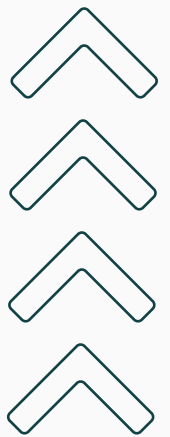


Rebuilding Absolute Dermatology's Digital Presence from the Ground Up:

Client: Absolute Dermatology
Timeline: 10 Weeks



Introduction

Absolute Dermatology came to us with a slow, dated website and a costly, fragmented admin process. In just 10 weeks, we rebuilt their site in Next.js with an integrated admin dashboard, delivering a site that's 10x faster, easier to manage, and fully optimized for SEO.

Services Provided



Marketing Website



SEO Optimization



Admin Dashboard

Challenges

During our initial conversations, Absolute Dermatology shared a number of pain points they were facing with their digital presence: a sluggish, dated website, difficulty making updates, poor SEO results, and disjointed admin tools. We documented each issue carefully and used them as the foundation for our rebuild strategy, ensuring every frustration they raised was directly addressed in the final solution.

Slow and Unpolished Website

The existing site was sluggish, visually outdated, and lacked a professional aesthetic that reflected the quality of the practice.



Inefficient Update Process

Routine changes required long turnaround times, often involving back-and-forth communication and delays before updates were implemented.



Poor SEO Performance

The previous build offered limited search engine visibility, leading to lower ranking and fewer new patient inquiries.



Fragmented Admin Access

Administrative functions were hosted on a separate SaaS platform with per-seat costs, forcing office managers to pay individually for access instead of using a single per-practice account.



Our Solution

With the key issues identified, our focus turned to designing a streamlined, modern system that addressed each pain point directly. We rebuilt Absolute Dermatology's site from the ground up with integrated admin tools, simplified maintenance, and a stronger technical foundation, resulting in faster performance, improved SEO, and a more efficient workflow for their team.

Modern, SEO-Optimized Rebuild

Rebuilt the site in Next.js using server-side rendering (SSR) and SEO-optimized metadata, significantly improving performance and search visibility.



Custom Review Management

Added functionality allowing admin to approve or deny reviews based on spam or profanity, giving the practice more control over public feedback.



Metrics show our website loads nearly **10× faster**, cutting average load time from 3.31s to 0.35s.

Ongoing Partnership

Provided fast, monthly maintenance and continuous optimization to ensure long-term performance and a smooth client experience.



Integrated Admin Dashboard

Built a simple, secure dashboard directly into the existing website—no separate SaaS platform—accessible via magic link invites and hidden behind a sign-in page.



We couldn't be happier with our experience working with MBX Consulting! They completely redesigned our entire website in no time—and delivered exactly what we envisioned. From start to finish, the process was seamless. They customized every aspect of our site to fit our needs, and their team was not only incredibly accessible and responsive, but also incredibly innovative.

We had spoken with other companies before, but none came close to the level of service, creativity, or capability that MBX offered. They truly exceeded our expectations. Highly recommend!

**Quote From
Dr. O'Connor**

Founder of Absolute Dermatology



We help businesses upgrade slow, outdated systems into modern, maintainable platforms.
Marketing Websites • Custom Software & MVPs • Data & AI • Security & Infra

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