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men's grooming, plastic surgery

How Embarrassing Is Your Browser History?

BY MADDIE ABERMAN, BEAUTY ASSISTANT, OCTOBER 14, 2014, 2:00:00 PM



Cosmetic Dermatologist Dr. Paul Jarrod Frank gets a lot of traffic on his website, but with the help of some simple analytics, he caught on to an interesting trend: The number of views of his informational videos were spiking at some very odd hours. More specifically, his male liposuction video was peaking between midnight and 2 A.M.

Why the late-night Google sesh?

"At work, it's difficult to search the Web," says Dr. Frank. "Even if you're at home, you may be a little shy." It's the potentially embarrassing procedures—like liposuction or Botox for intensive sweating—that are blowing up his website in the wee hours. "People aren't searching for information about acne in the middle of the night. It's the cosmetic procedures [that are researched] at night."

And 40 to 50 percent of Dr. Frank's female patients say that they found his practice through word of mouth. Proving, yet again, that women love to talk. His male clientele is rapidly growing, but men are different (as if we didn't already know), especially when it comes to cosmetic procedures: More than 40 percent of his male patients did not find out about Dr. Frank through word of mouth. "A lot of men aren't comfortable talking about this stuff," Dr. Frank says. And if they're not talking about it, they're clearly taking their curiosity online.

Although his analytics prevent him from knowing specifics, like the age and gender of his website visitors, he can only assume the "male lipo" researchers are, in fact, male.