

Beaumont Dermatologist Launches Redesigned Website with Cosmetic Focus

Dr. Peter Morrell of Morrell Dermatology announces his redesigned website, delivering a clean, luxurious aesthetic with a strong focus on cosmetic dermatology.

BEAUMONT, TX, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Dr. Peter Morrell, a board-certified [dermatologist in Beaumont, TX](#), has launched a newly redesigned website for his practice, Morrell Dermatology, reflecting the practice's cosmetic-forward, patient-centered approach to care.

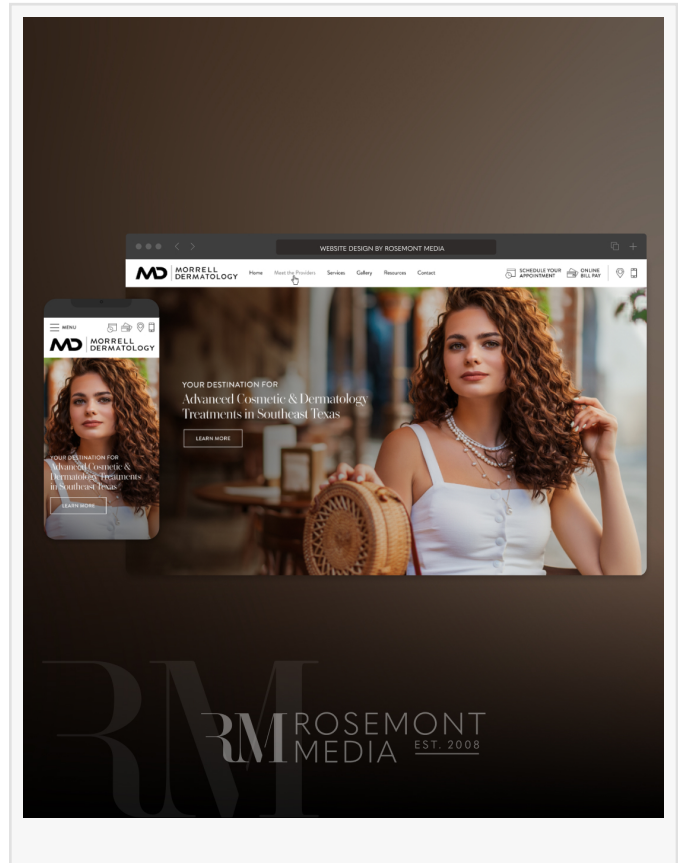
Dr. Morrell set out to create a site with a polished, boutique-like feel, one that would showcase his cosmetic offerings without losing the trust and credibility patients look for in a board-certified dermatologist. With the practice's general dermatology and surgical services already firmly established, the site needed room to grow alongside the practice while still reflecting Dr. Morrell's personal, detail-oriented approach to patient care.

A Refined Look and Feel

The new site takes a minimalist approach, relying on open space and refined, editorial-inspired typography rather than heavy visual clutter. Instead of opening with clinical imagery, visitors are first greeted with polished, curated photography. The overall effect favors the atmosphere of an upscale aesthetics studio over a traditional medical office, while credential and affiliation badges throughout the site reinforce Dr. Morrell's qualifications.

Organized Around What Patients Want Most

With general dermatology and surgical care already well-known to the practice's existing patient base, the new site was structured to bring [cosmetic skin services](#) to the forefront. Treatments such as injectables and fillers, laser and light-based procedures, skin rejuvenation, and facials



and peels now hold prominent positions throughout the homepage and main navigation, reflecting where the practice is putting a strong emphasis.

Designed Around Convenience

A user-friendly navigation bar keeps essentials like contact details, office locations, and appointment scheduling accessible from anywhere on the site. Online scheduling and bill pay features cut down on the extra steps patients often face, and a dedicated resources area gives visitors a place to learn about insurance, payment options, and the referral process — all in line with Dr. Morrell's emphasis on patient-centered care.

Content Designed to Inform and Rank

Dedicated landing pages introduce each treatment category, from injectables and fillers to laser and light-based procedures, giving the site a foundation that supports visibility in both traditional search engine optimization (SEO) and [generative engine optimization](#) (GEO). That same content also gives patients a resource to research their options ahead of an appointment, so they can walk in already informed.

To bring this vision to life, Dr. Morrell collaborated with Rosemont Media, a digital marketing agency specializing in website design, SEO, and online marketing for medical and dental practices nationwide. Rosemont Media worked closely with Dr. Morrell and his team throughout the process, translating his goals for a clean, luxurious, cosmetic-forward brand into a fully custom website built to support the practice both today and as it continues to grow.

About Dr. Peter Morrell

Dr. Peter Morrell is a board-certified dermatologist serving patients throughout Beaumont and Port Neches, Texas. He is board certified in dermatology by the American Osteopathic Board of Dermatology, with an added qualification in Mohs Micrographic Surgery. Dr. Morrell earned his undergraduate degree from the University of Notre Dame and his medical degree from the University of North Texas Health Science Center – Texas College of Osteopathic Medicine. He completed his dermatology residency and Mohs Micrographic Surgery fellowship at A.T. Still University – Kirksville College of Osteopathic Medicine. Dr. Morrell is a member of numerous professional organizations, including the American Academy of Dermatology and the American Society for Mohs Surgery. He is available for interview upon request.

To learn more about Morrell Dermatology and the care provided by Dr. Peter Morrell, visit www.morrellderm.com. Serving patients throughout Beaumont, Port Neches, and the surrounding communities, the practice is committed to delivering personalized, detail-driven dermatology that helps every patient feel confident in their skin.

To view the original source of this release, click here:

<https://www.rosemontmedia.com/surgeons-blog/beaumont-dermatologist-launches-redesigned-website-with-cosmetic-focus/>

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