

HOW OUR HYPER-LOCAL SEO STRATEGY DROVE A 75% INCREASE IN BOOKED APPOINTMENTS



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Overview

Our consumer healthcare client has multiple locations, 28 of which had low organic visibility. Through targeted SEO, hyper-local content and Google Business Profile optimizations, the brand saw a 75% increase in booked appointments, among other things.

Challenge/Opportunity

The primary challenge was increasing our client's online visibility and lead volume in a competitive medspa market. This required optimizing local SEO, refining content strategies, and leveraging digital PR to improve authority and customer engagement.



Strategy & Tactics

- Created **54 SEO content pages** and **optimized metadata/internal links**.
- Conducted **regular technical audits** and **local SEO enhancements** (e.g., directory listings, Google Business Profile optimizations).
- Implemented **hyper-local content strategies** to improve rankings for location-based searches.
- Focused on **Google Business Profile (GBP) engagement**, leading to increased profile views, website clicks, and phone calls.
- Strengthened digital PR and link-building efforts to **improve authority scores**.

Results

+ 115%



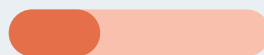
Increased organic visitors all locations

+ 75%



Increased bookings across all locations

+ 35%



Increased GBP profile views

+ 4.3%



Increased click-to-calls

Work With Ignite Visibility

We'll create a data-driven, results-focused approach that drives measurable growth through expert SEO, local optimization, and digital PR strategies. With proven success in increasing traffic, conversions, and brand authority, you'll outperform competitors and maximize your digital presence.

THE TECHNICAL SEO AUDIT THAT INCREASED INDEXED PAGES BY 130%



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Overview

Our telecommunications client faced high website traffic but struggled with conversions. Through A/B testing, we implemented a "How It Works" video and a quick navigation menu, making it easier for users to engage and convert. These changes significantly boosted form submissions and phone clicks, enhancing overall user experience.

Challenge/Opportunity

- High traffic but low conversion rates.
- Users abandoned forms before submission.
- Mobile navigation made key information hard to find.

Strategy & Tactics

- "How It Works" Video Placement
 - Added video above "How to Sign Up" to improve clarity.
 - A/B tested with two variations.
 - Measured form submissions and phone clicks.
- Mobile Quick Navigation Enhancement
 - Added a quick navigation menu with key links.
 - Introduced a phone icon for easy access.
 - Measured impact on engagement and conversions.



Results

In one week, indexed pages jumped from 99K on April 26 to 110K by May 3. By June 28, the count surged to 154K, reaching 225K by September 20—a 130% increase in four months. This boosted visibility in Google's ecommerce filters and drove more qualified traffic.

Work With Ignite Visibility

Optimizing content placement and navigation drove major engagement and conversion improvements. If you want to boost your website's performance, contact Ignite Visibility for expert CRO solutions!