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CASE STUDY

# ISLAND SALT & SPA

Spa, In The  
Island





# TABLE OF CONTENTS

- About Design ME
- The Problem
- The Solution
- The Results



# ***THE CREW***



**John Slionski**  
COO

The Brawn



**Chris Jorvig**  
Project Manager  
The Manager of  
Managers



**Jason D'Ambrosio**  
President

The Brains Behind  
The Brawn



**Josiah Partin**  
Account Manager

The Brainiac



# ***CLIENT***

**Spa/Massage**



I S L A N D  
SALT and SPA



# ***SERVICES RENDERED***

- On Page SEO
- Off Page SEO (X2)
- Local Listings
- Content Creation





# ***THE PROBLEM***



Here is another example of what we deem at Design ME as a “Rescue Mission”. Island Salt and Spa was in a very undesirable business partnership with another local company. They had little to no access to their site for changes, response time to requests was not acceptable, and after paying for 6+ months of “Search Engine Optimization”, they weren’t even ranking for their name.

Thankfully, a mutual colleague told them about Design ME Marketing. They transferred the site to our secure servers and we got to work. First we took a deep dive into the coding only to find that there were challenges that prohibited search crawls. Can you imagine paying for SEO and the company (that built the site) doesn’t catch that? Second, we made some changes to improve the design, help conversion, while adding a tracking number through our partner Phonerwagon. Lastly, it was SEO time and we turned this shop around in a BIG-TIME way.





# ***THE SOLUTION***



In the words of Ron Burgundy, “Well that escalated quickly.” The Design ME SEO team, along with Development and Content Specialists once again made us proud. Capitalizing on their niche but trending market, we made an immediate impact in local search results. New keyword rankings were swift, a sharp rise in organic traffic appeared, and best of all, the phone started ringing!

Today, they get over 5000 hits a month to the site. An average of 72% are first time visitors.

Before

106 keywords

2 Sep 2019

Don't compare

Main positions only

Multiple URLs only

API






Export

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
<input type="checkbox"/> <input checked="" type="checkbox"/> sayville spa	3	90	N/A	3.50	4	9	8	https://www.islandsaltandspa.com/ 1 more	12 Aug 2019
<input type="checkbox"/> <input checked="" type="checkbox"/> couples massage long island	3	200	N/A	2.00	3	0	13	https://www.islandsaltandspa.com/couples-massage-long-island/ 1 more	2 Sep 2019
<input type="checkbox"/> + sayville therapeutic spa	1	70	N/A	3.74	1	0	11	https://www.islandsaltandspa.com/	30 Aug 2019
<input type="checkbox"/> <input checked="" type="checkbox"/> spa packages long island	1	60	N/A	1.36	1	0	11	https://www.islandsaltandspa.com/ 1 more	2 Sep 2019
<input type="checkbox"/> + couples spa packages long island	2	90	N/A	1.27	1	0	13	https://www.islandsaltandspa.com/	24 Aug 2019
<input type="checkbox"/> + long island couples massage	2	20	N/A	3.55	1	0	8	https://www.islandsaltandspa.com/couples-massage-long-island/ 1 more	14 Aug 2019
<input type="checkbox"/> + couple spa packages long island	2	30	N/A	3.97	1	0	11	https://www.islandsaltandspa.com/ 1 more	2 Sep 2019
<input type="checkbox"/> + couples spa long island		50	N/A	1.32	1	0	13	https://www.islandsaltandspa.com/couples-massage-long-island/	21 Aug 2019
<input type="checkbox"/> + healthy foot spa sayville	2	30	N/A	0.60	0	0	12	https://www.islandsaltandspa.com/ 1 more	13 Aug 2019
<input type="checkbox"/> + spas in sayville ny	3	10	N/A	N/A	0	0	7	https://www.islandsaltandspa.com/	20 Aug 2019
<input type="checkbox"/> <input checked="" type="checkbox"/> spa in long island	3	250	N/A	3.58	0	0	23	https://www.islandsaltandspa.com/	30 Aug 2019
<input type="checkbox"/> <input checked="" type="checkbox"/> salt and spa	5	150	N/A	3.08	0	0	12	https://www.islandsaltandspa.com/ 1 more	20 Aug 2019
<input type="checkbox"/> + couples day spa long island	1	30	N/A	0.51	0	0	15	https://www.islandsaltandspa.com/	30 Aug 2019
<input type="checkbox"/> <input checked="" type="checkbox"/> spa long island	2	400	N/A	2.17	0	0	27	https://www.islandsaltandspa.com/	2 Sep 2019
<input type="checkbox"/> + best spas on long island	1	100	N/A	2.22	0	0	21	https://www.islandsaltandspa.com/	10 Aug 2019
<input type="checkbox"/> + sayville massage		40	N/A	N/A	0	0	17	https://www.islandsaltandspa.com/	9 Aug 2019
<input type="checkbox"/> + best spa on long island		90	N/A	2.00	0	0	21	https://www.islandsaltandspa.com/	30 Aug 2019
<input type="checkbox"/> + couples massages in long island ny	1	20	N/A	1.36	0	0	8	https://www.islandsaltandspa.com/ 1 more	20 Aug 2019
<input type="checkbox"/> + best spas long island		90	N/A	3.79	0	0	22	https://www.islandsaltandspa.com/	18 Aug 2019
<input type="checkbox"/> + spa fridays long island	2	20	N/A	N/A	0	0	15	https://www.islandsaltandspa.com/	30 Aug 2019

After Design ME

Monthly volume United States Position Volume KD CPC Traffic SERP features Word count Keyword URL

1,759 keywords 3 May 2023 Don't compare Main positions only Multiple URLs only API Export

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
<input type="checkbox"/> + spa near me	2	345.0K	54	2.51	3,696	0	8	https://www.islandsaltandspa.com/	<span>↕</span> <span>SERP</span> 1 d ago
<input type="checkbox"/> + swedish massage vs deep tissue	4	5.2K	21	10.71	1,457	0	1	 https://www.islandsaltandspa.com/finding-the-best-massage-for-your-needs-comparing-swedis-h-vs-deep-tissue-massage/	<span>↕</span> <span>SERP</span> 8 h ago
<input type="checkbox"/> + swedish vs deep tissue massage	3	5.0K	5	23.06	1,237	0	1	 https://www.islandsaltandspa.com/finding-the-best-massage-for-your-needs-comparing-swedis-h-vs-deep-tissue-massage/	<span>↕</span> <span>SERP</span> 2 d ago
<input type="checkbox"/> + island salt and spa	2	600	0	N/A	216	0	1	https://www.islandsaltandspa.com/ 4 more	<span>↕</span> <span>SERP</span> 1 d ago
<input type="checkbox"/> ✓ spa long island	3	400	9	2.17	161	0	1	https://www.islandsaltandspa.com/ 1 more	<span>↕</span> <span>SERP</span> 6 d ago
<input type="checkbox"/> + deep tissue massage vs swedish massage	4	300	5	6.03	93	0	1	 https://www.islandsaltandspa.com/finding-the-best-massage-for-your-needs-comparing-swedis-h-vs-deep-tissue-massage/	<span>↕</span> <span>SERP</span> 7 d ago
<input type="checkbox"/> ✓ spa in long island	2	250	8	3.58	93	0	2	https://www.islandsaltandspa.com/ 1 more	<span>↕</span> <span>SERP</span> 14 h ago
<input type="checkbox"/> ✓ day spa long island	4	200	9	1.88	86	0	2	https://www.islandsaltandspa.com/ 5 more	<span>↕</span> <span>SERP</span> 6 d ago
<input type="checkbox"/> + massage spa near me	2	69.0K	79	2.88	81	0	10	https://www.islandsaltandspa.com/	<span>↕</span> <span>SERP</span> 2 d ago
<input type="checkbox"/> ✓ long island massage	3	250	1	1.99	74	0	1	https://www.islandsaltandspa.com/	<span>↕</span> <span>SERP</span> 11 d ago
<input type="checkbox"/> + deep tissue vs swedish massage	3	90	5	0.00	65	0	1	 https://www.islandsaltandspa.com/finding-the-best-massage-for-your-needs-comparing-swedis-h-vs-deep-tissue-massage/	<span>↕</span> <span>SERP</span> 3 d ago
<input type="checkbox"/> + salt spa sayville	2	150	0	N/A	53	0	1	https://www.islandsaltandspa.com/ 4 more	<span>↕</span> <span>SERP</span> 1 d ago
<input type="checkbox"/> + difference between swedish and deep tissue massage	4	800	5	0.00	51	0	5	https://www.islandsaltandspa.com/finding-the-best-massage-for-your-needs-comparing-swedish-v-s-deep-tissue-massage/	<span>↕</span> <span>SERP</span> 2 d ago
<input type="checkbox"/> + spa packages near me	1	6.5K	31	2.03	48	0	19	https://www.islandsaltandspa.com/	<span>↕</span> <span>SERP</span> 22 h ago
<input type="checkbox"/> ✓ massage long island	4	400	1	2.30	47	0	3	https://www.islandsaltandspa.com/ 5 more	<span>↕</span> <span>SERP</span> 7 d ago
<input type="checkbox"/> + swedish deep tissue massage	4	150	21	1.64	42	0	1	 https://www.islandsaltandspa.com/finding-the-best-massage-for-your-needs-comparing-swedis-h-vs-deep-tissue-massage/	<span>↕</span> <span>SERP</span> 9 d ago
<input type="checkbox"/> ✓ sayville spa	2	90	8	3.50	33	0	2	https://www.islandsaltandspa.com/ 1 more	<span>↕</span> <span>SERP</span> 15 Apr 2

106 Total Keywords Ranked For

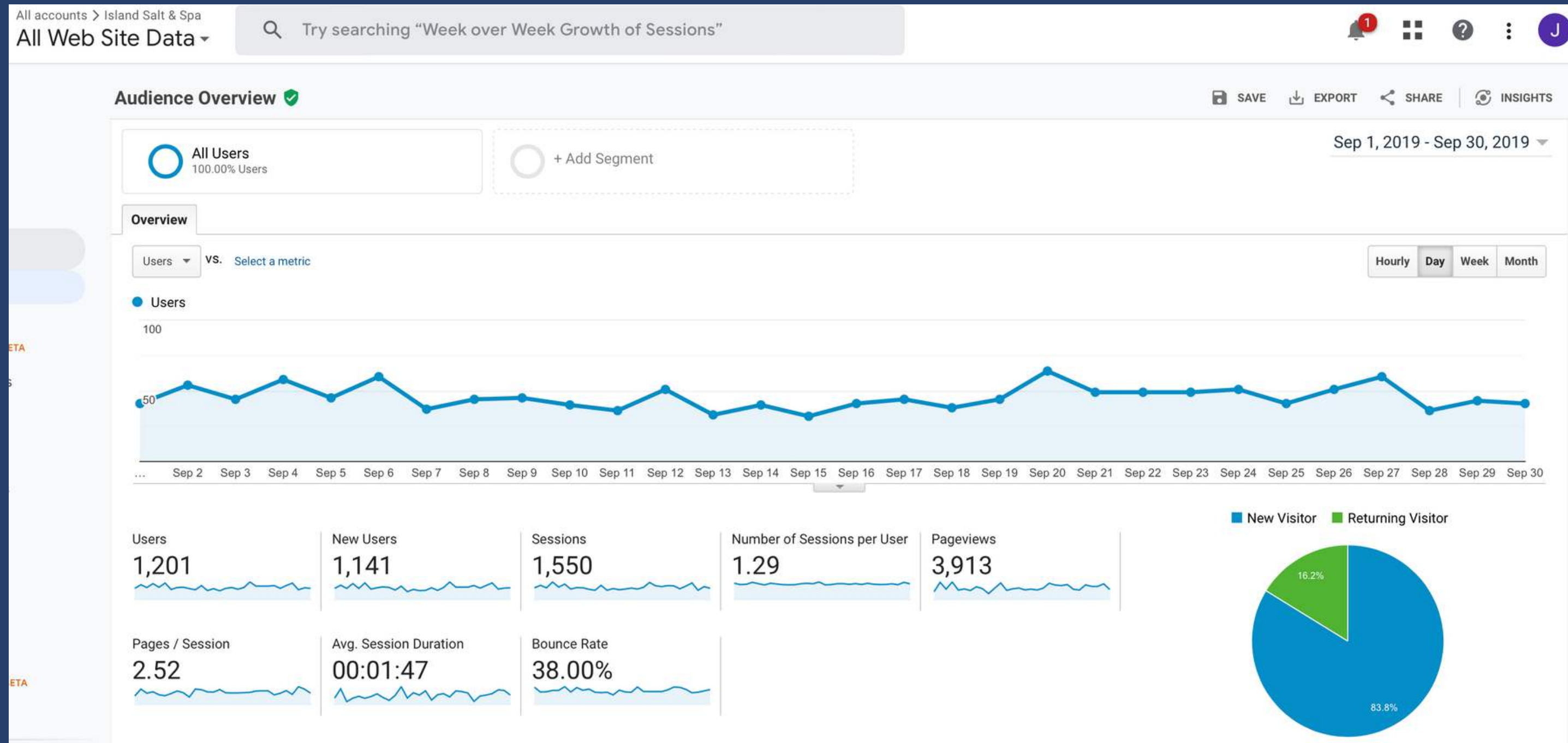


1,759 Total Keywords Ranked For

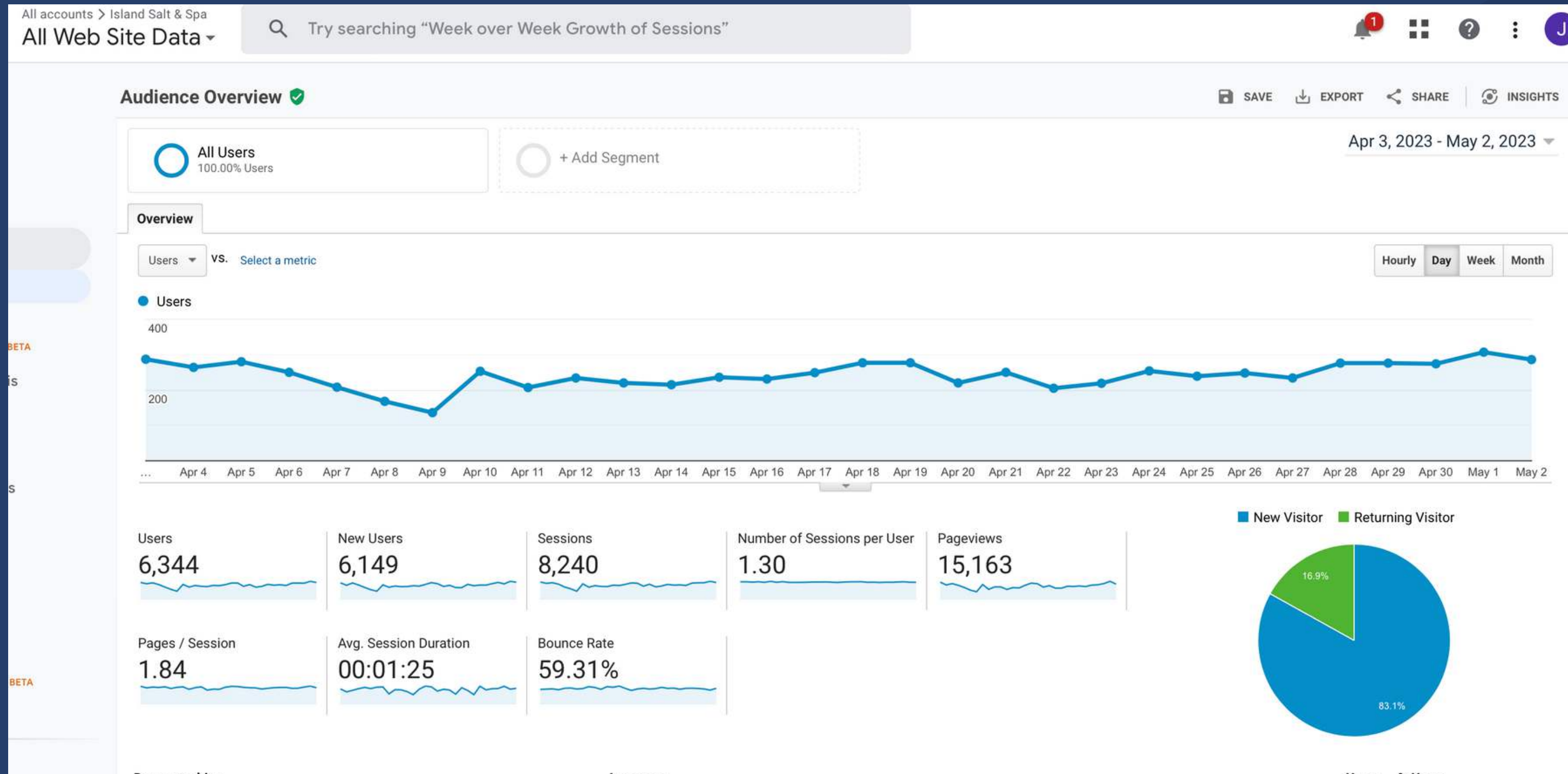
1555% INCREASE!



# Website Hits Sept 2019



# Website Hits May 2023

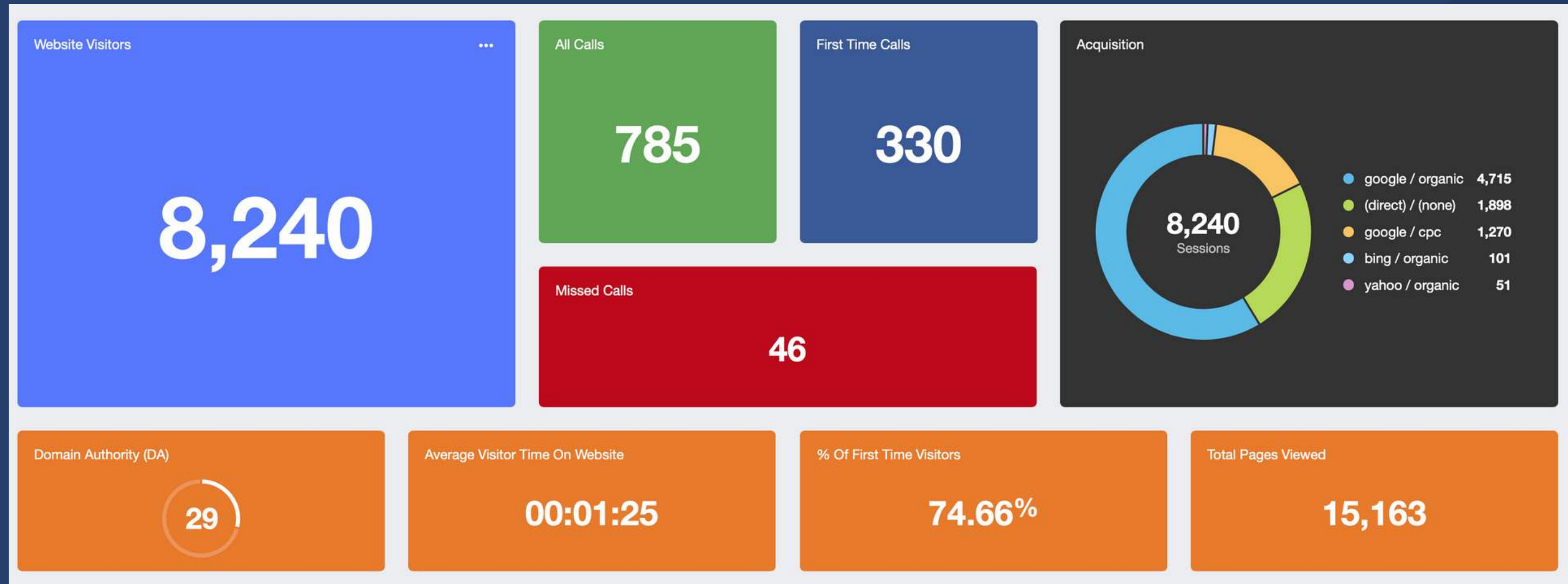




**488% INCREASE!**

# Look At These Results!

## LEADS LEADS LEADS!

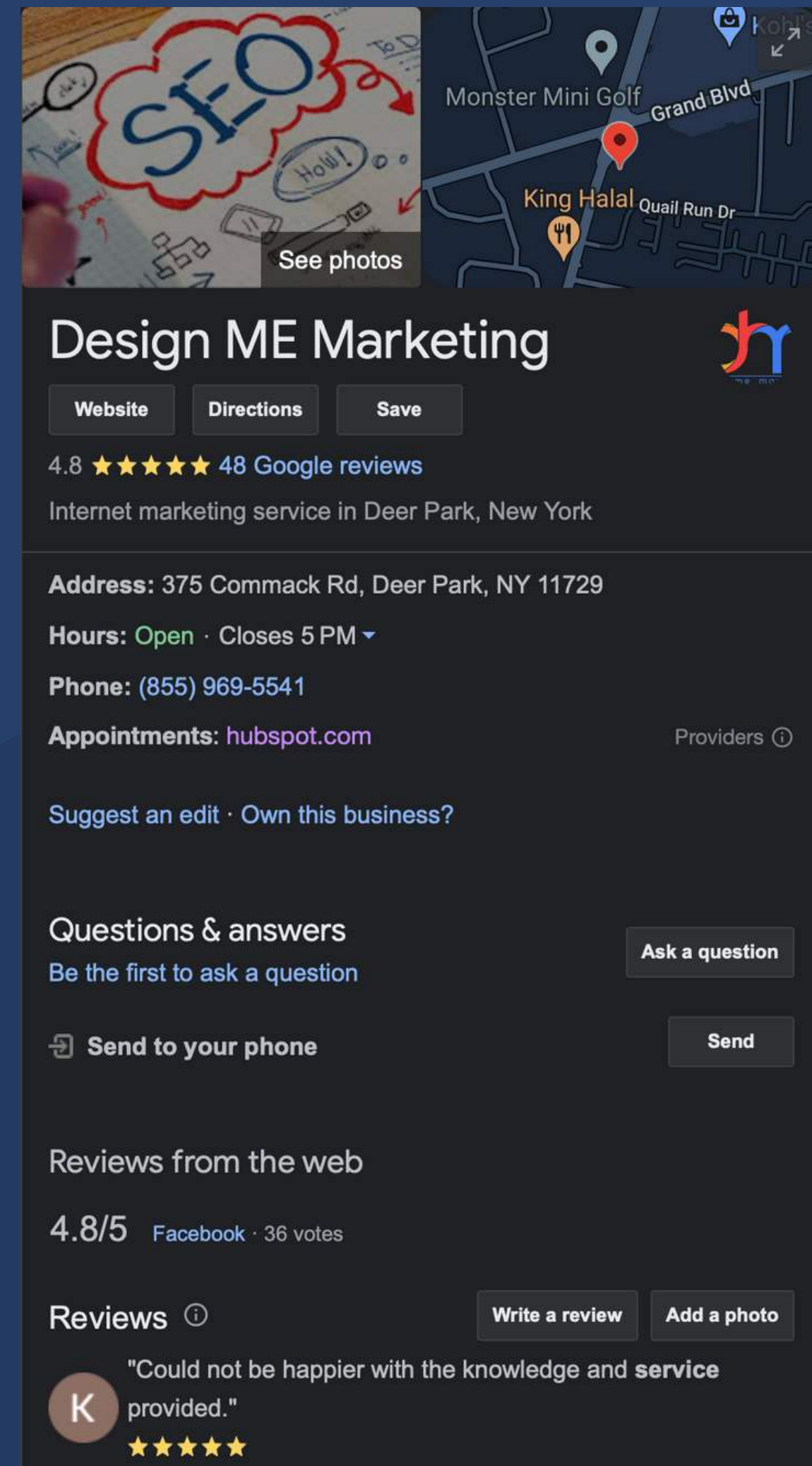


This is May of 2023



# The benefits of using Design ME

- In business since 2011
- Works with businesses small to large
- 3rd Google certified business in New York
- Top of the line reporting
- Easy to understand deliverables
- The #1 company agencies use for White Label services.
- Friendly/Knowledgable staff
- Our clients speak for us ----->





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# THANK YOU

*We look forward to working  
with you. Call Today!*

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## OFFICE



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