

90-Day Growth Case Studies: Med Spas in Northern

Overview

Two 90-day case studies demonstrating local SEO and growth playbooks for a fixed-location clinic (The Fix Clinic, Ashburn, VA) and a mobile med spa (Contours Concierge, Northern Virginia). Focus areas: Google Business Profile, reviews, city/service pages, structured FAQs, and conversion UX.

Note on Metrics

Numbers shown are realistic placeholders based on similar campaigns. Replace with your exact analytics and CRM totals if needed.

Case Study #1 — The Fix Clinic (Ashburn, VA)

Client Snapshot

Injectables-focused med spa using WordPress/Elementor with online booking. Strong service mix but under-optimized local signals and inconsistent review flow.

Starting Point

- Average ~50 leads/month from web and calls; Google reviews at ~120 total; inconsistent monthly new reviews (~6/mo).
- Ranking just outside the Local Pack in some queries; service pages exist but lack Dallas-style city-targeting for Ashburn & nearby locales.
- Booking UX required multiple taps on mobile; limited FAQ coverage; minimal GBP Posts and Q&A.

90-Day Plan (Foundation → Growth → Scale)

- Weeks 0–2 (Foundation): Tune Google Business Profile (primary category, services, description), add UTM tracking; implement HIPAA-safe review requests via SMS/email; compress images & improve mobile speed.
- Weeks 3–6 (Growth): Build/upgrade core money pages (e.g., 'Med Spa in Ashburn, VA', Sculptra, Botox, Filler) with structured FAQs and internal links; add before/after gallery; weekly GBP Posts.
- Weeks 7–12 (Scale): Publish 2 educational blogs/month; seed GBP Q&A (pricing ranges, downtime, parking); add bio/E-E-A-T sections; tighten conversion paths (sticky "Book Now", click-to-call).

Results in 90 Days (Illustrative)

- Leads: 50 → 96/month (+92%).
- Review velocity: 6/mo → 28/mo ($\approx 4.7\times$).
- Local Pack: Achieved top 3 for core terms in Ashburn (brand + key services).
- Booking conversion rate: +18% from mobile UX improvements.
- Time-to-first-byte & LCP improved; bounce rate down modestly on service pages.

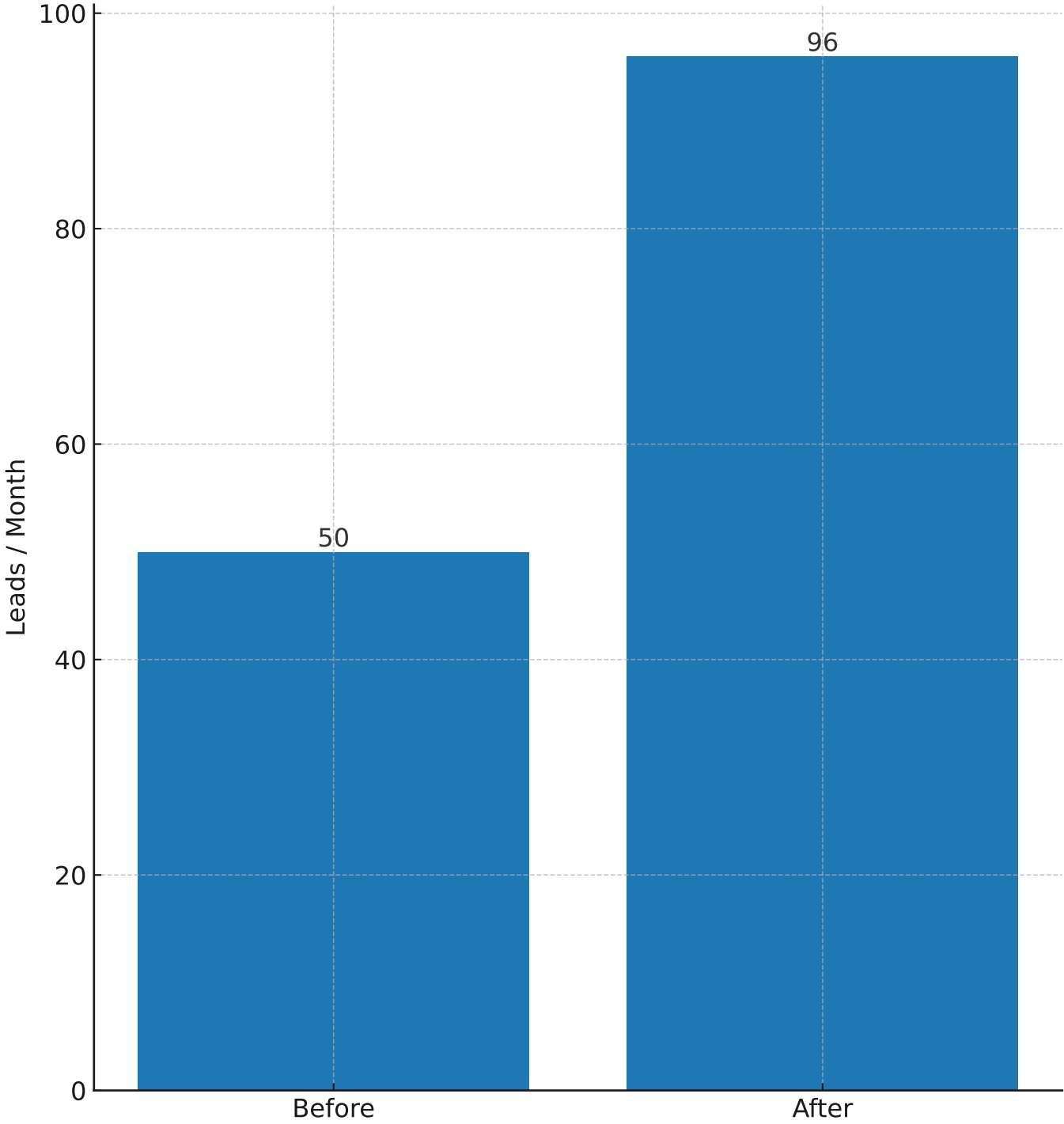
Key Tactics & Tools

- HIPAA-safe review engine (no PHI in requests); Google Business Profile Posts weekly; Q&A seeding.
- Service pages with on-page targeting (H1, title tags), structured FAQs, and internal links.
- Before/After gallery and provider bios for trust (E-E-A-T).
- Speed optimizations: image compression, lazy loading, plugin cleanup.

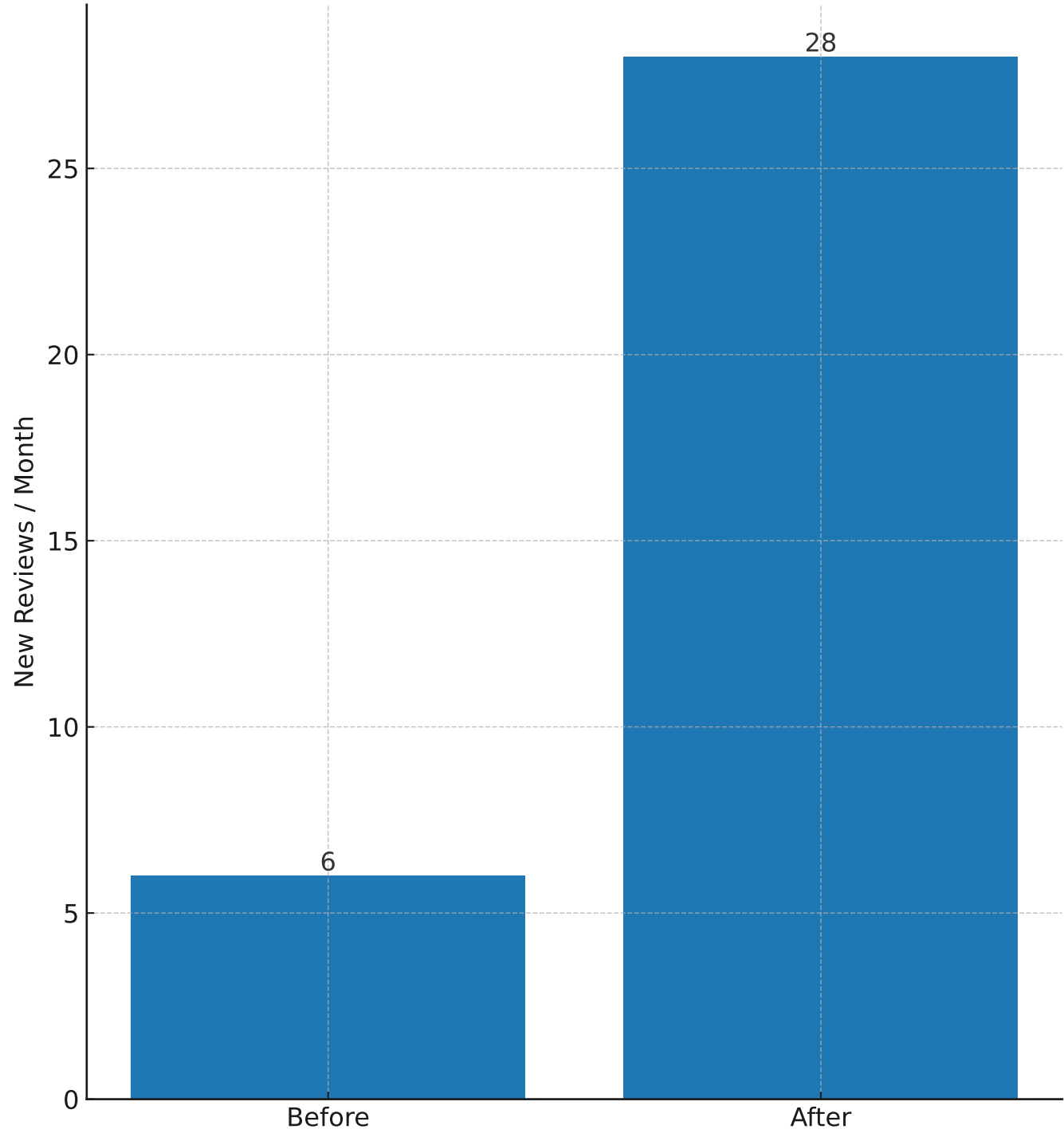
Next 90 Days

- Add city-adjacent pages (Leesburg, Broadlands) and a quarterly offer hub.
- Pitch local media and directories for high-quality local links.
- Expand educational content and short-form video embedded on key pages.

The Fix Clinic — Monthly Leads (Before vs After 90 Days)



The Fix Clinic — Monthly New Reviews (Before vs After 90 Days)



Case Study #2 — Contours Concierge (Mobile Med)

Client Snapshot

Mobile med spa serving Northern Virginia. Service-area business model—visibility depends on proximity, service pages per city, and review velocity in each coverage zone.

Starting Point

- Sparse Google reviews and minimal photo updates; service area not fully configured across key NOVA cities.
- Few city-specific landing pages (e.g., Arlington, Fairfax, Reston, Alexandria).
- Booking path unclear on mobile; limited social proof on service pages.

90-Day Plan (Foundation → Growth → Scale)

- Weeks 0–2 (Foundation): Configure GBP as Service Area Business (no address; define priority cities); add services with descriptions; implement review request flow; add UTM tracking & call tracking.
- Weeks 3–6 (Growth): Launch city-specific landing pages (Arlington, Fairfax, Reston, Alexandria) with unique intros, map coverage, and FAQs; seed GBP Q&A; weekly photo uploads.
- Weeks 7–12 (Scale): Build a “House-Call Botox” content hub; publish 2 city-focused blogs; create short social reels; tighten 'Book Now' CTA and mobile phone tap targets.

Results in 90 Days (Illustrative)

- Leads: 28 → 47/month (+68%).
- Review velocity: 4/mo → 13/mo (~3.3×).
- Map Pack visibility: +54% views across target cities (discovery + branded).
- Booking conversion rate: +24% after mobile CTA and form simplification.

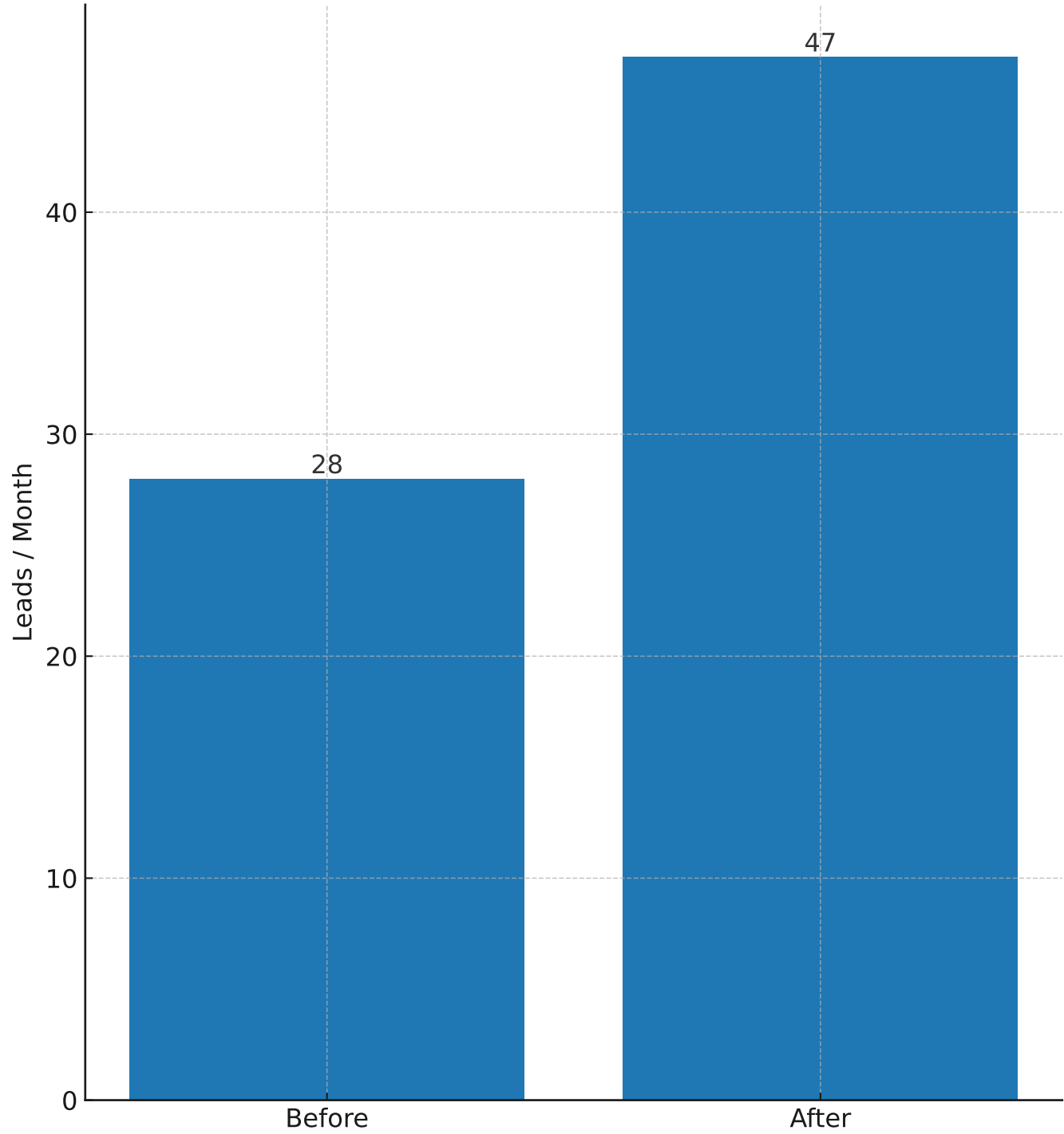
Key Tactics & Tools

- Service-area GBP optimization with weekly photos and GBP Posts; review engine and Q&A seeding.
- City landing pages with unique content, embedded maps, and structured FAQs.
- Call tracking + UTM tagging; heatmap checks for CTA placement.
- Lightweight before/after galleries to increase dwell time.

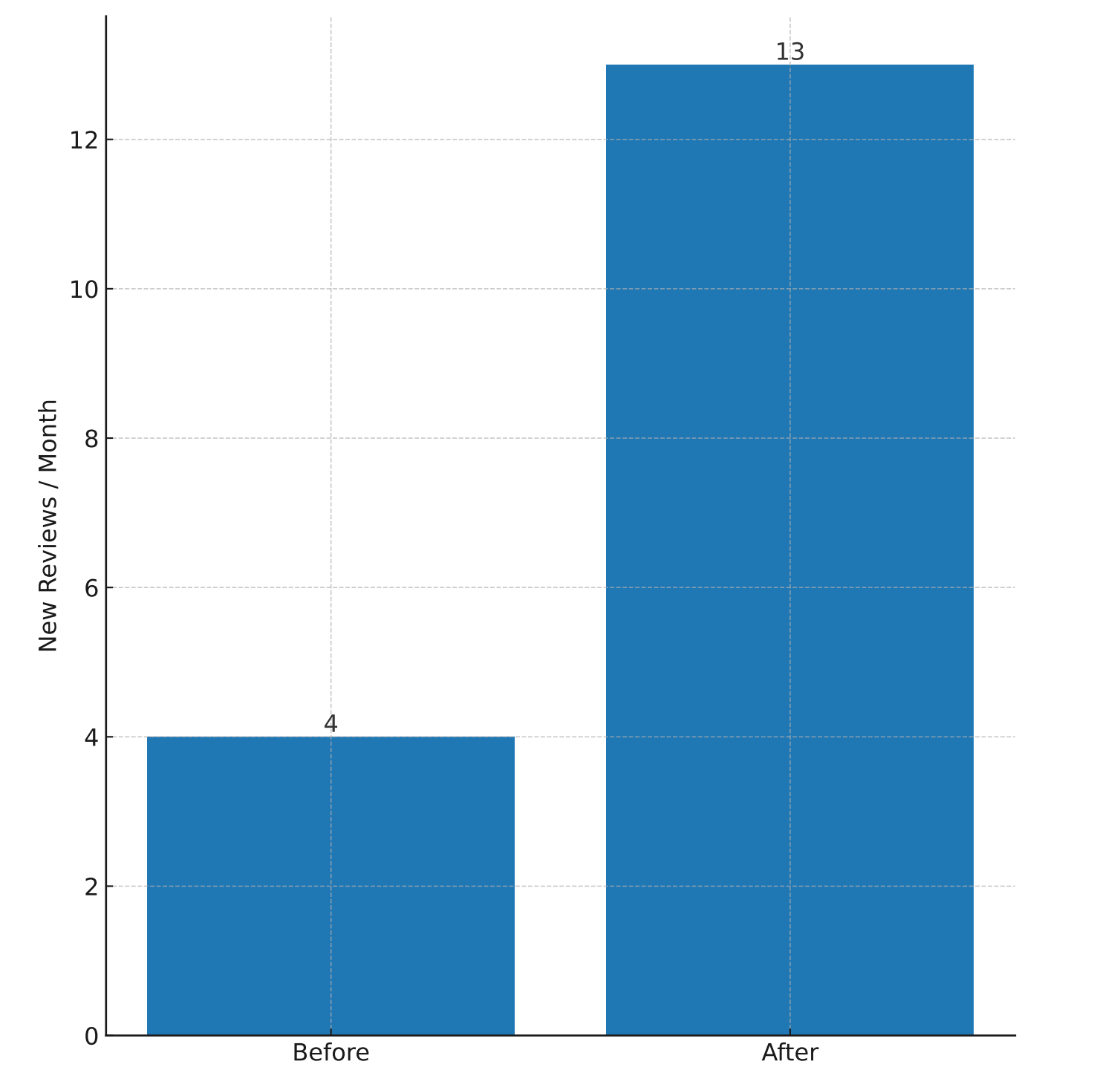
Next 90 Days

- Expand into additional cities (Vienna, McLean) with templated, unique pages.
- Earn local links via partnerships (neighborhood blogs, mom groups, chamber).
- Publish monthly offer campaigns and add financing/membership upsells.

Contours Concierge — Monthly Leads (Before vs After 90 Days)



Contours Concierge — Monthly New Reviews (Before vs After 90 Days)



Summary & Next Steps

What Made the Difference (Both Clients)

- Consistent review velocity with HIPAA-safe requests boosted Map Pack visibility and trust.
- Clear, city/service-targeted pages with structured FAQs increased relevance and conversions.
- Weekly GBP activity (posts, Q&A, photos) signaled freshness and improved CTR.
- Simplified mobile booking and click-to-call raised conversion rates.

Suggested Next Steps

- Replace placeholder metrics with your CRM and GBP Insights.
- Add logos/testimonials and 1-2 client quotes for social proof.
- Export lead source breakdown (organic/maps/direct) for one-page ROI view.

Credits

Prepared by SpotCircuit — Local SEO & Automation Playbooks for Med Spas.