

SEO Case Study

Medical Spa

Campaign Information

Industry: Salon & Medical Spa

Location: The Woodlands, TX

Campaign Start Date: 07/27/2020

SEO Hours per Month: 14

Campaign Type: Local

Goal: Build online reputation and bring in more clients

Strategy

To build relevance and trust online, specifically for their extremely competitive keyword choice, we created new, engaging copy for their service pages, wrote multiple blog posts, submitted to dozens of business directories, improved their site speed, and built an impressive backlink portfolio. Despite the hardships created by COVID-19 in 2020, the client's organic traffic increased 28% year over year for Q1 and Q2.

Results

KEYWORD PHRASE	START	CURRENT
botox services spring tx	81	3
ultherapy services spring tx	101	4
botox spring tx	27	5
ultherapy skin tightening spring tx	101	10

4.7

avg page increase
for keywords

28%

increase in yearly
organic traffic

6

keywords on page 1
of Google

Top SEO Tasks

- Engaging copy written
- Multiple blog posts written
- Backlink portfolio built
- Website speed increased
- Dozens of business directory submissions

