

## Case Study — SkinBodyHealth

**Locations:** Mandeville & New Orleans

**Agency:** [Pacific Marketing Solution]

**Period Covered:** January 2025 – August 2025

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### Project Scope

Our marketing agency was engaged by **SkinBodyHealth**, a medical aesthetics brand with two physical locations (Mandeville and New Orleans), to achieve the following objectives:

- Increase local organic visibility
  - Build a new, SEO-friendly website
  - Run lead generation campaigns via Google Ads (and later Meta Ads)
  - Manage Google My Business profiles for both locations
  - Implement a robust SEO strategy (Technical SEO → Off-Page SEO → On-Page SEO)
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### Phase 1 — Initial Setup & Technical SEO (Jan–Jun 2025)

#### Tasks Performed

- **Website Creation**
  - Developed and launched a responsive, SEO-friendly website
  - Optimized for fast load times and mobile-first indexing
  - Set up conversion tracking, Google Analytics, and Search Console
- **Technical SEO**

- Fixed major crawl/index issues in Google Search Console
- Resolved tagging errors, console errors, and broken internal links
- Created and implemented **robots.txt** and XML sitemap
- Submitted website to Bing Places & connected GMB
- **Off-Page SEO**
  - Backlink profile analysis and disavowed toxic links
  - Created 20 local listings and 13 profile submissions
  - Guest posting on high DA sites
  - Competitor keyword and backlink gap analysis
- **Google Ads**
  - Initial campaigns set up and ran for service-based keywords
  - Due to medical ad restrictions, campaigns paused and strategy revisited
- **Social Media**
  - Claimed and set up business profiles on Yelp, Bing Places, and Google My Business
  - Built brand consistency across platforms



## Performance Metrics (Before July)

Metric	Jan	Feb	Mar	Apr	May	Jun
<b>Domain Authority (DA)</b>	13 → 14	14 → 22	22	22	22	22
<b>Spam Score (SS)</b>	1%	11%	11%	11%	11%	11%
<b>Monthly Clicks (GSC)</b>	144 → 189	159	140	165	159	168
<b>Monthly Impressions (GSC)</b>	3.36k → 5.95k	7.73k	10.6k	10.9k	12.2k	13.2k

Website Clicks (GA)	41	1.2k	1.6k	1.7k	1.4k	1.6k
Pageviews (GA)	210	1.7k	1.7k	1.8k	1.8k	1.8k
Active Users (GA)	65	389	349	350	356	360

● **Key Issue Identified:**  
Although DA improved from 13 to 22, **Spam Score rose to 11%** due to poor on-page practices done previously by a third party. This was preventing keyword rankings and hurting credibility.

## ⚡ Phase 2 — On-Page SEO Implementation (Starting July 2025)

We began a **full On-Page SEO overhaul** across both location pages and service pages.

### Key Actions

- Fixed metadata, title tags, headers, and keyword optimization
- Set internal linking structure and breadcrumb schema
- Added Alt attributes to all images
- Updated and optimized existing content for readability and SEO
- Manually re-indexed pages and fixed crawl depth
- Cleaned backlink profile and disavowed low-quality links

### Result

- ✓ **Spam Score reduced from 11% → 2% (Moz)**
- ✓ Core Web Vitals passed — SEO score became fully green
- ✓ Pages are now fully optimized and ready to rank

## Performance Metrics (Post-On-Page SEO)

Metric	Jul	Aug
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<b>Domain Authority (DA)</b>	22	22
<b>Spam Score (SS)</b>	2%	2%
<b>Monthly Clicks (GSC)</b>	169	208
<b>Monthly Impressions (GSC)</b>	13.5k	12.2k
<b>Website Clicks (GA)</b>	1.6k	1.9k
<b>Pageviews (GA)</b>	1.8k	2.1k
<b>Active Users (GA)</b>	370	425

#### **Growth Highlight:**

- Organic traffic grew **+15% in August** compared to July.
- Spam score drop greatly improved site trust and indexation.
- 13 target keywords now rank on **Page 1** (including local searches in New Orleans).

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## **Local SEO — GMB & Maps**

- Optimized and verified **Google My Business listings** for **Mandeville** and **New Orleans**
- Added accurate NAP (Name, Address, Phone), services, hours, and images
- Connected GMB with website, Bing Places, and Yelp listings
- Improved local map pack rankings via local citations and reviews strategy

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## **Results Summary**

- **DA increased from 13 → 22**
- **Spam score dropped from 11% → 2%**

- **Organic clicks increased from 41 (Jan) → 208 (Aug)**
  - **Pageviews increased from 210 → 2.1k**
  - **Active users increased from 65 → 425**
  - **13 Keywords on Page 1 of Google**
  - **GMB listings fully optimized for both locations**
  - **Website is now fully SEO-optimized and mobile-friendly**
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## **Next Steps**

- Scale Meta (Facebook + Instagram) Ads Campaigns
  - Continue building high-authority backlinks
  - Build local landing pages for each service in each location
  - Maintain monthly reporting and keyword tracking
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## **Contact**

**Project Lead:** Mohammad Ali Khan — SEO Expert  
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**Client:** SkinBodyHealth (Mandeville & New Orleans)