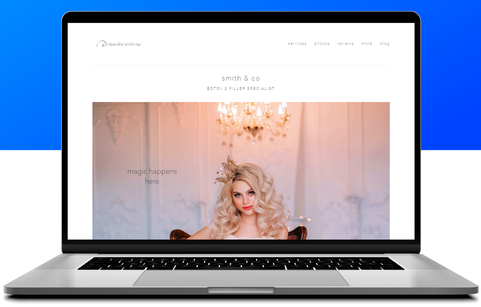
OptFirst Internet Marketing

Medspa Case Study

Achieve top-ranking status for your website on Google using our trusted and proven strategies, ensuring our commitment to delivering exceptional results for your business.



Values:

- Innovative
- Quality
- Professional
- Flexible
- Affordable

Why Should You Hire OptFirst:

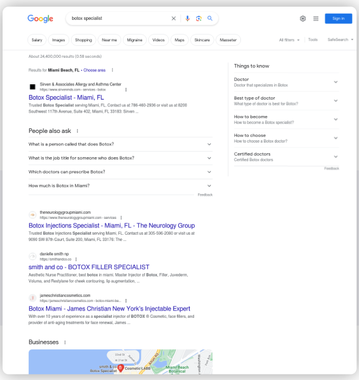
- Service Area Exclusivity
- Competitor Research
- Complete Transparency
- Focused On ROI

First On Maps and First On Search

Ranking first on Google Search and Google Maps is of paramount importance for businesses in the digital age. When your website secures the top spot on Google Search, it becomes the first point of contact for potential customers actively searching for your products or services. Similarly, achieving prominence on Google Maps enhances your local presence, making it easier for nearby customers to find and choose your business. Ultimately boosting your online success and driving more customers through your doors.

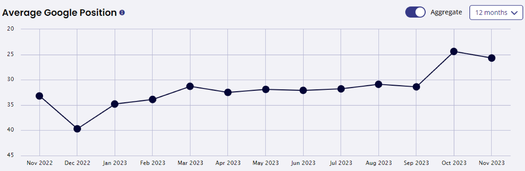
Benefits

- Drives More Traffic
- Increase in Appointments
- Easily Accessible to New Customers
- Increases brand legitimacy



1 Week	2 Week	3 Week
• Design Strategy	• Design Strategy	• Design Strategy
• Research	• Research	• Research

Overall Medistation Data



Positional Movement

Hide breakdown

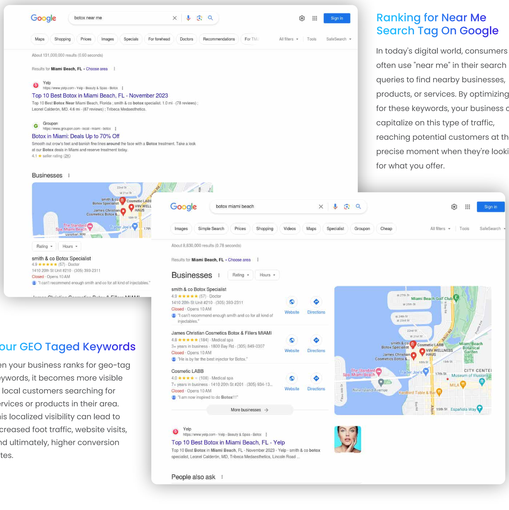
348 ↑ Gained	87 ↓ Lost	261 ↑ Change

Source	New	Gained	Lost
Organic Desktop	5 +	151 ↑	-
Organic Mobile	5 +	131 ↑	-
Local Pack	1 +	1 ↑	2 ↓
Local Finder	2 +	63 ↑	52 ↓
Bing	2 +	-	33 ↓
Bing Local Pack	2 +	-	-
Bing Local	5 +	2 ↑	-

Insights & Observations

High Volume Keywords: KRanking for high-volume keywords is crucial for businesses aiming to maximize their online reach and potential customer base. By securing top positions for such keywords, your website can capture a larger share of the market, attracting a significant influx of organic traffic.

Competitive Keywords: By successfully ranking for competitive keywords, your business not only demonstrates its expertise and relevance but also gains access to a larger and more engaged audience. It positions you as a key player, building trust and credibility among your target audience.



Ranking for Near Me Search Tag On Google

In today's digital world, consumers often use "near me" in their search queries to find nearby businesses, products, or services. By optimizing for these keywords, your business can capitalize on this type of traffic, reaching potential customers at the precise moment when they're looking for what you offer.

Your GEO Taged Keywords

hen your business ranks for geo-tag keywords, it becomes more visible to local customers searching for services or products in their area. This localized visibility can lead to increased foot traffic, website visits, and ultimately, higher conversion rates.