

“HELP! Fix the site, we need it working ASAP”

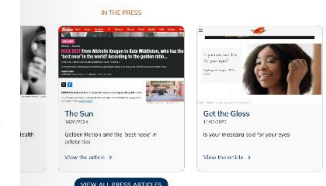
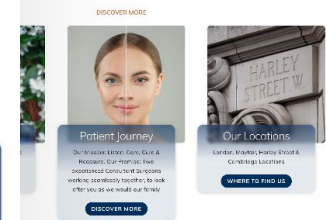
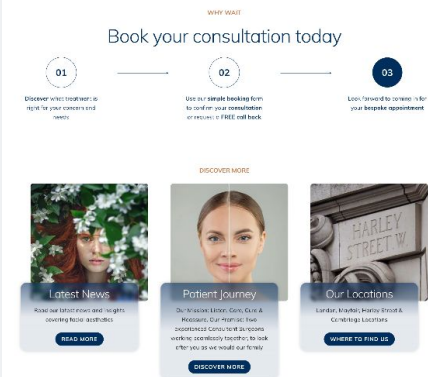
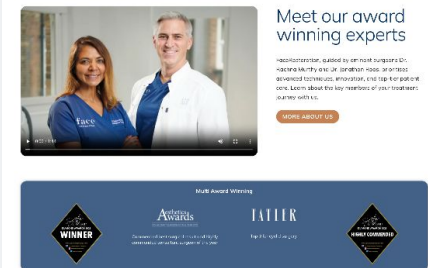
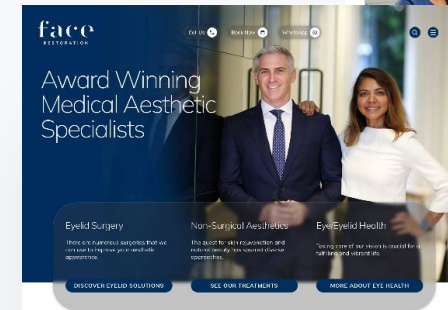
We'll start by imparting some wisdom that you don't usually hear from a website development agency:
having a website isn't always a good thing.

When **Face Restoration** - a consultant-only medical and surgical service - sent us their SOS message, they were a textbook example of how a neglected, slow and broken website was probably having a more detrimental impact on their business than having no website at all.



We're always frustrated by poorly built websites, but what made this situation particularly vexing was that, like all of our clients, Face Restoration does remarkable and transformative work in the operating theatre.

They deserved a remarkable and transformative website in the digital theatre too.



Errors on every page

Surgeons don't have the time to involve themselves in the intricacies of website issues. All they want is for their website to be working as it should.

After taking a look, it didn't take us long to see why they were so exasperated.

Aside from broken code and slow performance, the website had errors on every page. It also received very few visitors due to poor search engine optimisation (SEO) which, in hindsight, might've been for the best.

Face Restoration needed a complete restoration of their current website. Errors had to be fixed, performance had to be significantly improved and it needed to be optimised for search engine ranking.

Fortunately, they came to the right people.

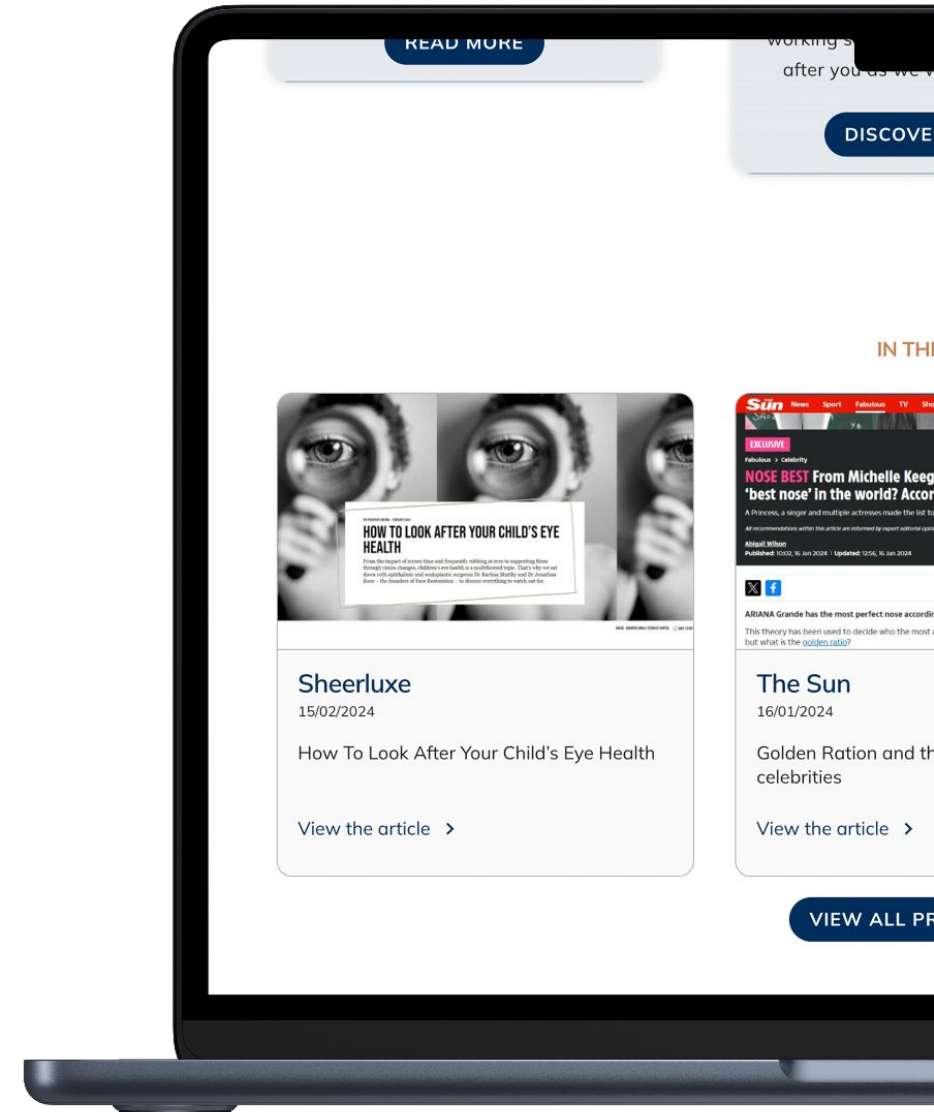


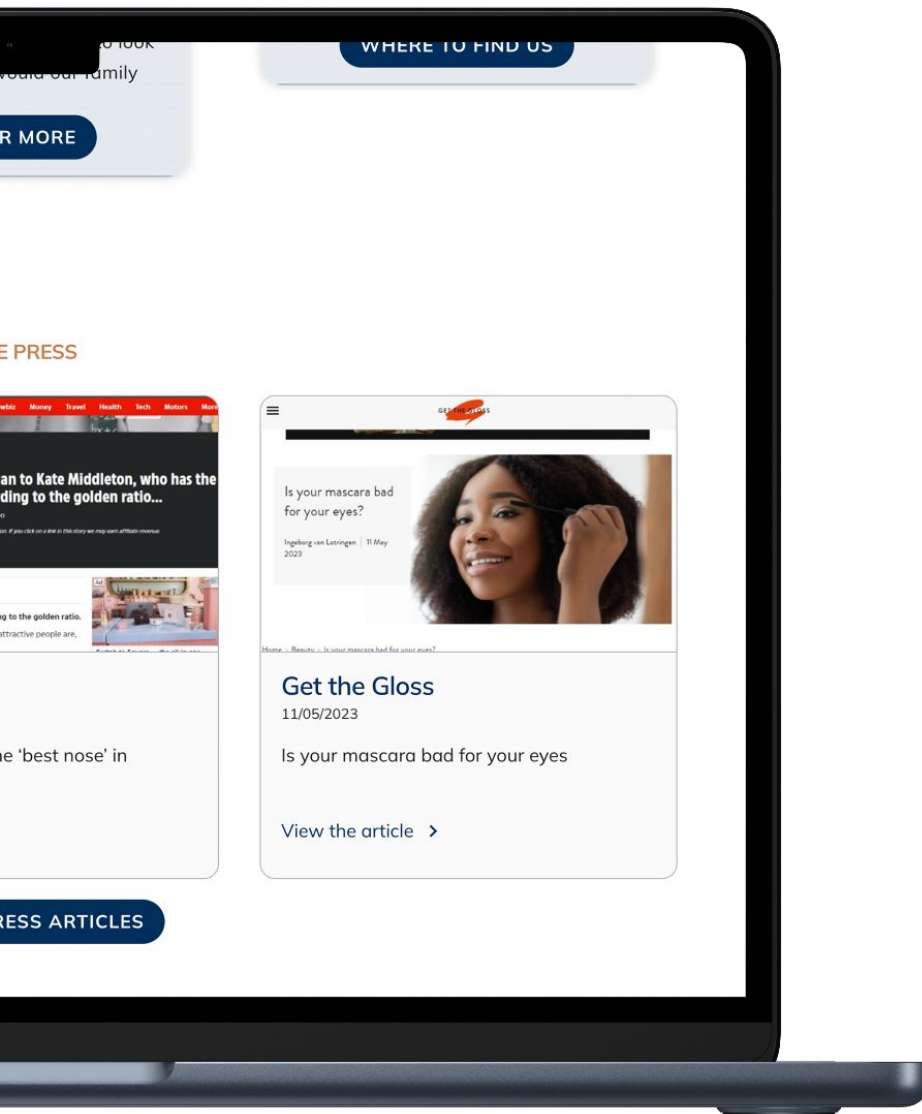
A transformative remodel

How long do you tend to wait for a website to load before you lose patience and click on something else?

You probably don't know the answer to that question, but we do. It's around 1-3 seconds. 87% of website visitors won't wait longer than three seconds. 47% won't wait longer than two seconds.

But audience focus times are only one issue. The other big problem with a sluggish website is that, for obvious reasons, search engines invariably ignore them. In other words, it's much harder to win organic search traffic if your website can't keep up.





So it's no exaggeration to say that a slow website is a failing website.

With this in mind, one of our key priorities was to speed it up. We did that almost immediately by moving the hosting over to our optimised hosting environment.

We then set about fixing errors on the site. These ranged from minor errors, like broken links and pages not loading (e.g. 404 errors), to fundamental problems like failing Google's Core Web Vitals through to unusable site-wide navigation.

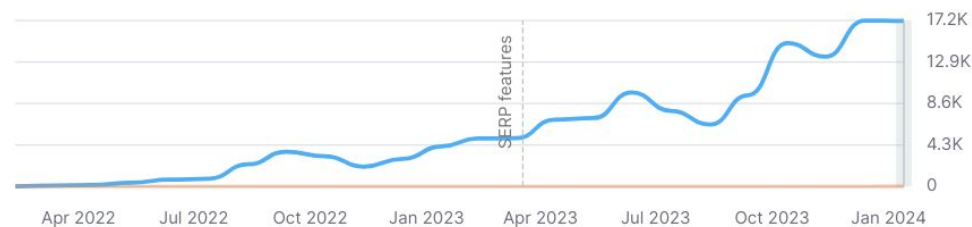
After updating the software too, the result was a faster, more robust and error-free user experience.

Finally, our attention turned to the website's content. We optimised it with search engines in mind, focusing on key words and phrases to ensure that it started to rank for popular search terms.

The Results

Visitor numbers increased month by month, and instead of encountering a broken website as before, they now navigate and interact with it seamlessly.

Fundamentally, the site went from being a business damaging entity to the primary source of all new business enquiries.



Organic Traffic

Perhaps most remarkable of all is that their primary source of enquiries came from - you guessed it - Google search.

They say a graph can paint a thousand words - here are two from our work with Face Restoration:



Keyword Indexation

The Feedback

We get it - finding the right web development partner can be incredibly frustrating, especially when past investments result in nothing more than a visually appealing site that fails to perform. Many of our clients come to us after dealing with negative experiences like poor functionality and ineffective SEO that left their sites struggling to be seen online.

Face Restoration was one such client, having previously invested heavily with another provider only to be left with a website that didn't deliver. They were naturally left disappointed and skeptical about website support.

Not only did we provide a site that functions flawlessly and ranks highly, but we also transformed their perception of what effective support could help them achieve. They came to understand the true potential of a well-supported digital presence. Here's how we helped them see the difference:

Prof. Jonathan Roos

responsive, kind, not sleazy, honest, hard-working

[Add a tag](#)

Dr. Rachna Murthy

Proven track record and a select group of the best in the business

[Add a tag](#)

“

Medisites have been a godsend. After spending thousands on another company for a site that looked great but didn't work, the team at Medisites transformed things within **tight deadlines** and **on a budget**. Now, our site not only looks fantastic but also functions brilliantly and ranks high with Google SEO.

Dr. Rachna Murthy, Face Restoration

BSc(Hons) MB BS FRCOphth, Ophthalmologist, Oculoplastic & Reconstructive Surgeon



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Medisites are fast, focused, and true experts in SEO and web design. Every industry expert I've asked to review their work has been blown away by their in-depth knowledge.

Prof. Jonathan Roos, Face Restoration

*MB BChir MA PhD(Cantab) FRCOphth FEBOophthalmologist,
Oculoplastic & Reconstructive Surgeon*



Let's transform your website too

Whilst the results we achieved for Face Restoration are remarkable, they are not unusual. This is the sort of thing we do for medical professionals and organisations every day. It's our bread and butter.

Whether you're creating a website from scratch or your website isn't performing as it should be, we can build you a digital home that speaks to your audience, drives growth and faithfully reflects the excellent work you do professionally.

