



Flawless Laser & Med spa **SEO CASE STUDY**

CASE STUDY

How SEO Optimization Increased Organic Traffic to Saflawless.com

Some people think traffic and clicks are only related to paid Ads, but SEO has a whole other superpower that boosts the website to the SERPs (Search Engine Results Page). Ads are only temporary, but SEO is a long-term results-based process. SEO works slower, as it is organic and based on many factors, but the overall outcome is more effective and more cost-effective in the long run. SEO can increase traffic by 700%.



We are not saying that paid campaigns don't have any benefits. We are sharing what SEO can do for your website long term if you trust the process and have patience.



THE PROJECT

Flawless Laser & Med Spa

Flawless Laser & Med Spa is located in San Antonio, TX. They are a Med Spa that offers cutting edge non-surgical aesthetic treatments, plus holistic and scientifically tested products. They also have a blog where they share beauty tips and advice.



THE CHALLENGE

Flawless Laser & Med Spa had an existing website. They were looking to redesign their original website and get more leads. They needed help generating leads, but their website needed a mobile-friendly interface and SEO. Despite the website being brand new and the fact they are a local business the site had some, but very little traffic.



THE SOLUTION

The company focused on SEO optimization to improve its website's search engine results pages (SERPs) ranking. They worked with Growth99, who helped them identify the keywords most relevant to their business and that their target audience was searching for. The Growth99 SEO team helped Flawless Laser & Med Spa optimize its website's content, including the title tags, meta descriptions, and image tags. They also worked on improving the website's page load speed, mobile responsiveness, and user experience.





Techniques that helped boosting the traffic

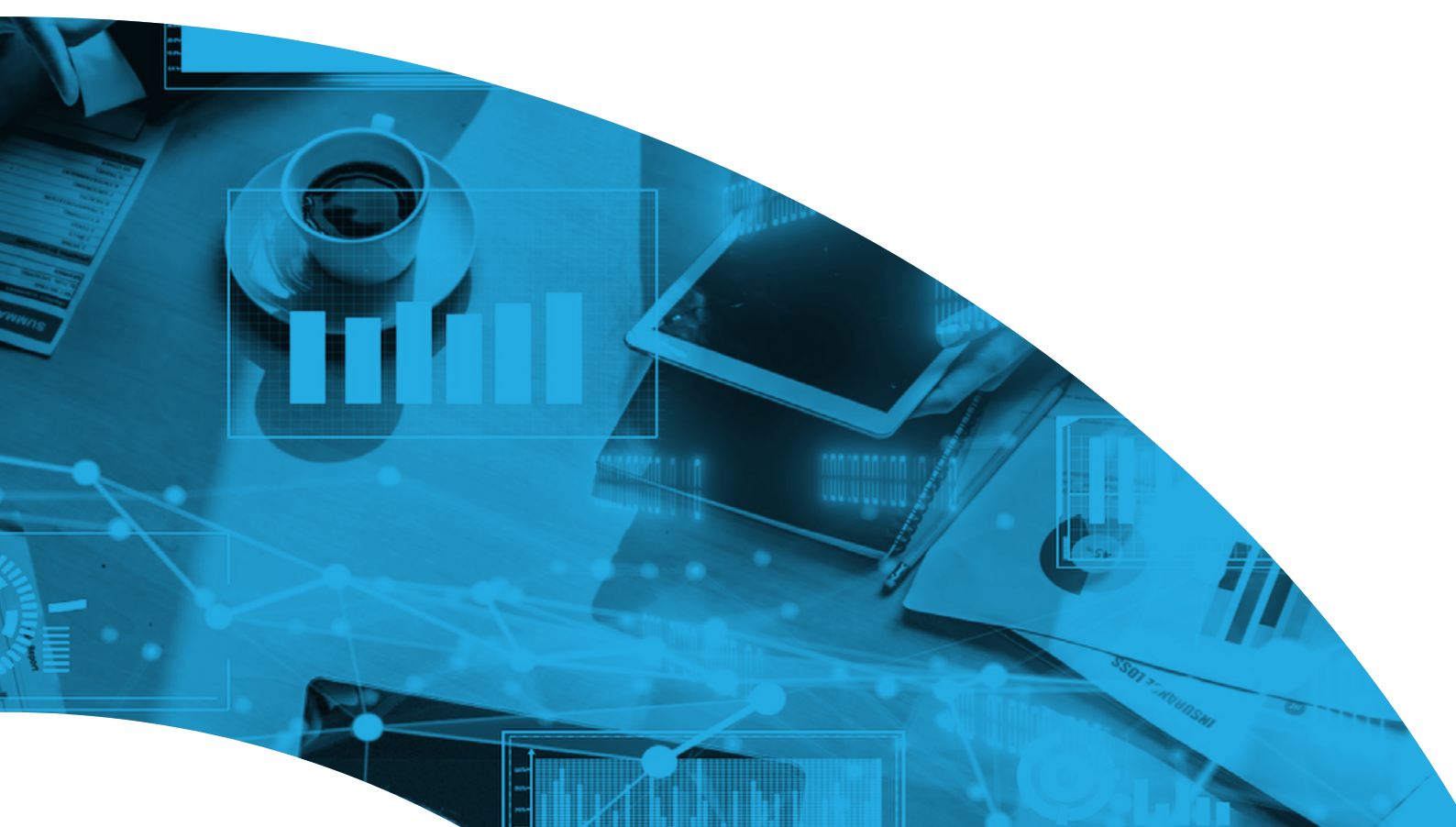
First, the SEO team started with the basics, which included:

- Keyword research
- Competitor research
- Off-page planning
- Existing backlinks checks
- Plagiarism-free content creation with keywords
- Created single service pages for citation purposes (Syndication)



After making the website mobile-friendly, we proceeded to:

- Update the meta title and descriptions with keywords that have search volume
- Create SEO-friendly URLs
- Optimize heading tags
- Images below 1 MB in size
- Add Alt Text to all images
- Submit the sitemap to Webmasters tools for crawling
- Design a robot.txt file
- Set up Open Graph





After implementing the setup strategy, the next step was to release the website and keep the crawlers engaged with the website. Our next steps were to:

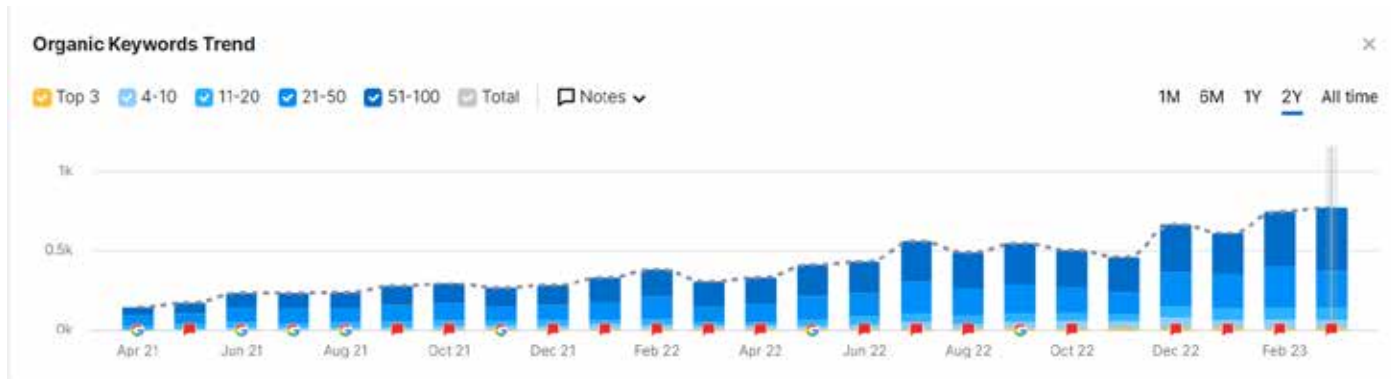
- Redirect all old links to the new SEO-friendly URLs so the client doesn't lose the existing traffic from old URLs.
- Add schema, so it will be easier for crawlers to know the content of the pages.

As part of our ongoing performance monitoring, we started working on the following:

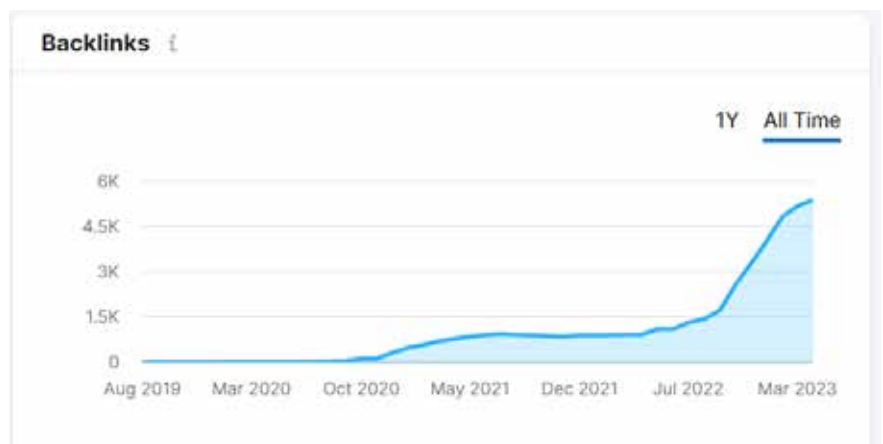
- Create and post blogs that are related to the services they offer. The general purpose of blogs is to answer common questions, engage customers and create a more Google-friendly website.
- Create and implement an Off-page SEO plan, including a strategic backlink strategy.
- Check search results, so no unwanted or 404 links can come up to SERPs.
- We will fix any unwanted links found.



THE RESULTS

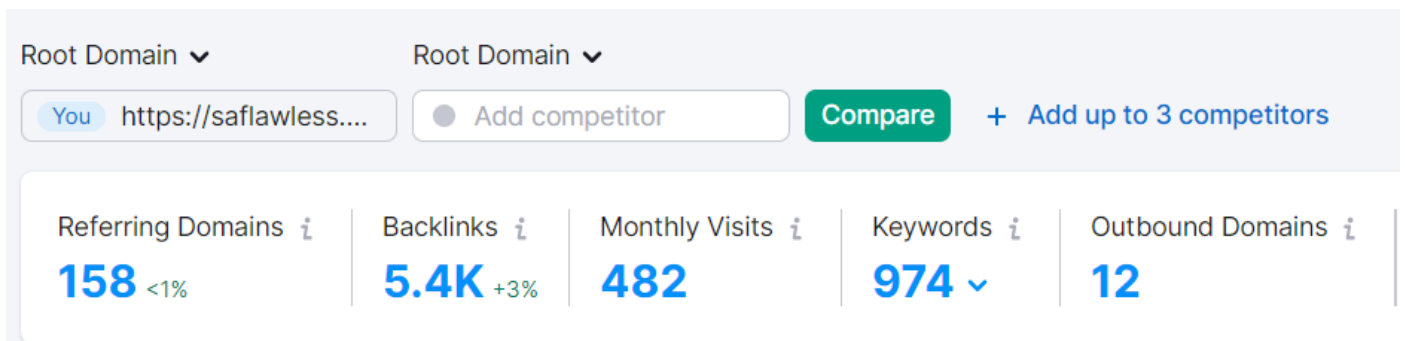


The Off-page SEO strategy we implemented worked well. Our efforts to build backlinks for the website were successful.

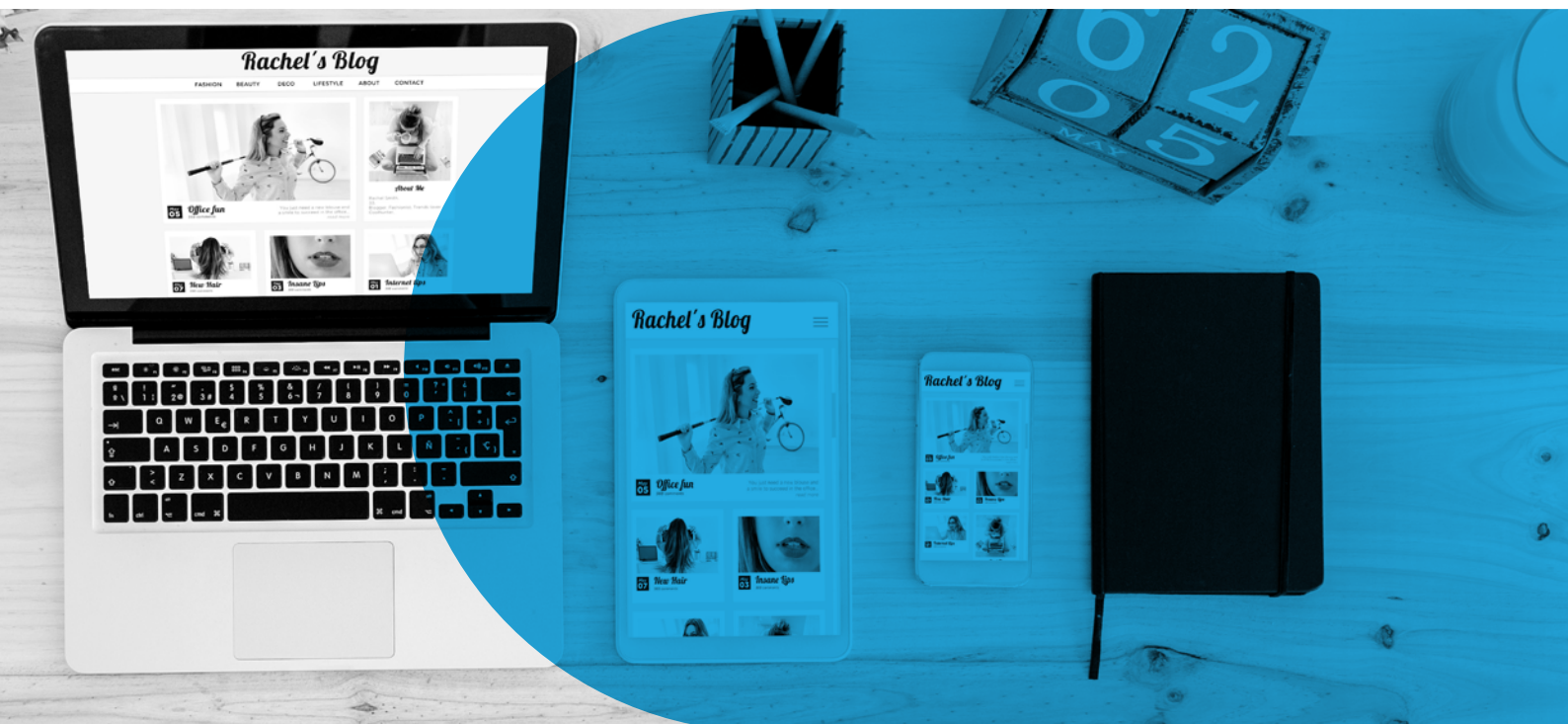
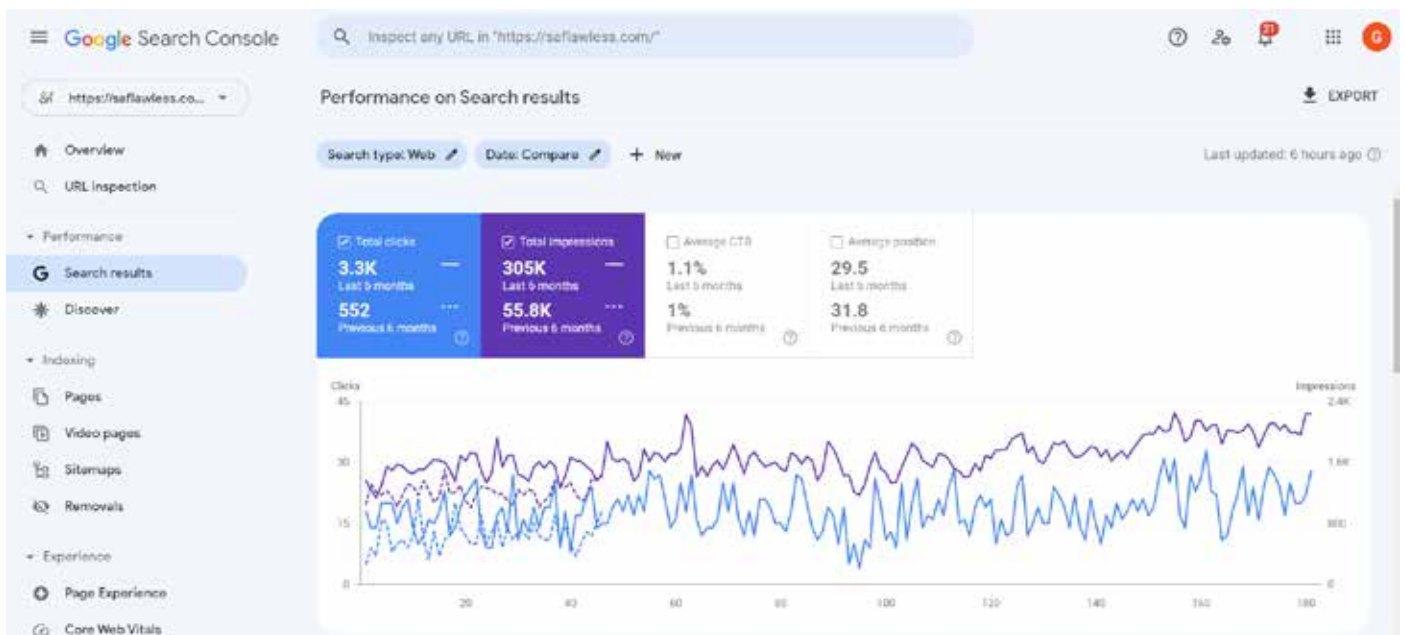


After implementing these changes, Flawless Laser & Med Spa saw a significant increase in organic traffic to its website. They went from getting only a few hundred visitors to over 10,000 visitors per month, with most of the traffic coming from organic searches. The company also saw increased product and service sales due to the increased traffic, which helped them grow their business.





The impressions and clicks comparison in the Google search console in Mar 2023 says it all



The Ranking of the website on some keywords are given below

| Keywords | Oct-20 | Mar-23 |
|--|----------------------|--------|
| Best Laser and Med Spa in San Antonio | 3 | 1 |
| Anti-aging treatment in San Antonio | 50 | 11 |
| Hydrafacial Treatment in San Antonio | 25 | 5 |
| Halo Glo Skin Treatment in San Antonio | 1 | 1 |
| Dermaplaning in San Antonio | 19 | 9 |
| SkinPen in San Antonio | 15 | 2 |
| ViPeel in San Antonio | 16 | 1 |
| Forever Young BBL Skin Treatment in San Antonio | 12 | 1 |
| BBL Forever Clear in San Antonio, TX | 11 | 1 |
| SkinTyte in San Antonio | 19 | 1 |
| Evolve tite Body Sculpting San Antonio | 60 | 1 |
| Evolve Trim in San Antonio | 24 | 1 |
| Evolve Tite in San Antonio | 6 | 1 |
| Hair Restoration San Antonio | 40 | 13 |
| CoolSculpting Treatment San Antonio | 33 | 8 |
| Vampire Facial San Antonio | 41 | 2 |
| Laser Hair Removal San Antonio | 52 | 20 |
| Med Spa Aesthetic treatments in San Antonio | 27 | 4 |
| Med Spa San Antonio | 4 | 4 |
| Radio Frequency San Antonio, TX | Page created in 2021 | 3 |
| Microcurrent San Antonio, TX | Page created in 2021 | 1 |
| Skin care anti-ageing San Antonio, TX | Page created in 2021 | 5 |
| Vitamin C Brightening Treatment in San Antonio, TX | Page created in 2022 | 1 |
| Microdermabrasion Treatment in San Antonio TX | Page created in 2022 | 41 |

The Keywords can be seen ranking from 5 th or 6 th page of SERP to the 1 st page of the SERP.

SERP Features

Linking to domain

| | | | | | | |
|--|--|--|--|---|---|--|
|  Featured snippet 4 keywords |  Local pack 8 keywords |  Site links 7 keywords |  People also ask 37 keywords |  Knowledge panel 1 keywords |  Image pack 18 keywords |  Image 92 keywords |
|--|--|--|--|---|---|--|



The Conclusion

Flawless
LASER & MED SPA

By focusing on SEO optimization, Flawless Laser & Med Spa was able to increase its website's visibility in search engine results and attract more organic traffic to its website. As a result of this SEO optimization strategy, they were able to attract more clients, increase their sales, and establish themselves as a leading beauty and skincare company in the area.

GROWTH99