

## **Ceatus CEO David Evans to Speak at ASAPS 2013**

([PRLEAP.COM](http://PRLEAP.COM)) San Diego, Calif., April 4, 2013 – Ceatus Media Group CEO David Evans, PhD, is slated to speak about the keys to online visibility and increased patient volume at ASAPS 2013, the annual meeting of the American Society for Aesthetic Plastic Surgery, April 12-15.

Drawing on his success creating Internet visibility for thousands of surgical practices – both in the United States and abroad – Dr. Evans will lead three ASAPS educational courses outlining the steps necessary to boost patient volume through Internet marketing.

"I'm looking forward to teaching plastic surgeons how to use current Google trends to their advantage," says Dr. Evans. "Since most consumers see Google rankings as an indication of credibility, I will provide concrete steps that aesthetic surgical practices can take to obtain better rankings, cultivate a stronger Internet presence and, ultimately, achieve higher patient volume."

The first course, "Maximizing Your Online Marketing ROI," will take place Friday, April 12, from 11:30 a.m. to 1:30 p.m. It will outline the components of a successful Internet marketing campaign. The second course, "How to Get More Patients from the Internet," will take place on Saturday from 12:45 p.m. to 1:45 p.m. and on Sunday from 12:15 p.m. to 1:15 p.m. The third course, "Turning Cash Into Clicks and Clicks into Cash – Advanced Internet Marketing," is scheduled for Sunday, April 14, from 1:30 p.m. to 4:30 p.m.

ASAPS 2013 will bring together top leaders in the field of aesthetic plastic surgery at the Javits Convention Center in New York City. Dr. Evans and the Ceatus team will be offering free website and Internet strategy assessments at booth 446, helping members understand how to generate online presence and achieve maximum value for their Internet marketing dollars.

### **About Ceatus Media Group**

Ceatus Media Group specializes in building patient volume for plastic surgeons through online marketing. The company's products include SEO, customized website design, patient referral directories, video, social media and website management services. Ceatus offers plastic surgeons Internet visibility through practice profiles in its patient referral portals, [Breast Implants 4 You®](#), [Consumer Guide to Plastic Surgery®](#) and [All About Facial Rejuvenation®](#). Visit [www.ceatus.com](http://www.ceatus.com) to learn more about Ceatus' premier Internet marketing services.

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