

SEO CASE STUDY

More Visibility. More Qualified Consultations.

An illustrative look at how six months of stronger non-branded, local, and AI-assisted search visibility can turn existing treatment demand into a larger flow of qualified consultation opportunities for a multi-service med spa.

MULTI-SERVICE MED SPA / MIAMI, FLORIDA / ONE PRIMARY LOCATION / MARCH-AUGUST 2026

+42%**Organic Search Clicks**

1,420 → 2,020 / mo

+49%**Qualified Opportunities**

39 → 58 / mo

+47%**First-Page Keywords**

38 → 56 terms

2.2×**Tracked AI Visibility**

6 → 13 of 50

Strong Demand. More Search Visibility to Capture.

- Real, established demand for the spa’s treatments existed, but much of the site’s search visibility was still tied to people already searching the business by name.
- Individual treatment pages — injectables, medical weight loss, laser hair removal — weren’t consistently reaching page one for the searches prospective patients actually use when comparing options.
- Google Business Profile activity was inconsistent — photos and posts lagged, and a few high-value service categories weren’t represented at all.
- The path from researching a treatment to requesting a consultation had more steps than it needed, which cost momentum right when interest was highest.
- Structured content and treatment FAQs were incomplete, so AI assistants answering treatment-related questions surfaced competitors more often than this business.

BASELINE SNAPSHOT — MARCH 2026

Organic search clicks / mo	1,420
First-page keywords	38
Consultation requests / mo	54
GBP calls / mo	76
AI search visibility	6 of 50 tracked questions

- Injectables
- Dermal Fillers
- Medical Weight Loss
- Laser Hair Removal
- Skin & Facial Treatments
- Body Contouring

Treatment Searches Became a Stronger Source of Demand.

+42%

Organic Search Clicks

1,420 → 2,020 / mo

+47%

First-Page Keywords

38 → 56 terms

+64%

Top-3 Keywords

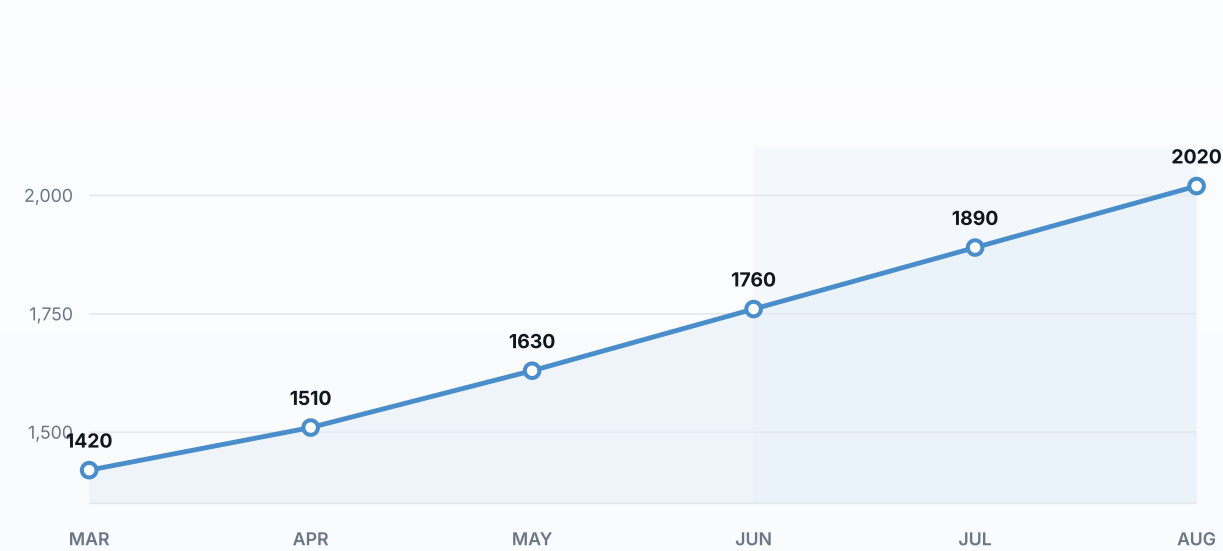
11 → 18 terms

+14 pts

Non-Branded Share

57% → 71%

ORGANIC SEARCH CLICKS PER MONTH



SEARCH THEME MOVEMENT (AVG. POSITION)

SEARCH THEME	MAR	AUG
Miami med spa	13	6
Injectables Miami	18	9
Medical weight loss Miami	24	12
Laser hair removal Miami	21	10
Dermal fillers Miami	17	8
Facial treatments Miami	26	14

What this means: the spa became less dependent on people already searching its name and more visible when prospective patients searched by the treatment or outcome they wanted.

Stronger Local Visibility Created More Direct Action.

+37%

GBP Calls / mo

76 → 104



+39%

GBP Website Clicks / mo

142 → 198



+37%

GBP Direction Requests / mo

51 → 70



+39%

GBP Total Profile Actions / mo

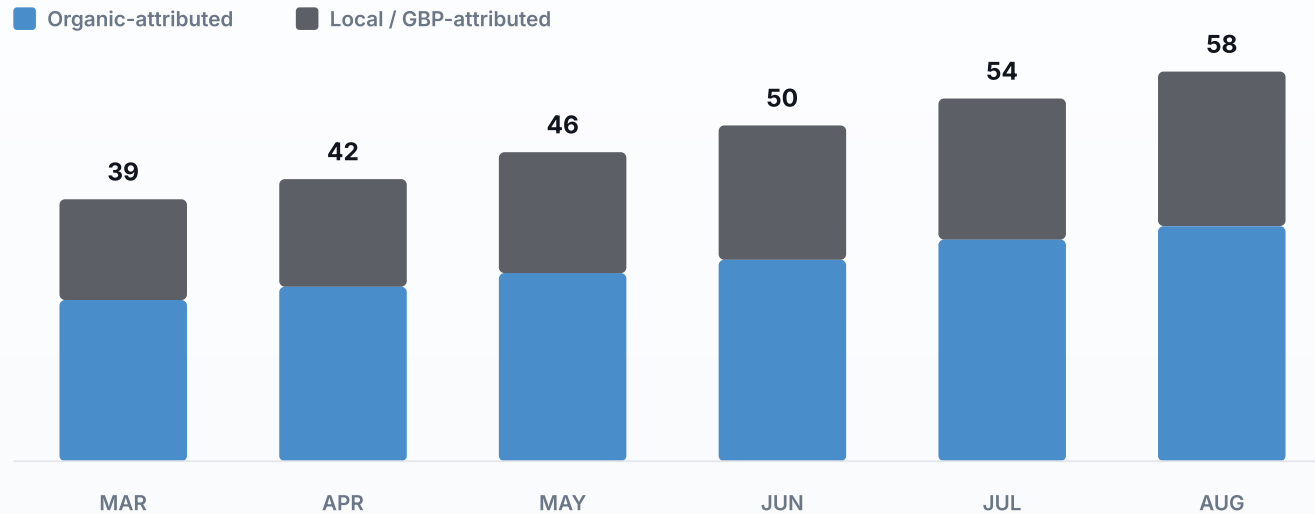
315 → 438



What this means: stronger local visibility led to more calls, website visits, and direction requests from nearby prospective patients already comparing treatment options.

A Larger Flow of Qualified Opportunities.

QUALIFIED OPPORTUNITIES PER MONTH



+49%

Total Qualified Opportunities

39 → 58 / mo

+46%

Organic-Attributed

24 → 35 / mo

+53%

Local / GBP-Attributed

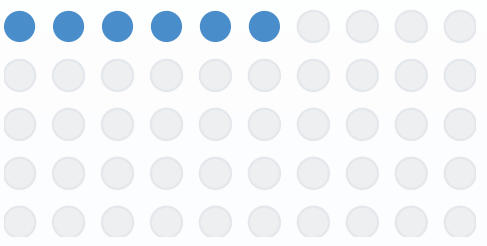
15 → 23 / mo

What this means: growth came from organic and local discovery moving together, not from one channel carrying the whole increase.

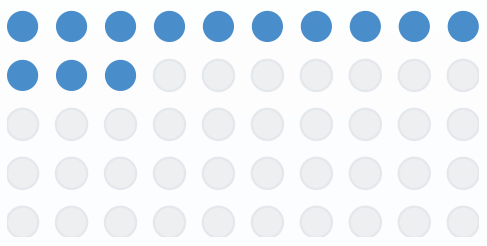
More Visibility Across the New Search Journey.

APPEARED IN TRACKED TREATMENT QUESTIONS

MARCH — 6 of 50



AUGUST — 13 of 50



+100%

Recommendations
3 → 6 — early signal

+150%

Citations
2 → 5 — early signal

2.8×

AI Referral Sessions / mo
5 → 14 — early signal

TRACKED ENVIRONMENTS:

ChatGPT

Gemini

Claude

Perplexity

Google AI

Why this matters: more prospective patients are starting treatment research by asking an AI assistant, and this tracks whether the business shows up in that moment.

More Ways to Be Found, More Reasons to Book.

01 GOOGLE ORGANIC

Organic Search Clicks

1,420 → 2,020

02 GOOGLE MAPS & LOCAL

GBP Total Profile Actions

315 → 438

03 AI DISCOVERY

Tracked AI Visibility (of 50)

6 → 13



More Visibility → More High-Intent Traffic → More Qualified Opportunities

Six Months, A Fuller Consultation Calendar.

+42%**Organic Search Clicks**

1,420 → 2,020 / mo

+47%**First-Page Keywords**

38 → 56 terms

+49%**Qualified Opportunities**

39 → 58 / mo

+39%**GBP Total Profile Actions**

315 → 438 / mo

+41%**Consultation Requests**

54 → 76 / mo

+0.9 pts**Website Conversion Rate**

5.9% → 6.8%

2.2×**Tracked AI Visibility**

6 → 13 of 50

Across six months, existing demand for the spa's treatments became easier to convert into booked consultations — an example of what coordinated organic, local, and AI-visibility work can look like for a multi-service med spa.

What Could Stronger Search Visibility Mean in Your Market?

Organic Search

Whether treatment and service pages are earning visibility for the searches prospective patients actually use.

Local Search

Whether Google Business Profile reflects the full range of services and stays active, not just claimed.

Website Conversion

Whether interest in a treatment converts smoothly into a booked consultation.

AI Discovery

Whether the business shows up when someone asks an AI assistant a treatment-research question.

Technical & Content Foundation

Whether the site's structure and content give search engines and AI tools something to work with.

No two practices start from the same place — results depend on market, competition, service mix, starting point, budget, and execution.

Curious what this could look like for your business?

Talk to NWWS

CASE STUDY NOTE

This case study is an illustrative portfolio presentation created by New World Web Solutions. The business identity and performance data shown are illustrative and are not presented as results from an actual client engagement. Actual results vary based on market, competition, starting point, budget, services, and execution.