# SEO Plan Document – Muscle Mechanic Mobile Massage

The goal of the following SEO plan is to increase reach and visibility, while establishing authority and credibility for Muscle Mechanic Mobile Massage in the local area. The primary objectives are:

* To increase bookings overall for the client by 20% in the first 3 months of launch.
* To provide a source of valuable information related to the massage therapy field, cementing the business owner’s reputation as highly credible and building a sense or rapport with future clients.
* To simplify the overall experience of booking appointments for clients and direct massage related web searches to the business.

This plan is broken down into the following sections, clarifying actionable strategies to be employed to meet these goals.

## Search Queries:

According to a study by BrightLocal, 97% of consumers use online searches to find local businesses, and 12% of these searches are for health and wellness services like massage therapy. It’s clear that potential clients will utilize web searches, looking for services the client offers. With that in mind, the following list of search keywords have been collected, representing the best longtail and short keywords that the client can achieve reasonable ranking in:

* Mobile massage
* Home massage
* Massage at home
* Tech neck massage
* Massage in your home
* Trigger point massage
* Mobile massage near me
* Massage therapist near me
* Mobile massage therapy Asheville
* Massage mobile service
* Mobile massage therapy for seniors
* Sports injury massage therapy
* At-home deep tissue massage
* Swedish massage for stress
* Therapeutic massage for chronic pain
* Asheville mobile massage

Adding modifiers to each of these keywords to include or append “Asheville” to them will also help with ranking.

## Keyword Analysis:

The keywords in the bulleted list above were all chosen using research tools from Google’s Keyword Planner and the MOZ Keyword Explorer. They were chosen for their high probability for success using SERP analysis. The monthly search volume compared to their difficulty to rank for these keywords is in our clients favor. The top ranking competitors with the majority of these keywords are the corporate leaders in the industry including Zeel, Massage Envy, Blys and Soothe. While these companies are direct competitors for the client, they present themselves as the middleman between the massage therapist and the potential customer. In this regard, Muscle Mechanic can offer a more personal and direct booking experience. The top ranked competitors do offer a highly streamlined booking process, and sites like Zeel contain a wealth of information in their blog for clients with specific questions or concerns. To a fault however, Zeel contains an overwhelming amount of information as they offer services like covid testing and physical therapy that Muscle Mechanic does not offer. This information overload could lead potential clients to decision fatigue. Massage Envy, another high ranking competitor for many of these terms, doesn’t offer in-home services at all. As well, they offer many other services including facials and cosmetic services that don’t relate to our clients business. This combined with their unclear pricing structure could lead those searching for In-home massage services to quickly move on to the next result.

## Competition:

Given the local nature of the business the following competitors for our chosen keywords rise to the top:

* Ashevillewellnesstours.com
* Zeel.com
* Getblys.com
* Ashevilleonsitespa.com
* Aroundtownmasage.com
* Ashevillemassagebodywork.com (massage on wheels)

Zeel and GetBlys both have the highest domain authority and largest amount of linking domains, with Zeel ranking by far the highest. The remaining competitors; which most closely resemble our business, contain a good amount of linking domains as well. Ashevillemassagebodywork.com contains the highest at 121 and several seem to be of good quality, including popular blogs like romanticasheville.com. Although a common theme throughout all the local competitors is a high volume of spam redirect links back to the sites.

By increasing the number of high quality backlinks from local blogs, hotels and business organizations we can increase the Muscle Mechanic SERP score.

## Advertising:

The SEO strategy relies heavily on quality content and well chosen keywords as our first-line offense for achieving our goals. However, a 3-month trial campaign with Google Adwords should be budgeted for to gauge overall clicks and impressions per dollar, to evaluate the usefulness of paid advertising. Including our keyword list for broadmatch searching with a $10 daily budget over a three-month period is suggested with the following ad groups and copy:

### Proposed Ad Groups and Copy

Group 1’s ad copy will contain:   
Headline 1: Tech Neck?

Headline 2: Muscle Mechanic In-Home Massage

Headline 3: Book Now!

Group 2’s ad copy will contain:   
Headline 1: Sciatic Issues?

Headline 2: Muscle Mechanic In-Home Massage

Headline 3: Book Now!

Group 1’s ad copy will contain:   
Headline 1: Feeling Tense?

Headline 2: Muscle Mechanic In-Home Massage

Headline 3: Book Now!

## Content Strategy:

The nature of the client’s business would strongly benefit from a content strategy that offers high-quality information while building rapport with future clientele. It is proposed that 3 initial blog posts be published on the following topics:

* The Benefits of Massage
* Self-Massage Techniques
* Massage Therapy for Tech Workers

Beyond the initial 3 posts, 1 post a month on a topic related to the industry should be published. As well creating infographics on the different types of massage techniques and their benefits should be published alongside the longer written blog posts. These infographics can easily be shared on social media and drive traffic to the site.

## Local SEO / Link Building:

Optimizing the Muscle Mechanic Google My Business profile and submitting the business information to local directories will go a long way to improving local SEO. Beyond that, the local SEO strategy will focus on link building with local wellness organizations. It is also recommended to reach out to local publications like MountainXpress and offer perspective articles on the local massage and wellness scene, particularly for their annual wellness issue. Utilizing the suite of tools offered by Whitespark, we can further investigate all local citations as we continue to build out the local SEO strategy over time.

## Email Marketing:

Using an email marketing platform like MailChimp, will allow our client to push notifications and summaries of the latest blog posts from the website. As well, a monthly email will allow our client to keep their customers updated on any promotional offers or rates, and changes to hours or pricing. Given the personal nature of the business, and the relationships built with clientele, the email marketing should be kept brief and have a personal touch to keep customers abreast of new information and offer a subtle reminder to book their next appointment.

## Social Media:

Facebook and Instagram will be the main social media channels utilized. Potential customers can use the open direct messages to ask questions directly, or post reviews. Weekly posts should be made on both channels offering infographics and quick-tips related to massage therapy. Comments on these posts can contain links that drive traffic back to the website for full information.

## Monitoring Effectiveness:

Setting clear goals is the first step in monitoring the effectiveness of the overall SEO plan. This plans overall goal is a 20% increase in bookings in the first 3 months. Other metrics that will be tracked include overall website traffic, email marketing open and click through rates, and shares of content via social media. After ensuring the technical SEO is in place for the Muscle Mechanic site to be tracked; including a complete robots.txt file and making sure all scripts are in html for google analytics, we can begin using the Google Analytics suite of tools to track and monitor these metrics. Ensuring the websites on-page optimization will also help set up the client for success. Making sure page titles, meta-tags, and content contain appropriate keywords; and that all accessibility issues are addressed with the site will help rank higher from the start. It is proposed to also do an initial audit with Lighthouse to get a current snapshot of our SEO health, and to continue to do these audits on a weekly basis. Over time using these tools and others like those offered by Ahrefs, we can start to get a picture of how well our SEO is performing, and make adjustments as needed.