

# seo case study

## Spa Services

### Campaign Information

Industry: Spas and Salons

Location: **Carlsbad, California**

Campaign Start Date: 1/05/2023

SEO Hours per Month: 20

Campaign Type: Local SEO

Client Goal: Start ranking higher in SERPs by creating supportive content and pages.

### Results

For this spa and salon customer, we made it a priority to focus on more unique and specific keywords related to their services, such as “deep tissue massage,” rather than focusing on broad terms such as “massage.” Targeting specific services offered by the client narrowed the competition field and focused all campaign resources to the success of these terms. To help support these keywords further, we suggested creating individual landing pages for their specific services and adding valuable, informative content to help confirm the client’s relevance with the keywords we were targeting.



**37**

keywords within top 10 Google results

**#4**

Current top rank

**122**

Total work items completed to date

### Performance

KEYWORD PHRASE	START	CURRENT
deep tissue massage carlsbad ca	101	4
deep tissue massage treatments carlsbad ca	101	4
deep tissue massage therapy carlsbad ca	101	5
spa with facials carlsbad ca	101	5
salon facials carlsbad ca	25	10

### Top SEO Tasks

- From 337 total keywords to 475
- 11 Custom Blog Publications