

seo case study

Salon & Medical Spa

Campaign Information

Industry: Health & Wellness

Location: The Woodlands, TX

Campaign Start Date: 07/27/2020

SEO Hours per Month: 10

Campaign Type: Local

Goal: Build an 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	PAGE	RANK
botox services spring tx	8 ↗ 1	81 ↗ 3
ultherapy services spring tx	10 ↗ 1	101 ↗ 4
botox spring tx	3 ↗ 1	27 ↗ 5
ultherapy skin tightening spring tx	10 ↗ 1	101 ↗ 10

Performance

4.7

**Avg Page Increase
for Keywords**

28%

**Increase in Yearly
Organic Traffic**

6

**Keywords on page 1
of Google**