GAME CHANGER
MARKETING SOLUTIONS

CLIENT SUCCESS STORY · SEO · THRIVE MED SPA & WELLNESS

How SEO Turned a Hidden Website Into a Booking Engine for a Honolulu Med Spa

Medical spa & wellness, Honolulu · 12 months of SEO · Page-one Google rankings

Thrive Med Spa & Wellness
Your Best You

THE CLIENT

Founded in 2014 by Dr. Scott Sanderson, Thrive Med Spa & Wellness offers aesthetic and anti-aging care in Honolulu, from Botox, fillers and skin rejuvenation to body contouring and weight loss. Patients love them: 80+ five-star Google reviews and 78 on Yelp.

THE CHALLENGE

The staff, location and reviews were all there. The website wasn't. Only the home page was indexed in Google, and dozens of blog posts were invisible because nothing linked to them. Broken pages, bad redirects and missing tags were holding the site back.

WHAT WE DID

Full technical and blog audits, then a fix-the-foundation month, keyword and competitor research, fresh content and authoritative backlinks. We designed their logo, too.

Technical SEO · On-Page SEO · Content · Link Building · Logo Design

11.7x
Organic traffic
427 → 4,978 monthly visitors, Dec 2021 → Nov 2022

7x
Online bookings per month
10 → 71 bookings, Dec 2021 → Oct 2022

3x
Keywords ranking on Google
318 → 964 organic keywords in 9 months

3.9x
Backlinks in 6 months
595 → 2,300 backlinks, Dec 2021 → May 2022

Page 1
#4 for "med spa Honolulu"
and #2 in local business rankings, within six months

> There were dozens of blog posts already written. With no internal links or navigation leading to them, as far as Google was concerned, that content didn't exist.

THE DISCOVERY THAT SHAPED OUR STRATEGY

From our audit of Thrive's WordPress site

Before we could grow rankings, the foundation had to work. In month one we fixed broken links and redirects, rebuilt title tags and meta descriptions, and reconnected the blog so Google could finally find it.

BEFORE & AFTER

thrivemedspa.com on Ahrefs

	DEC '21	LATE '22
Organic traffic / mo	427 →	4,978
Ranking keywords	318 →	964
Traffic value / mo	$206 →	$726
Domain Rating	10 →	13
Ahrefs Rank	18.3M →	16.3M

Traffic as of Nov 2022; other metrics Sep 2022. Lower Ahrefs Rank is better.

Thrive Med Spa & Wellness
Your Best You

We built the brand, too. Thrive's wave mark and "Your Best You" identity were designed by Game Changer: calm, clean and coastal, made for a Honolulu wellness practice.

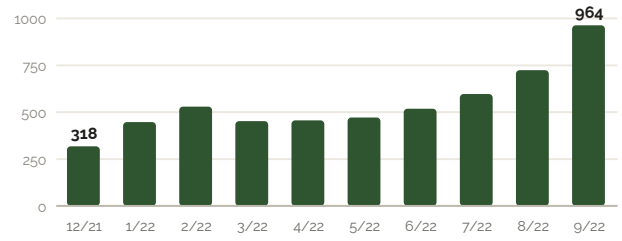
Thrive Med Spa & Wellness · The Results

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More visibility, more visitors, and more patients booking online

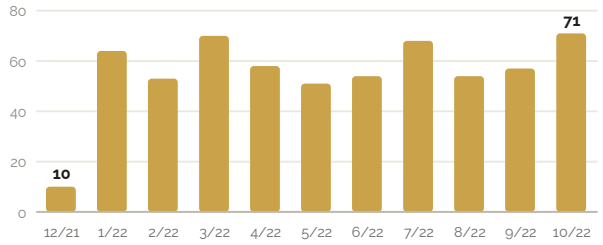
Keywords ranking on Google tripled

Organic keywords per month, Dec 2021 → Sep 2022



Online bookings jumped from month one

Online bookings per month, Dec 2021 → Oct 2022



Results by focus area

TRAFFIC & BOOKINGS	Monthly
Organic visitors / mo	**4,978** from 427
Online bookings / mo	**71** from 10
Organic traffic value	**$726** from $206

RANKINGS	Dec '21 → Sep '22
Organic keywords	**964** from 318
Keywords targeted	**143** 15 priority • 128
"med spa Honolulu"	**#4** page one

AUTHORITY	Ahrefs
Backlinks (May '22)	**2,300** from 595
Domain Rating	**13** from 10
Ahrefs Rank	**16.3M** up 2M spots

Keywords that climbed to the top

Google position, start of campaign → Sep 2022

KEYWORD	MONTHLY SEARCHES	POSITION
cryo slimming	3.2K	#43 → 1
cryoslimming	3.1K	#8 → 1
cryoslimming cost	250	#29 → 1
what is cryo slimming	80	#36 → 1
cryoslimming before and after	300	#21 → 8
thrive med spa	400	#2 → 1
hawaii medical spa	150	new → 5
cryoslimming near me	1.0K	new → 2

Fixed in month one

The foundation, before any new content

- Removed or repaired broken links and 404 pages
- Switched temporary 302 redirects to permanent 301s
- Fixed or created title tags across the site
- Wrote meta descriptions for every page
- Added keyword-rich alt text to images
- Reformatted and expanded existing blog posts
- Rebuilt blog navigation, permalinks and site map
- Replaced redirecting internal pages with real content
- Generated a new XML sitemap for Google

The Bottom Line

Great care doesn't fill a calendar if patients can't find you. Fix the foundation, target the right keywords, build authority, and Google starts sending patients your way.

Ready to rank?

Let's talk about what SEO could do for your business.

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Sources: Ahrefs site snapshots for thrivemedspa.com (Dec 2021, Sep 2022, Nov 2022), Thrive online booking data and GCMS SEO reporting. Monthly chart values are rounded.