



CASE STUDY :  
45% INCREASE  
OF REVENUE  
FOR MEDICAL  
SPA CLIENT

[www.EasyAsPieDesign.com](http://www.EasyAsPieDesign.com)

# MEDICAL SPAS DOUBLES DOWN ON SEO & GROWS REVENUE 45%

- Campaign Length: 28+ Months
- Monthly Budget: \$4500
- Ranking Keywords: 2,500
- Daily Visitors: 3,000
- Revenue Growth 45%



EASY AS PIE  
DESIGN

WEBSITES + MARKETING

## SEO AUDIT

The first thing we do with every client is an extensive SEO audit. We needed to know what wasn't working for the client and what needed to be changed to ramp up their traffic.

We found their organic traffic was only about 150 visitors per month so we knew there was an opportunity there.

Important metrics that affect rankings are keywords and backlinks. The medical spa was ranking for about 475 keywords when they first started working with us, and they had 75 backlinks.

It was clear that in order to get more traffic—and more clients—we needed to get them ranking for more high-performing keywords and grow their backlinks.

**Ranking for all of the keywords you want takes time. In fact, most SEO strategies take six or more months of work before you start seeing any results.**

**But luckily we can speed up that process by finding “easy win” keywords.**

What are these exactly? They're relevant keywords ranking in positions No. 4-30.

These “easy win” keywords are ones that Google already likes, just doesn't love yet. By showing these keywords some immediate TLC, we can get Google to love them and get them onto page 1 of the SERPs.

We found that our new client had some high intent keywords sitting right there like “best health spas in 2021,” “medical spa for long term health,” and “halo for long term glow” so that's where we started!

# THE SEO EXECUTION

**Blogging was key in landing our client more backlinks.** Our team of writers created high-quality guest posts and we leveraged our relationships with publishers to get them posted with a backlink. This was the key to landing more Domain Authority.

Our team wrote **guest posts** like "5 Must-Know Before Getting Halo Treatment", "Top 3 After Care Tips After Getting a BBL"; and "5 Ways to Make Your Medical Spa Treatment Last Longer."

The topics are educational and informative but also relate directly to our spa's industry, allowing for a very natural backlink to their website. **Most of these guest posts were a mix of domain authority 20-50 so we went with some of their high-value keywords.**

We also **double-dipped on their high-performing blog posts through the Syndication** add-on option, a product that distributes existing content to 300+ high authority domains.

By getting backlinks from sites with a higher domain authority through guest posts and syndications, we were able to rapidly grow their organic traffic.

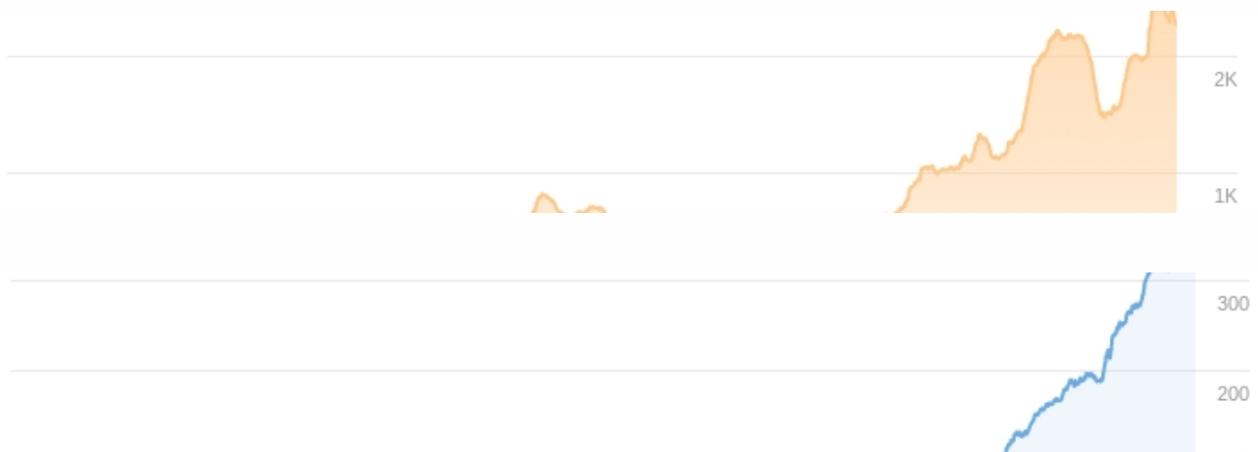
Our coaching client also worked with us to produce **spokesperson videos** for their site.

Video is the most popular form of content and helps visitors engage with your company.

## RESULTS

**Our client went from 150 visits per month in 2019 to over 2,000 today! At the peak of working with us, their traffic jumped to over 3,000 per month.**

**We also saw huge jumps in their keywords, going from 500 to 2,500**



## THE TAKEAWAY

Are you a plastic surgeon or medical spa and are looking to boost your SEO and grow your business?

The start of a new quarter is the perfect time to implement a new SEO or PPC strategy.

The Easy As Pie Design provides a suite of products to help you with everything from blogging to managing **local SEO**.

Our clients also have the option of enrolling in our managed SEO service. This is like putting your digital marketing on autopilot while getting regular performance reports from your dedicated campaign manager.

You can be as hands-on or hands-off as you wish, but we can still get you results.

Simply [book a call](#) with us if you're interested in learning more about the SEO products we offer.



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