



## Looking at Google Analytics

Searches related to varicose veins are more than double that of spider or thread veins; this demonstrates, not necessarily a higher prevalence of varicose veins, but rather the lack of understanding consumers have, mistaking thread veins for varicose veins, but also, when they search for information on leg veins, its varicose vein information that dominates. Even if they do have varicose veins, those with varicose veins, nearly always have thread veins too.

If we look at google analytics the graph below demonstrates a seasonality, with searches peaking in Spring and Summer months, when legs are on display (a prime time for targeted marketing campaigns).

Google searches have declined since we last checked in 2017, which may indicate a preference for social media platforms such as Facebook, YouTube and Instagram?

If we look at the numbers and accept that searches for varicose veins are sometimes misdirected and those patients nearly always have thread veins too, then here is a treatment that is more searched for than Botox!

So, we need to do better and be smarter in order to drive demand for our service. Provide a quality of service to impress and this will generate positive and all-important testimonials plus word of mouth referrals which are free and highly valued by patients.

Keeping your website up-to-date with new, relevant information will improve your Google ranking – so potential customers will be more likely to see and click on your website.

A great way of boosting website traffic is by writing informative blogs. There are tools available that show common search terms on a particular subject, for example, some common questions regarding varicose veins (among many others) are *'Are varicose veins dead?'* and *'How can varicose veins be cured?'*

By creating informative blogs on your website with these titles, you'll appear very high in organic Google searches, you'll inform the reader (gaining their trust) and you can point them towards your treatments.

Social media is a great way to engage with your clients – Facebook is an ideal platform because, although it still has a large younger demographic, there's also a huge group of women over 35 that use the site daily.

You can also use Facebook advertising to target people that don't currently follow you – it's a great way to raise awareness of treatments for leg veins because you can target based on age, location, interests, income...

Reaching out to your current customer base is also crucial. With 40-50% of the adult population suffering from unsightly leg veins, there will be a large proportion of your customer base that are being affected.

Raise awareness of the issue through e-shots, newsletters, point-of-sale materials and events. Advise them about the solutions - they probably

aren't aware of them.

When you treat people, take photos, or better still, videos (with their consent) and create testimonials and customer stories.

Customers are much savvier and more untrusting now than ever before, but seeing a real person tell their own story and to be able to see their results still resonates and instils trust.

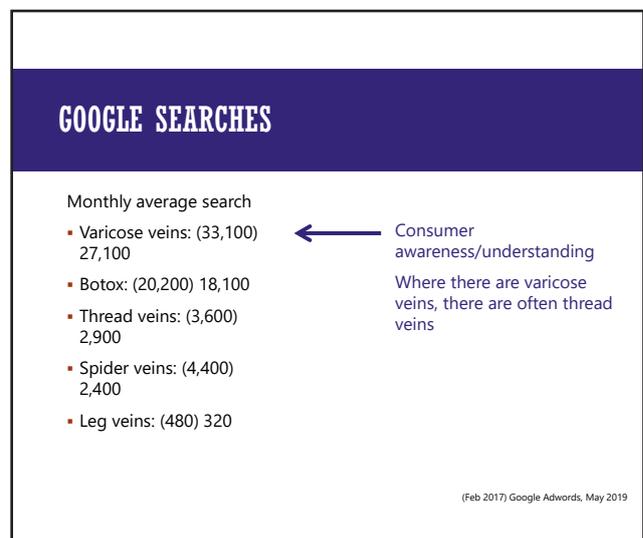
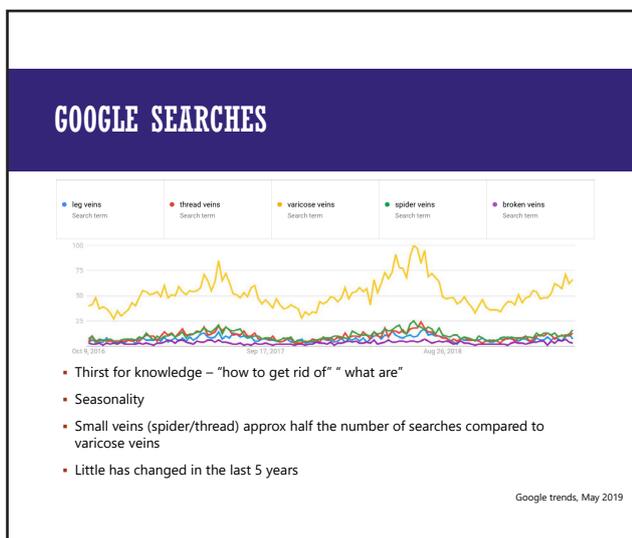
Keep an eye on the press, submit informative articles to the local press, who may pick them up when in need of copy, but you can also link to and comment on articles published either in print or on-line.

These patients are needing their condition to be treated seriously and sympathetically, you may well be the first person to do so.

I must add that it is unlikely you can offer a good service without also having a referral pathway - you are going to have patients with varicose veins, and you'll need to refer. Shake hands with a local vascular specialist, if you refer varicose veins to them, they should be happy to refer patients back to you for thread veins.

Once you have started, ensure you keep on top of the game by seeking out CPD opportunities and join The British Association of Sclerotherapists ([www.bassclerotherapy.com](http://www.bassclerotherapy.com)).

If you get it right, this could give you a march on your competition, widen your reach and prove rewarding and profitable.



Images courtesy of Emma Davies