

# LOCAL SEO CASE STUDY

## Aesthetic Clinic & Salon

### Doubling Organic Traffic for an Aesthetic Clinic Website

## Quick Results

#### Category:

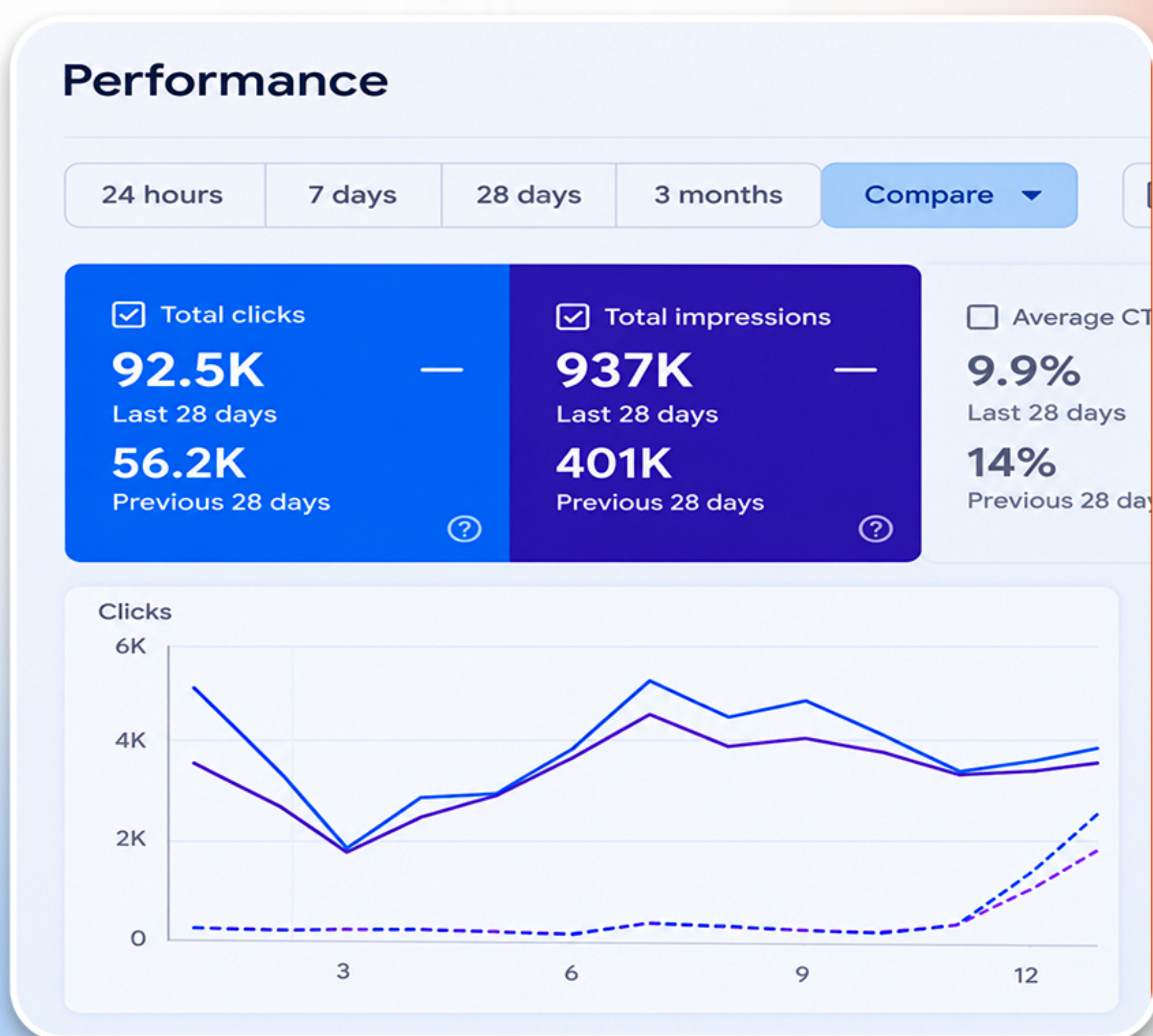
Aesthetic clinic business

#### Strategy:

Niche-focused content planning, competitor analysis, internal linking, content optimization, and consistent off page SEO

#### Results last 28 days vs. previous 28 days:

- Clicks: 56.2K→92.5K
- Impressions: 401K→937K



## The Strategy

Growth here didn't come from a single lever it came from several smaller decisions compounding together:

**1. Niche selection.** Content was scoped tightly around the aesthetic clinic space rather than spread thin across loosely related topics, which made it easier to build topical relevance Google could recognize.

**2. Content planning and competitor analysis.** Topics were mapped against what competitors were already ranking for, targeting gaps and underserved angles rather than duplicating what already existed.

**3. Internal linking.** Existing pages were connected more deliberately, helping both crawlability and the flow of relevance between related content.

**4. Optimization of existing content.** Rather than relying only on new pages, existing content was revisited and strengthened often a faster path to gains than starting from scratch.

**5. Consistent off-page SEO.** Off-page work was kept steady over time rather than front-loaded, building authority gradually alongside the on-site work.

## Results :

| Metric     | Previous 28 days | Last 28 days |
|------------|------------------|--------------|
| Clicks     | 56.2K            | 92.5K        |
| Impression | 401K             | 937K         |

## Takeaway

No single tactic drove this it was the combination, applied consistently, that compounded into a clear jump in visibility. Results like this don't happen overnight, but a sound strategy applied steadily gets there.