



## Case Study: Boosting Traffic for Aphrodit Escape Spa & Salon

SEO is integral to marketing any business today because consumers rely on search engines to find products and services.

Tech Help Canada worked with Aphrodit Escape Spa & Salon, a local beauty company. In our time together, we helped the company improve its web presence to capture more customers consistently. We not only maintained results but improved them over time.

This case study is an overview of what we did to accomplish results and make them stick. The strategies and solutions outlined were tailored to address our client's specific needs at the time.

### Objective

Aphrodit Escape Spa & Salon wanted to rank higher on Google for relevant local searches to gain more customers.

### Approach

Upon our in-depth website analysis, we realized that a targeted approach anchored on topical authority would be most impactful, especially for a local business. The website also had critical technical SEO issues hindering its ability to rank on the SERP (search engine results pages).

Recognizing the technical SEO issues, we embarked on:

- **Performing a Comprehensive Site Audit:** Undertaking an exhaustive examination of the website's architecture and SEO elements to unearth deep-rooted technical issues.
- **Strategic Technical Rectifications:** Meticulously correcting each discovered technical shortfall, such as optimizing the site's speed through image and code refinement, ensuring responsive design for mobile users, and rectifying broken links and site user experience issues.

Recognizing Google's tendency to weigh the entirety of a website's content, we embarked on:

1. **Content Strategy:** Creating content pieces to bolster our topical authority in the niche (improve relevance to search queries).
2. **Integration of Service Pages:** Ensuring that content establishes authority and drives relevant traffic to core service pages.
3. **Build Local Citations:** Build and strengthen local citations to boost local relevance and enhance the brand's visibility within the community.

### Execution

#### 1. On-Page SEO:

- We ensured each webpage was finely tuned for search engine visibility. This included optimizing title tags, meta descriptions, and heading tags and integrating strategic keywords to boost relevancy for search queries.
- Performed thorough usability checks and implementations to enhance the user experience.

## 2. Local Citations

- Diligently built and optimized local citations across many reputable directories, ensuring that the Name, Address, and Phone number (NAP) were consistent across all platforms. This uniformity bolstered local SEO and improved the business's visibility in local search results.
- Strategically selected directories that were relevant to the spa and salon industry. This targeted approach helped establish a stronger local footprint and facilitated easier discovery by potential customers within the community.
- Updated any existing business listings that were outdated to ensure brand consistency.
- Regularly monitored and updated citations to maintain accuracy and relevance, ensuring the business details remained up-to-date. This is essential for maintaining the trust of search engines and potential customers alike.

## 3. Technical SEO

- Implemented an SEO-friendly theme, selecting a layout that appeals aesthetically and aligns with search engine algorithms for better crawling and indexing.
- Redesigned the website to enhance user experience, focusing on intuitive navigation, faster load times, and a mobile-responsive design. As a result, we addressed critical aspects of technical SEO that directly impact user engagement and retention.
- Conducted a comprehensive overhaul of the website's link structure and internal linking strategy, ensuring a coherent flow that aids in site navigation and distributes page authority throughout the site.
- Addressed various technical issues uncovered during our audit, including optimizing URL structures, improving site speed, and ensuring all meta tags were relevant and accurately descriptive.

## 4. Web Hosting Server Upgrade & SSL Protection:

- Transitioned to a more reliable server and fortified the site with SSL protection for encrypted and safe data transfers.
- Introduced a security system within WordPress to help prevent breaches, hacking, and other outside malicious manipulation of the site.

## 5. Content Precision:

- Crafted 10 essential blog posts, each designed to enhance topical authority in the spa and salon industry.
- For each of these blog posts, strategic linking was employed to funnel readers toward relevant service pages, thus driving conversions while also enhancing the authority of those service pages.

## Result

Adopting our holistic approach, which combined topical authority, local citations, and various other facets of digital marketing, bore significant results for the client.

They secured the top positions on Google for numerous high-value niche terms.

The tangible benefits of our efforts were evident with the substantial increase in business inquiries. The client enjoyed:

- Increased local rankings on Google Map Pack and traditional search engine results pages.

Keyword	URL	Search Vol.	Apr-06	Apr-13	Apr-20	Apr-27
Confidential		12,100	2 <sup>0</sup> 1	2 <sup>0</sup> 1	1 <sup>▲</sup> 1 <sup>0</sup> 1	1 <sup>0</sup> 1
Confidential		390	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1
Confidential		390	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1
Confidential		390	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1
Confidential		390	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1	1 <sup>0</sup> 1
Confidential		390	1 <sup>0</sup> 1	1 <sup>0</sup> 1	2 <sup>▼</sup> 1 <sup>0</sup> 1	1 <sup>▲</sup> 1 <sup>0</sup> 1
Confidential		260	1 <sup>0</sup> 1	2 <sup>▼</sup> 1 <sup>0</sup> 1	2 <sup>0</sup> 1	1 <sup>▲</sup> 1 <sup>0</sup> 1
Confidential		260	2 <sup>0</sup> 1	2 <sup>0</sup> 1	2 <sup>0</sup> 1	1 <sup>▲</sup> 1 <sup>0</sup> 1
Confidential		170	1	1	1	1
Confidential		140	1	1	1	1
Confidential		110	1 <sup>0</sup> 2	2 <sup>▼</sup> 1 <sup>0</sup> 2	2 <sup>0</sup> 2	1 <sup>▲</sup> 1 <sup>0</sup> 2
Confidential		90	2 <sup>0</sup> 2	2 <sup>0</sup> 2	3 <sup>▼</sup> 1 <sup>0</sup> 2	1 <sup>▲</sup> 2 <sup>0</sup> 2
Confidential		90	1	1	1	1
Confidential		70	1	1	1	1
Confidential		50	1	1	1	1
Confidential		40	4	4	5 <sup>▼</sup> 1	1 <sup>▲</sup> 4

The 'map symbol' indicates that my client is ranking #1 for local organic and map pack results.

- 300+ customer actions monthly from Google Maps.

## Business Profile



# Your Business Profile report with 490 interactions\* last month

See how **Aphroditi Escape Spa & Salon** at 103 Clothier Street East, Kemptville, Ontario K0G 1J0 performed in March 2023 compared to the previous month.

[See full report](#)

Your performance at a glance

68

calls  
No change

0

messages

60

people asked for directions  
+7%

362

website visits from profile  
+13%

1,809

profile views  
+6%

727

searches  
+18%

\*An interaction is when a customer calls, messages you, makes a booking, is sent to your website, or requests directions from your Business Profile.

Even with changes in company ownership and the conclusion of our services, Aphroditi Escape Spa & Salon's digital foothold remained unyielding.

**Review from Client**

*"I have worked with Gabe for 10 years with my business and he is fantastic. Highly recommend him and this company!" — Sherry-Lynn S.*