

SEO Case Study

Medical Spa

Campaign Information

Industry: Salon - Medical Spa

Location: Bedford, NH

SEO Hours per Month: 10

Campaign Type: Local

Goal: Improve local traffic, online ranking, and overall business

Results

Our client had a lot of success because of the strength and robustness of their website. Our team focused on maintaining the initial keyword's top ranking position by building backlink portfolios, crafting onsite recommendations, and writing blog posts to help solidify the authority the client had garnered. With steady ranks, new keywords were added to the pipeline and our teams are seeing parallel success with each of them.

Performance

KEYWORD PHRASE	START	CURRENT
cool sculpting new hampshire	1	1
botox injections new hampshire	16	2
coolsculpting new hampshire	10	3
Vivace Radio Frequency Microneedling new hampshire	101	4
Vivace RF Microneedling new hampshire	101	5

8

keyword rankings
improved

#1

current top rank

8

keywords in
Google's top 10

Top SEO Tasks

- 42 custom blog posts
- 368 links built
- 550 work items completed
- 104 articles engaged
- 101 business directory submissions

