% of the total cosmetic surgical procedures performed each year in this country, meaning that as the Keogh report also found, data for the sector is very under reported. Similarly this generally only reflects on the surgical marketplace and means that analysis of the non-surgical marketplace is most definitely lacking, leading to best guesstimates from various sources, such as pharmaceutical suppliers, trade associations and extrapolations from publicly surveyed data.

Statistics that we have derived from analysing pages viewed and searches made within The Consulting Room™ provide a unique view of what the average consumer is researching, the effect the media and new product/device/procedure introduction has on this and also which products/treatments they may actually be seeking to undertake by finding a local provider offering the service.

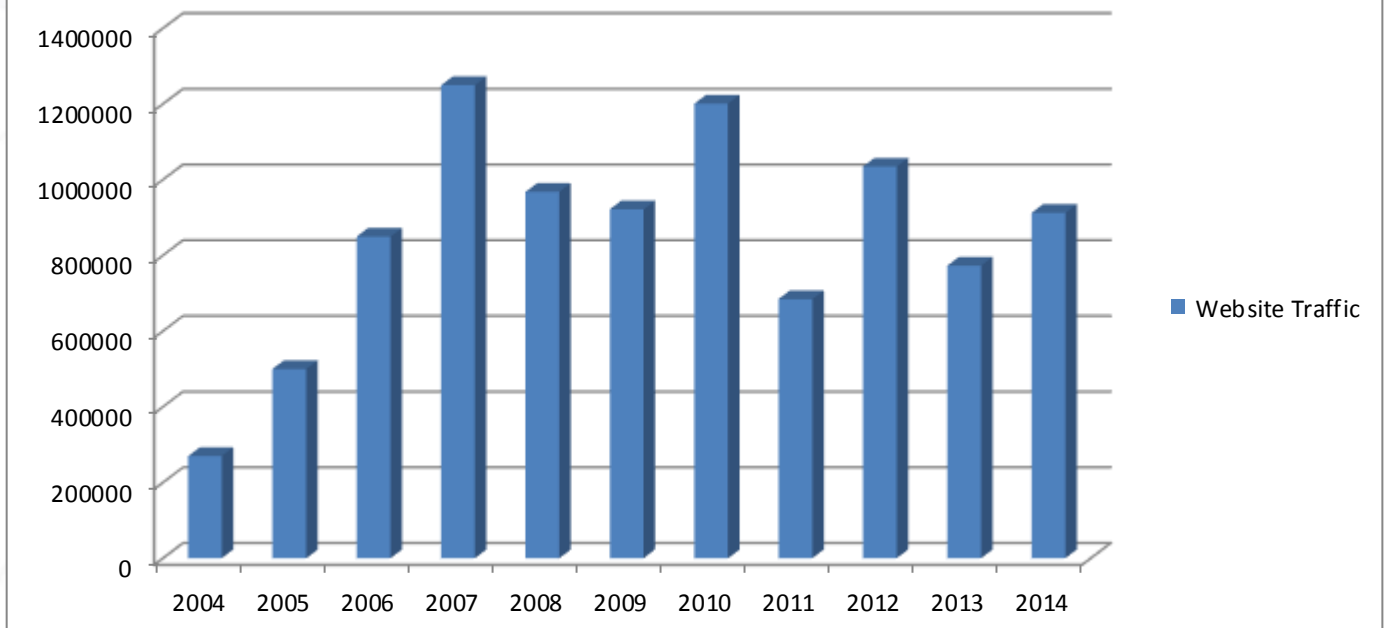
From January 1st to December 31st 2014 over 900,000 unique visitors came to www.consultingroom.com. This is an increase on our 2013 data, reflecting the recovery of the sector post the PIP scandal perhaps and also the SEO improvements that we have continued to introduce. This figure continues to show the consist levels of web traffic being received by the site as we enter our twelfth year online.

In general, our eleven year traffic performance continues to show a healthy long term trend for the site, with a return towards higher traffic numbers, and of course demonstrates the obvious growth since our launch in May 2003 when the aesthetic and cosmetic industries were just starting to become part of mainstream awareness.

I think we can safely say that our visitor data demonstrates some minor ups and downs over recent years, but it has still remained relatively stable, with an average over the last 5 years above 900,000 visitors.



11 Year Website Traffic Trend For www.consultingroom.com



Some of the small instability in the numbers actively researching treatments, which has led to fluctuations in traffic numbers during 2010 through to 2014, could be attributed to economic concerns, job fears and less disposable income which have affected some consumer spending in recent times.

Add to that health scandals such as the PIP breast implants debacle which gained momentum during 2011 and 2012, the constant media coverage of 'botched' or 'surgery gone wrong' and 'fix-it' programming which have, and continue to plague the cosmetic industry and no doubt affect consumer confidence in both the medical professionals and regulators. The myriad of celebrity 'disasters' appearing daily on social media and gossip columns adds to the mix, although this is somewhat countered by the many celebrity endorsements and reality television stars who continue to extol the virtues of 'having something done'.

Television programmes such as *Botched up Bodies*, which is now embarking on a fifth series this month depict 'repair' jobs on those individuals for whom an inexperienced practitioner or a trip abroad caused life changing complications. This could no doubt have put a sour note into the minds of some previously considering cosmetic treatments and procedures. It will be interesting to see how long it takes for the media to return to the days of positive programming, with a little less beauty pageant emphasis we hope!

Generally speaking though the industry appears healthy and our 2014 statistics are heading upwards again so it's looking good for all, even with all those considerations. We noted in this review last year that we thought the public appetite for and desire to spend money on cosmetic enhancements is perhaps ready for a bounce back and this appears to have happened with our visitor numbers between 2013 and 2014.

What Treatments Are People Researching

As statistics concerning the UK market place are lacking, we believe that our breakdown of statistics is one of the most authoritative in terms of reflecting the UK consumer's interest in different cosmetic procedures marketed in this country. We have delved deeper into our 2014 website statistics to give you a broader idea of what a Consulting Room™ user is actually looking for on the website.

We wanted to find out which treatments/procedures visitors are looking at most often, in terms of researching treatment options available to them by looking at page views from our [Treatment FAQs](#) section; this helps us see which procedures are most popularly researched by our visitors.

We experienced just over 1.3 million page views for our various Treatment and Product FAQ information pages during 2014. That's double the viewing figures that we experienced during 2013, which was just over 650,000 page views. This perhaps highlights a more thorough research approach by our visitors, as well as improvements in our

SEO performance through search engines for information on treatment options. On average two and a half minutes were spent on each page view.

We compared the results with last year's figures in order to note any changes in line with observed trends. Most of the top ten was unchanged, with either non-movers or small one place movers. Interestingly Radiofrequency for Facial Rejuvenation seems to continue to be the most popular treatment to research, highlighting the move away from invasive, surgical facelifts towards minimally invasive tissue tightening options and the modalities able to achieve this, which have been covered widely in the media. As a more complex concept, the use of RF energy and associated heat to produce changes in the dermal structures, it is no surprise to see people wanting to learn more about exactly what it involves and this is exactly why we have such detailed content on treatments and procedures. Both Fractional Laser Skin Resurfacing and Laser & IPL Skin Rejuvenation remained popular research areas, albeit dropping one place each, however Chemical Peels seems to have shot up in popularity as a treatment option for consideration, having risen five places in the rankings.

New entrants to the charts, although not new treatments this year, do help to demonstrate the popularity and public awareness of them. It was interesting to note that research on Botulinum Toxin had entered the top fifteen during the last year in tenth place, possibly indicating more public awareness that there is more than one brand of product available and the need to read up on this.

The top fifteen most popular Treatment/Procedure FAQs to research in 2014 were as follows:

1. Radiofrequency for Facial Rejuvenation (*non-mover*)
2. Penile Augmentation Surgery (*up 1 place*)
3. Laser & IPL Hair Removal (*down 1 place*)
4. Vaginal Surgery (Labiaplasty) (*non-mover*)
5. Dermal Fillers (*up 1 place*)
6. Laser Tattoo Removal (*down 1 place*)
7. Chemical Peels (*up 5 places*)
8. Radiofrequency for Cellulite & Fat (*up 1 place*)
9. Microdermabrasion (***new entrant***)
10. Botulinum Toxin (***new entrant***)
11. Fractional Laser Skin Resurfacing (*down 1 place*)
12. Laser & IPL Skin Rejuvenation (*down 1 place*)
13. Carboxytherapy (*up 2 places*)
14. Umbilicoplasty (Belly Button Surgery) (*down 1 place*)
15. Micro-pigmentation (Cosmetic) (***new entrant***)

The top ten most popular Product FAQs to research in 2014 were as follows:

1. Teosyal (*up 1 place*)
2. Pixel (*down 1 place*)
3. Restylane Vital (*non-mover*)
4. Dermaceutic Peels (*non-mover*)
5. Hydrafacial (*up 1 place*)
6. Accent RF (*down 1 place*)
7. Cryolipolysis (CoolSculpting) (*up 2 places*)
8. Revanesse and Redexis (*up 2 places*)
9. Juvéderm Ultra (***new entrant***)
10. Thermage CPT (*down 2 places*)

Clinic Searches

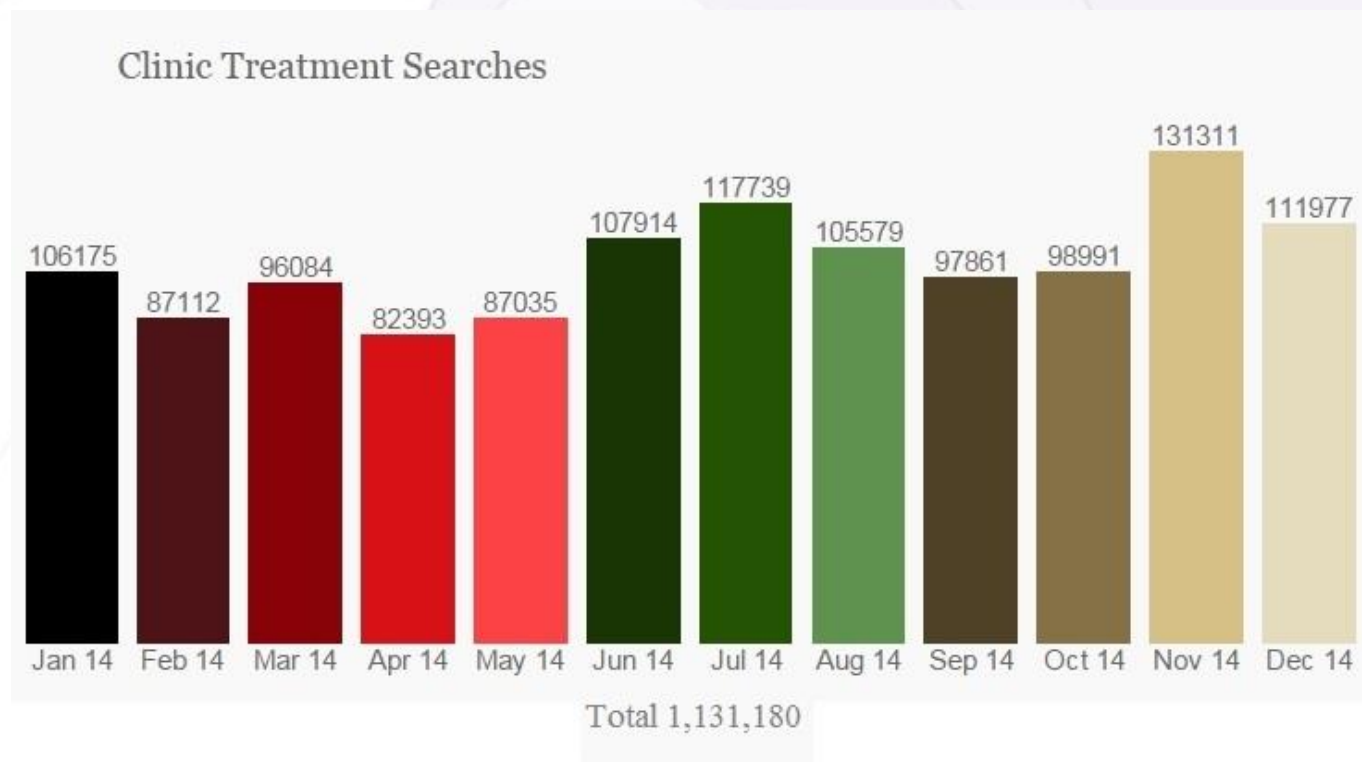
Those taking the final step and searching our database for a clinic or practitioner providing a specific treatment, procedure or product in a geographical location (within the UK & Ireland) were up by 8% on 2013 figures.

With our [Clinic Search](#) directory allowing visitors to find clinics by a variety of methods, including clinic and practitioner names, products, treatments (see chart below for monthly data on these searches alone), towns, which treatment areas and counties; 2014 saw a total of just over 2.8 million searches for clinics and practitioners in the UK & Ireland using these various parameters. This continues the growth in searches seen over the last 5 years with figures of approximately 300,000 in 2010, 500,000 in 2011, over 1.13 million in 2012 and 2.6 million in 2013.

This means that the number of clinic searches performed on The Consulting Room™ has maintained (and superseded) the increased levels noted in the previous year (2013), following the redesign of the clinic search

pages. You should no doubt have seen this reflected in the number of referrals generated by us for your business as our clinic search pages have improved and consumers truly shop around and get comparative quotes and information from various service providers in their area.

With many changes having taken place in the wider Internet during recent years, particularly in the way that Google™ (the world's largest search engine) ranks web content and the value which is places on the information that is finds on an individual site, we will continue to upgrade some areas of the site over the coming year to adapt to the newer optimisation requirements, the growing need for responsive or mobile-technology friendly websites and to create a faster and better search engine optimised service for those looking for (and finding) providers of aesthetic treatments and products.



Breaking this data down even further we are able to see which are the most popular treatments/procedures and products that visitors are searching The Consulting Room™ database to find service providers for.

This is a useful comparison with the data on popularly researched Treatment and Product FAQs featured above as, although many people will be interested and motivated to read about and research options which may be suitable for them, we all know that many others will simply visit the site and immediately search for a clinic based on what they 'want', without embarking on any research first. This is borne out in the differences in the most popular clinic searches by treatment and product search selections.

The top fifteen most popular clinic searches by treatment or procedure during 2014 were as follows:

1. Dermal Fillers (*up 2 places*)
2. Botulinum Toxin (*non-mover*)
3. Laser and IPL Hair Removal (*down 2 places*)
4. Chemical Peels (*non-mover*)
5. Microdermabrasion (*non-mover*)
6. Laser / IPL Treatment Pigmented/Vascular Problems (*up 1 place*)
7. Laser and IPL Skin Rejuvenation (*down 1 place*)
8. Laser Tattoo Removal (*up 3 places*)
9. Specialist Skin Creams (*non-mover*)
10. Sclerotherapy and Microsclerotherapy (*down 2 places*)
11. Medical Skin Needling (*down 1 place*)
12. Micropigmentation (Semi Permanent Make-Up) (*non-mover*)
13. Mesotherapy (*up 1 place*)
14. Radiofrequency For Facial Rejuvenation (*down 1 place*)
15. Cellulite Treatment (Mechanical Massage) (*non-mover*)

The top fifteen most popular searches by treatment or procedure was the same as in 2013 with no new entrants or drop-outs, however there were some significant changes in the positions of some searches. Dermal fillers took the top spot, and pushed Laser Hair Removal down to third place, highlighting a renewed dominance for searches for cosmetic injectable treatments, alongside botulinum toxins in second. Over 50,000 visitors looked for a dermal filler provider in 2014, that's a rise of 12.5% on 2013 figures.

Laser Tattoo Removal has seen a surge up three places in the rankings. With tattoos very popular with young people in recent years, alongside many celebrities flaunting their 'ink', it is perhaps no doubt that some regrets are now starting to show. Many employers don't see tattoos as a favourable enhancement and this can harm a person's chances of employment. Many clinics have themselves reported an upsurge in enquiries for laser tattoo removal and our search statistics bear this out also.

Yet again, surgical procedures are absent from the top fifteen most popular clinic searches by treatment, when compared to previous years, including 2012, highlighting a continued move away from more invasive, surgical treatment options.

The top fifteen most popular clinic searches by product during 2014 were as follows:

1. Botox® (*non-mover*)
2. Juvéderm® ULTRA (*non-mover*)
3. Restylane® (Perlane, Lip Volume & SubQ) (*non-mover*)
4. Restylane® Skinboosters (Vital & Lip Refresh) (*non-mover*)
5. Juvéderm® VOLUMA (*up 1 place*)
6. Genuine Dermaroller™ (*down 1 place*)
7. Sculptra® (*non-mover*)
8. Radiesse™ (*non-mover*)
9. Azzalure® (*up 3 places*)
10. Teosyal® (*up 1 place*)
11. Obagi Blue Peel (*down 1 place*)
12. Dysport® (*down 3 places*)
13. Vistabel® (*non-mover*)
14. Belotero® (*non-mover*)
15. Bocouture® (***new entrant***)

As with the treatment search, the top fifteen most popular clinic searches by product, when compared to 2013, was essentially the same with the top four the same as last year.

For those of you offering the traditional range of non-surgical medical aesthetic treatments such as cosmetic injectables, these results truly highlight that the public is indeed not only seeking out providers for these treatments but is becoming more aware of the leading product brand names, and is doing so via The Consulting Room™. This is particularly apparent with the rise up the rankings of other botulinum toxin type A brands (marketed for cosmetic indications), with Azzalure® rising up 3 places and Bocouture® as a new entrant. This highlights that consumer awareness of other brands, aside from Botox®, is growing, despite it still holding the top spot.

Figures for those seeking out injectables continues to rise. During 2014, just over 162,000 visitors searched our directory specifically for a provider of Botox® for example, that's a 92% rise on 2013; along with over 36,500 for Juvéderm ULTRA (up 9% on 2013) and just under 36,000 for Restylane® (up 9% on 2013).

All of this shows the level of potential client referrals which our site is able to generate for you and why it's important to review and optimise your listing at regular intervals.

Another useful measure within our clinic search data is to take a look at regional breakdowns. In the past we have used Yellow Pages™ defined areas, postcodes and counties (which returned to our searches in 2013), as well as town and city level searches to enable site visitors to really hone in on their local area when searching for a clinic or practitioner near them. As well as your geographical address, you have the option to target three towns/cities in a radius of your clinic so that you will appear in search results for those locations.

Although, the results can be somewhat predictable, based on traditional proliferations of clinics and people in and around the larger cities in the UK & Ireland, such as London, Birmingham and Manchester, it is still a useful indicator of regional trends for interest in the services which our members provide as this year again sees many smaller towns appearing in the top fifteen. Visitors are clearly looking in more regional locations where clinics are now more widely available to the public nowadays.

Anyone wishing to see statistics for their town and how it ranks nationally can email lorna@consultingroom.com for information.

The top fifteen most searched for towns or cities as locations for clinics in 2014 were as follows:

1. London (*non-mover*)
2. Manchester (*non-mover*)
3. Birmingham (*non-mover*)
4. Leeds (*up 1 place*)
5. Glasgow (*down 1 place*)
6. Sheffield (*up 2 places*)
7. Aberdeen (*up 4 places*)
8. Liverpool (*down 2 places*)
9. Bournemouth (*up 4 places*)
10. Kensington (**new entrant**)
11. Nottingham (*down 2 places*)
12. Belfast (**new entrant**)
13. St Albans (**new entrant**)
14. Wilmslow (**new entrant**)
15. Bristol (**new entrant**)

All our top level statistics (site visitors and site searches) show that there are a significant number of people visiting The Consulting Room™ seriously looking for information with an intention to actually visit a clinic for treatment and it is all the reason you should need to make your profile stand out from your competition! If you haven't recently reviewed your clinic profile listing, may we recommend it as an urgent note on your 2015 'to do list'; as we predict that we will continue to grow our traffic numbers further during the next year, as optimisation of the website is an ongoing project.

Overall, we believe that these figures reinforce our position as the UK's No.1 specialist aesthetic information website - even though there are now many more information and clinic directory websites competing for traffic than there were when we started the site over a decade ago, such as myfacemybody.com, goodsurgeonguide.com, whatclinic.com, cliniccompare.co.uk, treatmentsaver.com and treatmentadviser.com. We offer the consumer and our members much more quality content than any of our competitors which can only be a benefit for all parties.

Further in-depth data highlights the way in which The Consulting Room™ can generate client referrals for clinics through a number of mechanisms. Over 356,000 clinic profiles were viewed on the site during 2014; that works out at an average of 743 views per Consulting Room Member, a 4.6% increase on the 2013 average.

We are able to track the number of telephone referrals generated for our Members. Visitors to a clinic profile must click on a button to display the telephone number for a clinic. During 2014 this generated an average traffic result of just under 1,250 clicks a month across our membership, making an average of 2.6 calls per clinic per month (regional variations will apply).

Each clinic profile also has a general 'Contact Clinic' button. On clicking this within the profile pages of each member, the visitor is taken to a page featuring links to all the various direct contact methods for communicating with a clinic, including the telephone number, your own website, social media links (Twitter, Facebook and Blog), along with an email form. During 2014 we tracked that an average of 13,950 clicks are being made per month to directly get in touch with a clinic for referral, averaging 29 per clinic (regional variations will apply).

Finally during the whole of 2014, 6,253 direct emails were sent to clinics from interested members of the public looking for treatment, making an average of 521 per month, and 13 emails a year per clinic generated by us (regional variations will apply). This is an increase of one additional email per year per clinic compared to 2013.

We have always maintained that you really only require a single, paying client per year to cover the cost of subscribing to The Consulting Room™. With data showing the potential averages for both email and telephone contacts (and not taking into account those who contact you via your own website or social media pages) we hope you can see the true return on investment that your clinic listing with The Consulting Room™ is generating for you.

Home | Clinic Search | Treatments | Blog | News | Newsletters | Classified

Clinic Search

Home > Clinic Search > Town Search > Rugby > Consulting Room Test Clinic

Contact Clinic

Consulting Room Test Clinic, Rugby, Wigan, Chester, Liverpool

Profile | Treatments | Products | Staff

Clinic Address

Unit 21, Sir Frank Whittle Business Centre
Great Central Way
Rugby
Warwickshire
CV21 3XH

***** THIS IS A TEST CLINIC *****
** We use it to test new upgrades on www.consultingroom.com

Why not take a look at the statistics for your own website too and see how much direct traffic is being referred through your Consulting Room profile page.

Additionally, for more bespoke statistics you can log into our [Member's Area](#) and see the statistics which apply directly to your clinic profile alone. Just go to the 'Clinic Update' section once logged in and a menu of statistics is available on the left hand side.

Conclusion

We are always continuing to develop the website and look at ways that we can continue to optimise our traffic and increase search engine result performance. Alongside this we continue to work with the press and increase our social media profile, both industry and consumer facing to augment the number and quality of the traffic visiting our site. We do however wish to remind members that client referrals is of course only a small part of the benefits of overall membership to The Consulting Room™, we offer a broad packages of additional advantages from discounts, deals and free advertising to business advice.

During 2015 we plan to make some more changes to the site in relation to our branding – separating out our industry focused services from our consumer side with the launch of *The Cosmetic Guru* branding for our public facing content. We will also be making upgrades to the Clinic Search results display pages, adding more ways to search for practitioners, how your clinic profile looks and the things that you can include within it, including more social media links. Finally we will have an overall focus on making the site fully responsive when used on tablet and smart phone devices, to make navigation by touch screens more simplified.

There will also be some exciting changes to our Members Area, focusing on Business topics, with documents, videos and audio content looking at many aspects of successfully running a medical aesthetic clinic business. As a member of the CPD certification service, we hope you have much of this content assessed for CPD point allocation.

We hope you will stick with us on this journey as we continue to strive to maintain our status as the UK's largest, and dare we say most comprehensive aesthetic information website well into the next decade and beyond!

If you have any questions about your subscription with us, wish to have advice on optimising your clinic profile or learn how you can take advantage of many of the other membership benefits that are open to you, please have a read of our [Membership Guide](#). Should you need further assistance, please feel free to contact The Consulting Room's Membership Manager Rebecca Harding (rebecca@consultingroom.co.uk).



Lorna Jackson

Lorna has been Editor of The Consulting Room™, the UK's largest aesthetic information website, for over a decade, since 2003. She has become an industry commentator on a number of different areas related to the aesthetic industry, collating and evaluating statistics, plus researching, investigating and writing feature articles, blogs, newsletters and reports for The Consulting Room™ and various consumer and trade publications, including *Cosmetic News*, *Journal of Aesthetic Nursing*, *Body Language*, *PMFA News*, *Aesthetic Medicine* and *Aesthetic Dentistry Today*. Lorna has also been asked to present at various industry events, including Smart Ideas, BACN and Merz Aesthetics Business Workshops, the FACE Conference and the Clinical, Cosmetic & Reconstructive Expo.

Lorna was recently awarded *Journalist of the Year* at the MyFaceMyBody Awards 2014.