

seo case study

Aesthetics School

Campaign Information

Industry: Medical - Aesthetics School

Location: Saint Louis, MO

Campaign Start Date: 10/14/2020

SEO Hours per Month: 10

Campaign Type: Local

Goal: To enroll women into their esthetics licensing course

Results

As this client services a very specific industry, not just aesthetics but an esthetician school, selecting precise keywords was necessary in order to build an online presence in the target market. The goal was not to increase the number of clicks and page visits, but bring in the right customers whose clicks will convert into sales. To do this, our team put a lot of time and effort into creating custom content for the client's website and creating links from another site back to their page. This strategy saw great results as in less than 2 months, the majority of the chosen keywords reached the top 10 and have stayed there for the better part of the year.

Performance

KEYWORD PHRASE	START	CURRENT
microneedling certification class st louis mo	101	1
microneedling certification program st louis mo	101	1
900 hour esthetics license st louis mo	101	1
medical aesthetic licensing st louis mo	40	1
skin care licensing st louis mo	101	2



24

Keyword rankings improved

#1

Current top rank

17

Keywords in Google's top 10

Top SEO Tasks

- 41 custom blog posts
- 164 links built
- 36 business directory submissions
- 1582 work items completed
- 57 website bookmarks