INSIDEA

★ 4.99 across 500+ verified reviews · 1,500+ businesses · Elite HubSpot Partner

CUSTOMER STORY · HEALTHCARE

U.S. Medical Spa

40,562
Organic Sessions

A multi-location U.S. medical spa was struggling with low organic visibility, underperforming paid campaigns, and an over-reliance on branded search traffic across its six locations. INSIDEA implemented a unified strategy combining local SEO, long-tail content development, Google Business Profile...

PARTNER TIER

Elite Solutions Partner
HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

HubSpot Onboarding · Platform Enablement · CRM Data Migration · Custom Integration · CRM Implementation

THE CHALLENGE

Despite operating six locations and offering a broad range of advanced aesthetic treatments, the business was not generating consistent growth through digital channels. Organic visibility was limited, local search presence was inconsistent across locations, and paid advertising campaigns were drawing heavily from branded keywords that only reached existing audiences. Landing pages lacked the trust signals and...

WHAT INSIDEA BUILT

SEO, Content Marketing, Performance Marketing

✓ **Local SEO and Google Business Profile Optimization**
Google Business Profiles across all six locations were fully optimized with updated service categories, consistent business information, and regular service-based posts....

✓ **Structured Paid Campaign Architecture**
High-intent Google Search and Performance Max campaigns were launched targeting treatment-based keywords rather than branded terms. Multiple creative variations were...

✓ **Conversion Pathway Optimization**
Key service and landing pages were enhanced with stronger calls to action, detailed treatment information, and trust-building content. UTM-tagged links were implemented...

✓ **Long-Tail Content and Topical Authority Building**
A structured content calendar was developed targeting high-intent treatment questions and educational topics relevant to prospective patients. Each piece was optimized...

MEASURABLE RESULTS

40,562	54.94%	4.08X	39%
Organic Sessions	Organic Traffic Share	Return on Ad Spend	Increase in Bookings

> “"The team completely transformed how we think about digital marketing. Their strategic approach across SEO, paid media, and conversion optimization gave us a level of visibility we had never achieved before. We saw real improvements in bookings and new patient acquisition, and the results have held up over time."”
>
> U.S. Medical Spa

Want results like these in your business?
A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →