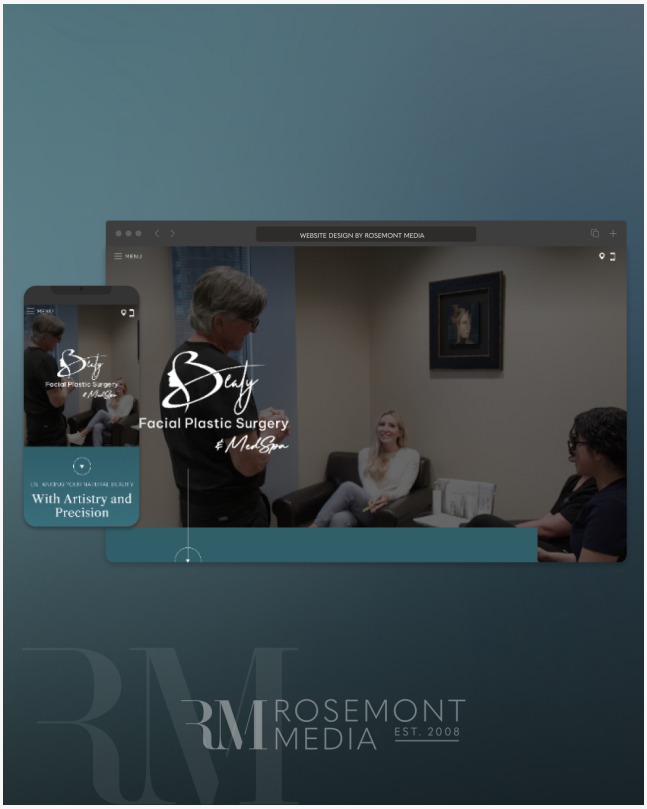
Atlanta Facial Plastic Surgeon Launches Newly Redesigned Website

Beaty Facial Plastic Surgery and MedSpa announces their new practice website, offering a dynamic, patient-centered experience.



ATLANTA, GA, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Mark Beaty, MD, the double board-certified facial plastic surgeon in Atlanta leading care at Beaty Facial Plastic Surgery and MedSpa, has announced the launch of the practice's newly redesigned website. Built to match the energy and artistry of the practice's work, the new site offers a modern, patient-centered experience aimed at making it easier for visitors to explore the full range of services offered by Dr. Beaty and his team, and to connect with care.

A Cleaner Look and Easier Navigation
The redesigned homepage uses simplified menus and updated visuals to help visitors find what they're looking for without digging through pages of text. Whether someone is early in their research or ready to book a consultation, the layout is built to move them toward an answer quickly, on any device.

A Closer Look at the Practice's Core Procedures
The site gives particular attention to the surgeries Dr. Mark Beaty is best known for: rhinoplasty, facelift, neck lift, and brow lift, along with his trademarked ProLIFT™ facelift technique. Dedicated procedure pages make it simple for visitors to go from a general overview straight to the specifics of the treatment they are considering.

A Team Approach to Aesthetics and Wellness
The redesign also puts a spotlight on the practice's full provider team, not just its lead surgeon. Dr. Laura Beaty, a board-certified family medicine physician, is featured for her work in wellness, weight loss, and non-surgical facial and body treatments. Shawndelle Carter, CMA and Licensed

Medical Aesthetician, is an Advanced-Certified CoolSculptor and Ultherapy® specialist with nearly a decade at the practice; she is highlighted for the role she plays in the practice's non-surgical treatment offerings. Giving each provider dedicated visibility helps patients understand who they will be working with before they ever schedule a visit.

Writing Focused on What Patients Want to Know
Every page was written with the patient's questions in mind, rather than simply describing the practice's credentials. Procedure content walks through recovery timelines, realistic expectations, and what a consultation actually involves, so visitors can arrive at their first appointment already informed.

A Gallery Patients Can Actually Use
The new photo gallery lets visitors sort before-and-after results by procedure, making it faster to find examples relevant to their own goals, particularly for rhinoplasty and other facial rejuvenation work.

Beaty Facial Plastic Surgery and MedSpa partnered with Rosemont Media, a website design and digital marketing firm, on the redesign. Serving patients from locations in Midtown Atlanta and Alpharetta, the practice also invested in SEO (search engine optimization) tied to its service areas and specific procedures, along with plastic surgery GEO (generative engine optimization) work aimed at keeping the practice visible as more patients start their research through AI-powered search tools.

About Beaty Facial Plastic Surgery and MedSpa

Beaty Facial Plastic Surgery and MedSpa is a cosmetic surgery practice serving the Greater Atlanta area since 2011, led by double board-certified facial plastic surgeon Mark Beaty, MD, alongside family medicine physician Laura Beaty, MD, and Ultherapy® and CoolSculpting® specialist Shawndelle Carter, CMA and Licensed Medical Aesthetician. The practice offers a full scope of surgical and non-surgical facial rejuvenation, including rhinoplasty, facelift, blepharoplasty, neck lift, and brow lift, along with injectables, laser treatments, weight loss and wellness care, and other medspa services, all delivered with a focus on natural-looking, individualized results. The team is available for interview upon request.

To learn more about Beaty Facial Plastic Surgery and MedSpa and the care provided by Dr. Mark Beaty, Dr. Laura Beaty, and the practice's team of aesthetic providers, visit www.beatymd.com. The practice serves patients throughout Midtown Atlanta, Alpharetta, and the surrounding communities.

To view the original source of this release, click here: https://www.rosemontmedia.com/website-design/atlanta-facial-plastic-surgeon-launches-newly-redesigned-website/

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