



Case Study | SEO Growth for a Medical Spa

Client Overview

The client is a medical spa offering services such as skin treatments, hair loss solutions, and aesthetic procedures. Starting with minimal organic visibility, the goal was to improve local map rankings, expand keyword coverage, and drive more discovery for high-intent treatment searches.

Objective

The campaign focused on:

- Increasing visibility in local map results for core treatments
- Expanding organic keyword coverage
- Driving more traffic from high-intent “near me” searches
- Improving engagement through local discovery

Strategy & Execution

Local Map Ranking Strategy

- Focused on improving rankings for high-intent keywords such as “skin treatment near me” and “hair loss treatment near me”
- Strengthened local relevance signals across website and GBP
- Prioritized map visibility to capture location-based search demand

Google Business Profile Optimization

- Optimized services and descriptions for skin and hair treatments
- Improved profile engagement through consistent updates
- Strengthened visibility for local and “near me” searches

Performance Results

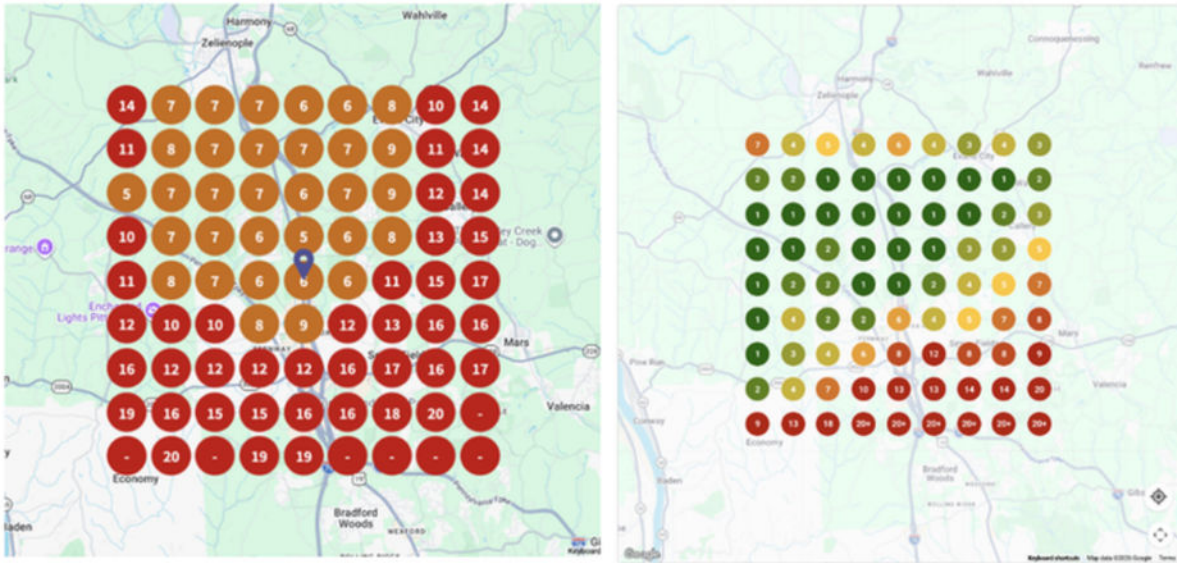
Organic Growth (Search Atlas)

- Organic traffic increased from **1 to 75 monthly visitors**
- **+7400% growth in organic traffic**



Local Map Ranking Improvements

- “skin treatment near me” improved from **12** → **5.78 average map rank**



Google Business Profile Performance

- Profile views increased by **27.4%**
- Direction requests increased by **37.4%**

8,889

👁 People viewed your Business Profile

📈 +27.4% (vs Sep 2024–Jan 2025)

2,450

🔍 Searches showed your Business Profile in the search results

📉 -5.9% (vs Sep 2024–Jan 2025)

316

Direction requests made from your Business Profile

📈 +37.4% (vs Sep 2024–Jan 2025)



Keyword & Visibility Highlights

Organic Keyword Growth

- Expanded visibility across treatment-based searches
- Improved rankings for both general and niche aesthetic queries
- Increased presence for “near me” and service-based keywords

Local Search Performance

- Strong improvements in map rankings for high-intent keywords
- Increased visibility in Local Pack for treatment-based searches
- Growth in mobile-driven local discovery

Key Insights

- **Massive Growth from a Low Baseline**
 - The campaign successfully transformed minimal traffic into a growing organic channel.
- **Local Map Optimization Drives Discovery**
 - Improved map rankings significantly increased visibility for high-intent searches.
- **Treatment-Based Targeting Attracts Qualified Users**
 - Focusing on specific services helps capture users ready to take action.
- **GBP Engagement Indicates Strong Local Interest**
 - Increased direction requests show growing intent for in-person visits.

Conclusion

Through a combination of local map optimization and Google Business Profile improvements, the campaign successfully increased visibility and traffic for the med spa.

The business is now ranking higher for key treatment searches, attracting more local users, and building a stronger presence in both organic and map results. With continued optimization, the med spa is well-positioned to convert this growth into consistent client bookings and long-term success.